

# 5 Benefits of Adding SEM to Your Digital Mix



Providing a proven path to leapfrog the competition, SEM offers key benefits over SEO for a price. Learn how digital marketers are tapping into the advantages of paid search.



1

Get in front of the target buyers you want

2

Jump to the top of search results right away

3

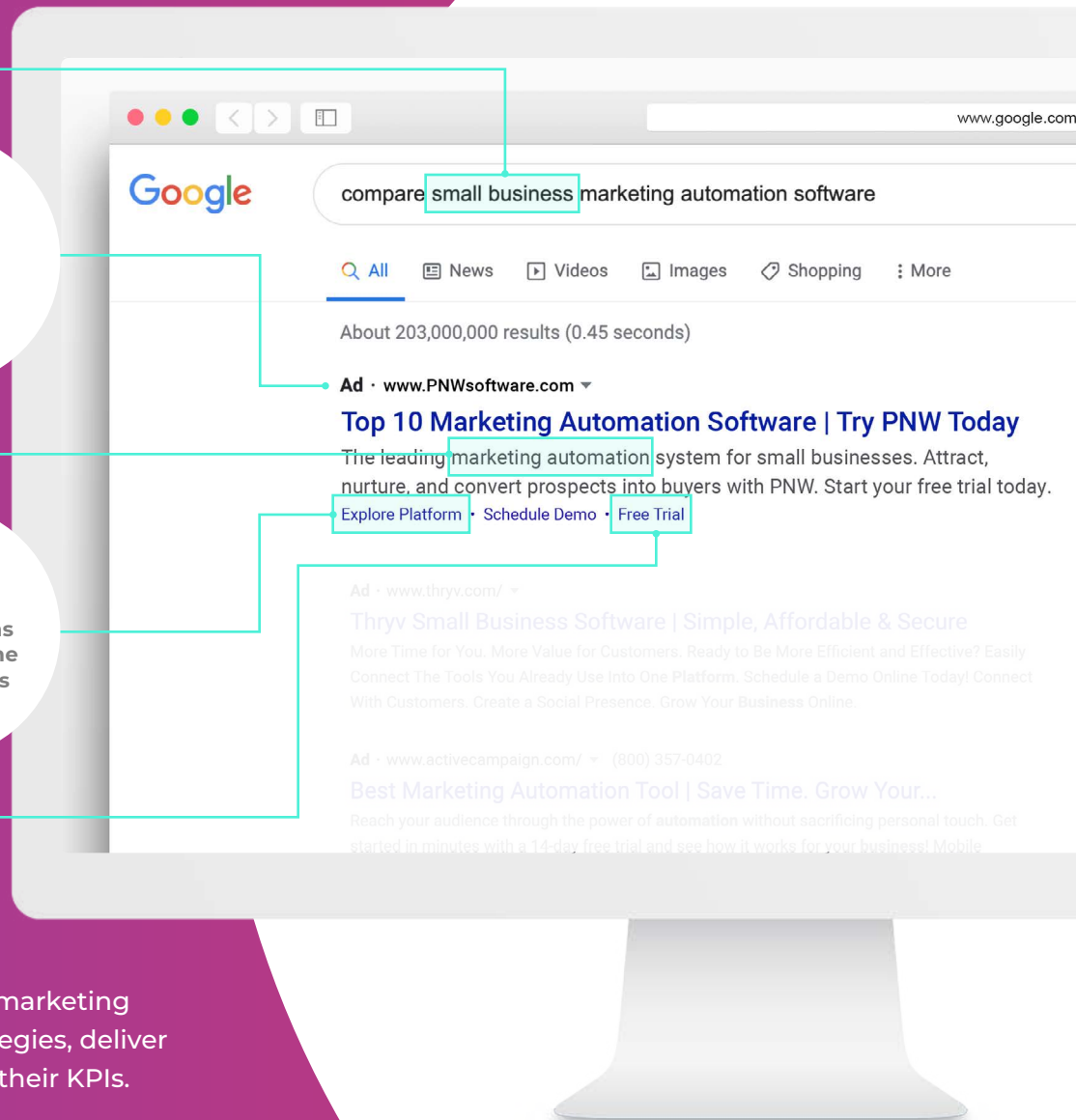
Test audiences, keywords & messaging

4

Add extensions like links, phone number, offers & callouts

5

Connect with buyers further down the funnel



PMG helps B2B tech and SaaS marketing organizations define their strategies, deliver on their objectives, and smash their KPIs.

Read our eBook, the “**Ultimate Guide to B2B Digital Marketing Strategies**” and schedule your free 30-minute consultation today to get started.

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\*View source list in the full guide