



## When Your Buyers are Looking, Are You There?

Let our search engine specialists show you how to identify and engage with the right buyers. If you are spending over \$1,000 per month using Google AdWords, Bing Ads, and/or Facebook Ads, the LSC Digital's full-service management services are a perfect fit for you. Our full-service PPC package is designed to save our clients both time and money.

### How Does the Service Work?

Every search campaigns starts with a strategy document outlining how we each step of a plan will be executed.

At a high level, our analysis and setup process gets us familiar enough to begin advertising. This is important as each search platform requires custom setup and our understanding of your business along with a competitive industry analysis will give us a clear strategy to move forward.

Once launched, your program is constantly analyzed and adjusted. PPC is not "set it and forget it," it requires constant management because a lot of change takes place over time, and your results depend on adapting to these changes.

We will keep you informed of new opportunities, current events and always report results. Our relationship and results will grow to take full advantage of what these powerful platforms have to offer.

### Included in Full-Service PPC Management:

- Pinpoint key metrics in your account that match your business goals
- Identify wasted spend across your entire account to prevent future waste
- Recommend positive keyword lists to be added to your campaigns
- Verification of properly installed conversion and tracking code
- Provide scripts for you to use to monitor and manage your account
- Recommend proper use of remarketing that improves account ROI
- Calculate statistical significance of current ad content performance with recommendations
- Overall account structure and settings recommendations
- Display ad recommendations
- Quality score analysis and recommendations

## Let Us Help You Fill In The Gaps, Get Started

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