

INTENT TARGETING

DON'T LOSE THE LEADS SEARCHING FOR YOU.

More and more of your B2B buyers are carrying out their buying journey online, which means you need to get in front of them at every stage while they're surfing and searching. MultiView Intent Targeting, our search engine marketing (SEM) solution, puts your ads in front of more searchers. The search keywords a buyer uses reveals a lot about where they are in their journey. Take their intent into account when you're planning your strategy in order to give them what they need and to get the leads and conversions you're looking for.

How It Works

By partnering with MultiView, you can develop a SEM strategy and custom campaigns around your goals and objectives. Leveraging our proprietary data compiled as the market leaders of B2B buyers guides, use SEM to drive the searchers looking for your solutions straight to your website. Plus, proactive campaign management, routine reporting, and experienced account management ensures you'll make the most of your budget and achieve your goals.

Benefits

- Get more leads by appearing on multiple search engines with customized ads that are optimized with industry best practices to maximize lead quality and quantity.
- Effectively position your company throughout the buying journey taking advantage of clues about buyer intent from the search keywords used.
- Optimize your campaign with our Google certified experts who know what works and combine our proprietary data and powerful optimization technology to continually improve campaign performance.
- Augment your marketing team by adding experienced SEM experts to your team without adding to your company payroll. Gain SEM expertise that comes with a proven track record of delivering results for companies just like yours.
- Ensure your results only get better with time through our proactive approach of monitoring and managing your campaign. Our team doesn't just set it and forget it!

The Right Approach

The right approach to creating and managing your search engine marketing (SEM) program is just as important as the keywords. MultiView's comprehensive program provides end-to-end service, applying our unique expertise in B2B digital marketing, SEM, and campaign management.



Best Practices



Expert Team



Proven Results

Comprehensive Search Engine Marketing Solution

Define Strategy

Deliver Solution

Realize Value

Set Goals & Budget



Research Campaign



Build Keywords



Create Search Engine Ad Groups



Configure Software



Create Text Ads



A/B Test Text Ads



Adjust Budget & Keywords



Track & Report Leads



Tune Bids & Keywords (on-going)



Manage Accounts & Campaigns



Unique Expertise & End-to-end Service

B2B Digital Marketing

Campaign Management

Search Engine Marketing

We Do It For You

Adding SEM to your marketing mix doesn't have to mean reducing or eliminating other tactics. It certainly shouldn't mean adding more to your to do list. Let's work together to set and achieve your objectives.

DEFINE STRATEGY

Objectives

- Identify your company and product goals
- Determine the right level of media spend
- Explore campaign focus areas and build the necessary keyword list(s)

Deliverables

- Assigned account manager and SEM campaign manager
- Identify key messages and calls to action
- Industry/keyword analysis including estimated inventory availability and average bid amount

DELIVER SOLUTION

Objectives

- Set up ad groups with multiple search engines, such as Google or Bing
- Configure the optimization software based on your marketing and campaign goals
- Create text ads with tailored ad copy for keywords
- A/B testing of text ads

Deliverables

- Search engine ad groups for your business
- Performance-based campaign optimization of keywords, ads and bids across multiple search engines (daily/weekly)
- Keyword list(s) and text ads
- Budget and bid management (daily/weekly)

REALIZE VALUE

Objectives

- Analyze weekly and/or monthly performance
- Continue tuning the campaign or adjust focus areas and targeting
- Maximize ROI through continuous campaign management and routine account meetings

Deliverables

- Campaign performance analysis (weekly/monthly)
- On-going campaign optimization
- Campaign re-calibration (new focus areas) if needed