

PPC Lead Generation Assessment



Blueprint for a Successful Campaign

Although PPC lead generation campaigns are typically effective for about 80% of all B2B companies, this assessment identifies that you are ready to start a successful a campaign and provides you with an initial plan to get started.

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 PPC lead gen campaign.

Areas Addressed:

- **Market Segmentation**
A successful campaign starts by segmenting and prioritizing your buyer groups. Whether you have a formal marketing plan or just years of experience and a gut-level knowledge of your customers, we'll work with you to outline the needs and pains of each segment.
- **Product/Service Value Proposition**
For each of those buyer groups or market segments identified, we'll help you shape your company's offering into value propositions that speak to their needs and relieve their pains.
- **Keyword Synthesis**
Next we project the buyer personas and search profiles for those segments. We'll identify keyword terms and phrases that indicate needs that can be addressed by your offering.
- **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 to project an estimated ROI for your campaign.
- **Incentives**
Plain and simple, conversions require incentives. Whitepapers, demos, tours, gifts, even a rapid response to an RFQ can form a compelling offer that will convert visitors into leads.
- **Competition**
Now that we know your marketplace, we'll use our tools to see what your competitors are already doing online. It's always nice to be first but sometimes it's even better to be second or third with the opportunity to learn from others.

Recommendations

At the conclusion of our assessment, we'll provide you with the following 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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