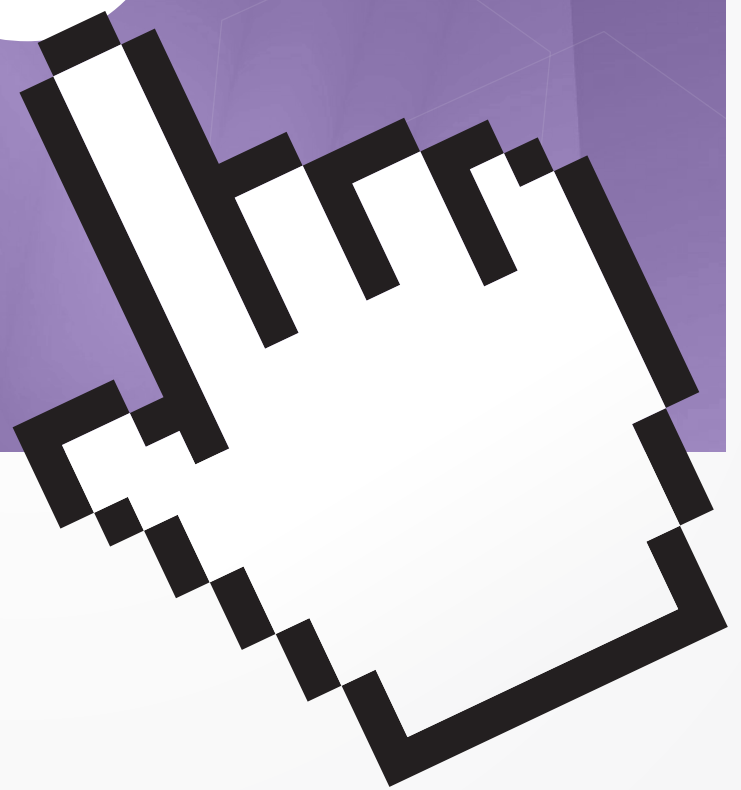


# Why You Need PPC

**More Than  
You Think  
You Do.**



# What is PPC?

Pay per click marketing, or PPC, is crucial in creating both awareness & new leads for your company.

## HOW DOES IT WORK?

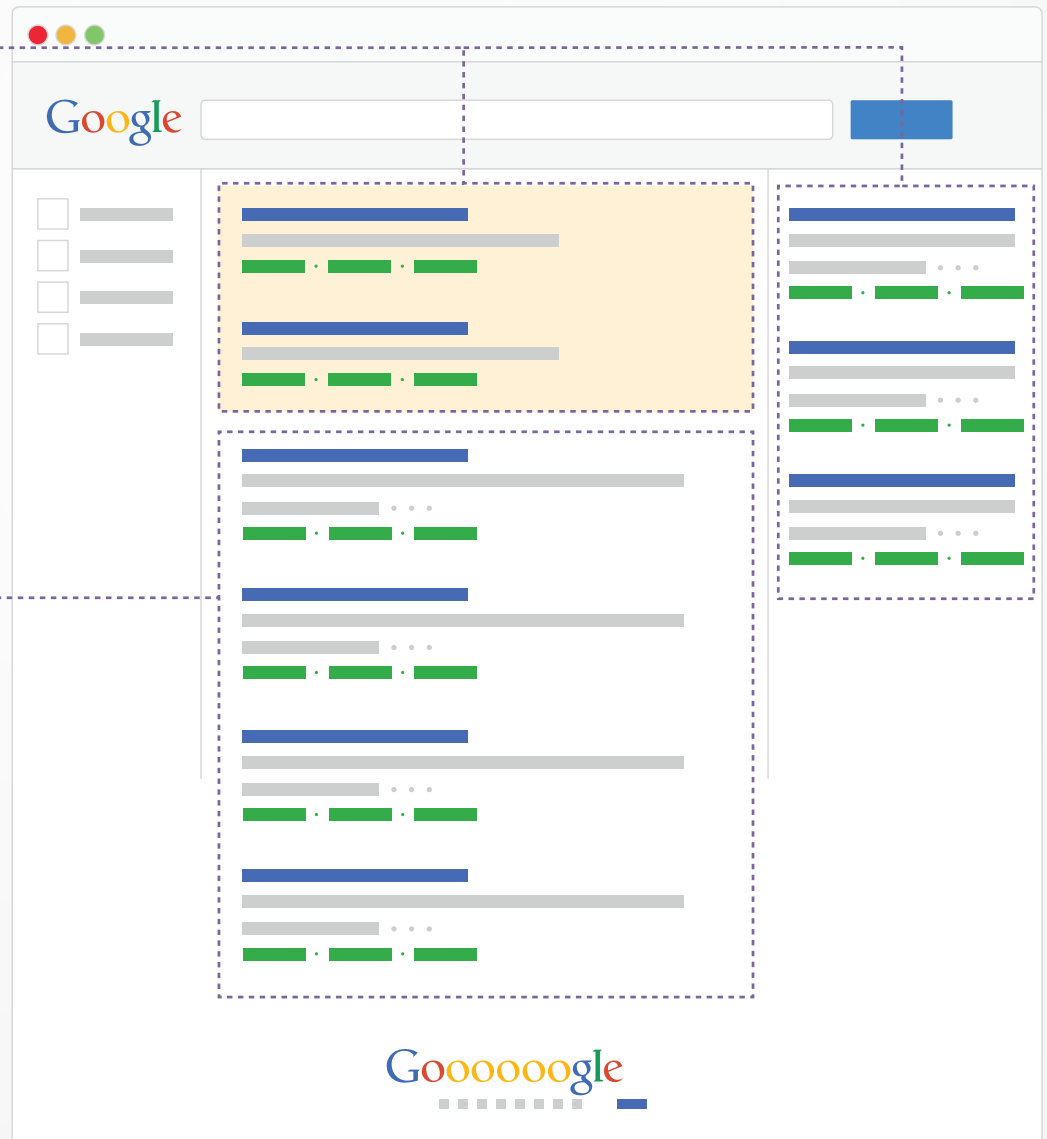
When you search online, the search results can be broken up into two categories: **Paid Search Results** & **Organic Search Results**. Your PPC campaigns show up in the Paid Search Results. When you run a PPC campaign, you can position your company's search listing for the search terms you choose, on page one, above your competition.

