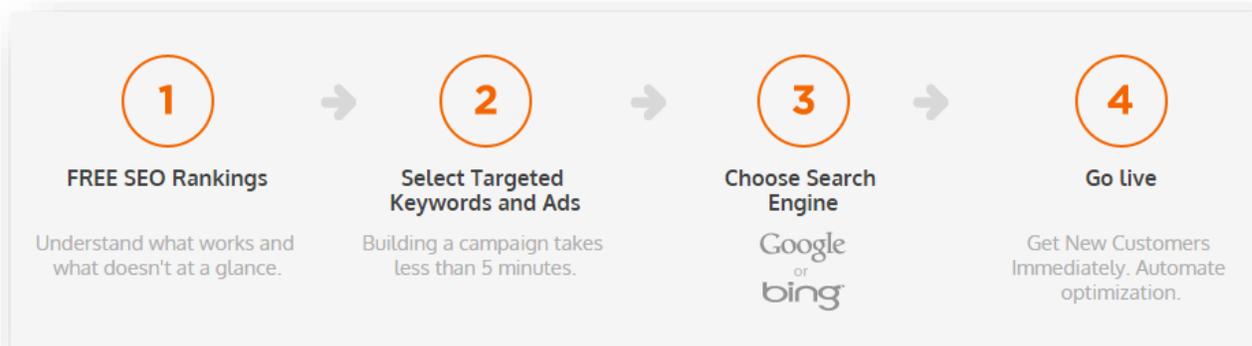


Do-It-Yourself Search Engine Marketing

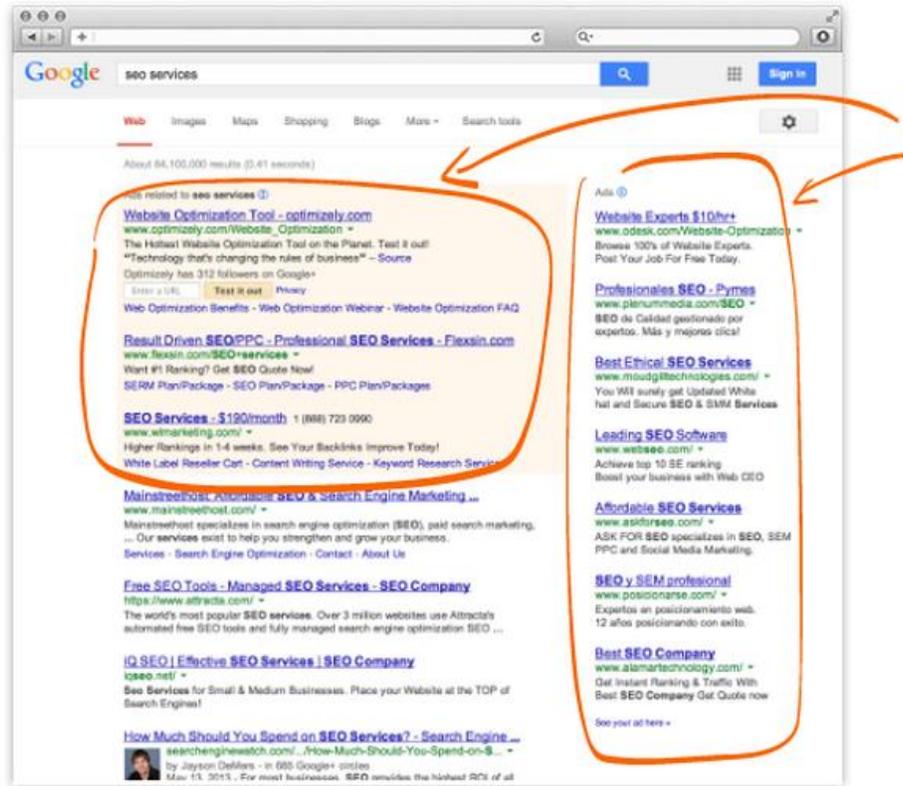
- ➔ Easy step-by-step setup for **Google** and **Bing**, no experience necessary
- ➔ Automated management and optimisation; we tell you what's important, your campaigns self optimise.
- ➔ Priced for right. Get website analytics for **FREE**, search campaigns start at **R1400 ex VAT per month.**



PAID SEARCH

(DONE RIGHT!)

puts your business in front of just the right customers, just when they're ready to buy.



