

Paid Advertising (PPC) Campaign Management

Blue Magnet Web Intellect will professionally create and manage your paid advertising (Pay-Per-Click) campaign.

We assist in the careful research and selection of keywords or key phrases in the interest of achieving the desired conversions, leads, sales or registrations and then manage these keywords on an ongoing basis to ensure that the targeted objective is achieved.

The Process:

Research keywords and key phrases

Define target for success

Create the campaign

Test performance

Assess campaign

Adjust bids

Reporting

Paid advertising campaign management is particularly beneficial to companies who are not yet well ranked on search engines through natural search. It is also an ideal way to increase brand awareness, attract new customers and keep your competitors off the pages. Since is based on an auction model, campaign management is an ongoing process in order to ensure that keywords and key phrases are being bid on in the most effective, cost-effective manner, thereby keeping cost per acquisition (conversion) to a minimum.

We have varying rate options for campaign managements such as cost of percentage spend, cost per keyword or key phrase managed, or cost per conversion.

Contact Us to discuss your requirements and request a detailed consultation proposal.