### Paid Search Results

Are located in the top and right side of the results page & allows for better positioning in getting your goods or services noticed by searching customers. The higher the position, the more customer attention the listing receives.

### Organic Search Results

Are located below the paid results and are ranked in order of a number of SEO (Search Engine Optimization) factors like content, click through, search relevance, and Google's proprietary algorithm that is a secret to everyone except Google.



# Why PPC?

1



You set your budget to control costs, so you know you can properly monitor your ROI. Increase or decrease your budget at any time based on your desired leads and jobs.

2



40-50% of web traffic is coming from mobile & paid search ads dominate the screen on those devices.

3



Be found in the Zero Moment of Truth. If you aren't visible when and where they are looking, you won't get the business.

4



Run ads on a personalized schedule. Only take calls during the day? Run ads only from 8 - 5.

5



You can target the right message to the right person at the right time.

6



PPC is measurable. Know exactly what's working and what isn't.

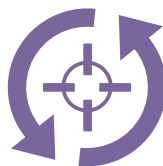
7



PPC has a positive impact on organic click-through rate in many cases

(source:<http://searchengineland.com/5-incredibly-practical-reasons-ppc-2015-211611>)

8



You have the ability to retarget visitors to your site with banner ads on other websites.

9



You get instant results: clicks, calls and new customers.

# Why PPC With Scorpion?

Below are only a few of the reasons businesses have chosen to grow faster with Scorpion

1



## We Are Certified

Hand picked by Google as a rare Premier SMB Partner, an honor given to only select small businesses.



2



## We Know Search

Scorpion has 13-years experience of driving 5.6 million tracked calls/completed contact forms of local leads to our clients. We know what it takes to get the job done.

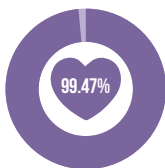
3



## Detailed Tracking & Reporting

We provide very detailed reports in an easy-to-read format that let you know exactly how your campaign is performing.

4



## Our Clients Love Us

Our 99.47 client retention rate proves that our clients are happy with Scorpion's results, and happy with us as well.

5



## We Have The Best Technology

- Ad schedule
- Turn on/off campaigns
- Geo-targeted ads
- Campaigns optimized by device
- Call tracking, call recording & contact forms

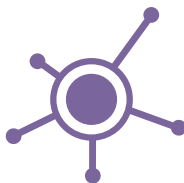
6



## We Are Accessible

Our dedicated team of Google Adwords certified experts are working on your account day & night.

7



## Full Marketing Solution

Combine PPC with Scorpion managed SEO, Rep Management, Social Media & Analytics for a best in class solution for growing your business.

8



## We Beat The Competition

- We optimize based on actual revenue, so not necessarily just more jobs but more jobs that are going to make you money
- For every \$1000 in PPC budget, we drive 60% more leads than the competition<sup>1</sup>
- Our fees are well below the industry average to ensure your business grows faster

Assumes CPL of \$50, our fee is a mere 20% while the competition's fee is often 50% or more. Don't know what you're currently paying? We can help you find out.

Get A Free Consultation From One Of Our  
Google Certified PPC Experts.

Contact Us Today.  
**888.300.0409**