What exactly is Paid Search?

Paid Search Marketing goes by many names: Pay Per Click (PPC), Cost Per Click (CPC), Search Engine Marketing (SEM) or even Google AdWords. With paid search, you buy “keywords” (the words customers enter into search engines when they look for your products) and create ads your customers will see when they enter these keywords.

How does it work?

You wouldn’t build a great store, fill it with outstanding products and not let customers know you’re there. Online, your website is on a street of millions. Unless customers have your exact address, they’ll almost certainly be sent elsewhere when they search for your product.

The Advantages of Paid Search

With paid search, you “buy” (bid on) the exact words you want your ads to show up for on Internet searches. You can also see exact data on how many people clicked your ads,



who they were and how they got to your website to help you optimize your ads and attract the most customers for your ad spend. It is by far the fastest, most cost effective way to drive traffic to your website online.

Options for Creating Your Campaign

You can set up campaigns individually on search engines like Google or Bing yourself, but to be effective, you need to understand the ins and outs and research the right keywords to drive traffic. Monitoring performance, bidding and optimizing your campaign can consume a lot of time. And no matter how much time you spend, as a small business, you won't have access to the kind of sophisticated analytics that can drive traffic and optimize results.

AdManager's comprehensive "Do-it-for-you" tool removes the barriers that face small businesses – limited budgets, time and resources. There's no long-term commitment. You can get started for free. And our easy-to-use, intuitive marketing tool takes minutes to set up and uses sophisticated technology to optimize results on an ongoing basis. The only thing you need to know is your business and customers in order to start using paid search right away to generate traffic and increase your revenue.

Agencies that specialize in paid search often require up-front or monthly investments that can consume your budget on fees vs. driving traffic. Many ask for a long-term commitment and your investment may or may not get results.

Under the Hood

AdManager is unique in the world of Search Engine or Paid Search marketing tools

It's like having a team of math whizzes and data analysts working for you 24/7 to gather data, review, test and optimize your campaign on a daily basis.

Drive quality visitors to your website

 <p>Easy to Start Our visual wizard helps you pick the right keywords and ads. Our support team is ready to help. No experience necessary.</p>	 <p>You Select the Budget Build the campaign for free and select a budget when you are ready to start driving more traffic.</p>
 <p>Automatic Campaign Optimization We automatically optimize your campaign and continually adjust keyword bids to get you better results.</p>	 <p>Understand Your Visitors Visitor-based analytics and engagement measures help you better understand your website traffic.</p>



Best of all, even with all that powerful technology under the hood, AdManager is easy to drive and maintain. All you need to know is your own business. To get started, you answer a few simple questions. AdManager then automatically structures your paid search campaign and our powerful analytics engine optimizes it daily.

The key here is daily. AdManager runs your paid search and website traffic data through up to 60,000 complex, self-educating algorithms on a daily basis. The more data we collect, the better your campaign performs.

AdManager categorises website traffic based on four levels of engagement:

1 REPEATS

Unique visitors that have been to your site at least twice. This is the lowest level of engagement but it shows that there was enough interest to come back to your site a second time.

2 RESEARCHERS

Those users that came to your site and had a deep visit while they were there. A deep visit means they either had a high number of page views while on your site, spent a significant amount of time on a page, or both.

3 PROSPECTS

Visitors who have come back a second time directly to your site, through a bookmark, social media link, email, or a bookmark app (like Evernote or del.ici.ous). This is the most important type of engagement.

4 FANS

Fans are just like people who follow sports teams closely. These people have visited your site a significant amount of times in the past 30 days.

Happy Selling!

