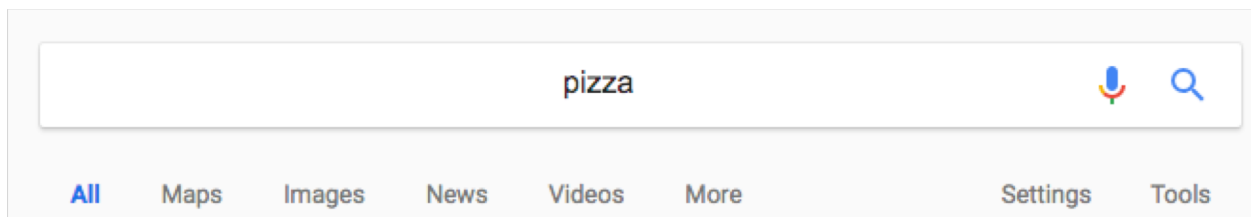


SEM (Pay Per Click*)

What is SEM (Pay-Per-Click)?

- SEM = Search Engine Marketing
- Pay-Per-Click (PPC) Advertising is one of digital marketing's largest growing spending segments
- Bid on keywords that customers are searching for to increase website visibility on search engines



*There is a 3 month minimum campaign time-limit for SEM

Pitch Features:

Keyword Suggestions

Quickly enter simple business information and the system will populate relevant, cost-effective keyword list

Opportunity Predictor

Built in tool that helps predict the monthly number of clicks that can be captured by keywords

Integrated into Pitch

Available right inside the Pitch platform for easy access and use along alongside all Pitch offerings

Visual Set-up

Easily view keyword list with comprehensive and user-friendly interface

