

How to Create New Prospects with HME Google AdWords™ Campaigns

Introduction

The voracious appetite of consumers for products and services information on the World Wide Web continues unabated. Google with virtually 48% of the search engine market is the clear industry leader with almost half of us 'Googling' over and over again everyday.

Taking advantage of sales opportunities with pay per click advertising is a specialist skill and in my opinion requires a unique combination of research, sales, marketing, copywriting and account management skills. It is the successful combination and accurate execution of each of these elements which leads to successful low cost per sale, pay per click advertising.

As a specialist, highly experienced sales and marketing firm assisting the small to medium business sector (up to 200 employees) we are delivering highly successful marketing and sales projects for both on-line and off-line campaigns. Today on-line adwords campaigns are outlined.

Manufacturing Business

"putting me onto Google was one of the best marketing tactics you've suggested. Your ad creation and account management are excellent. And we've had \$40,000 worth of new quotes in 3 weeks from the ad"
Brian B.....XYZ Fabrication (contact us for actual reference details)

Our client is an Aluminium Fabricator manufacturing unique products as well as custom projects. Our AdWords Campaign is generating on average 35 prospects per week to their website with consistently high click through rates, quotes requested and new sales generated.

Service Business

"we have an existing campaign but we don't really know what's going on"
Steve W. XYZ Tours (contact us for actual reference details)

Providing diagnostic examination and new tactical execution for existing AdWords campaigns will turn poor or average results into higher prospect numbers. Our results speak for themselves. Of the three primary keywords in this campaign we effected the following changes to click through rates. (the ratio of clicks to number of pages ad is shown on)

Keyword 1	9.66% to 16.5 %0	INCREASE OF 70.8%
Keyword 2	3.76% TO 3.66%	NO MOVEMENT
Keyword 3	2.20% TO 6.66%	INCREASE OF 202%

Retail Business

"Morel can you help us as we're not even spending the budget we allocated to our Google Campaign". "Getting particularly good feedback from people visiting the shop and finding us on Google, just wanted you to know".
Juliet BFurniture Retail Stores (contact us for actual reference details)

Initiating traditional marketing strategies, copywriting and pay per click tactics from our thorough knowledge of the Google AdWords™ system we markedly increased the effectiveness of our clients pay per click advertising campaign. A 4 week snapshot before and after is shown here.

IMPRESSIONS		CLICKS	
Existing Campaign	New	Existing Campaign	New
377	13940	4	207
279	15002	4	223
309	10567	4	163
247	8822	3	161

Average of 303 impressions per week under the existing campaign with now an average of 12083 impressions per week.
INCREASE OF 3987%

Average of 5 clicks per week under the existing campaign with now an average of 188 clicks per week.
INCREASE OF 3660 %

Wholesale Business

"We're getting an average of 2-3 new account openings every day from the net since the campaign started" Allan L.....Wholesale Therapeutic (contact us for actual reference details)

With traditional newsletters and other advertising providing the usual hit and miss results our client took our advice and we executed a Google Adwords™ campaign 10 weeks ago. At 10 new accounts per week as an average that adds up to 100 new accounts from the campaign.

Your Business

Whatever your business or your industry we can advise, create, execute, and manage your pay per click advertising campaign. Moreover, we can assist in many other areas. Visit our [website](#) or contact us today to explore the options to increase prospects to your business.

No Obligation Chat

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