

## **eWayDirect Inc. and BlueLens Franchise Group, Leaders in Emessaging and Search Marketing, are Now Offering Custom Scalable Paid Search Services**

*Recognizing that small and large companies alike need online marketing solutions, eWayDirect and the BlueLens Franchise Group offer scalable paid search (PPC) campaigns that will fit any marketing budget.*

Southport, Conn. ([PRWeb](#)) February 6, 2008 -- [eWayDirect, Inc.](#), and the BlueLens Franchise Group, leaders in emessaging and search marketing, announce a new scalable solution for paid search marketing.

"As the search market continues to grow and evolve it is clear that it must become a significant part of the marketing mix for companies of all sizes and marketing budgets," says Marty Donner, Chief Revenue Officer at eWayDirect. "However, until now many small and mid-sized companies have not been able to compete."

All eWayDirect and BlueLens PPC campaigns begin with a free evaluation, reviewing the potential client's position in the online marketplace, including an industry overview, traffic volumes, average keyword CPCs and budget recommendations. If the client already has a PPC program in place, the search team will evaluate its effectiveness and make recommendations for changes, if any.

The entry-level PPC campaign is called the Bronze package, and is designed for advertisers with monthly marketing budgets of \$2,500 or less. It targets branded and core business keywords to give advertisers some presence on the top search engines.

The next level is the Silver package, for advertisers with monthly marketing budgets of \$5,000 or less who want more coverage than that offered by the Bronze Package.

The Gold PPC package is a more complete PPC campaign; it is designed for advertisers with marketing budgets of \$10,000 or less. It allows advertisers with larger websites and product offerings to have better coverage within the search engine marketplace. This package also offers more in-depth reporting and tracking to better optimize these larger campaigns.

Finally, the Enterprise PPC package is the most comprehensive package for advertisers with monthly marketing budgets greater than \$10,000. This packages offers unlimited build-outs to cover all aspects of the client's business and maximize efforts in the paid search marketplace.

"Because eWayDirect currently provides email marketing and SEM solutions to companies of all sizes, we have a deep understanding of the challenges they face in trying to grow their online revenues and profits," says eWayDirect's Donner. "Our new scalable solutions leverage this expertise by bringing to market a series of products that will fit virtually all budgets and allow companies of all sizes to profitably take advantage of the continued rapid growth of the search marketplace."

All of these packages offer the same professional service and customer support for which eWayDirect and the BlueLens Franchise Group are known. With 85% of marketing budgets moving online, it is an excellent time for companies with an online presence to begin a paid search campaign; and with these scalable solutions, PPC can be within everybody's reach.

eWayDirect ([www.ewaydirect.com](http://www.ewaydirect.com)) is a market leader in both search marketing and emessaging. Besides providing the highest level of expertise in both PPC and SEO, the company's Priority1email platform allows marketers to isolate their best customers and get their campaigns through to the inbox 100% of the time.

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