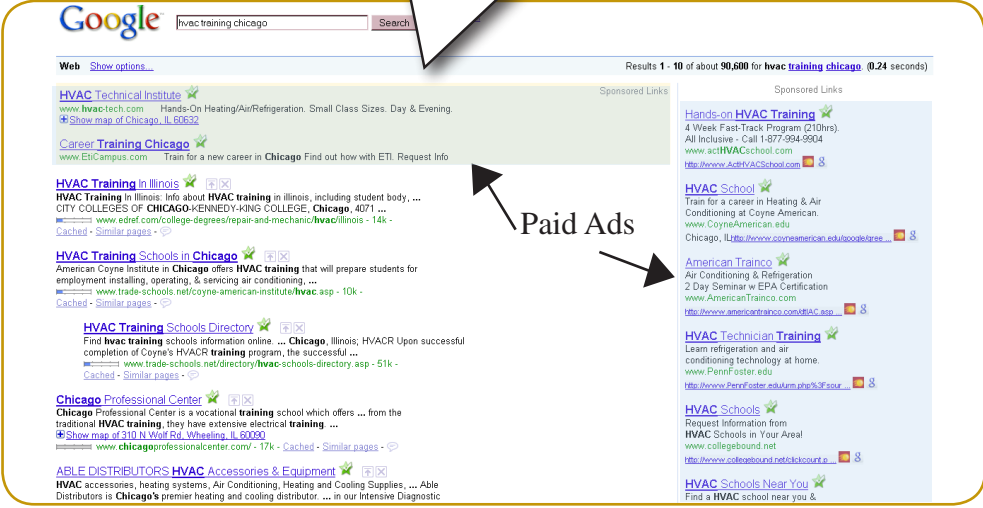


# SEARCH ENGINE MARKETING (SEM)



## Solutions for a Successful SEM Campaign:

- 💡 Extended Online Presence
- 💡 Keyword Optimization
- 💡 Program Specific Targeting
- 💡 Geo-Targeting by Campus
- 💡 Strong Call to Action
- 💡 Exclusive Internet Leads
- 💡 Tracking & Analytics
- 💡 Low CPL
- 💡 Response Driven Landing Page
- 💡 National Average of 11% Conversion from Lead to Start



## Gragg Delivers

Search Engine Marketing (SEM) generates exclusive leads on the Internet for your school. SEM works in conjunction with your naturally targeted keywords, to illustrate your school's expertise in the programs offered. Pay-per-click can be a great tool in your interactive marketing campaign if done properly. Gragg will place, monitor and manage your SEM campaign on a daily basis for impressions, click-through percentages, average position of keywords and conversions from click to start. This program is a must for all schools!



**For more information call TODAY!**  
 Contact Lisa Olmedo at 1.877.464.7244 x325 or lolmedo@graggadv.com  
 Visit us online at www.FlyWithGragg.com