



Didit SEM Discounts for NTEN Members

- Do you lack the staff time necessary to get a real return from your Google Grants and Paid Search campaigns?
- Do you feel overwhelmed and confused by the process of managing your Pay Per Click Advertising?
- Do you fear that bad keyword choices and non-optimal bids are resulting in missed opportunities for revenue and advocacy?

If so, Didit wants to help.

Managing a PPC (Pay Per Click advertising) campaign can be overwhelming, especially for nonprofits. It takes time, technology, and specialized knowledge. Didit — a leading Search Engine Marketing agency — is committed to helping nonprofits maximize the value they achieve through Paid Search and Google Grants.

Didit’s typical clients are high-spending marketers, and you get the same account teams that work with companies like Brookstone, AT&T, Register.com, and D&B. Our clients typically see a 50%-100% increase in ROI, and often as much as 700% lifts in efficiency. Plus working with Didit takes the burden of campaign management off your shoulders.

We lead your strategy and manage your keyword bids. By monitoring the results 24/7, we can continually refine and improve your campaign.

Didit is pleased to offer discounts to nonprofit organizations with NTEN memberships. As true success requires true commitment on the part of our clients, we selectively work with organizations that are committed to the success of their cause and have demonstrated that they can benefit from our services.

Does this sound like you? If so, give us a call.

<p>Didit Standard Rates <i>These are the full, non-discounted, corporate rates.</i></p> <p>Set Up: \$10,000 Monthly: 15% of spend Minimum Monthly PPC Spend: \$30,000</p>	
<p>NTEN Discount 1 Set Up: \$300 (99% discount)</p> <p>Monthly: 10% of spend (33% discount). <i>9% for organizations participating in We-Care.com.*</i></p> <p>Minimum Monthly PPC Spend: \$10,000**</p>	<p>NTEN Discount 2 Set Up: \$900 (91% discount)</p> <p>Monthly: 9% of spend (40% discount). <i>8% for organizations participating in We-Care.com.*</i></p> <p>Minimum Monthly PPC Spend: \$10,000**</p>

Interested? Let’s talk. Contact Bill Snyder, Didit’s nonprofit liaison, at bsnyder@didit.com or 212.631.0157.

* We-Care.com, Didit’s sister company, is a free service available to nonprofits that generates passive-giving revenue while simultaneously providing benefits to supporters. We-Care.com allows you to set up a free, co-branded, online marketplace through which your supporters can access more than 550 major online retailers, from Target.com to Travelocity. They get special deals, and you get a percentage of what they spend. To receive the additional discount on Didit services, you must sign up for We-Care.com (a 10-minute process) and link to your We-Care.com mall from the homepage, header, or footer of your organization’s website.

** This amount includes Google Grants and all paid search under Didit management.