



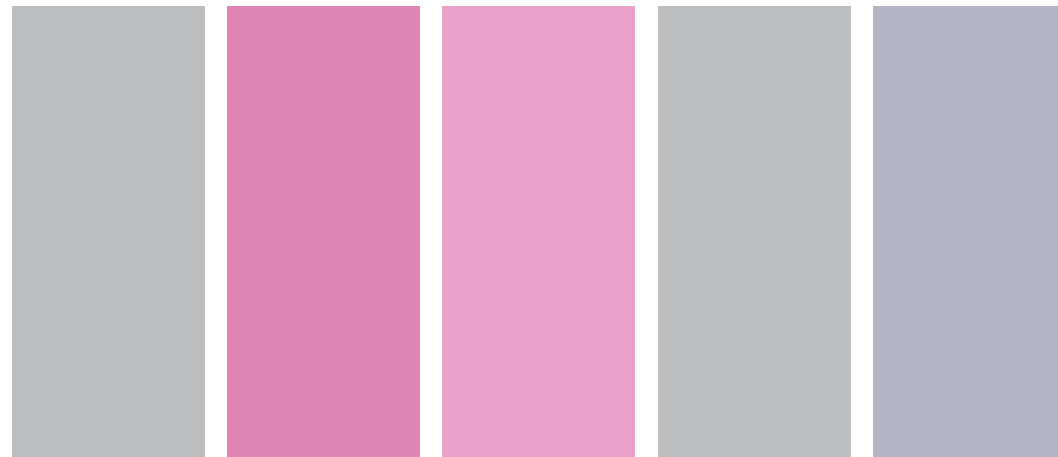
# Search Advertising

MANAGED PAID SEARCH ADVERTISING CAMPAIGNS

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Paid Search Strategy, **Delivered.**



- > RAR+ Recommended Agency
- > Google Certified Partners
- > Over 90% Client Retention Rate
- > No Fixed Term Contracts
- > Transparent & Accountable
- > Dedicated Account Manager

# Pay-Per-Click (PPC) Management

## WHAT? HOW? & WHY?

### WHAT - is PPC?

A popular alternative or addition to organic search, PPC or Pay-Per-Click management makes use of the paid search platform offered by the main search engines including Google, Bing, Yahoo, and also the larger Social Platforms, LinkedIn & Facebook. The platforms allow companies to bid for advertising space within the generated search results. These ads will link back to a specially designed landing page, which will then act to encourage the user to enquire or purchase.

### HOW - can we take advantage?

PPC tends to achieve faster results, as targeted ads can be distributed within a matter of minutes, allowing your company or brand instant exposure to your target market.

Companies can target larger amounts of lucrative search terms than the typical Organic Search Campaign. Pay Per Click marketing is typically the choice of the most driven businesses.

### WHY - Outsource?

Paid Search Advertising is notoriously competitive, and it takes in-depth knowledge and understanding of systems like Google Adwords. For those that would not consider themselves Internet Marketers, this can often be a lengthy, complicated and sometimes expensive task.

You must first successfully identify the terms that will yield the best ROI, those that are competitively viable whilst ensuring relevance and context. Following creation of adverts and terms is testing, adjustment of ad copy and landing pages on an ongoing basis to ensure optimal performance.

### Benefits of Managed Campaigns

The day to day administration of PPC management, whilst attempting to generate a noticeable ROI demands an in-depth understanding of consumers' browsing habits, considerable time investment and an expert eye for detail.

Edge Digital are Certified by Google as an Adwords Partner, giving us insight and access to training for the major PPC Platform: Google Adwords. Our team has the skills and expertise to ensure your Campaign Strategy is correct from the start, reducing wasted advertising spend on low performing campaigns.

We will create a clear strategy from the first consultation focusing on:

- Benefits to your business PPC will bring
- Your target audience and how they should be targeted to generate the best ROI
- Budget allocation for optimal results

Following initial consultation, our team will then test and monitor your campaign on a non-going basis with our in-house systems. We will ensure compliance with all best practice guidelines to ensure your campaign's performance reaches its full potential and eliminating margin for error.

Finally, you will receive a monthly report, clearly outlining our activity with a granular and comprehensive analysis of performance.

**Speak with one of our PPC Consultants for further information about our Managed PPC Campaigns:**

**+44 (0) 8436 580 757 or email: [ppc@edgedigital.net](mailto:ppc@edgedigital.net)**

2012 paid search ad spend increased 32% versus 2011 - Search Engine Land



Ahead **Today**, not behind Tomorrow.

# Paid Search Marketing SERVICES

We like to keep things simple, we offer two services. Our Kick starter packages are all fixed price, designed for small-medium sized campaigns. Our full managed campaigns are designed for medium and large campaigns with an ad spend in excess of £1000 per month.

## PPC Kickstarter Packages

We offer a fixed price packages for companies that wish to get their Campaigns setup and running on the best possible foundations. Included is:

- Keyword Analysis and Discovery
- Audience & Competitor Analysis
- Keyword Segmentation & Targetted Ad Copy
- Campaign Setup



As each campaign can vary in size, please contact us to discuss your requirements:

+44 (0) 843 658 0757  
or  
[contact@edgeitdesign.com](mailto:contact@edgeitdesign.com)

## Managed PPC Campaigns

Our Managed PPC Campaigns include:

- Goal Settings, Tracking and Reporting
- Sector and Keyword Analysis
- Conversion Metrics
- Campaign & Network Strategy
- Bidding Strategy
- Ad Copy
- Landing Page Strategy
- Campaign reviews & Optimization
- Dedicated Account Manager
- Monthly Reports
- Competitor Analysis
- SEO & Marketing Integration

We are so confident that the results we will achieve, that none of our contracts have a minimum fixed term despite the considerable time investment during the setup of the campaign.

All our managed campaigns are calculated based advertising spend:

Monthly Ad Spend	Fee
£1000 - £9,999	12%
£10,000 - £24,999	10%
£25,000 - £49,999	8%
£50,000 +	CALL

Advanced targetting and segmentation to  
protect your budget.



PPC is one of the fastest ways to get your brand in front of your audience

