

How It Works

Everyday millions of buyers across our great nation search the Internet to find the products and services they need for work and home. If your business is not at the top of the list for the words and phrases that represent your potential clients, you are missing out on possibly capturing a new client that is currently looking to buy.

Internet Conceptions professionally manages sponsored listing, pay per click advertising campaigns for the most popular search engines on the Internet listed below.



These giants, who combined reach over 90% of all Internet users, decided to generate additional revenue by auctioning off their top search listings to the highest bidding advertiser for each search term relevant to their business.

Our experienced team makes it easy for small to mid-sized businesses to capitalize on the thousands of potential buyers searching the Internet for their products and services each day. By understanding the many factors that contribute to effective search engine marketing, we are able to fully manage your campaign to achieve the most amount of targeted traffic at the lowest possible cost. This allows you to concentrate on your business, while we take care of what we do best.

Once setting up an account, you are considered an advertiser. We will determine all of the search terms relevant to your business and appropriate cost per click for each of your selected terms based on your business needs. The next two paragraphs will explain "search terms" and "cost per click" in detail.

A "search term" is the exact word or phrase users will type in to find your product or service. For example, if your business supplies nuts, bolts, and screws - your relevant terms may include: "wood screw", "lag bolt", "hex nut", "fastener company", etc. Most of our clients have between 25 and 250 search terms depending on their industry and market.

Your "cost per click" for each search term is how much you will pay when an interested user clicks on your listing to visit your website. If they don't visit your website, you don't pay. Listings are ranked "highest bid first" - the higher your bid, the higher your rank. For example, if one of your terms is "wood screw", and a competitor is currently bidding \$0.32 for that term, we would have to bid \$0.33 to rank above that competitor. This means that you are willing to pay \$0.33 for each user that clicks on your listing and visits your website from any of the participating search engines. The minimum bid for any search term is ten cents. Bids can be changed in real-time by one cent increments, allowing competition to rank above you by raising their bid above yours and vice-versa. Our function as account managers is to achieve the maximum amount of traffic for the lowest average cost per click.

In contrast to traditional lead generation where you pay regardless of performance, your account is charged only when interested users click to visit your website. In addition, each listing contains a title (the link to your website) and a paragraph describing your company. These allow users to determine if your business is exactly what they are searching for before they click on the link, which charges your account. Due to this pinpoint ability to target potential customers, our clients experience tremendous results at a very reasonable cost.

Because this unique method of lead generation has yet to be embraced by many traditional businesses, there is currently little competition for the top rankings, resulting in affordable bids. Take advantage of the abundance of quality search terms relevant to your business or your competition will.

Your Role as a Client

Given the nature of today's competitive business environment, your time is most likely stretched to a maximum. Our service effectively allows you to focus on your core business while using your website to capture new potential customers.

Due to the varying nature of each business, we will be working closely with you to determine your ideal search terms, clickthrough budget, and traffic influx. To optimize these variables we need to work together during the first month or two to ensure that we fully understand the goals of your business.

First, it is important that your search terms only bring potential buyers to your website. This ensures you only pay for qualified traffic. For example, if you sell pool chemicals, "pool" may not be a narrow enough search term. This term may also bring in traffic from people searching for billiard-related items or those who just want to go for a swim - causing unnecessary charges to your account.

Second, we need to determine accurate trends of your clickthrough charges on a monthly basis. These trends will allow us to determine a monthly spending budget necessary to maximize your return on investment. This will differ for every client due to the auction/bid system for each search term; the length of your sales cycle; and the profits realized from each new customer. It is our mission to ensure that your new leads will realize a return on investment from this program.

Last, we must monitor the amount of new traffic to your website. Internally, you must prepare for an influx of new leads, and determine how to manage them effectively and efficiently. In the event that your staff is stretched to a maximum, we can temporarily "turn off the faucet". When you feel caught up again, we can automatically turn things back on.

