



# SEARCH ENGINE MARKETING (SEM)

ALSO REFERRED TO AS  
PAY PER CLICK (PPK)

## WHAT IT IS

Search Engine Marketing is the marketing of a business using paid advertising on search engine results pages.

This is achieved by identifying and buying keywords relevant to your business.

SEM's objective is to have your company appear above the map at the top of the first search page they see when they do a search for your type of business or service.

## HOW IT WORKS

Campaigns are based on your specific company goals and objectives. Everything is based on keywords that users are likely to type into a search engine while looking for information on your specific product and/or service. NMM's Team bids on these keywords using a sophisticated proprietary algorithm for best results.

## WHY IT'S IMPORTANT TO YOUR BUSINESS

SEM keeps you in front of your customers when they are actively searching for products or services that you offer.

It combines effectively with other digital marketing media and services to increase your campaign's ROI (Return on Investment), helping you attract and retain clients.

## WHAT MAKES NMM'S SEM APPROACH SUPERIOR?

**It is critical to the success of your campaign to have experts running it.** The rules of running a Google ad campaign are the same whether you choose to do it yourself or hire an expert team to do it for you ... but the **performance** is vastly different.

Campaigns change frequently based on season, inventory, goals, and much more. SEM is one of the fastest moving forms of digital marketing, and it requires a diligent management effort to make sure the messages are relevant, timely and attractive on a crowded search engine results page.

The NMM Operations Team is paid based on the achievement of your campaign goals. Every campaign is unique and based on Google's best practices to achieve your objectives.

Our custom reporting dashboard gives you full transparency, with 24/7 access into every aspect of your campaign.

NMM is a **Google Premier Partner**, which provides our clients with unique access to Google's resources, giving us several advantages that we can implement on your behalf to optimize your ROI.

**CONTINUE TO NMM'S SIX STEP PROCESS.**



## NIAGARA MEDIA MACHINE'S PROVEN SYSTEMATIC PROCESS PRODUCES SUPERIOR RESULTS

Our team follows the **SIX STEPS** below throughout your campaign to ensure a thorough setup and analysis takes place to produce results:



### **STEP 1: CAMPAIGN STRUCTURE AND INDUSTRY BEST PRACTICES**

This provides greater ability to track what is working and what isn't. We employ tightly themed ad groups to improve your results. You need the right keywords, not necessarily more of them. Our focus is on the relevance of keywords, not how many we use. Irrelevant keywords lower your Google rating.

### **STEP 2: COMPETITOR ANALYSIS AND COMPETITOR CONQUESTING**

Google Ads is a highly competitive space, so it's important that your Google ad team perform a thorough competitor analysis. Your ad will often show up right next to a competitor's, so having a strong claim or offer can be a compelling way to stand out & provide a reason for someone to click or not click on your ad.

### **STEP 3: RIGOROUS KEYWORD ANALYSIS AND OPTIMIZATION**

To set up your keyword list, our campaign managers review Google's list and provide a campaign build for your review, which will include recommended keywords & other information pertinent to your campaign.

Our monthly process includes adding new relevant keywords and pausing or removing any keywords that are not performing well. We will also add in negative keywords to deter irrelevant traffic.

### **STEP 4: PROFESSIONAL AD DEVELOPMENT AND OPTIMIZATION**

To increase clicks & conversions to your website or landing page, we ensure that all ads are customer focused and unique, differentiating your product or service from that of your competitors.

### **STEP 5: BID & BUDGET MANAGEMENT STRATEGY**

Your NMM Campaign Manager stays on top of constant changes to Google's algorithm, to ensure you are always using the best ad inventory at the most effective time. Our Campaign Managers make constant improvements throughout your campaign to ensure a smooth delivery of your message.

### **STEP 6: THOROUGH DOCUMENTATION AND TRACKING**

We document all campaign changes as we continue the optimization process throughout your campaign, to ensure maximum campaign performance and ROI.

**FOR FURTHER INFORMATION  
PLEASE CONTACT**

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