



# SEARCH ENGINE MARKETING

## WHAT IS SEARCH ENGINE MARKETING? (SEM)

SEM, also known as “pay per click” [PPC] advertising, is the practice of marketing a business using paid advertisements that appear on search engine results pages. This can include Google Ads or Bing Ads (Search, Display, Product Shopping, Gmail, or YouTube Ads).

### BENEFITS OF SEM

- ✓ Reach Prospects Instantly
- ✓ Increase Brand Awareness
- ✓ Geo-Targeted Ads
- ✓ Target the Right Audience
- ✓ Pay Only Per Action (click or view)
- ✓ Target Competitor’s Keywords
- ✓ Test and Measure Performance
- ✓ Deliver by Demographic Targets

### AD MANAGEMENT INCLUDES

#### **Daily Keyword Bid Management and Optimizations**

Get the best performance from campaigns

#### **Ads Management**

Create the ad copy, find images, landing page review

#### **A/B Test Ads**

Build ad variations to understand what performs best

## ACCOUNT MANAGEMENT INCLUDES

#### **Strategy**

Create campaigns based on Client goals

#### **Keyword Research**

Select the best keywords for the campaigns

#### **Pixel Management**

Install a tracking code on your website to track website actions

#### **Audience Management**

Build audience lists (ex. Visit a certain page, buy a product, etc.)

#### **Set Up Conversion Actions**

See how people interact with Client’s business

#### **Monthly Reporting and Phone Call Review**

Create a detailed account report with campaign performance and personal review with Client



# TESTIMONIALS



"We've worked with HBT Digital for several months and are very happy with the results. RJ and his team are always responsive and diligent in the work they provide. They clearly understand the marketing needs of small businesses."  
 -Mark W., Wendaur Law

"Working with RJ and HBT Digital has been a pleasure. Being responsive is very important to us and that is one of HBT's biggest strengths in my opinion. RJ is extremely client focused, sends beautiful reports, and pays close attention to detail."  
 -Josh M., army8

"RJ and HBT Digital have done a fantastic job running ads for our business as well as our clients. He does what's right for the client, suggesting the right avenues for your budget, whether Google Ads, Facebook, or LinkedIn. HBT is not only the only digital agency we use, but we refer our creative clients to them as well."  
 - Lance W., FRW Studios



## PRICING

Account Management  
 Starts at \$1,000/mo  
**Plus** Ad Management  
 18% of Client Advertising Budget  
**Plus** Client Advertising Budget

## "THE WHY"

HBT Digital Consulting loves to create strategic digital marketing campaigns that deliver outstanding results for our clients! By being a trusted partner in collaboration, we can help businesses succeed in this crowded marketplace. When our clients succeed, HBT Digital wins, and then we pay-it-forward by serving nonprofit organizations through awareness campaigns and charitable drives. We do what we do to help businesses and the community thrive!

## CASE STUDIES

Leading California Credit Union Crushes Auto Refinance Campaign Goals | [bit.ly/3wSrPxX](http://bit.ly/3wSrPxX)  
 Business and Real Estate Law Firm Achieves Total Market Dominance | [bit.ly/3wRgSgg](http://bit.ly/3wRgSgg)

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