

eMarketing: Search Engine Marketing (SEM)

Search Engine Advertising



Search Engine Marketing (SEM)

Search and find!

Take the opportunity to influence the search process in such a way that you most benefit from it.

More than 80% of all users “search” the internet. Thus, search engines are the second **most used internet tool** after E-Mail. The advantage: every searcher has concrete needs, often a concrete purchase intention.

Search Engine Marketing (SEM) allows you to place your offers in Google or in other search and retrieval services and thus overtake your competitors.

SEM services & prices (Google AdWords Keyword Campaigns)

- Delivery of the ordered number of clicks via Google to the desired target URL.
- Regular reporting (depending on the duration) on the number of views and clicks made per group

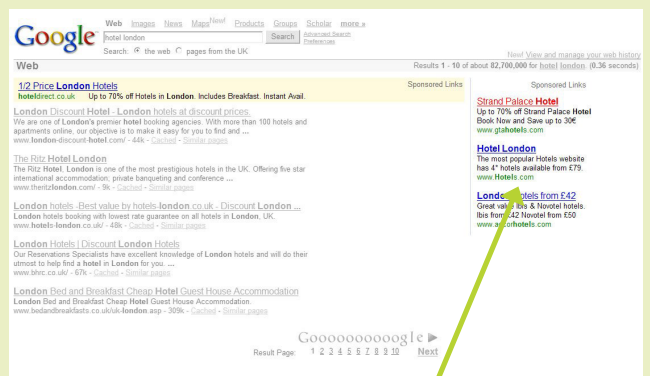
Note: You can determine the period of the campaign to a limited extent. Due to the dependence on the selected keywords (search items) and on the response values, the duration is subject to time shifts.

Setup services

- Campaign set-up incl. customized settings
- Selection of relevant keywords and phrasing of the advertising text
- One-off set-up costs (charged on a time and material basis)

SEM (Google AdWords)

- Make efficient use of the popularity of the **Google** search engine - advertise your own products and services!
- With **Google AdWords** you can place advertisements that are displayed next to the search results to a particular search item. Thus, you enjoy the benefit of an **excellent ad placement** without any effort.
- Enjoy the convenience of **not being charged** before the searcher **has clicked your advertisement**.



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