

Ezical Small Business Solutions

Adwords Campaign

“the most effective marketing tool you can use”

- *Are you looking to grow your business?*
- *Do you have a website?*
- *Do you receive business via your website?*
- *Can your existing & prospective clients find you on the search engines?*
- *Do you have a marketing budget?*
- *Do you exceed your marketing budget regularly?*
- *Do you receive value for money from your marketing spend?*
- *Do you have the expertise or time to advertise your business effectively?*

If the above questions arouse your curiosity please read on!!

For \$220 we can set you up on a google adwords campaign. For this small investment you will also receive \$75 free advertising (if your pay per click is \$0.20 then you will receive 375 free clicks to help you on your path to success).

Ongoing costs?

You will only pay ongoing costs when prospective clients click on your website. The cost of the clicks will vary with how popular the words are with your competitors. You can set your own budget so that you do not exceed your marketing spend expectation. Remember, every time someone clicks on your website this could convert into a new client which could result in ongoing revenue for your business. If your adwords campaign needs adjusting at any time a \$55 revision fee will apply (this could probably occur every 6 months or in some cases not at all)

How does the budget work?

You decide your daily budget.

\$1 per day at \$0.20 per click = Potentially 5 new customers per day

Remember your budget is the maximum you will pay and in a lot of cases your budget will not be spent

Every business will have a different revenue stream that it obtains from each customer but these conversions will impact on your bottom line. What return could you receive from a \$0.20 investment!!

Contact us now 0478 105 779 info@ezical.com.au