

## PAID SEARCH/PAY-PER-CLICK

Stimulating and capturing the interest of prospects for a product or service has become increasingly more complex in recent years. Information is readily available online and consumers have become increasingly more self-directed in their purchasing behavior, often seeking companies out instead of waiting for companies to find them. Traditional ways of reaching customers with advertising messages has become fragmented. Fragmentation and changes in consumer behavior make understanding your customers and what aspects of your product or service they value, a critical component of your success.

Companies today need to focus on ensuring they are in all of the places potential customers will look to find them to solidify strong relationship. The evolution of the buying process has meant consumers are better at tuning out the messages they don't want to hear and researching in more detail about the ones they do like.