

# Hotscot™

## Advertise - PPC



Targeted traffic delivered to your web site. Fast results with Pay Per Click adverts on Google, Yahoo and Bing (Formerly MSN) networks. Flexible budget, you control your costs and traffic volumes. From £250 set up and £150 monthly management, plus clicks. **FREE** set up for 12 month contracts.

### Identifying Opportunities

- Campaign set up includes keyword research
- Bid cost and search frequency analysis
- Target revenue earning words and phrases

### Advert Management

- An experienced campaign manager will create and run your adverts
- High click through rates with focus on economic cost per click

### Targeting and Control

- Choose who sees your adverts and when, by country, region or even city
- Flexibility on advert placement and spend on particular phrases

### Reporting and Feedback

- Reports generated monthly or weekly
- Tracking code added to identify best performing keywords
- Fine Tuning for continual improvement to your campaign

**0845 643 1194**

[www.hotscot.net](http://www.hotscot.net)

all prices exclude vat