

# SEARCH ENGINE MARKETING (SEM)

Search Engine Marketing or Pay Per Click (PPC) advertising is one of the most powerful digital marketing tools of our time. Comprehensive and targeted Google AdWords management, remarketing and conversion optimisation, and display advertising are all great ways to reach your target audience.

SEM is another form of digital advertising for your business. Whilst appealing and responsive web design and SEO benefit the organic traffic of your website, SEM uses paid traffic to bring users to your website. Here are some of the benefits of incorporating online advertising into your marketing plan.

## YOU CAN TARGET AUDIENCES WITH INCREDIBLE PRECISION

PPC marketing campaigns are focused on reaching users searching for relevant, high intent keywords.

## YOU PAY AS YOU GO

Pay per click marketing is true to its name – you only pay per click! PPC advertising allows you to track how your ads are performing at all stages, ensuring they reach the audiences that matter.

## ALL STAGES OF THE CUSTOMER JOURNEY ARE TRACKED AND REPORTED

You can see where audiences are coming from and if they end up completing a purchase or other action on your website that you deem important.

## REMARKETING & RETARGETED ADS

This involves displaying ads to users who have already visited your site, but navigated away before completing the action you want them to. This form of advertising follows customers while they are online, reminding them of your business and convincing them to return to your website and make a purchase. Remarketing is a perfect way to give these users a little nudge back in the right direction!

## TARGETED DISPLAY ADVERTISING

This method delivers high quality text and banner based adverts to your target audience as they search other relevant websites, increasing the exposure of your brand and delivering targeted traffic back to your website.

## CONTACT US

The team at GDR Group know how to manage your SEM campaign to reach the audiences that matter and guarantee optimal value for money. In no time, your business will be generating new leads and sales from Google AdWords management, remarketing and display advertising – with detailed analytics and reporting guiding you along the way.

To find out more, speak to one of our experienced local area marketing experts today:

**1800 657 797**

**[inquiries@gdrgroup.com.au](mailto:inquiries@gdrgroup.com.au)**

**[gdrgroup.com.au/sem](http://gdrgroup.com.au/sem)**



# SEM PACKAGES

## SEM Doctor

Access to one of our Director level SEM experts

Minimum 1hr booking slots available

Perfect for businesses with an in-house digital resource who need additional on-demand expertise

## SEM Ongoing

Ad copy analysis and set-up inc. A/B testing and advert extensions

Keyword analysis inc. keyword match types, competitor research, negative keyword analysis

Account review – audience targeting, enhanced / product listing campaign development

Quality control – url checking, campaign ad rotation / remarketing optimisation

Visibility audit and optimisation – competitor review, impression share checking, auction insights

Follow up support and actions implementation

Dedicated account manager and weekly reporting

## Management Fee & Media Spend

\$2,500 - \$9,999 p/m  
media spend: 30%  
management fee

\$10,000 - \$19,999 p/m  
media spend: 25%  
management fee

\$20,000 - \$29,999 p/m  
media spend: 20%  
management fee

\$30,000 + p/m +  
media spend:  
15% management fee