

## SEARCH MARKETING SERVICES FOR DEMANDING CLIENTS

### PAID SEARCH (PPC) SERVICES FROM IVANTAGE



**Paid Search** is the means by which our customers rapidly achieve a valuable presence on Search Engine results pages – specifically in the sponsored search listings. They appear alongside the very best performing **Natural Search** results.

Like all advertising, however, it operates in an increasingly competitive market. To stand out from the crowd, it is vital to combine creative research and an inventive strategy with thoughtful bid management. Continuing performance analysis and meaningful reporting must follow to ensure that the ads deliver relevant and valuable visitor traffic.

ivantage combines these techniques to achieve both rapid entry to sponsored search listings and impressive returns. By means of diligent and imaginative keyword research, we can both build brand visibility and attract customers further down the buying process. Our long experience of writing focused ad copy stimulates the right sort of visitor – the one that converts to a customer – to click-through. We devise effective landing pages to direct those visitors efficiently to their goals, and track their progress with web analytics so as to be able to improve their experience and your conversion rates.

Building, running and managing a successful Paid Search campaign requires a combination of creativity, copywriting skills, an advertiser's instinct and attention to detail. If not conducted properly, a PFP campaign can cost a great deal but deliver very little.

ivantage provides a campaign management service called **PFP Manage** to ensure that advertisers maximise the potential of their Paid Search campaigns.

#### PFP Manage

**PFP Manage** is the name we have branded our Pay-for-Position search engine marketing campaign management service for *Google Adwords* – also Yahoo! (Overture), MSN (adCenter) and Ask as required.

PfP Manage takes care of all aspects of creating, building, running and managing a campaign. We build the keyword lists, write the ad copy, manage bidding, attend to conversion and report the campaign's Return on Investment – by individual keyword if required – using *Google Analytics*.

ivantage's services for Paid Search include:

- **Consultation and planning** – we talk with you at length and take time to understand your business. We can then agree on cost and conversion objectives and make decisions about where to place the advertising
- **Keyword research** – our painstaking and imaginative keyword research identifies the terms which the customers you are seeking are currently using to find your type of product and service
- **Effective ad copy** – creative ad copy and side-by-side testing selectively increases the click-through and conversion of the right sort of visitor. Good copy additionally promotes brand visibility and recognition

#### What is paid search?

**Paid Search, Pay-for-Performance (PFP), Pay-for-Position** and **Pay-per-Click (PPC)** are all terms used to describe online advertising campaigns in which small advert panels appear either alongside natural search results or beside the copy on defined content web sites. The appearance of the ad is triggered by the match of a search term or content item (word or phrase) with one in the list, created by the advertiser, associated with the advert.

Although commonly considered to be search, the practice is, in reality, advertising. The placement of the ads may be free of charge, but the advertiser pays for each click a visitor makes on the link in the ad. It usually leads them to a particular page on the advertiser's website associated with the ad – the landing page.

#### Google Adwords qualified

ivantage is a  
*Google Adwords Qualified Company*



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- **Advice on web-site design** – the design of landing pages is vital in encouraging visitors to follow through to the goals that you intend them to reach
- **Web site analytics** – if not already in place, we apply web analytics to the site so as to get rapid feedback and analysis of visitor behaviour. We are then able to advise on optimising the site for conversion
- **Conversion rate optimization** – by using persuasive copywriting and eye-catching design together with the most effective software tools for comparative analysis, we create pages to maximise the rate at which paid-search visitors reach the goals intended for them
- **Account management** – ivantage is both a *Google Adwords Qualified Company* and a *Google Analytics Authorized Consultant*. Our paid search account managers look after all aspects of your Paid Search advertising campaign so as to ensure continual fine-tuning and improvement
- **Reporting** – we report regularly and frequently to make sure you can keep track of all aspects of your campaign’s performance including the return on your advertising spend

### Our pricing model:

We use a pricing model which enables us to provide a quality service – delivering positive ROI without locking in clients.

- A one-time campaign set-up charge of between £650-£1,350 depending on campaign size
- A one-time installation and configuration charge for *Google Analytics* (if web analytics is not already installed)
- A monthly management fee of 15% of PPC ad spend with a £950 minimum
- 30 days cancellation notice at any time
- 30 days credit terms

### Clients get real benefits from ivantage:

- **The power of *Google Analytics***

We are a *Google Analytics Authorised Consultant*. We will ensure *Google Analytics* is correctly configured for your site so that every click, visit and conversion is tracked, allowing us to compare advertising spend with resulting conversions and make changes to stimulate conversions.

