

Paid Search Management

Drive geo-targeted traffic, leads and sales through top search engines and only pay when someone clicks your ad. HyperX Local will work with you to determine the keywords and ad copy that will most effectively capture the attention of your customers and get them to your website. HyperX Local will also work with you to monitor keyword bidding and improve the quality score of your campaign to decrease the cost-per-click.

Features & Benefits

Get on Top Search Engines Today: Unlike search engine optimization (SEO), which is a long-term strategy, paid search advertising gives your business the tools to be on the top of the biggest search engines like Google and Yahoo immediately.

Lower Costs per Click: There is more to paid search than bidding for clicks. HyperX Local can help your business lower the cost per click by using strategies it has developed through years of paid search management. HyperX Local will perform activities like landing page optimization, improving ad copy, and keyword matching to increase quality score and lower your cost-per-click.

Customized Campaigns: HyperX Local will work with your company to perform keyword research, ad copy message strategy, and landing page optimization to determine the most effective paid search campaign for your business.

A/B Testing: Using A/B testing, HyperX Local will test, track and optimize your paid search campaign to develop the most effective keywords and ad copy that will get you the most for your money. Using HyperX Local allows you to maximize ROI.

HIT YOUR SALES GOALS ON A LOWER BUDGET

Call: 801-566-0670 | Visit: HyperXLocal.com

Case Studies - Paid Search

Fitness Equipment Source

Problem: Fitness Equipment Source (FES) is a retailer of remanufactured commercial fitness equipment. They were looking for a way to generate leads from gyms and other companies with commercial fitness needs and not consumers.

Solution: HyperX Media executed an extensive keyword research project and built a cost effective campaign targeted strictly to commercial fitness buyers. Ad copy was written specifically to prevent general consumers from clicking, ensuring that click costs were limited to highly qualified buyers only.

Results: HyperX drove over 2,800 qualified leads and reduced lead cost from over \$50 to just \$12 on average. Quality was significantly increased to over 90% qualified commercial inquiries.

“HyperX has been managing our paid search for over two years now and we have been very impressed with the performance. Their skills and expertise have lead to a successful paid search campaign that drives a significant number of highly targeted leads which ads considerable ROI. Along with delivering targeted sales leads, HyperX has always been very responsive with excellent customer service, and we continue working with them today.”

Mark Clayton, Owner

John Paras

Problem: In a down economy, local furniture store John Paras Furniture, needed a new way to advertise its business and increase targeted traffic to its website.

Solution: HyperX Local worked closely with John Paras to implement a targeted paid search strategy that took advantage of potential customers searching for furniture on top search engines like Google, Yahoo, and MSN both online and through consumers' mobile phones.

Results: Using mobile paid search tools, map tools, and targeted keywords; HyperX Local drove nearly 7,000 visitors to the John Paras website, while maintaining a cost-per-click of only \$0.28 in a matter of 3-months!

“HyperX Media has lived up to all that was promised and has met our expectations. We felt that we have been treated great and Devin our sales rep was incredibly professional and did a great job. We were actually going to use a different company for online marketing and Devin contacted us just before we finalized the deal. He put together a great package for us that worked better. Everything has worked out good.”

John Paras, Owner

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