

Introducing the most effective and scalable paid search marketing packages available in the industry today!

## GlobalSphere™ Ultimate and GlobalSphere™ Pro

*from Core and More Technologies*



The **GlobalSphere™** line of paid search marketing packages from Core and More Technologies offers companies both large and small flexible options for comprehensive digital marketing promotions. A global, fully implemented package includes all the research, analysis, and planning required to create highly targeted, cost-effective and profitable campaigns. Also, each version of **GlobalSphere™** includes custom tailored reporting. And when we say custom, we mean it. We tailor our reports on a customer by customer basis, because the goals of each customer will always be different from the next. There is no 'one size fits all' when it comes to paid search marketing reports.

**GlobalSphere™ Ultimate** and **GlobalSphere™ Pro** are both very effective packages. The **GlobalSphere™ Pro** package includes a lower number of ongoing monthly keyword revisions, and a reduced amount of customer interaction – thereby enabling a lower price point.

As multiple projects are launched, companies both large and small can quickly become faced with significant cost considerations. As the number of campaigns increases, so too does the level of expenditure with Google. **GlobalSphere™ Pro** is designed to help customers lower their costs while maintaining world-class reporting, expert analysis, and ongoing modifications to their campaigns. Best of all, we have designed **GlobalSphere™** to be very flexible. Customers who initiate their promotions using **GlobalSphere™ Ultimate** can transition to **GlobalSphere™ Pro** for the ongoing reporting/adjustment of their campaigns!

Both **GlobalSphere™** paid search marketing packages include a six-part process:

1. Consumer Analysis
2. Market Analysis
3. Competitor Analysis and Industry Research
4. Distribution Channel Review
5. Development of the Digital Marketing Mix
6. Revise and Revisit

Prior to release, all parts must be balanced. The marketing mix built here must also be internally consistent and mutually supportive with your goals.

The **GlobalSphere Ultimate™** package includes 4 campaigns, targeting Google Search & Search Properties and the Google Display Network. To learn more about the Google Display Network and how it can significantly increase the reach and effectiveness of your promotion, see the Display Advertising area of our website.

	GlobalSphere™ Pro	GlobalSphere™ Ultimate
Initial Keyword Set	20	50
Competitor Analysis and Industry Research	✓	✓
SEO Analysis for Selected Keywords	✓	✓
Search Targeting Campaign	✓	✓
Contextual /Interest Category Targeting Campaign		✓
Managed Placements Campaign		✓
Remarketing Campaign		✓
Text Ads	✓	✓
Image, Animated and Flash Ads		9 Per Display Campaign
Multivariate A/B Ad Testing	✓	✓
Landing Page Recommendation/Optimization	✓	✓
CRM Integration Analysis/Recommendation		✓
Dedicated Client Manager	✓	✓
Initial Reporting/Adjustment Period (Days)	60	90
Customized Reporting Structure	✓	✓
Customer Meetings/Review Frequency	Monthly*	Weekly
<b>REPORTING/ADJUSTMENT (MAINTENANCE)</b>		
Total Monthly Keyword Additions/Modifications	5	20
Additional Ad Creation (Monthly)	2	5
Continued Multivariate A/B Testing		✓
Customer Meetings/Review Frequency	Monthly	Weekly

\* The first month of the GlobalSphere Pro™ package includes weekly meetings

Contact us today to further discuss your goals.