



DIRECTIVEGROUP OPENS THE DOOR TO THE WORLD OF LOCAL INTERNET ADVERTISING:

- ▶ **AFFORDABLE:** We have programs that get results...at prices you can afford.
- ▶ **ACCURATE:** Your advertising is placed with the top names in local search, where your prospective customers are looking.
- ▶ **SIMPLE:** We do it for you! Our professional team will learn the critical details about your business that attract new customers and we will do the rest.
- ▶ **FLEXIBLE:** Our programs are flexible and can be changed as your business needs change.
- ▶ **IMMEDIATE:** Your program will start within 24 hours from the time we initiate it. It's that easy.
- ▶ **MEASURABLE:** Our reports clearly outline where prospects come from and what they are searching for. You can watch your business grow.

DIRECTIVEGROUP PUTS YOU IN THE TOP LOCAL SEARCH ENGINES, WHERE YOUR PROSPECTIVE CUSTOMERS ARE LOOKING.

For more information, visit us at
www.DirectiveGroup.com
or call 1-866-925-9524.

BUSINESS CHARACTERISTICS

- § **Type:** Manufacturer of orthopedic surgical blades and burs.
- § **Geographical Coverage:** World.
- § **Target Audience:** Orthopedic surgeons, hospitals.
- § **Value Proposition:** Same sourcing as brand names and low prices.

ONLINE ADVERTISING / SEARCH MARKETING GOAL

Build awareness of low price, high quality alternative for target audience. Increase online shopping. Increase number of catalog downloads. Target advertising by country to maximize exposure and minimize cost. Minimize inbound phone call leads.

MARKETING CHALLENGE

Limited budget because business was for sale, but needed to show upward trend in revenue growth. Website not well-developed to convert visitors and was only built in English language. Preferred online sales or online contact because of limited personnel to answer phones.

RESULTS

Media: Google, Yahoo, AOL & MSN

Length of Campaign: 3 months

Total Budget: \$1,000

New Visitors To Website / Page Views: 1,347 / 5,045

Shopping Cart Usage: 634 visitors

Contact Request Forms: 187 forms completed

PDF Catalog Downloads: 429 catalog downloads

Comments: Client achieved objective of selling business to a larger competitor, which concluded the campaign.

