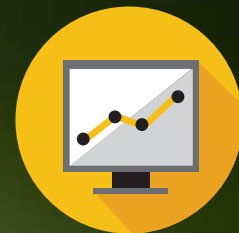


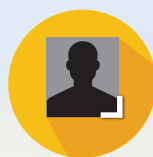
PAID SEARCH



CREATES TRAFFIC

Certified paid search that ranks you with the best.

We work with you to create an online marketing strategy that addresses the specific needs of your company, and then continually optimize your campaigns for higher ROI.



Customized



ROI-Focused



Targeted

HOW IT WORKS.



NEEDS ASSESSMENT.

We meet with you to strategize on your company's specific paid search goals and priorities.



BUILD OUT CUSTOM CAMPAIGNS.

We use your sales data and objectives to target the audience you want to reach. Depending on your goals, your campaigns may include search ads, display ads, and retargeting.



TRACK & OPTIMIZE PERFORMANCE.

Our certified search engine marketers continually adjust your campaigns to lower costs and improve results.



PAID SEARCH



CREATES TRAFFIC

THE PRODUCT TO FIT YOUR NEEDS.

GOOGLE ADWORDS campaign creation	✓
BING ADS campaign creation	✓
ZIP CODE TARGETING to reach your customers most likely to convert	✓
PRECISE KEYWORD MANAGEMENT to minimize expenditure	✓
TEXT-AD DEVELOPMENT	✓
RE-TARGETING CAMPAIGNS	✓
DISPLAY AD CREATION & PLACEMENT to engage prospects	✓
REGULAR UPDATES ON KEY METRICS to provide insight & improve performance	✓



RESULTS. DELIVERED.

GERMAIN HONDA OF NAPLES
SEM CAMPAIGN RESULTS
One year with Opportunity Max

83¢
COST-PER-CLICK

4.07%
SEARCH CLICK-THRU-RATE

1.3
AVERAGE POSITION



↑ 120%
HIGHER THAN
INDUSTRY AVERAGE*

↑ 250%
HIGHER THAN
INDUSTRY AVERAGE*

**↑ UP SINCE
JANUARY**

“Opportunity Max has brought immense knowledge of the marketing world to the table, and with a defined focus in the automotive realm, we could tell that they are taking personal responsibility for the success of our campaigns. This was a refreshing difference to the ‘online’ and impersonal options for other vendors.

They do not just say it; they understand it and how everything connects to deliver on that promise.”

Karl Kramer
Communications Director
McCarthy Auto Group



WANT MORE?

Ask to see our **ultimate testimonial**
(too sensitive to publish.)

* Source: Marin Software, “US Online Advertising Report QA 2011”, Jan 12, 2012



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