



# List Services

**CORPORATION** Search Engine Marketing: Pay Per Click - PPC

*LSC manages paid search campaigns that results in immediate exposure to your website and business. LSC takes a direct marketing approach that offers integration across all your advertising channels*

## **Integrating SEM:**

LSC's key objective is to integrate the paid search campaign with search engine optimization efforts to maximize search presence. As a result, learnings from both tactics are leveraged to lay the groundwork for a long-term search presence.

## **Overview and benefits of PPC Search Marketing:**

LSC's PPC management services involve paid advertising placements as sponsored results in search engine rankings. PPC provides for almost immediate exposure for your website on search engines, content networks, and individual websites in keyword-targeted ad placements. Some of the services included within LSC's PPC management services:

- Creative development
- Developing text links based on brand messaging and searcher profiles
- Planning the messaging experience through to the landing page
- Creative executions combining strong call-to-action language with brand and product differentiation
- Flighting
- Setting up campaigns using tracking technologies
- Tracking/metrics setup is key to campaign success
- Optimization/campaign management
- Bid/ROI management
- Eliminating poorly performing keywords
- Rotating/testing messages
- Increasing allocation towards better performing keywords/sites

## **LSC's Approach:**

LSC does not simply buy keywords to fix paid results. Nor do we just fix header tags to improve unpaid. What we do is present a comprehensive strategy outlining how your team will execute each step of a plan while constantly analyzing and updating your strategy.

