

PAID SEARCH ADVERTISING

Paid Search Advertising is the common term for 'pay per click' advertising such as Google Adwords (as well as similar programs on Yahoo and MSN) where an advertiser pays each time a user clicks on your ad on a search engine's results page and goes to your website.

When we manage your paid search advertising account, we agree to a fixed amount we're willing to pay for each click-through from your ad to your website. When your daily budget is reached, your ad is removed so no one else can click on it. This ensures that you never pay more than you expect.

What is the main benefit of this type of online advertising? You will see an **immediate** increase in potential new clients who are finding your website.

Why should you have your account managed?

Creating a high performance, results-driven online marketing campaign requires expert care and attention to detail. In order to accomplish this, we factor in time each month to provide management services including:

- Selecting targeted keywords and monitoring their effectiveness.
- Creating relevant ad text that is likely to convert leads into new clients.
- Structuring and optimizing campaigns for better performance and maximum results.
- Providing monthly client reporting to communicate to you the strategies we've implemented and recommendations for future improvement.
- Developing and researching possible new avenues of online marketing to build your new client base.

What does it cost?

You have the flexibility to choose the monthly budget you'd like to spend!* Part of your monthly budget will go towards purchasing clicks on your ads from Google and part will go towards time for October 17 Media to manage your account. Breakdown of management time versus ad spend will depend on your monthly budget. Ask your October 17 Media representative for more details.

There is a one-time set up fee of \$895.00 required in order to set up an effective starting campaign that will start immediately driving high quality traffic to your website. Set up includes creation of your account; keyword development; multiple ad campaigns targeting different services and messages; ad rotation planning; geographical targeting; and conversion tracking.

**Minimum \$300/month plus gst. 6 month contract applies. In order to initiate contract, the client must provide first month's retainer fee, plus postdated cheques for the subsequent 5 months of the contract, dated for the first day of each month. Contracts may be cancelled prior to 6 months, but are subject to a cancellation fee of 35% of the monthly amount due per month remaining in the contract.*