

## Footmark pay-per-click campaigns

Pay-per-click involves paying for a higher, more visible link on the search engine results screens. It's like paying for an advert in an eye-catching position on a page. Like an advert, it can be run for a short length of time or for a longer period, and you can have one or more adverts for different products and services, or for different targeted audiences.

At Footmark we use our marketing experience to help you analyse your business and target market, to provide the most effective pay-per-click campaign for you. We take your understanding and knowledge and think outside the box for creative and innovative approaches to your campaign. With so many people now using pay-per-click and search engine optimisation you need something slightly different to get ahead.

Pay-per-click campaigns are an essential part of launching a new website or a website 'makeover'. No business can afford to be virtually invisible while the search engines take months to find the site. Also, mismanaged or neglected internet marketing can have a significant cost in wasted resources and lost potential customers, so pay-per-click campaigns as part of your internet marketing need to be managed on a regular basis. We provide user statistics through our hosting service, enabling us to provide a detailed analysis of the effectiveness of search engine optimisation strategies and pay-per-click campaigns.

During your pay-per-click campaign, you will have total control over the monthly spend, and we will work to your fixed budget enabling you to feel secure that costs will not spiral out of control. We will report to you on a regular basis and adjust the campaign depending on your decisions and the results achieved.

We also offer an ongoing service where we continually watch over your website and pay-per-click campaigns - so that you don't have to!

> [Contact us](#) for more information and quotes on pay-per-click campaigns

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