

# Google AdWords Essential Marketing Campaign

## Your Contemporary Advertising Alternative

2010



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• Cost \$750.00

Advertise to your target market using a Google AdWords Pay-Per-Click Campaign which focuses your Internet marketing dollars specifically on consumers that are looking for your products and services using the Google search engine, Google's partner sites and Google's advertising network.

We will conduct keyword marketing research and create ads that incorporate the keywords or phrases that are most effective and searched for most often by consumers on the Internet. Your ads will appear next to Google search results when people search for specific keywords that are included in your Google AdWords advertising campaign.

Google AdWords is a cost-effective and contemporary advertising alternative that allows you to choose an advertising budget and costs you money only when someone clicks on one of your advertisements. The visitor will be forwarded directly to a specified web page when one of your advertisements is clicked on. This method of advertising increases the likelihood of genuine consumers finding your website.

The position of your ads on the search result pages will vary depending on your maximum daily budget and the maximum bid cost that you are willing to pay every time someone clicks on one of your ads. Also, after launching your pay-per-click marketing campaign, the advertisements that are most effective can be set to display most often to ensure you are using the ads that are the most successful.

