

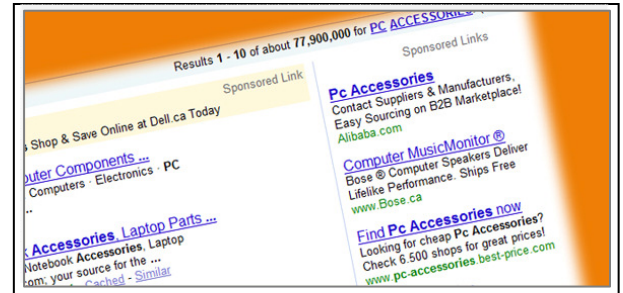


COMPASS MARKETING

COST PER CLICK (CPC)

Get immediate and measurable ROI with targeted cost-per-click campaigns

Your website is as good as the exposure it gets. With millions of websites being published every day and many more being visited every second, you need a cost-effective strategy that will maximize your website's exposure in this ever-expanding online universe. The answer: **Cost-per-click advertising**. At Compass Marketing, we have a proven track record for developing targeted cost-per-click campaigns that translate into **increased website traffic**.



■ BENEFITS

- **Immediate traffic results.** Unlike organic search listings, which can take at least 4-6 months to generate results, cost-per-click ads generate traffic *immediately* after your campaign begins.
- **Measurable.** Get detailed, comprehensive reports on the performance of your campaign(s)
- **Pay-per-click.** With a cost-per-click program, you only pay when visitors click on your advertisement, regardless of how many impressions it has.
- **Set your daily budget.** You can set the limit as to how much you are willing to pay per day for your ad. With cost-per-click, you are in control and never pay more than what your budget allows.
- **Set the optimal landing page for your ad.** Search engines reward advertisers who post relevant ads; that is, advertisements that link to a website page that specifically relates to the content of your ad.
- **Maximize brand awareness.** Cost-per-click is a powerful vehicle for building and reinforcing your brand.
- **Regional marketing.** With cost-per-click, you can “think global and act local.” Specify the country, region, state, or city where you would like your advertisement to appear.
- **Content flexibility.** Based on click activity and website analytics, you can fine tune your ad anytime!.

Call us today for a free consultation and **learn how you can increase your sales and profits with cost-per-click.**

CANCEL ANYTIME



**STAY IN CONTROL OF
YOUR BUDGET**



DETAILED REPORTS



“Compass Marketing delivered an effective, highly targeted AdWord campaign on Google for our specific product line and we couldn’t be more pleased with the results --- the campaign generated both a qualitative and quantitative improvement in website traffic, which subsequently lead to greater sales.”

Sal Bressi
Bressi Consulting Group