



Please Call Us Toll-Free 877.239.9610
Email: Inquiries@JumpFly.com

Google AdWords, Yahoo! Search Marketing & Microsoft AdCenter Specialists



We focus on the professional development, implementation and management of pay per click, search engine advertising campaigns. Proper campaign setup and ongoing management are critical to maximizing return on investment using these complex, competitive, and time consuming platforms. By working with JumpFly, you are ensured the experience, support, and know how to get the most out of your advertising investment right from the start. We are fully supported and certified by Google AdWords, Yahoo! Search Marketing, and MSN AdCenter to save our clients both time and money while taking advantage of this highly effective method of advertising.

When choosing to work with us, we provide you an experienced, certified, dedicated account manager who will be your single point of contact. Your account manager will develop a one on one relationship with you and your business to plan and execute campaigns specific to reach your goals. Your business model, website and specific goals will be thoroughly analyzed in order to create a successful, cost effective pay per click advertising strategy from which to start. Our experienced team possesses valuable knowledge from years of account management, enabling you to instantly benefit from proven strategies that work. Furthermore, staying on top of Google AdWords, Yahoo! Search Marketing and MSN AdCenter's constantly evolving platforms, competitors' ever-changing bids and your advertising budget requires ongoing attention. Your skilled account manager will track the effectiveness of your ad campaigns and make necessary adjustments to maximize your return on investment, while discussing and reporting the results back to you as often as necessary.

By understanding the many factors that contribute to effective search engine marketing, our experienced team makes it easy for businesses to capitalize on the 200 million+ searches per day performed by people using search engines to find products, services and information. As your partner, we take care of everything for you to take advantage of this market in the best way possible. We pride ourselves on providing the best customer service and bottom-line results available in our industry, and we are so confident you will see value from our service that we will guarantee our results, while earning your business month to month without contracts.



JumpFly is proud to guarantee existing Google AdWords, Yahoo! Search Marketing and Microsoft AdCenter advertisers improved results within the first 30-days of service. If an advertiser feels that JumpFly's efforts do not justify its fees within the first 30-days, a complete refund of all JumpFly fees will be provided. This improvement guarantee confirms our leadership role and commitment to new clients. JumpFly is the first and only professional search engine marketing company to offer a money-back guarantee, demonstrating tremendous confidence in our ability to help clients achieve improved results.

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Why Choose JumpFly?

Experience, Experience, Experience

Goto.com (formerly Overture and now bought and owned by Yahoo!) started the PPC advertising concept back in 1998. Since that time, Google, Yahoo!, and Microsoft successfully jumped into this now multi-billion dollar industry. JumpFly was there at the start, signing on as one of Goto.com's original ambassadors. As a PPC management pioneer, our experience is unmatched. After setting up 1000's of campaigns, reacting to countless platform changes, seeing bottom-line results and failures across many industries, we know what works in PPC advertising. This experience is built upon daily by our team and passed directly to you. Right from the start you can be confident the tools offered by Google, Yahoo!, and MSN are used to the best of our ability to make your advertising effort a success.

Our Reputation, Certification and Support by Google, Yahoo!, and Microsoft

Since signing on as a Goto.com Ambassador, JumpFly continues to maintain and strengthen powerful relationships with Google, Yahoo!, and Microsoft. These relationships are a large reason we can provide such a value to our clients. As certified representatives, JumpFly is provided direct support for all of our client's needs. Google, Yahoo! And Microsoft consider JumpFly an important extension of their team. For this, they do everything they can to help us and our clients succeed. By working through JumpFly, your accounts now have leverage to get attention from Google, Yahoo! And MSN to get any questions or problems solved quickly and easily. If you are serious about becoming a JumpFly client, please call us and we will be happy to give you the name and number of our representatives to discuss our history, integrity and consistent value brought to each of our clients.

Dedicated Account Manager

JumpFly provides each client with a qualified, expert account manager. This account manager will take the time to get to know the people, the business, and the goals of each client to come up with the best strategy for implementing and running successful campaigns on their behalf. Our account managers are highly trained, experienced, and dedicated to their clients and the PPC industry. Always available through telephone and email our clients can be sure that they have a solid relationship with their account manager to handle any need that may arise at anytime.

Unmatched Credibility

Working with JumpFly you can be sure you are working with the best. We are proud members of the Better Business Bureau (BBB) and American Marketing Association (AMA). We are recognized for past awards by the BBB as well as Google. JumpFly is also a proud sponsor of #74, Derrike Cope, in the Nextel Cup NASCAR Series. Derrike is a former Daytona 500 champion.

