

About Google AdWords™

Potential customers are searching for you on Google. Are you there to be found?

Google AdWords™ is advertising that promotes your business on Google. AdWords ads run alongside or above Google.com search results, so you can reach potential customers right when they are searching for the products and services you offer.

Why AdWords? AdWords makes it simple to:

- Reach audiences at the very moment they are expressing interest in what you sell.
- Target customers only in the geographic locations where you do business.
- Know when your advertising dollars are working and when they're not.
- Change your campaigns quickly, easily, and whenever you want.
- Get your ads up and running in minutes.
- Stay in control of your marketing budget.

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7 Reasons to Try Google AdWords™

1. Acquire new customers online or offline

- Attract potential customers to your website, office or store

2. Stay in constant control of your marketing budget - spend as much or as little as you'd like

- You decide how much each new customer lead (click) is worth to you - some may cost as little as 5 cents
- Choose to set your monthly advertising budget based on your business needs
- You aren't charged when your ads are displayed, only when potential customers click through to your site

3. Know when your ads and advertising dollars are working - and when they're not

- Track performance of each ad you run, as well as overall campaign performance

- See precisely which keywords are driving the most customers to your business
- Continually improve your campaigns and the return on your marketing budget with performance feedback

4. Target potential customers across the US - or just in your own neighborhood

- Target your ads so they appear before interested customers in just the geographic area you want to reach - whether it's a particular zip code or city, or the whole country

5. Reach potential customers at the very moment they are searching for your product or service

- Your ads appear to potential customers at the right time, in the right place, with the right message - just as they're searching on Google for the kinds of services and products you offer

6. Change your ads, messages and keywords easily

- Change your ads whenever you want, as often as you want, for any reason
- Your revised ads will appear on Google in a matter of minutes

7. Get your AdWords ad up and running in minutes

- The AdWords sign up process is quick, intuitive and easy
- Set up your ads to appear on Google when people search for specific words or phrases (keywords) that relate to your business
- Writer's block? AdWords provides tools to help you create professional, hardworking ads and keyword lists

Sample Segmentation Messaging

While many of Google AdWords' features appeal to a broad audience, there are some benefits that may be more attractive or relevant to certain segments than others. If you have segmentation information on your customers, experimenting with different messaging could yield much higher response rates in email campaigns than generic, broad messaging. Here are a few suggested market segmentation pointers.

Sole Proprietorship

Sole proprietorships have the same person doing everything from accounting to marketing. They tend to be smaller businesses run by very busy people without dedicated marketing budgets.

Important pointers and benefits to emphasize:

- Do it yourself advertising - no marketing specialist needed
- Fast and easy to setup and get started - ads can be running within minutes
- Complete control over costs - spend as much or as little as you want
- Risk free offer, no commitments

Multi person business

Multi person businesses are likely to have a dedicated marketing manager and budget. However, it is likely that the person receiving the email is not the person in charge of marketing and sales initiatives within a company.

Important pointers and benefits to emphasize:

- May need to ask recipient of the email to share the message with the marketing person
- Powerful conversion and tracking capabilities that lets the advertiser see which keywords and ad texts are working well, and which ones are not.
- Flexibility of changing your keywords or ad text however many times you want, whenever you want.
- Google AdWords can be more cost effective than Yellow pages, banner ads, e-mail, and direct mail.

Product companies or non-local companies

Product companies are likely to be online stores that sell their products nationally or internationally. They may sell very specialized products and respond well to cost per acquisition messaging. The recipient is likely more tech-savvy than someone from a brick and mortar business.

Important pointers and benefits to emphasize:

- Allows the advertiser to target prospective customers looking for what s/he sells.
- The advertiser only pays when a prospect clicks through to the online store.
- Can use powerful tracking tools to figure out which ads convert the best for you, where your visitors are coming from, which of your products they are looking for, and how close each visitor gets to making a purchase.
- Flexibility of timing - can start or stop promoting special offers anytime you want.

Services companies or local companies

Service companies are likely to be local businesses. In addition to having an online presence, the company may also have a brick and mortar storefront. Service companies think of sales in terms of clients rather than products and are likely to engage in other offline marketing methods: flyers, Yellow Pages, radio advertising, etc.

Important pointers and benefits to emphasize:

- Interested in finding clients looking for your services?
- Google AdWords allows you to define the geographic reach of your business; you can show your ad by country, state, city, and even neighborhood.
- Google AdWords can be more cost effective than Yellow pages, banner ads, e-mail, and direct mail.
- Google AdWords has powerful tracking tools that allow you to see which ads are working, and which ads are not.

Newer businesses

Newer businesses are likely to try out new forms of marketing because they are in the process of growing their business.

Important pointers and benefits to emphasize:

- Now that your website is up and running, why not drive more traffic and customers to it with online marketing?
- Want to spread the word about your business? Do it on Google's dime.
- Spend as much or as little you want, but only pay when someone clicks on your ad.
- Risk free, no commitments

Older businesses

Older businesses may respond to a new marketing tool that they have never tried out before. These older businesses may engage in other offline marketing methods: flyers, Yellow Pages, radio advertising, etc.

Important pointers and benefits to emphasize:

- Want to jumpstart your business growth? Do it on Google's dime.
- Google AdWords lets you target prospective customers at exactly the right moment when they are searching for what you offer.
- Google AdWords can be more cost effective than Yellow pages, banner ads, e-mail, and direct mail. Why not try a marketing tool that allows you to see exactly what's working and what's not?