

SEARCH ENGINE AD CAMPAIGN



OBJECTIVE

Generate leads from key decision makers in untapped, uneducated market

STRATEGY

Run targeted Google adwords and Bing ads, SEO best practices, and variable landing page targets with gated assets

EXECUTION

BUILD AWARENESS

1. Build out keywords to run on Google/Bing related to client solution as well as solutions from competitors
2. Launch search campaigns on Google/Bing and ads on social media platforms best suited for audience
3. Drive prospects to landing pages offering educational downloads such as e-books and case studies specifically targeted to decision makers
4. Develop multiple landing pages with a variety of offers to gauge market interest and expand reach

QUALIFY LEADS

1. Prospects are required to register to access free downloads
2. Qualified leads are then passed on to sales for follow-up

REAL RESULTS

The following results were achieved from this campaign type for an upstart marketing software company:

- Generated a **consistent lead flow**
- After six months of proven success running the campaigns in the United States we **launched in France, Germany, England, and Spain**