

# THE VALUE OF WORKING WITH **FOUND** SEARCH MARKETING

FoundSM was created by two members of the team that helped to launch Google Ads. We're a digital marketing agency that specializes in perfecting performance media and the marketing analytics necessary to drive results.

We believe the best multi-channel marketing efforts begin with a solid understanding of what motivates your audience at the most detailed search level. Couple that with big picture visibility through advanced analytics and data-driven insights, and you'll really move the needle forward.



**FoundSM** clients increase revenue, drive a high return on ad spend and create ultra-efficient marketing teams.



## REVENUE GROWTH

- Get the right paid search strategy across the right platforms tailored to your business
- Increase the quality of leads for your sales team
- Make fast data-driven adjustments that improve performance



## LOWER COSTS

- Execute faster and always deploy campaigns on time without the need to hire more people
- Avoid wasted media spend and ongoing training costs by leveraging the industry expertise of our certified paid media experts
- Inform your entire marketing strategy through analytics and actionable insights



## BRAND REACH

- Get more use out of the creative and messaging your team builds
- Use the graphics you build to create motion graphics for your social strategy
- Optimize placement, reach and performance of thought leadership content

Your marketing team has ambitious goals and we'd love to complement your strategy. FoundSM has been working with marketing teams for over 15 years to increase search marketing performance and generate more qualified leads. To learn more visit [foundsm.com](https://foundsm.com)