

Search Engine Marketing

Search Engine Marketing (SEM) puts your business in front of the right audience at the exact moment they're searching. It's a fast, targeted way to drive qualified traffic, leads, and conversions.

Why SEM Matters for Small to Mid-Size Businesses:



Capture high-intent leads immediately

Appear at the top of search results when potential customers are actively looking for your products or services.



Control your visibility and budget

Set daily budgets, adjust campaigns in real time, and scale based on performance.



Target the right audience

Refine campaigns by location, demographics, search intent, and behavior to reach ideal customers.



Drive measurable results

Track clicks, conversions, and cost-per-lead with clear reporting and insights.



Support broader marketing efforts

SEM works alongside SEO, content, and social media to strengthen overall visibility and lead generation.

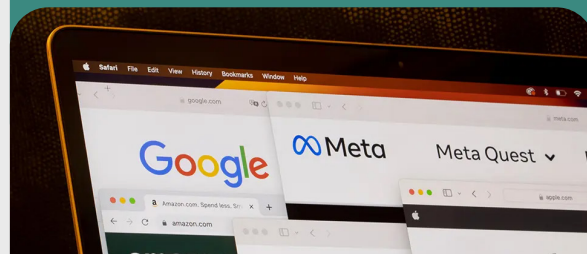
Campaign Capabilities

- Paid search
- Display advertising
- Remarketing campaigns
- Local and geo-targeted campaigns
- Landing page recommendations & optimization guidance
- A/B testing for ad performance

The Challenge?

Running effective SEM campaigns requires strategy, ongoing optimization, and careful budget management. Without the right approach, businesses can spend quickly without seeing meaningful results.

That's where we come in.



Investment Overview

Because every campaign is different, SEM is structured as a **custom engagement** based on your goals and campaign needs.

All Campaigns Include:

- Initial SEM consultation & onboarding
- Campaign strategy aligned to business goals
- Keyword research & audience targeting
- Ad copy development & creative setup
- Campaign buildout
- Conversion tracking setup (where applicable)
- Ongoing monitoring & optimization
- Monthly performance insights & recommendations
- Client review and approval prior to launch

Management Fees

Most clients invest between **\$800–\$2,000+ per month** in management fees, depending on campaign complexity, number of campaigns, and level of ongoing support.

Ad Spend

Ad spend is not billed through Higher Information Group. Your advertising budget is charged directly to your credit card by the ad platform (such as Google Ads or Meta) This approach keeps billing transparent and allows you to clearly see:

- **What is being spent on advertising**
- **What is being invested in campaign strategy and management**

Best Fit For

- Businesses looking to generate leads quickly
- Organizations launching new services or promotions
- Companies entering competitive markets
- Teams that want measurable, trackable marketing performance



Flexible & Scalable

Campaigns can be adjusted over time based on performance, seasonality, and business priorities.
You control your ad budget. We manage how effectively it's spent.

