



# Get Connected to Buyers in Your Local Area



## Online Marketing Done The Right Way

Geographical and Radius  
Targeting

Over a 1,000 Keywords  
Generated per Campaign

Ad Placement with the  
Major Search Engines

Campaign Optimization

Daily Reports

Detailed Inquiry and  
Lead Reporting

Call Recording

Pause Campaign Option

Professional Management

Campaigns Can Be Run for  
as Short as a Month

**Your  
Competitive  
Advantage for  
Business is Here.**

**BusinessSenseMarketing's online marketing program enables businesses to efficiently target and connect with people who are searching online for specific products and services. A BusinessSenseMarketing online marketing program includes:**

**Geographical Targeting** - Reach consumer in specific towns & cities, a market radius, regions or run a national campaign.

**Ad Placement** - Your ad is placed with the most popular publishing networks, including Google, Yahoo, MSN, Superpages and Advertising.com

**Managed Keyword Selection** - Typically over a 1,000 keywords are provisioned per campaign, which reduces your average keyword cost.

**Campaign Optimization** - Highly sophisticated software continually monitors and determines the appropriate value of each keyword among each publisher to calculate the optimal bid price and optimal keyword allocation.

**Detailed Reporting** - On a daily basis the number of visits to your web site and the specific pages visited is sent via email to you. In addition, inquiry and lead information is tracked, including lead forms and emails sent to your business. Reported call information includes the date, time of the call, phone number, and length of call.

**Call Recording and Advanced Caller ID Reporting** - Calls from your campaign can be recorded to provide valuable marketing information. With a click of a mouse in your reporting portal you can listen to calls. In addition, the address of where each call originated is also provided.

If your business is conducting a self-managed campaign, the BusinessSenseMarketing online program will save you significant time, maximize your online opportunities and provide critical information - all for better results.

*"I am continuously blown away by the calls, emails, and inquiries I receive on a daily basis. Without Ron's program, the local CBS station in Boston would not have found my business and I never would have been featured on their television program; Sunday With Liz Walker. With these kind of results, I can't afford NOT to be on the BusinessSenseMarketing program."*

Lisa Schreider - Owner, Hands Of Time



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