



hanapin marketing

The Value of Time & Expertise:

*Why You Should Let An Agency
Manage Your PPC Accounts*

Data Driven Reach. Human Driven Impact.

You understand that the Internet plays a big part in your company's future. Online marketing challenges even the most traditional advertising mediums. Some companies choose to tackle pay-per-click advertising on their own, but working with an agency that specializes in all things paid search marketing can give your business the edge you need to succeed.

Are you in one of these situations?

1. Your company offers in-demand products or services with competitive pricing but you're losing to the competition.

Your customers are looking for the products you offer. Are you jumping down and saying "Here I am!"? Your competition appears on the Internet everywhere you look, and you want to get in the game. But, how?

2. You have dipped your toe into the paid search pool.

You are starting to see a decent return on investment and want to see how far you can push PPC profits. You want to take your efforts to the next level. Now what?

3. You've been dabbling in paid search, but it's taking up a large part of your schedule.

Other responsibilities are starting to take a backseat. Maybe your ROI isn't what you expected. You think, "Maybe PPC just isn't right for us." You're tired of losing money and ready to throw in the towel. Don't give up yet!

Turn to the experts! Hire a PPC management agency. A PPC management agency can take your paid search investment to a level you never expected. Still unconvinced? Keep reading...

There are five main reasons to hire a PPC management agency.

1

You can spend your time focusing on your business' big picture.

Managing PPC accounts can take up a tremendous amount of time. When you outsource these services, you can allocate your time and energy back into big picture planning. What's the next big step for your industry? Is there a product that could alleviate the pains of your company processes or improve your customers' experience? With a PPC agency, you have the time to think about these things.

Let a PPC management agency worry about bid changes, budget, ad copy, keyword research and data analysis. We will summarize information for you and report with suggestions for how to optimize your success. Your account is taken care of and you can enjoy the results!

2

An agency pushes your account to its fullest potential.

Most companies who in-source their PPC don't have the capacity to spend time to pour over the minutia of details that goes into a well-structured PPC account. While you may see a positive ROI with in-house management, you would see greater success with a trained expert dedicated to your PPC account only.

Imagine a chef trying to run an entire kitchen on his own. If he had to plan the menu, prepare the food, serve the customers and wash the dishes, he may provide a decent meal for customers. But, he won't be nearly as successful as he would if he could just be the chef. With a team in place to separate responsibilities, the entire organization is more successful.



3

Experts will handle it.

Someone on your staff can figure out the PPC basics. You could find everything you need to know to get started on our blog, PPC Hero. However, PPC is a trade that takes years to master. Why not skip the trial and error period?

In the Internet marketing industry, the only constant is change. We could post on our blog every day with a new tool, strategy or update. So, PPC can be self-taught, but by the time you learn what you need, that information will be outdated! A PPC management agency stays on top of the industry trends and changes and applies those to your accounts seamlessly. Why settle for figuring out on your own when a team of experts can do it for you?

Every member on Hanapin Marketing's staff is already AdWords and adCenter certified. We are required to stay up-to-date on all aspects of PPC. Paid search is more than bidding on keywords. We understand quality score, geo-targeting, remarketing, day parting and device segmentation. PPC is an ever-evolving industry, and our team members have the time to stay ahead of the curve and implement the newest and best techniques in your accounts.

4

You will have an entire team available for support.

An agency has an entire staff of PPC experts collaborating to ensure that your goals are met. Two brains are better than one, and sometimes you can overlook what's right in front of you. Every point of contact you have with an agency has a team of professionals available for help or suggestions.

At Hanapin, we embrace a collaborative environment and learn from each other. An agency allows your Account Executive to access findings from other account experiences. This drastically reduces time for troubleshooting, so we can get right to the heart of improving your ROI.



5

An agency has resources you can't match.

We are privy to tools and resources that the general public is not. We have access to representatives at search engines that work with our accounts. We also have the ability to research and test tools before they are even released. We have the inside scoop on how to best optimize our accounts and transition them to utilize features immediately. Furthermore, the fact that we are in programs dealing with PPC all day, every day, enables us to see potential improvements and work with developers and search engines to continuously optimize your accounts.

We can manage these resources because we have a group of professionals trained in exactly what to look for long-term. We can see where the industry has been and we know what's coming next, and we use that information to optimize your accounts based on your individual needs.

The paid search market is intricate and competitive. Our goal is to provide services that are worth ten times their value through locating unnecessary spending, increasing profits, saving valuable time and providing clear direction for growth. As a business in today's economy, hiring a PPC management agency is more economical than attempting it in-house or avoiding it altogether.

So, how much is your time worth?

If you're interested in an account audit or in working with a professional PPC agency, please visit hanapinmarketing.com or call 812.330.3134.