How Google Adwords increase sales?

QUIZZ: WHAT DOES GOOGLE MEAN?

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Agenda

- Search engine advertising
- Company benefits
- Customers will prefer you
- The business case
- Starting with AdWords
- Next steps of action
- Q & A
Search engine advertising

• Advertise efficiently with key word-specific advertising
• Reach people at the right moment, on-line
• Exploit customers daily time on-line
• Be enclosed every searches
• Increase the traffic to your website and win new business
Mary wants to sell a book..

..and cut out the middleman

..she sets adwords bid to 8 cents for key word 'business communication'.
..and notices that 1 out of 100 seeing ad purchase her book.

**Business case for Mary's 1 sold book:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business comm. selling price</td>
<td>€ 49,00</td>
</tr>
<tr>
<td>(VAT 0%)</td>
<td></td>
</tr>
<tr>
<td>Adwords bid (€ 0,08 PPC) x100</td>
<td>8,00</td>
</tr>
<tr>
<td>TA costs Bank &amp; e-Commerce</td>
<td>1,50</td>
</tr>
<tr>
<td>Packing &amp; send the book</td>
<td>9,50</td>
</tr>
<tr>
<td>Printing costs</td>
<td>10,00</td>
</tr>
<tr>
<td>Mary's net profit per book</td>
<td>20,00 €</td>
</tr>
</tbody>
</table>
..And she keeps on smiling with Adwords!

- She measures her campaign results
- And improves her pull-in % (conversion rate)
..Now Mary is convinced: Customers prefer my book..
..She tells about her success to..
..Lisa, who soon finds out the Adwords company benefits

- Get new customers
- Raise profitability
- Measure Google rank
- Add sales revenue
- Grow global, target local
Next steps of action

- Leave contact information
- Work with our consultant
- Collect data from competitors and markets
- Update marketing strategy
- Set-up AdWords<sup>tm</sup> campaigns
- See sales to grow
Summary

• Reach customers on-line
• Add customers and operating profit cost-effectively
• Achieve long-term business goals
• Fulfil customers needs at the right moment
• Build measurable business advantage
What does Google mean?

• A googol refers to the number represented by a 1 followed by 100 zeros

• There isn't a googol of anything in the universe -- not stars, not dust particles, not atoms