

## LatinOcean & Search Engine Marketing (SEM)

Job seekers are increasingly using search engines such as Google and Yahoo! to look for work and fulfill their career aspirations.

Agencies and employers interested in attracting candidates are strongly encouraged to gain visibility by improving their sites' search results rankings (using optimisation techniques), or use the engines' advertising options (i.e. search engine marketing- SEM)

In Google's case, SEM campaigns implemented through its flagship product AdWords, offer you context-based, relevant advertising which can prove extremely effective when properly designed and monitored.

LatinOcean's expertise in sourcing talent using the Internet can be put to use to assist you with the implementation and operations of your AdWords campaigns. Specifically, LatinOcean can:

- Set you up on AdWords from scratch, and brief you on the product's dashboard so you can manage your campaigns and monitor its results

- Brainstorm with you the objectives of your campaign and use the information to lay out your ad groups and its ancillary ads, keyword groups and keywords

- Optimise your initial campaign settings to enhance the return on your investment, on an iterative basis

- Manage your budgets to control your expenditure given your campaign results against its objectives

- Design the reports to highlight conversion rates and key measurements relevant to your organisation

Based on the services required by you, LatinOcean would provide you with a quote for our consulting time, or establish an all-inclusive AdWords management fee

Please call us to discuss further

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