

# Gogiro

## Managed Lead Generation

End-to-end service to generate new business leads  
Landing pages & PPC performance management  
Call tracking, weekly reports and measurable results

Empowering Small Businesses Online

### A proven system to generate and track new business leads

The majority of people use search engines when looking for a business, product or service. Many businesses are either still not advertising online, or not doing it right.

Gogiro experts analyze search patterns and competition, and creates custom campaigns for your business to position ads in Google in the most effective way. These pay-per-click ads only cost money when a qualified lead clicks through to our landing page. Leads are generated through phone calls, and some emails, all of which tracked and reported to your inbox.



Call Tracking



Conversion Testing



Weekly Reporting



PPC Management

### What you can expect

- Scalable lead generation for your business through best practise pay-per-click advertising and conversion strategies
- Weekly lead reporting with an in-depth monthly review and optimization session
- Direct PPC costs passed to customer, no markups on advertising fees
- Entire campaign setup within the first month



More inbound phone calls and leads from targeted prospects



Improved branding and visibility online



Analytics tracking and reporting to track campaign ROI

## Get started with a Business Performance Analysis

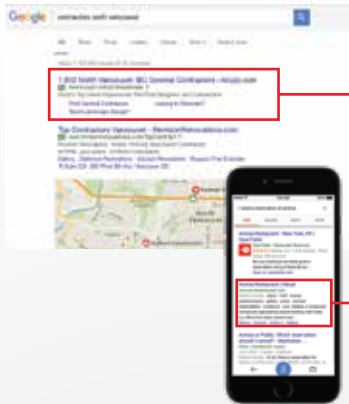
A report that estimates expected leads for your business and budget



## How-it-works

Gogiro manages your pay-per-click advertising budget and helps you achieve higher ROI. We create a lead conversion landing page and implement multi-variant A/B testing for continuous improvement. Your advertising and website traffic is funnelled to this lead generation page and results are reported to you.

### High Performance PPC Management



### Landing Page with A/B Conversion Testing



### Call Tracking and Weekly Reporting



## Remarketing Campaign Management Option



Remarketing is an online advertising campaign where banner ads show to people who visited your website within the past 30 days. These ads show all over the web, and are proven to bring people back to your website more effectively than regular banner ads.