



*Putting Insights In Your Corner.*



**Harness the power of search engine marketing with our complete end-to-end solution**

## Contact Us

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## Search Engine Marketing Services

### Highly Targeted Advertising

Search engine advertising allows you to “be there” when prospects are looking for information that relates to your product or service. Like a virtual telephone directory, search advertising meets the demands of your potential customers by providing them with relevant information when they need it or are the most receptive to it.

### Tailored SEM Solutions

Whether you have a sophisticated web presence with layers of e-commerce, or whether you have little or no presence online, Cornerstone is equipped to provide you with a streamlined search engine marketing process that ultimately delivers prospects to you in the format you need. We make it easy to get started. We generate your entire campaign, including preparing the words and phrases that prospects are likely to enter into search engines such as Google™, Yahoo!® and MSN®; writing the copy for your text ads that appear on search engine results pages; and, if required, creating the web site page that prospects land on when they click on your ads. We also create and host secure forms and databases to capture prospect information.

### Analyzing Your Objectives

Our service begins with a full analysis of your sales objectives. We first gain an understanding of the types of customers that will be interested in your product or service, and then use special tools to determine the types of keywords or phrases that are most searched for on search engines.

### Creative Campaign Development

Creating a campaign can be tricky. The right combination of words and ads means the difference between creating a lot of clicks (and therefore cost), versus creating a lot of conversions. Cornerstone is a

conversion specialist; we focus on finding qualified prospects for our Clients to ensure a strong ROI.

## Expert Campaign Management

A search campaign requires constant care to optimize words and keep costs down. Our special tools and expert staff have years of search marketing experience and know all the ins and outs of what makes a campaign successful.

## Start your (Search) Engines!

To start your next search engine marketing program off right, call 1.416.932.9555 today.

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At the Cornerstone Group of Companies, our mission is to be the best in the world at helping our Clients find and keep good customers. We will accomplish this by providing our Clients with the best prospecting leads available and helping them to be the best in the world at managing and enriching their customer databases.



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product sheet

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