



## Leverage the Power of Paid Search Marketing

Search Engine Marketing (SEM) leverages search engines like Google, Yahoo! and MSN Live Search to obtain highly qualified traffic in a cost-effective manner. With nearly a decade of search marketing experience, Catalyst will help you design and execute a successful paid search campaign to generate the highest volume of qualified visitors and conversions at the lowest cost per click (CPC) and cost per conversion.

## Paid Search

Paid search, or paid placement, ensures top positioning of targeted keyphrases within the sponsored results section of the Search Engine Results Pages (SERPs). When your keyphrase is searched for using a search engine such as Google, Yahoo! or MSN Live Search, your paid search listing returns as a result to that query.

Paid search is unique from more traditional forms of advertising. Rather than working on a cost per impression (CPM) model, it is based on a CPC basis. This means that advertisers only pay when consumers visit their websites through the paid ad.

## With Paid Search You Can...

- launch your campaign quickly, within a matter of days
- be guaranteed top placement on all major search engines
- retain total message control of listing creative and website landing page
- set cost-per-visitor (CPV) limits and maximum ad spend
- continually drive qualified visitors to your site

## Maximize Visitors, Minimize Cost

Catalyst employs a cross-channel strategy in order to maximize the number of qualified visitors to your site while minimizing cost.

## Connect with Consumers

When your brand is prominently displayed in paid search results on leading search engines, you connect with customers who are actively searching for your product -- at the exact moment they are searching.

## Control Your Campaign

Paid search is adjusted daily based on market conditions and competitor activity including changes to bid strategy and creative text. A well-designed paid search campaign allows you to maintain a steady stream of highly qualified traffic.

## Gain Consistent Visibility and Results

Paid search is the answer to the dynamic conditions of the SERPs. Catalyst can rapidly modify your ads to maintain consistent visibility and results.

## Meet Your Marketing Needs

You can also quickly adjust your paid search strategy based on company goals, promotions, special events, initiatives, or competitive shifts. Catalyst knows that paid search works best when it is monitored and managed with an approach that leverages its advantages.

## About Catalyst

Catalyst is a leading provider of search marketing services with nearly a decade of experience in both search engine optimization (SEO) and paid search services. We offer a unique combination of strategic capabilities, tactical implementation and on-going solution management experience.

