



# Targeted prospects are searching for your products and services right now.

## Are they finding you?

**A successful Internet marketing advertising campaign is one of the fastest and the most effective ways to increase your online business revenues and maintain a superior ROI. Many companies have limited time to manage these campaigns in-house. The result is often ineffective management of the campaign and difficulty ensuring details are up to date leading to a lower ROI.**

### ⊙ **Optimize your ROI**



With full campaign management eBridge Marketing Solutions looks after every aspect of your campaign. As part of our service to you, we provide regular monthly reports outlining and analyzing placements of campaigns providing your business with measurable data each month. This gives you the opportunity to gauge your successes but to also be aware of poorly performing campaigns so you are not wasting valuable time and resources.

### ⊙ **Optimize your ROI**



An initial analysis will be done on the web site, which includes design, usability, speed, accessibility, browser independence, search engine optimization, link structure and more. Clients can expect detailed recommendations along with screenshots of problematic areas. We also provide an internal checklist to ensure thoroughness.

We offer any or all of the areas listed below as part of our full campaign management program. Depending upon our level of involvement, your role would be to simply sign any paperwork and to pay the invoices. Together, we will review a monthly report and our recommendations.



## The eBridge Toolbox for Success

- Website Analysis
- Suggest changes for better usability
- Suggest implementing crucial success elements
- Suggestions for best practices
- Competition Analysis (Generally a one time fee)
- Find competition's strengths and weaknesses
- Keyword Research (Generally a one time fee)
- Analyze keyword markets to find important targets
- Advertising/Management
- Track, monitor and report advertising spending
- Track clicks and conversions
- Budget Analysis
- Manage and distribute budget
- Shift funds as necessary and track progress
- Suggest new advertising channels
- Conversion Tracking/Cost Analysis
- Track and calculate clicks and conversions
- Web Statistics/Analytics/Monitoring
- Implement web traffic monitoring system
- Analyze data
- Reporting & ROI calculations
- Report conversion data in formulas helping target dollar to click to conversion ratios
- Help find conversion paths to maintain spending in valuable areas
- Provide a summary detailed report each month suggesting required changes to campaigns as necessary
- Landing Page/Ad Copy Suggestions
- Suggest or develop variables to find conversion paths
- A report with a few (2 or 3) suggestions would be made each month
- SEO Backlinks (Generally a one time fee)
- Suggest different link positioning for SEO efforts
- Pay Per Click Management
- Complete setup, management, and tuning of online spending

## © About eBridge



eBridge Marketing Solutions is a marketing agency that has specialized in the development and administration of cost effective Internet marketing campaigns for the past 7 years.

eBridge offers a wide variety of services, including advertising, consulting and strategic planning, search engine optimization, pay-per-click search marketing management, website design, e-commerce development, business brokering, article and press release writing and advertising campaign management. eBridge has serviced many industries from enterprise software to Webmaster applications to manufactured products to custom prescribed vitamins to back yard cedar garden sheds – eBridge has done it all!

We have experts in each of the following areas: Online advertising channels, SEO, PPC Management, Copywriting Design, Research and Consulting.

## © Leverage your Website & Results



Call us at 604-731-5530 or email [info@ebridgemarketingsolutions.com](mailto:info@ebridgemarketingsolutions.com). Let us know that you're interested in finding out more about Full Campaign Management and we'll explain the rest. We'd like to show you the many ways we're helped others manage their campaigns and how we may be able to help you. Call today.

For information on eBridge, go to [www.ebridgemarketingsolutions.com](http://www.ebridgemarketingsolutions.com) where you'll find services offered, testimonials and examples of our work!

We're better together.