

## PPC Lead Generation Programs

*Turning Your Website into a 24/7 Lead Machine*

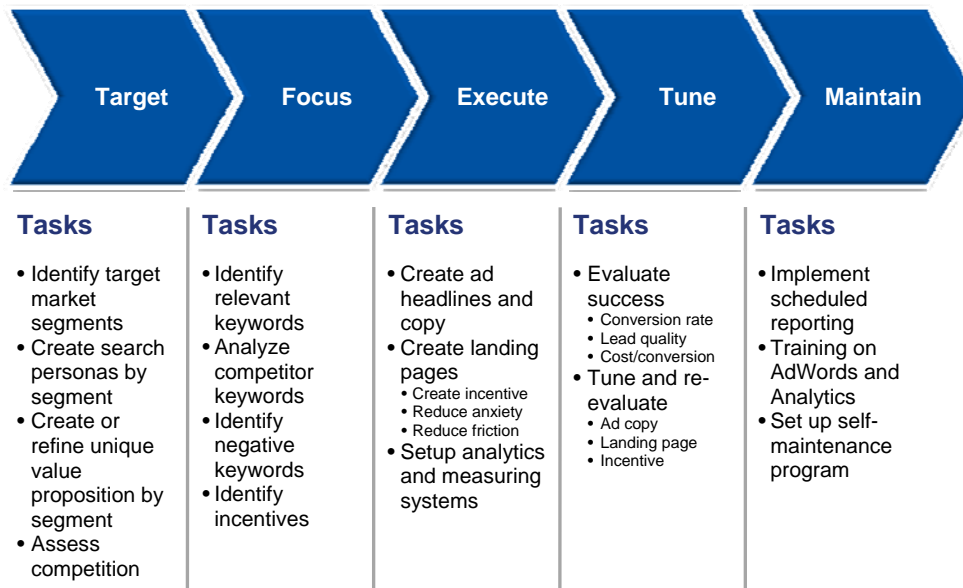
The days of the brochure website are gone. Oh it's still an important tool in the sales process but now that nearly all B2B purchases include some type of web research\*, your website and a well-targeted lead generation program can be one of the most effective tools for growing your business.

PPC advertising as part of a targeted lead gen program has some tremendous benefits:

- Currently the most cost-effective advertising available and lowest cost-per-lead for most markets,
- Extraordinarily focused for reaching target market segments,
- Precise control over your reach: locally, domestically, internationally,
- Ability to easily communicate different messages for different market segments,
- Easily "tunable" with immediate feedback on results,
- Incredibly measureable. With our tagging and analytics tools, you know positively where all of your leads are coming from.

### Our Five-Step Approach

Your PPC lead-gen program begins with our comprehensive five-step process that helps insure your success. Developed and proven through years of experience working with clients like you, we've developed the tools and methodologies that bring you the best results.



\* 95.5% of participants indicated that they would use a search engine at some point when making a B2B purchase - Enquiro Research, B2B Survey 2007, <http://www.enquiroresearch.com/b2bresearch2007redirect.htm>

## Frequently Asked Questions

- Q.** I'm already doing SEO (Search Engine Optimization), why do I need to do PPC advertising as well?
- A.** SEO improves your placement in the list of organic search results in the left column of the major search engines. People doing research, tend to look through these listings. However, people looking to buy, tend to look at the paid listings first. Therefore you need a balanced approach that targets both of those prospects.
- Q.** If I do PPC advertising to I need to do SEO as well?
- A.** Not really. Many of our clients invest only in PPC. SEO tends to work well with community-based sites that have lots of valuable content that other non-commercial sites (e.g., Universities, online communities, etc.) are linking to. However, with a commercial site that is focused on selling products, it tends to be more difficult to attain good page ranking.
- Q.** Can ALL businesses expect to generate leads through an online PPC campaign?
- A.** Not all businesses will do well with PPC. It depends on the characteristics of your buyer, what you are selling, and your online competition. In general, about 80% of B2B businesses are good candidates for PPC marketing. ApexTwo has in fact developed it's PPC Lead-Gen Assessment as a tool that can be used to determine if your business is right for PPC.
- Q.** How expensive is it to run a PPC lead-gen campaign?
- A.** Once we've set up your program, 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 deciding to ramp up. So all of our programs start with a modest budget that allows us 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.** Not long at all. Unlike SEO marketing where there is a long ramp up time as the search engines begin to discover and evaluate your site, PPC advertising and the leads generated will begin almost immediately. And in the weeks that follow, we then tune to increase the efficacy of the program.

## Obtain a Free PPC Lead-Gen Assessment

We'll take a look at your current product / service offering and your website and then give you a 6-point assessment of what a PPC Lead Generation program might do for you. Good or bad, we'll tell you exactly what you can expect.

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### ApexTwo Inc.

1020 Milwaukee Ave, Suite 300A  
Deerfield, IL 60015  
www.ApexTwopartners.com  
847.230.9870