



Sales Sherpas

Peak Performance Marketing

PAID SEARCH

You need to generate immediate traffic to your website to rollout a new website, promote a new product or service, or simply increase sales.

Paid Search (Pay-Per-Click) marketing is one of the key methods that can provide you a targeted, measurable approach to drive immediate website traffic. Sales Sherpas understands the myriad of ways to maximize your results in these campaigns. Paid search perfectly complements SEO (search engine optimization) to help drive your organic (natural) search.



Getting Started

Sales Sherpas will meet with you to gain an understanding of what marketing you have done in the past, what has worked and what hasn't. We will learn about your company and its strengths, your industry, and your competition.

From this point, we will determine your campaign goals, present strategies and map the specifics:

- Projected sales goals
- Campaign budgets (per day, per month, per quarter, per year)
- Primary and secondary keywords on which to focus
- Primary and secondary products/services to promote
- Key demographics and preferred geographical reach
- Changes to your existing website (additional landing pages, existing page modifications, title changes, etc.)

Follow Through

A paid search campaign is most effective with constant attention and measurement. Once the campaign is launched, we will determine when the first results should be examined and the frequency thereafter. We will look at:

- Number of click-throughs and sales and lead conversions
- Effectiveness of the campaign (actual results vs. goals)
- ROI (Return on Investment)
- Opportunities or necessity to change PPC ads, keywords, etc.
- Any necessary changes to optimize existing Website
- Supplemental programs that could enhance your campaign

Your campaign success can be tracked easily with weekly or monthly analytics that we provide on our exclusive summary reports and WebEx meetings.

The Bottom Line

Choose your pay-per-click marketing professional carefully. With Sales Sherpas' continual successes in this area, our clients are realizing dramatic results, achieving better-than-expected ROI, and reaching goals that they couldn't have achieved on their own.

As this method of advertising continues to mature, Sales Sherpas stays in step with the latest trends, tools and methodologies. Search engines continually evolve, and yesterday's common wisdom may be today's greatest mistakes.

For more information, a free analysis, or project estimate, please contact us at 800.287.7198 or inquiry@salesherpas.com



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