PPC Management is Our Focus

PPC management is a very specialized industry unlike any other. We focus only on these campaigns and how they effect our clients. By focusing solely on these accounts, we can be sure to be on the cutting edge of knowledge and up to date on changes within our industry. At first glance it may seem convenient to allow an SEO company to manage your PPC campaigns, but this can be a big mistake. Most SEO companies are providing PPC management as a secondary service due to a demand by their clients. These services, through seemingly similar are really apples and oranges. Unless the SEO firm has truly taken the time and effort to become PPC experts over the years, their results will be lackluster. Results in PPC vary greatly depending on setup and management. Without proper experience and focus, dollars will be wasted or new business will be left on the table. We believe in leaving SEO to SEO experts, and PPC to JumpFly.

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JumpFly Account Setup and Management Fees

Working with JumpFly begins by talking with one of our qualified specialists about your specific business needs. Once all of your questions are answered, and you choose to work with us, you are responsible for our setup and first month of management fees.

No Contracts - Service with JumpFly is Always Month to Month

Our clients choose to work with us each month based on value. We do not hold any of our clients to a contract of service. Service can be canceled at anytime after the first month.

1. JumpFly One Time Setup Fee - \$1995*

We customize Google, Yahoo, and Microsoft accounts for each of our clients from scratch. We are proud of our work and ability, and fully believe achieving the best results starts with a great foundation, and that foundation is your setup. To start the process, we conduct an in-depth interview with each new client to develop a personal and meaningful relationship from which to build. We start by learning about your business, goals, past experience, customers, competition, competitive advantages, and really anything at all related that can help us maximize your advertising investment. We then start the process of getting your accounts ready to launch online. This includes: a full keyword analysis including negative keywords, keyword organization, copy writing for multiple ads in each group, proper platform settings to maximize results demographically, budget monitoring, and much more. The platforms at Google, Yahoo, and Microsoft offer many options that businesses need to be aware of to get maximum results, and we make sure everything is in place properly from the start.

* Over 90% of our clients are small and mid-sized companies which fall into our base \$1995 setup fee. However, we do offer discounts for smaller, local companies such as [realtors](#), and we also charge higher setup fees for accounts that require an amount of research and setup time above and beyond what we consider to be an average client. If you have questions about your business specifically, please call or email us anytime.

2. JumpFly Monthly Management Fee

Due to the competitive, real time nature of these accounts, it is necessary to monitor, strategize and make changes on an ongoing basis to achieve the best possible results. For this service, we charge a flat ongoing monthly management fee based on your total monthly traffic budget.

Monthly Traffic Budget

Up to \$500
\$500 - \$2,500
\$2,500 - \$5,000
\$5,000 - \$7,500
\$7,500 - \$10,000
\$10,000 - \$15,000
\$15,000 - \$20,000
\$20,000 - \$35,000
\$35,000 - \$50,000
\$50,000 - \$75,000
\$75,000 - \$100,000

Monthly Management Fee

[Click To Read Our Low Budget Program](#)
\$400
\$600
\$800
\$1,000
\$1,500
\$2,000
\$2,500
\$3,500
\$5,000
\$7,500

Greater Than \$100,000

Please Call for Quote

3. Yahoo! Search, Google AdWords & Microsoft AdCenter Charges

By working with us you agree to the current terms of service of [Yahoo! Search Marketing](#), [Google AdWords](#) and [Microsoft AdCenter](#). Any traffic received through these accounts will be paid by direct credit card billing for your accounts. Your monthly traffic budget will not flow through JumpFly.

Our flat fees are designed to achieve a true partnership with your business. If you succeed, we succeed. Our goal is to maximize the results of your advertising investment regardless of budget. We look forward to maximizing your return on investment, boosting your bottom line, and at the same time allowing you to concentrate on what you do best while we maximize the results of your search engine marketing campaigns.

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Questions or Ready to Sign Up? The Next Step is to Call Us

Whether you would like to learn more about our services, or if you would like to start service as a new client, it is time we hear from you. Without contracts, it is important to us that we help businesses that have the highest chance of success using PPC advertising and our services. A brief telephone conversation with a sales specialist will make sure we both JumpFly and your business have proper expectations to start a new, successful business relationship. Once our conversation is complete, it is our goal to give you a full understanding of the benefits of starting a new account with JumpFly, have all your questions answered, and if you choose to move forward as a new client, you will also be given a timeline of what to expect going forward.

Once choosing to work with us, we will collect your contact and company information over the telephone, as well as a credit card to hold your position in our new client setup queue. Your card will not be charged at this time. Your sales specialist will give you a date by which you can expect to be contacted by your newly assigned, dedicated account manager. Once assigned, your account manager will then review your business and website to prepare for your initial setup conversation. After this first conversation with your new account manager, we should be fully set to start creating your new campaigns, and your account manager will give you a time to expect your launch date. Also, at the end of this first call, he or she will turn in your invoice to process your setup fee and your first month's management fee. Your launch date will be your billing date going forward each month.

Thank you for taking the time to consider JumpFly to handle your pay per click advertising campaigns. If you have any questions or comments, please don't hesitate to call or email us anytime.

**Your Success is Our Top Priority,
The Team at JumpFly**

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