



THE PPC MANAGEMENT AUTHORITY

Professional PPC Management Services

For Budgets of \$2,000/mo. & Up

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Google AdWords, Microsoft AdCenter & Facebook PPC Management Specialists

We focus on the professional development, implementation and management of pay per click, search engine advertising campaigns. Proper campaign setup and ongoing management are critical to maximizing your return on investment within these complex, competitive, and time consuming platforms. By working with JumpFly, you are ensured the experience, support, and know

how to get the most out of your advertising investment right from the start. We are fully supported and certified by Google AdWords and MSN AdCenter to save you both time and money while taking advantage of this highly effective method of advertising.



We provide an experienced, certified, dedicated account manager who will be your single point of contact. Your account manager will develop a one on one relationship with you and your business to plan and execute specific campaigns to reach your goals. Your business model, website, history and specific goals will be thoroughly analyzed in order to create a successful, cost effective pay per click advertising strategy from which to start.

Our experienced team possesses valuable knowledge from our years of PPC account management, enabling you to instantly benefit from proven strategies that work. Furthermore, staying on top of Google AdWords and MSN AdCenter's constantly evolving platforms, competitors' ever-changing bids and your advertising budget requires ongoing attention. Your skilled account manager will track the effectiveness of your ad campaigns and make necessary adjustments to maximize your return on investment, while discussing and reporting the results back to you as often as necessary.

By understanding the many factors that contribute to effective search engine marketing, our experienced team makes it easy for businesses to capitalize on the 200 million+ searches per day performed by people using search engines to find products, services and information. As your partner, we take care of everything for you to take advantage of this market in the best way possible. We pride ourselves on providing the best customer service and bottom-line results available in our industry, and we are so confident you will see value from our service that we will guarantee our results, while earning your business month to month without contracts.



JumpFly is proud to offer a full money back guarantee within the first 30-days of service. If an eligible advertiser feels that JumpFly's efforts do not justify its fees within the first 30-days, a complete refund of all JumpFly fees will be provided. This guarantee confirms our leadership role and commitment to new clients. JumpFly is the first professional search engine marketing company to offer a money-back guarantee, demonstrating tremendous confidence in our ability to help clients achieve improved results.

Call our team to find out if you qualify today – 877.882.2850

Our Award Winning PPC Management Process

Phase I – Introduction, Analysis and Setup

The platforms at Google and Microsoft need a custom setup specific to your needs before we flip the switch and start driving traffic and spending money. Our methods and strategies are developed through years of experience and training. Below lists some of our best practices we use during the analysis and setup phase.

- We Gain a Complete Understanding of Your Business with Regard to PPC
- A Website Review & Consulting for PPC Success
- A Complete Analysis of Your PPC Advertising History (if applicable)
- Set Initial Expectations and Specific Campaign Goals
- Develop the Initial PPC Strategy
- Design and Build Proper Campaigns Using Our PPC Best Practices
- Perform a Comprehensive Keyword Research and Selection
- Build and Implement a Comprehensive Negative Keyword List
- Use of Proper Keyword Categorization, Matching Options and AdGroup Development
- Write Effective Ad Copy - Multiple Ads Per AdGroup for Testing
- Use of Budgeting Tools Accordingly
- Set Proper Ad Timing and Geographical Targeting
- Guide Proper Tracking Code Installation for Google Analytics and PPC Conversion Tracking



Once we are finished with the setup and analysis phase, we will be in position to launch your campaigns and bring in new traffic. Our best practices for a clean setup will attain great vision on the data, traffic and results of your PPC advertising investment once we begin advertising. A great setup is the foundation to PPC success.

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Phase II - Ongoing Account Management

Once we are complete with Phase I, it is time launch the accounts and start bringing in traffic. Once active, PPC management is a constant game of analyzing results, continued strategy development, and keeping the platforms up to date by making the necessary changes. These tasks overlap and are ongoing for as long as you continue to advertise. Over time your results depend on adapting to changes both internal to your business and external to the PPC platforms and competition. It is our job to be on your team to recognize and react to both the internal and external changes that will affect your PPC investment and strategy. We will keep you informed of new opportunities, current events and always report results.

In time, our relationship and results will grow to take full advantage of what these powerful platforms have to offer your business. Our management is full-service.

- A Dedicated Account Executive for Questions, Concerns and Ideas
- Continued Business & Website Consulting
- Ongoing PPC Strategy Development
- Continued Platform Updates to Reflect Ongoing Strategy Changes
- Continual Bid & Position Monitoring to Achieve Desired Results
- Ongoing Keyword Performance Analysis, Additions & Deletions
- Ongoing Ad Copy Analysis and Testing
- Continued Conversion Tracking Analysis
- Detailed PPC Reporting & Analysis
- Trademark Infringement Protection
- Fraud and Strange Event Monitoring



The Bottom-Line: We will continually do the work necessary to attain the best possible results for your advertising budget based on your specific business goals each month. Our team is all in-house and dedicated to PPC. PPC is all we do, and we are very proud of our history and future as PPC Professionals.



Why Choose JumpFly?

