

RESULTS-DRIVEN

SEM
CTR Leads
Conversion Rate
ROI and profit
Analytics



To out race the competition and drive qualified sales leads from online search traffic it requires skill, knowledge and precision.

Vertical Marketing Network knows just how to develop and optimize geo-targeted campaigns to get quality search engine marketing ads in front of the right audience and into the pole position. And being real pros at engineering unique landing pages featuring compelling offers that motivate action, Vertical clients have realized lower cost per clicks and higher sales conversions than ever before. Marketers, start up your result engines!

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How do you get your brand in the pole position of Search Engine Marketing (SEM) to drive leads and sales? Use Vertical Marketing Network's pay-per-click specialist team to generate awareness, drive click thrus and conversions of qualified leads in a cost efficient manner. Whether it's Google™ Adwords, Yahoo®, Bing™, or a combination of those search engines, our Results-Driven experts successfully deliver online searchers with relevant categories to your brand through geo-targeted SEM campaigns.

How it Works

The Vertical Marketing Network team performs extensive evaluation of a client's brand objectives, strategies as well as their current website and online search activity for their target markets. The agency then provides a comprehensive SEM campaign recommendation that will fit the budget parameters and target cost per lead or sale. Then through ongoing optimizations of the text ads, offers, landing pages, keywords and daily monitoring, Vertical Marketing Network fine tunes the campaign to meet and even surpass the brand objectives in an efficient manner.

What to Expect

Vertical Marketing Network's crew will put brands on the right track to make clients winners in the SEM race. For example, the agency took over the management of James Hardie's SEM campaigns to drive home siding remodeling leads and cut their cost per lead in half and doubled their conversion rate in their targeted geographic regions. And that's how to drive results and cross the finish line ahead of the competition!

