



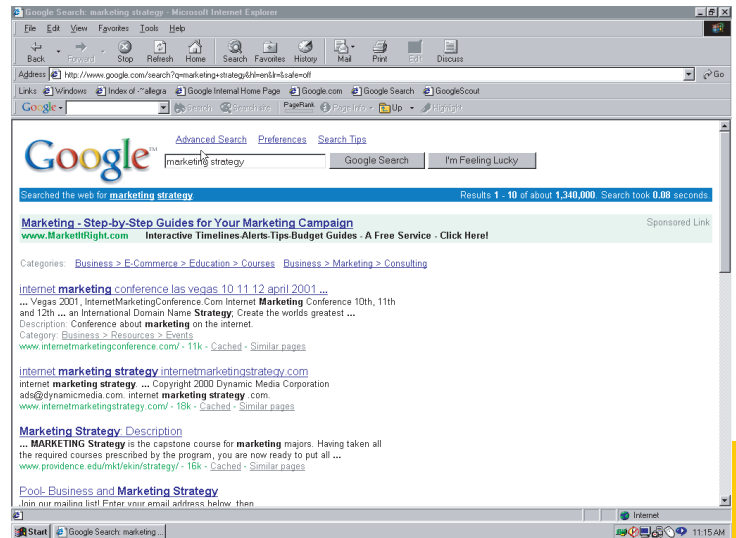
The Right Marketing For Market It Right!

Objectives

- To build traffic and revenue stream and to generate profits from the very first visit.
- Generate approximately 50,000 visits per month for a B2B service targeting small businesses.
- Obtain solid results with a small online advertising budget.
- Retain customers while increasing efficiency of new customer acquisition.

Campaign Description

- Developed simple and highly targeted ads carefully linked to customer related keywords.
- Provided access to comprehensive campaign reporting and a dedicated account team.
- Google ad optimization team maximized campaigns by suggesting new creative to supplement under-performing ones.
- Based on previous experience, Market It Right determined Google would be their only ad buy.



Marketing - Free Access to Tips, Ideas, Resources
www.MarketItRight.com Step-by-Step Guides - Launch Your Campaign! - Free

Marketing e-Service - Interactive Timelines-Alerts-Tips-Budget Guides
www.MarketItRight.com Free automated marketing processes

Results

- Delivered custom, targeted text ads to users specifically searching for marketing communication solutions.
- Google text links generated qualified leads for Market It Right and helped build a database of potential customers.
- After authorizing Google to make adjustments to their ads, response rates improved 100 percent and cost per visit dropped 50 percent , shortening their timeline to profitability by half.

Client Comments

"Google will be the cornerstone of our business, not just themedia, but our business. It is an excellent brand to be associated with and the results are excellent. Placement of the ad to the viewer is excellent. Noise level on the pages is minimal. Online reporting is superior. More importantly, the quality of the visitor translates into excellent close rates for us. Generating quality visitor and high conversion rates, Google is our foundation media buy upon which we will build our business."

Mark Evans,
 CEO,
 MarketItRight.com