- **The expertise of a dedicated Campaign Manager**

We guarantee our clients a very high standard of service by assigning a skilled and experienced client-facing Campaign Manager who not only manages the client relationship but also directs the campaign, hands-on.

The Campaign Manager will work closely with your marketing team to plan, create, launch, monitor, measure, optimise and report your paid search campaign. He/she will collaborate with your team via regular phone meetings and quarterly face-to-face meetings. The Campaign Manager manages your PPC campaign on a daily basis using the *Google Adwords'* and *Google Analytics'* interfaces so removing the day-to-day responsibility from your people, freeing them to work at a higher conceptual level.

- **Comprehensive yet summarised reporting**

We provide clients with weekly reports on campaigns, keywords, conversions and return on investment.

We are wise to the difference between data and information so, to save you time, your Campaign Manager summarises the monthly report, giving you the information and opportunity to discuss the Campaign with him/her and make decisions for future activity.

In addition to regular reports and at your request, your Campaign Manager will respond to ad-hoc queries and run reports against *Google Adwords* and *Google Analytics*, answering questions not covered in the standard reports.

### ivantage's paid search experience

Paid search as a service was brought to the market by GoTo, the first company to make a success of PPC. In early 1998, GoTo offered advertisers the possibility of bidding for position in search results.

GoTo renamed itself as Overture in October 2001 and was acquired by Yahoo! in 2003.

Google launched their Adwords product in 2000 and now have the largest market share.

Although ivantage was founded in 2002, we have people who were advertising with GoTo back in the early years and our experience has remained unbroken since then. The same people were there at the launch of AdWords and our accumulated experience is second to none.

Although we recommend *Google Analytics*, we can work with most web site analytics tracking tags – off-the-shelf and in-house. If you require inbound search traffic to your site to be tagged and tracked in a particular way, we can usually do it to just about any level of detail.

## TRAINING

ivantage provides training for all the search marketing products and services which we supply.

In the case of *Google Adwords*, our standard courses are available in 3 variants:

1. Scheduled, public training hosted at our north-Central-London facility. There are two courses:
  - *Google Adwords* Essentials workshop
  - *Google Adwords* Advanced workshop
2. Private, on-site workshops for class sizes of up to 10, using the same syllabuses as for the public training
3. Private, on-site workshops for class sizes of up to 10, using tailored syllabuses to meet the particular needs of the client

For some clients, extensive set up and development of their *Google Adwords* application requires additional training in order to pass on to users the additional functionality and how to employ it effectively. In cases like these, the training is specially prepared and tailored for the class.

## Client projects

The following are clients who retain ivantage Limited to run paid search projects:

- Argos Business Solutions ([www.argosb2b.co.uk](http://www.argosb2b.co.uk))
- Blockbuster Entertainment ([www.blockbuster.co.uk](http://www.blockbuster.co.uk))
- Bon 'A Parte UK ([www.bonaparte.co.uk](http://www.bonaparte.co.uk))
- Bonsoir of London ([www.bonsoirdirect.com](http://www.bonsoirdirect.com))
- Brackets R Us ([www.bracketsrus.co.uk](http://www.bracketsrus.co.uk))
- Denner Cashmere ([www.dennercashmere.co.uk](http://www.dennercashmere.co.uk))
- Elégance UK ([www.elegance.co.uk](http://www.elegance.co.uk))
- Funcom ([www.funcom.com](http://www.funcom.com))
- Home from Home ([www.homefromhome.co.uk](http://www.homefromhome.co.uk))
- Merchant Cash Express ([www.merchantcashexpress.co.uk](http://www.merchantcashexpress.co.uk))
- Pabo (Beate Uhse UK trading as Pabo) ([www.pabo.com](http://www.pabo.com))
- Vitabiotics UK ([www.vitabiotics.com](http://www.vitabiotics.com))
- Vitabiotics USA ([us.vitabiotics.com](http://us.vitabiotics.com))

### When to use paid search

Because the route to ranking highly in **natural search** (SEO) includes a lot of work optimizing a site's content and building a list of inbound links, the process is costly both in money and time.

In contrast, the use of **paid search** (PPC or PFP) brings visitors to a site with little delay.

Web site publishers therefore use paid search to attract traffic while their natural search campaigns are developing and where new products are frequently being added to the site.

### Web analytics are vital

Many agencies offer services to manage their clients' paid search campaigns. A large proportion refuse to acknowledge the vital role of web analytics in measuring their campaigns' effectiveness and improving conversion.

We are still surprised to meet agency clients who pay large amounts for paid search campaigns yet take no interest in web analytics – to their great and *avoidable* cost.



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