

91.7% OF GOOGLE USERS NEVER GO PAST THE FIRST PAGE OF A SEARCH.

Are your constituents easily finding you online?

With everyone jockeying for the top search engine position, a little investment can make a big difference.

Search engine marketing (SEM) is the pay-per-click approach to climbing Google's search engine rankings. Your nonprofit can cater ads specifically toward your mission or cause but without proper guidance, SEM can result in expensive bad clicks or, even worse, no clicks at all.

With Firespring, you don't have anything to worry about. Our SEM consultant will learn the nuances of your nonprofit and help develop a campaign strategy to give your organization premier paid placement on the most popular search engines so your donors and constituents can find you.

HOW IT WORKS

Your SEM project begins with an in-depth consultation with a Firespring search engine marketing expert who will learn about your unique situation and gather information to craft a customized search engine marketing plan for your nonprofit.

After the consultation, your Firespring SEM expert will:

- Outline your situation, needs and objectives through a detailed discovery phase.
- Develop an ideal list of keywords.
- Set up and maintain advertising accounts with Google.
- Ensure your ads are meeting your objectives, as well as your budget.
- A/B test different sets of ads to determine the most effective way to achieve your goals.

Make a smart investment in search engine marketing today.
Call 877.447.8941 to get started.



SEARCH ENGINE MARKETING

Choose from 3 flexible package options

STARTER

(\$250 setup + \$100 monthly management fee)

Test the SEM waters and start things off slowly with the Starter package. This affordable option gives your nonprofit the basics of SEM and attracts constituents with up to four ads and two sets of keywords.

STANDARD

(\$400 setup + \$200 monthly management fee)

The Standard package offers a cost-effective way to cover your search engine marketing bases. Get up to eight ads and four sets of keywords that will economically raise awareness of your organization and its cause by promoting your programs and campaigns.

VISIBILITY

(\$750 setup + \$350 monthly management fee)

If you want to get the most out of search engine marketing, look no further. The Visibility package allows you to cast a wider net with up to 16 ads and four sets of keywords. Target all your programs and campaigns to reach prospective donors and constituents in a major way.