Experience, Experience, Experience

Goto.com (formerly Overture bought by Yahoo!) started the PPC advertising concept in 1998. Since that time, Google, Yahoo!, and Microsoft jumped into this now multi-billion dollar industry. Today in the PPC industry, Google and Microsoft remain the main players and JumpFly was there at the start. As a PPC management pioneer, our years of experience are unmatched. Setting up 1000's of campaigns, reacting to countless platform changes, seeing bottom-line success and failure across many industries, we've seen it all, and know what works in PPC advertising. Our experience is built upon daily and passed directly to you.



Our Reputation, Certification and Support by Google and Microsoft

Since signing on as a Goto.com Ambassador in 2001, JumpFly continues to maintain and strengthen long-time, direct relationships with all of today's largest PPC platforms. These relationships are a key part of the value we bring to our clients. As certified representatives, JumpFly is provided direct support for all of your needs. Google and Microsoft consider JumpFly an important extension of their team. For this, they do everything they can to help us and our clients succeed. By working through JumpFly, your accounts now have leverage to get attention from Google and Microsoft to get questions or problems solved accurately, quickly and easily.

Dedicated Account Managers

JumpFly provides each client with a qualified, expert account manager. This account manager will take the time to get to know your business, goals, past experience, customers, competition, and competitive advantages to come up with the best strategy for implementing and running successful campaigns. Our account managers are highly trained, experienced, and dedicated to our clients and the PPC industry. We're all in-house, and always available through telephone and email. You can count on us to handle any need that may arise at any time.

Unmatched Credibility

Working with JumpFly you can be sure you are working with the best. PPC is all we do - We know PPC. Since 2008 we have been independently ranked #1 of 1000s evaluated as "Best PPC Management Company" by TopSEOs.com. We are the winners of the last two TopSEOs annual PPC Competitions - 2008 & 2009. We are accredited by the Better Business Bureau (BBB) - Rated "A+" over 5 years with zero complaints to date. We are also proud members of the American Marketing Association (AMA) and Search Engine Marketing Professionals Organization (SEMPO).

PPC Management is Our Only Focus

PPC management is a very specialized industry unlike any other. We focus only on these campaigns and how they affect our clients. By focusing solely on these accounts, we can be sure to be on the cutting edge of knowledge and up to date on changes within our industry. At first glance it may seem convenient to allow an SEO company to manage your PPC campaigns, but this can be a big mistake. Most SEO companies are providing PPC management as a secondary service due to a demand by their clients. These services, through seemingly similar are really apples and oranges. Any agency needs to truly take the time and effort to become PPC experts over the years. Results in PPC vary greatly depending on setup and management. Without proper experience and focus, dollars will be wasted or new business will be left on the table. We believe in leaving SEO to SEO experts, and PPC to JumpFly.



JumpFly Account Setup and Management Fees

Working with JumpFly begins by talking with one of our qualified specialists about your specific business needs. Once all of your questions are answered, and you choose to work with us, you are responsible for our setup and first month of management fees.

No Contracts - Service is Always Month to Month

Our clients choose to work with us each month based on value. We do not hold any of our clients to a contract of service. Service can be canceled at any time after the first month.



1. One Time Setup Fee - \$2,995*

Over 80% of our clients are small and mid-sized companies which fall into our base \$2,995 setup fee. However, we do offer setup discounts for smaller, highly focused clients that require less time to learn and build, as well as higher setup fees for accounts that require an amount of research and setup time above and beyond what we consider to be an average client. If you have questions about your business specifically, please call or email us any time.

We customize Google AdWords and Microsoft adCenter accounts for each of our clients from scratch, and our work is always yours to keep. We are proud of our work and ability, and fully believe achieving the best results starts with a great foundation, and that foundation is your setup. To start the process, we conduct an in-depth interview with each new client to develop a personal and meaningful relationship from which to build. We start by learning about your business, goals, past experience, customers, competition, competitive advantages, and really anything at all related that can help us maximize your advertising investment. We then start the process of getting your accounts ready to launch online. This includes: a full keyword analysis including negative keywords, keyword organization, copy writing for multiple ads in each group, proper platform settings to maximize results demographically, budget monitoring, and much more.

2. JumpFly Monthly Management Fee

Due to the competitive, real time nature of these accounts, it is necessary to monitor, strategize and make changes on an ongoing basis to achieve the best possible results. For this service, we charge a flat ongoing monthly management fee based on the responsibility of managing your total monthly traffic budget.

Monthly Traffic Budget

Up to \$1,500
 \$1,500 - \$3,000
 \$3,000 - \$5,000
 \$5,000 - \$10,000
 \$10,000 - \$15,000
 \$15,000 - \$20,000
 \$20,000 - \$30,000

Greater Than \$30,000

Monthly Management Fee

\$300 - Please Refer to Our Low Budget Package
 \$400
 \$600
 \$1,000
 \$1,500
 \$2,000
 \$3,000

Please Call for Quote

3. Google AdWords & Microsoft AdCenter Charges

By working with us you agree to the current terms of service of Google AdWords and Microsoft AdCenter. All money paid for traffic received through these accounts will be paid directly using your credit card on file. Your monthly traffic budget will not flow through JumpFly.