

 **FERGUSON**

# Lead Generation Programs

Build your customized plan with SearchKings. We offer a complete digital marketing solution designed to **promote your business.**

## Why Work with SearchKings?



### Flexible Budgets

Adjust your budget and generate leads when needed.



### Transparent Pricing

You pay Google with your own credit card.



### Flat-rate Fee

Creating scalable pricing structures so you pay less.



### No Contracts

We work month-to-month with all of our clients.



### No Start-up Fees

We give you \$500 to start with Google Ads.



### Call Intelligence™

Score all incoming calls and identify the most profitable opportunities.

## What's Included

### Call Intelligence™

Score all incoming calls and identify the most profitable opportunities.

- ✓ Automated lead scoring and detailed call summaries.
- ✓ Measure lead quality and revenue opportunities.
- ✓ Insight into customer needs and buying patterns.
- ✓ Call filtering and automated alerts.

### Pay-per-click Advertising

Customized and comprehensive digital advertising plan to grow and support your business goals.

- ✓ Boost your visibility and generate leads from potential customers in your area.
- ✓ Dedicated account management with either monthly or quarterly business reviews.
- ✓ Automated lead scoring with detailed call summaries.
- ✓ Flexible budgets: adjust your budget and generate leads when needed.
- ✓ Marketing Microsites: optimized microsite to capture and convert traffic from your pay-per-click campaign.
- ✓ Display and video advertising: present company-branded ads when customers are searching for your services.

### Local Services Ads by Google

Pay-per-lead solution for Google guaranteed service providers.

- ✓ Dedicated account manager and support line.
- ✓ Recertification and documents management.
- ✓ Dynamic bid management and account optimization.
- ✓ Recommendations on responsiveness and call handling.
- ✓ Google Business Profile support.
- ✓ Access to Google beta products.
- ✓ Lead auditing support.

### Display & Video Advertising

Present company-branded ads when customers are searching for your services.

- ✓ Present company-branded Google Ads when customers are searching for your services.
- ✓ Opportunity to highlight your differentiated offer (years in business, Google reviews, and more).
- ✓ Promote service and maintenance plans to existing customers.

### Connected TV

Drive conversions & generate leads with websites.

- ✓ Your business will appear in front of thousands of target customers watching premium, brand-safe content.
- ✓ Whether you want to dominate your local neighborhood, target a specific county, or run ads statewide, we've got you covered.
- ✓ Our team handles the media buy and targeting strategy, ensuring your message reaches the right audience at the right time.
- ✓ SearchKings will create high-quality, professional video ads for your brand, start to finish.

### Websites

Customized website design using industry best practices.

- ✓ Updated web technology to ensure site speed and usability.
- ✓ WordPress: Self-managed option.
- ✓ Advertising Microsite: Optimized for lead conversion.