

PPC » Pay Per Click Advertising **Here at Dimnet, we are passionate about PPC advertising. Our success depends solely on the performance that we are able to deliver to our clients. We devise bid management PPC strategies that ensure that you only pay the best price for each click. Our PPC management is focused on your Return On Investment. In many cases we have driven down PPC budgets for clients due to the success of our campaign management.**

### **Why Use Dimnet PPC Management?**

Paid search advertising is the most targeted form of search marketing; you only pay when a user clicks on your ad. Although the concept is simple, day to day management of a campaign is a 24/7 job. Do you have the time to manage all your keywords across Google, Yahoo, MSN and more? Will you be able to react when a competitor adjusts their bidding strategy? We believe in using our expertise to free you to do what you do best – focussing on your core activities. We have over 650 active clients, with an impressive 90% retention rate.

### **What Do I Get For My Money?**

Whether we take over an existing campaign or build one from scratch, we will assemble a well-targeted, affordable and coherent campaign. We do extensive keyword/sector research meaning you will bid only on relevant keywords that will drive traffic to your website. Once the campaign is launched, you will receive 24/7 bid management and analysis along with regular reporting that will show you how we've been doing and how we are planning to progress. If you would like a free, no obligation PPC strategy document for your website, compiled by one of our Google Adwords qualified professionals, please fill in our contact form at the bottom of the page and we will be in touch shortly.

### **Dimnet PPC Management**

Dimnet provides a full PPC management service. Our campaign process includes the following:

- İ Goal Setting and Tracking
- İ Sector and Keyword Analysis
- İ Conversion Metrics
- İ Campaign and Network Strategy
- İ Bidding Strategy
- İ Ad Creative and Copy
- İ Destination and Landing Page strategy
- İ Campaign Reviews and Optimization
- İ SEO Integration
- İ Affiliate Integration
- İ Marketing Integration
- İ Reporting, observations and recommendations

### **Optimize Your Paid Search Campaigns**

We can optimize your existing PPC campaigns or set up a new campaign for a one time fee.

**Please don't hesitate to contact us for more information using the form below.**