



PPC-Pro.com

65 Entrepriase, Suite 285, Aliso Viejo, CA 92656 ; 866-483-52498 ; contact@ppc-pro.com

For investor or marketing information contact: Michael Hughes at 949-716-4641 or mhughes@ppc-pro.com.
Or visit the company web sites at www.tmwconsulting.com, www.submission-pro.com or www.ppc-pro.com.

PRESS RELEASE

For Immediate Distribution

Paid Search Advertising Becoming Effective Branding Strategy *Multiple Impressions Reinforce Brand Building*

Aliso Viejo, CA – November 26, 2007 – PPC-PRO.com, a company specializing in Pay-Per-Click Internet Search Engine advertising has just concluded a study on on-line advertising effectiveness. The study shows that on-line banner ads and alike are far less effective than paid search advertisements. The study took place over a 90-day period – comparing results from campaigns with identical budgets for both high-profile banners and high-profile PPC ads. Results showed that search engine PPC ad click-through-rates were significantly higher than banner ads with conversion rates (number of sales and inquiries) more than 4X that of banner ads.

According to Nielson Online, on-line ads in general deliver click-through rates of 0.2% compared with rates of just over 5% with pay-per-click advertisements. It is for that reason TMW Consulting has created PPC-PRO.com. Now clients can have experienced industry professionals manage their online marketing campaigns in the most effective manner possible. By leveraging TMW's Internet marketing experience with proprietary PPC-PRO strategies, clients receive top-notch Internet marketing at a fraction of the cost of an in-house solution.

“We are seeing more and more ‘brick and mortar’ companies taking money out of their print and TV advertising budgets and investing in online ads,” said Michael Hughes, PPC-PRO President. “In fact, Fortune magazine reports that the on-line advertising market, worth \$21.4 Billion today, is estimated to double by 2010. We estimate that paid search advertising will lead the way because Pay-Per-Click ads...

- Can be used to almost instantly test a new product or marketing campaign
- Allow access to many eyes at costs unheard of in traditional media
- Gather historical buyer behavior easily and quickly

And of course pay-per-click ad growth is breaking records for the best reason of all – when properly implemented - they work!”

PPC-PRO.com offers a range of pay-per-click advertising services, for clients with monthly advertising budgets ranging from \$5,000 to \$50,000+ per month.

About PPC-PRO.com

PPC-PRO.com is a subsidiary of TMW Consulting, Inc. an Internet marketing company founded in 1999. PPC-PRO specializes in paid search marketing campaigns for organization in both the public and private sectors. Over the company's eight-year history, it has provided Internet marketing services for over 5,000 organizations in both the public and private sectors. For more information about PPC-PRO go to www.ppc-pro.com or call 866.483.5248.

###