



Pay-Per-Click Marketing

Pay-per-click marketing done right is the quickest way to the top of the search results. We believe that the same fundamentals which fuel a successful SEO campaign, also fuels the success of PPC campaigns. We approach PPC from the ground up, starting with topic research, advert creation, and correct grouping to ensure high Quality Score ads.



WHY PPC?

Unlike traditional paid advertising, PPC gives high levels of control allowing businesses to spend where they the have most success for the highest return-on-ad-spend.

Paid search allows for the accurate measurement of return on investment which is very useful compared to many other marketing channels.

The power of a search engine marketing strategy is that you can quickly target your audience and attract clicks right away. As clicks are gathered, campaigns and audiences are refined and targeting narrowed

– this allows us to find your optimal targeting based on what's actually driving your business leads.

iMod Digital offers advertising on multiple platforms such as Google Ads, Meta (previously Facebook), Instagram, YouTube, LinkedIn, Reddit, TikTok and more to suit your business and audience's needs.

We also offer custom solutions which include ad banner design to help your brand stand out while adhering to the various technical requirements of each platform.

BENEFITS

- **Increase traffic fast** - Start generating clicks on your ads right away.
- **Audience targeting** - PPC allows great control in who you would like to see your ads based on keywords, audience demographics, and retargeting.
- **Drive conversions** - Use an ad campaign to drive users to a specific page or action on your website.
- **Budget control** - Spend the amount that you are comfortable with.

True Partnerships & Amazing Results



SAMSUNG

