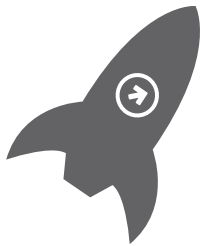


The Assist Process

To ensure a successful engagement, Local Management Assist Account Managers use a four stage process. It starts with the launch of a brand new (or newly optimized) account, and progresses through calibration, optimization and maintenance. Your Account Manager will also search for new revenue opportunities, assuring that you never miss a chance to survive and thrive online.



1. Launch

- Build Accounts
- Research Keywords
- Develop Bid & Budget Strategy



2. Calibrate

- Generate Conversions
- Analyze Data
- Set Revenue Goals (ROI, ROAS, CPA, etc.)



3. Optimize

- Optimize Landing Pages
- Improve Ad Copy
- Meet Revenue Goals



4. Maintain

- Maintain Performance
- Identify Growth Opportunities
- Increase Ad Spend

Learn more: www.localmanagement.us/pay-per-click-services