

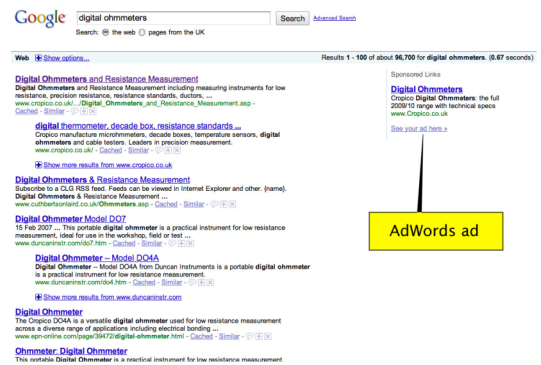
What can we do to help?

# Google AdWords campaign management

If you want to generate traffic to your website for specific products, we don't believe anything is more effective than using Google AdWords, which is why your competitors are almost certainly using it already. Go to Google and type in the generic name for one of the product classes you sell, and take a look. The adverts down the right-hand side ("Sponsored Links") are the Google AdWords ads, and you could be there tomorrow.

The return on investment is tremendous: what other form of advertising can get not only, say, 400 visitors to your website for £500, but **guarantee** it (you only pay for the response you get)? In comparison, why would you advertise anywhere else, where the response is a complete gamble?

Perhaps the only reason is time and effort. Because a Google AdWords campaign runs all day, every day, it needs constant attention, and the time to micro-manage a lot of data. Payment to Google is normally through credit card, which is inconvenient; and you never know how many clickthroughs you're going to get, so the cost is unpredictable. The best approach is to let a specialist agency manage the campaign for you, and that's where Business Marketing Online can help.



You'll find that the typical model for an agency-managed Google AdWords campaign is "here's the random number of clicks we got this month, this is what they cost, and here's a bill for our services on top of that". In addition, continuously improving a campaign requires a decent understanding of the technology behind what you sell. Advertising agencies rarely have this, so you'll end up having to do much of the work in creating the campaign.

At Business Marketing Online, we came up with a new model designed for the technical business-to-business sector which makes using Google AdWords **as easy as advertising in a magazine**. Easier, in fact.

We agree a number of visitors, at a fixed cost-per-visitor (usually £1.25 to £1.50, depending on market sector). We then try to generate those clickthroughs in a target timeframe. As an example, you might ask us to generate 200 visitors to a product page on your website each month, at a cost of £300. **And that would be it for your involvement**. It's our job to get the 200 clickthroughs. Should we find there aren't 200 quality visitors out there in the month, we'll carry on until we do get them. Simple as that.

We'll send you a report each month showing you the number of visitors we generated, but if you're running your own website traffic analytics program, we'll show you how to monitor them yourself and confirm our figures.

Unless you're focused on some sort of brand advertising, we're not sure why you'd advertise anywhere else these days. In fact, many industrial and scientific companies *are* advertising nowhere else. If you'd like to join them, the next step is to get Business Marketing Online to run a Google AdWords campaign for you.