

PPC Lead Generation Assessment



Planning Your Success

Although PPC lead generation campaigns are found to be effective for about 80% of all B2B companies, this assessment helps identify that you are among that 80% and perhaps more importantly, you are ready to embark on a campaign.

The PPC Lead Gen Campaign Assessment is meant to be a quick and inexpensive assessment based on your knowledge of your product and markets and our knowledge of how to translate that into an effective campaign.

Areas Addressed:

- **Market Segmentation**
How have you segmented your market and identified the needs and pains of each segment. What priorities do you have on each segment.
- **Keyword Viability**
How do your market segments overlay on current keywords being searched on the web.
- **Product/Service Value Proposition**
For each of those market segments identified, what is your company's offering or value proposition? How do you satisfy their needs and relieve their pains?
- **Lead Value Assessment**
Based on your assessment of the lifetime value of a customer, we'll work the math to determine what the value of a lead is. We'll need this later determine the ROI on your campaign.
- **Incentives**
Plain and simple, conversions require incentives. What do you have, or can you have, that forms a compelling offer that will convert visitors to leads? Whitepapers, demos, tours, gifts, etc.
- **Competition**
How competitive is your online space? We'll look at who you will be competing with and where they are advertising. In some cases, you'll have keyword competitors that aren't even in your space, e.g., project management software vs. project management consultants.

Recommendations

- **Expected Costs - Initial & Ongoing**
- **Potential Inhibitors to Success**
- **Expected Return on Marketing Investment**
- **Recommended Phases and Checkpoints**

Frequently Asked Questions

- Q.** If I choose to have you conduct this assessment, do I have to engage you for executing any campaign?
- A.** No. You are under no obligation to use our services after receiving your report.
- Q.** But is there any value in the report if I don't use your services.?
- A.** The assessment will give you valuable information no matter who executes any resulting campaigns. Whether you do it in-house or hire another company, this information forms your starting point for creating an effective campaign.
- Q.** I don't have any budget for a PPC campaign so why should I bother with this assessment?
- A.** While it's true you can't do it for free. While it would shatter Google's business model if you could indeed do it for free, it may not be as expensive as you think. And many, many companies today are finding it much more effective to divert their advertising dollars from other media to online search marketing.
- Q.** How expensive is it to run a PPC lead-gen campaign?
- A.** Once your campaign is in place, your ongoing costs will be the cost of the PPC advertisements. The beauty of PPC, unlike print advertisement or direct mail, is that you can start small and measure and tune the program before "dialing it up". Most of our recommendations start with a modest budget that allows your to get the program running optimally. From there, the new business you attain will justify the additional cost of increasing your exposure.
- Q.** How long will it be before I start to see results?
- A.** Most programs require about 60 days in order to achieve significant results.

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