



CLIENT
Smith Publicity

LOCATION
Cherry Hill NJ

INDUSTRY
Book Marketing

Overview

Smith Publicity is a renowned International Book Marketing firm that utilized paid search as an aspect of promoting their clients respective publications.

Project Summary Highlights – Digital Marketing

- Through our Paid Search Campaign WebiMax increased lead volumes over 40% while maintaining the existing budget
- The cost per aquisition was lowered from \$69 down to \$36 within the initial 90 days
- WebiMax continues to maintain a Cost Per Acquisition under \$45 while continuing to increase overall lead volumes.

Client Testimonial

“WebiMax has been very responsive and available to answer my questions. They proposed aggressive yet realistic goals for Smith Publicity and an honest outline of expected measurable results. To date, they’ve been right on target and have delivered what they said they would. From website design and SEO to PPC optimization, these guys are the real deal and true professionals.”

Dan Smith CEO/Founder,
Smith Publicity