

Why Search Engine Marketing is better than all other forms of marketing

	Search Engines	Newspapers	Magazines	Yellow Pages	Direct Mail	Coupon Mailers	TV	Radio	Referrals
Used by over 80% of Consumers									
Totally targeted advertising visible to consumers when they are actively looking for your services or products									
Always on 24/7 & up to date advertising									
Easily edited and updated at any time									
Ability to dominate over your competitor's Ads									
Ability to place your Ads in front of potential customers when they are specifically looking for your competitor's business name									
Ability to easily capture customer contact information									
Easy to track ROI without customer involvement									
Easy to track success rate without customer involvement									
Flexible multi media ads (Video, Text, Images, Sound)									