

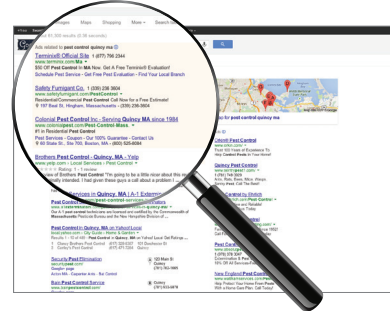


# SEARCH ENGINE MARKETING

## Shine in the right places.

Go from outdated to updated - search engines are the new yellowpages. Search engine marketing drives the right customers to your business and turns searches into revenue. Market your business to the people looking for local products or services like yours.

Want to maximize your conversions? Add an **SEM Landing Page** - a standalone web page specifically designed to promote your message or offer.



# 97%



97% of consumers search for local businesses online.

GOOGLE, 2012



78% of Internet users conduct product research online before making a purchase.

PEW INTERNET & AMERICAN LIFE PROJECT, 2010

# 73%



73% of Internet users stated that the information they found via search was trustworthy and accurate.

PEW INTERNET, 2012

### KEY FEATURES:

- Quick set-up process
- Online dashboard to track results
- Keyword and geo-targeted messages
- Flexible budget on ad spending
- Maximize exposure and increase traffic to your site

Suggested product pairings:

## SEARCH ENGINE OPTIMIZATION SOCIAL MEDIA OPTIMIZATION



Partnered with  
**PROPEL**  
MARKETING

Effective Date: September 1, 2013

**Minimum Agreement:** 6-month for Search Engine Marketing. All agreements subject to Propel Marketing's terms and conditions: [propelmarketing.com/legal/advertising\\_terms](http://propelmarketing.com/legal/advertising_terms). Rates subject to change.