Once we determine variables ideal for your business, your role is to take care of your customers. We take care of the rest.

Our Role as Account Manager

Ultimately, it is our responsibility to manage this program to achieve maximum return on investment for your business. We will take the time to analyze the data relevant to your business on a regular basis making sure your account is consistently achieving goals specific to your business.

Upon starting your account, ***you will have a dedicated account manager*** who will be responsible for monitoring your account, making changes as necessary to meet your needs, and answering any questions you may have along the way. Additionally, ***we will send out detailed account performance reports*** on a weekly basis for your first month, then bi-weekly, and starting in your third month on a monthly basis. These reports will give you the ability to review your account activity at a glance, and inform us of any changes you feel are necessary.

Our experience has given us a very solid understanding of how to best utilize this program for each business we represent. We are always looking for opportunities to increase our clients' account performance, and will make recommendations based upon our reports and analysis.

Furthermore, the auction/bid nature of search term ranking makes it necessary to keep a close eye on your bids. The rank for your listings can be affected on a real-time basis. This is important because new competition may place a higher bid on your search term at any time. Your bid must then be evaluated and changed accordingly. To make informed decisions, your account manager will have multiple tools used to help analyze your account on a regular basis. This includes the use of a ***state-of-the-art software package that monitors your bids twenty-four times daily***, making sure you are in proper placement as often as possible.

We welcome you to become our next successful client, and we feel confident you will be amazed at the change of your bottom line shortly after starting this program.

Pricing Structure

If you are interested in creating a new account, we will begin with a free consultation to determine if this program is right for your business – **Please Call Anytime – 877.239.9610**. After our conversation and a quick search term analysis based on your website, we will have a very good idea if pay per click marketing will be successful for your business before you make your decision to sign up.

Once you fully understand the advantage of starting a new account, you will be responsible for the following:

BASIC SERVICE

Includes most major search engines with the exception of the Deluxe partners listed below. See page one for a list of major partners.

1. One-Time Start-Up Fee \$395

Detailed Search Term Analysis and Complete Account Setup to be live across the Internet in 5-7 business days.

2. Monthly Management Fees:

1-50 Search Terms \$100/mo. minimum or \$2 per term managed.

DELUXE SERVICE

Basic plus Google, AOL, Ask Jeeves, and Netscape.

1. One-Time Start-Up Fee \$495

Detailed Search Term Analysis and Complete Account Setup to be live across the Internet in 5-7 business days.

2. Monthly Management Fees:

1-100 Search Terms \$200/mo. minimum or \$2 per term managed.

ADDITIONAL FEES FOR BOTH SERVICES

3. Third Party Search Engine Billing for Clickthrough Charges

Internet Conceptions, with your authorization, will add funds to your clickthrough accounts using your company credit card. To begin we will deposit an amount suitable to your budget to fund the account. As users visit your website, your clickthroughs will be debited from that amount until it reaches to zero.

For example, if your average cost per click is \$0.20, you will receive 1000 targeted new visits to your website before a \$200.00 deposit runs out.

After your account is depleted, your terms will no longer be listed across the network until more funds are deposited to cover additional clickthrough charges. This prepayment insures you will never outspend your expectations, and it allows us to monitor your traffic. We will closely monitor your clickthrough spending until we achieve your ideal monthly budget. Once we have a firm idea of your trends, we will notify you when funds are running low, and ask to deposit funds covering at least one month of service.

Your new account will begin when we receive payment for your setup fee and first month of management. Your monthly management fees will then be invoiced quarterly after the first month of service. Your monthly billing date will be one week from the date of signup.

We designed this program to boost your bottom line, while achieving return on investment for each month of service. Because of this, we do not ask any of our clients to commit to a long-term contract. If you decide at anytime this program is not working for your business, you will be prorated for any paid management fees not yet earned by Internet Conceptions, and your account will be closed. There is no sense in paying for a marketing program that doesn't make more money than it costs, and we like to keep our clients happy.