



**ROBINS  
CONSULTING**

EXECUTIVE RECRUITING FOR TRANSPORTATION, LOGISTICS & SUPPLY CHAIN

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Robins Consulting is a highly specialized search firm. Our sole focus is transportation, logistics and supply chain executive search. Time critical and difficult hiring situations are our specialty. Our clients include Fortune 500 Manufacturers, Distributors, Retailers, 3PL's and Carriers who move their freight via ground, rail, air, and ocean - both domestically and internationally. Our mission is simple: to make precise matches and build long-lasting relationships. In short, we pride ourselves on being industry insiders.

I learned about PPC from reading articles in business magazines and newspapers and the benefits associated with it. I had set up my own campaigns several years ago but did not have the time to manage it. I knew PPC was effective but because I did not have the time to manage it regularly my campaigns were neglected and became outdated. I needed someone to manage it and watch my bids very closely so I would get the results I desired. Even more imperative was that I wanted someone to make sure that every penny spent on paid results is targeted to my niche audience only. We are in a industry which targets specific audience only and if the campaign is not targeted properly then we could easily burn our marketing budget without any significant results.

I started to search for a search marketing company on all major search engines. Firms which were ranked high in organic search was the natural way to find a firm who delivered what they promised.

We found eBrandz was placed in Organic Search on Google, Yahoo and MSN. Initially I signed up with them for search engine optimization services. They managed my organic search effectively and cost efficiently so I had no reservations about expanding my contract for Pay Per click services. Why use anyone else that communicates so clearly and efficiently. No reservations whatsoever off shoring with eBrandz.

Once I hired eBrandz to manage my Pay Per Click campaign, I saw immediate results as soon as we went live with PPC. I found eBrandz to be very effective. There is no way I could have done a better job myself. They have quite attractive feature like A/B testing, bid management, Weekly updates and sometimes even daily. They are very good at closely watching keywords and making changes as necessary. They also turned on and off campaigns depending on days of week, holidays, etc... They also keep up with search engine PPC changes. Their reporting system is very clear and easy to understand.

The most important part of my campaign is keyword research. We are still working on the keyword research. But eBrandz team put a very thoughtful research of my industry and testing of different campaigns to insure targeted results. Because of the targeted campaigns we saw an increase in the number of inquiries which we were able to convert them into customers. Overall I found their services to be better than any US company. I can only give very good feedback.



Sincerely,  
Craig Robins  
Owner  
Robins Consulting LLC

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