

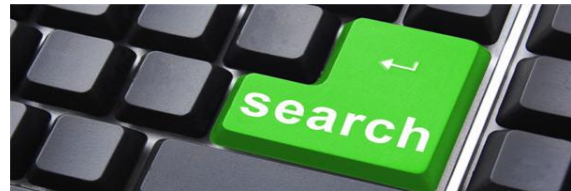
CHANNELmobile™

Every second 12 000 people search Google for something and visit somebody's website. That means 720 000 people a minute. Every minute. All day long. The question is, are they finding your website? Are they buying from you? With **Channel Mobile** by your side, you'll have fresh hot sales leads waiting for you in your email box every morning when you sit down at your desk. Instead of chasing your customers, they come to you.

Let **Channel Mobile** be the traffic monster that feeds your autopilot marketing machine, bringing you buyers who are proactively looking for exactly what you sell. This may sound too good to be true, but with **Channel Mobile** and our expertise on **Pay Per Click (PPC)** we can and will guarantee you growth of your business.

What is Pay Per Click?

Pay per click advertising (or PPC), in short, is an online advertising model whereby advertisers only pay when their ad is clicked. Hence the title, 'pay per click'. Essentially you buy search engine traffic based on relevant keywords bought in an auction model. Therefore your Cost Per Click (CPC) is established partially by what other advertisers are paying to advertise on those keywords. The ad will appear on the page of results you decide you want to appear in, ideally page one of Google for a search result. That is to say, if you tell Google that you're willing to pay R3 every time someone clicks your ad on the keyword "red roses free delivery" and someone else tells Google they'll pay R5, then, all else equal, their ads will display above yours and be seen more often.



Your CPC is determined by several factors, including:

- How many people advertise on the same keywords you do
- Your Click-Thru Rate (or CTR) which is how often your ads get clicked compared to how often they get displayed
- "Quality Score" factors like whether the website your ads send people to is relevant to the keyword you advertised on

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The factors that go into determining CPC are somewhat complex for the beginner user. Therefore if you want to compete in the market, make the first page on Google and see a return on your investment, you'll need to use a professional because a professional knows how to work with your current advertising budget to get the most out of your advertising spend. That's where we come in.

What PPC and Channel Mobile can do for you

Given the competitive state of web advertising, utilizing PPC advertising is a skill few modern businesses can afford to ignore. As Google AdWords guru Perry Marshall routinely says, "never before in the history of advertising has it been possible to spend \$5, write a couple of ads, and get instant access to over 100 million people in less than 10 minutes." But while Perry is 100% right, PPC is more than just an opportunity. Not using PPC is actually a threat to your business if web searchers are seeing adverts from your competitors but none from you.

The basic, underlying principle of pay per click (and why it is so effective) is that you are advertising to people as they search for whatever it is that you have. Giving someone what they are already looking for is a lot easier than creating demand from scratch (as most other advertising must do.) With PPC you can get targeted leads for as little as R1 per click, illustrating how cost-effective it is in getting your site noticed by your target audience as you only pay for results. It's like signing up for a gym contract and only paying for every kilogram you lose.

Below is an example of one of our Google Pay Per Click listings:

The screenshot shows a Google search interface with the query "how to generate leads". Below the search bar, there are navigation tabs for "Web", "Images", "Maps", and "More". The search results show "About 29,200,000 results (0.24 seconds)". A warning message states: "Warning: This page is a tool for AdWords advertisers to test their ads. For full Google functionality return to the Google homepage." Below the warning, there are several search results. The first result is highlighted with a red box and is a PPC advertisement: "How To Generate Leads - Quality Leads At Low Cost" from www.channelmobile.co.za/LeadGeneration. Other results include "Lead Generation Systems - traceps.co.za", "Leads Generation - Easy Way to Increase Profit in 2011", "Lead Generation Marketing" from www.kentico.com, "Generate Leads?" from www.sahotleads.co.za, and "Do you sell a product?" from www.cawconsulting.co.za.

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When you market on Google, you have to be on the first page to be noticed, and that's where the challenge lies. There are a maximum of 10 paid positions available per search result. That means that from all the advertisers in the country, only 10 can hold a first page position. That means that only those advertisers which know what they are doing can afford to compete. Do it yourself and problems such as these can occur:

- Not enough keywords being used
- Incorrect use of targeting
- Poorly constructed text ads
- Not split-testing text ads
- Not geo-targeting campaigns
- No continual optimization
- Conversions are not being tracked



Without implementing ALL of the above points efficiently and with expertise it is virtually impossible for businesses to compete in an increasingly competitive online market place.

So leave it in the more than capable hands of the **Channel Mobile** team who will guarantee you:

- **Instant and effective results:** PPC is without a doubt the fastest way of driving traffic to your site as your advert will appear on search results pages as soon as the PPC campaign goes live. See website traffic increasing quicker with improved results.
- **Control and Flexibility:** We have the ability to design, control and track the campaign to meet your business needs. These include budget setting, conversion tracking, leads, bidding, enquiries, geographical targeting and sales. Increasing your conversions with constant analysis of your campaign and your competition.
- **A level playing field:** A small business has just as high a chance of winning at a keyword bid and placing high on a search engine results page as a large company when we choose keywords specific to your advertisement.
- **ROI:** We are always up to the challenge to solve the puzzle of increasing your client base and drive traffic to your website. We have both the knowledge and technology to do this - so let us help you get the most 'bang for your buck' on the PPC front.
- **Fully managed service:** Your campaign will be managed efficiently and effectively - saving you time to focus more on your business.

DO YOU WANT US TO MANAGE YOUR EXISTING ADWORDS CAMPAIGN?

If you have an existing Adwords account which you created yourself and do not have the time to manage it, or are not satisfied with the results that your current campaign is providing, then you can migrate your Adwords responsibilities to us and we can manage and improve it for you.

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