

Jump-Start Your Search Marketing Effort With trustedPREMIUM

trustedPREMIUM is a premium service that delivers just the right amount of assistance to ensure search-marketing success. Whether you require full-service management, ongoing advice, or launch training, trustedPREMIUM offers tiers of help directly tailored to your business.

Defining Your Marketing Goals

Rather than being a one-size-fits-all solution, trustedPREMIUM combines the expertise of our search engine marketing (SEM) specialists with Clickable's state of the art tools to meet your marketing needs. Every engagement begins with a Discovery Call where your Dedicated Account Manager will learn about your business, your goals, and your marketing strategies. If you already have a search-marketing effort in place, we'll also conduct an in-depth review and systematic analysis of your campaigns. Or, if you're new to SEM, we'll help formulate a plan to design and launch your search marketing effort.

Launching Your Search Marketing Campaigns

Whether you're coming to trustedPREMIUM for help with existing campaigns or to start from scratch, we offer a full suite of services on every component of search marketing. During the recommended 90 day period that covers the launch and fine tuning of accounts, your Account Manager will reduce your costs, perform keyword-level ROI analysis, maximize ad spend in key areas, and implement an effective bid management strategy.

Following the Launch period, you will have two options. For accounts with high competition and significant seasonal variation — or if you simply don't want to be involved with your accounts on a daily basis — we recommend the **"Ongoing Optimization"** package. Otherwise, you should consider the **"Optimize & Maintain"** package.

Ongoing Optimization

Even if you've met your revenue goals, maintaining consistent performance can be difficult. Keyword values fluctuate; new advertisers alter the competitive marketplace; and the major search networks are always making changes to their algorithms and rules. Other challenges are specific to your business, including special promotions; market seasonality; or the introduction of new products and services.

If you select the **"Ongoing Optimization"** package, your Account Manager will continue to track your performance and regularly adjust your keywords, bids and ad creatives. They will actively monitor and adjust your revenue targets, and ensure that your account's performance is continually optimized for the highest possible return.

Optimize & Maintain

For simpler accounts, or if you want to take a more active role yourself, we recommend the **"Optimize & Maintain"** package. Your Account Manager will continue to review your accounts and make occasional changes, but they'll do this less frequently and look to work alongside you within Clickable Pro, our flagship self-management solution. Of course, you can upgrade your package anytime if you need additional support.

trustedPREMIUM Options

	Options
Assist Services & Frequency	
Account Review	Semi-Monthly
Match Type	Semi-Monthly
Budget Allocation/Implementation	Semi-Monthly
Landing Page Review & Recommendations	Semi-Monthly
Quality Score Analysis	Semi-Monthly
Keyword Review & Recommendations	Semi-Monthly
Bid Strategy Review	Semi-Monthly
Ad Copy Review	Semi-Monthly
Reporting	Weekly
Custom Reporting (Weekly Delivery)	Included
Review of ActEngine™ Recommendations	Semi-Monthly
Facebook Account Review	Semi-Monthly
Delivery Type	Phone, Email & In Person
Cross Engine Support	
Account Replication	✓
Activation	
Implement Match Type	✓
Implement Keyword Changes	✓
Execute Bid Strategy	✓
Accept ActEngine™ Recommendations	✓
Draft/Execute Ad Copy Revisions	✓
Facebook Advertising	
Manage Existing Account	✓
Launch New Account	✓
Support	
Clickable Contact	Dedicated Account Manager
Inquiry Response Time	<24Hours
Custom CCT Installation	Included in Set Up
trustedROI Phone Call Tracking Installation	Included in Set Up *up to 100 minutes per month
Google Analytics Integration	Included
Google, Bing Conversion Code Installation	Included
Google, Yahoo Re-targeting Code Installation	Included
Banner Ad Design for Content Network	Included
Clickable Launch Service	Included