

GOOGLE ADWORDS PACKAGES – INFORMATION PACK

Are you wondering if Google AdWords can work for your business?

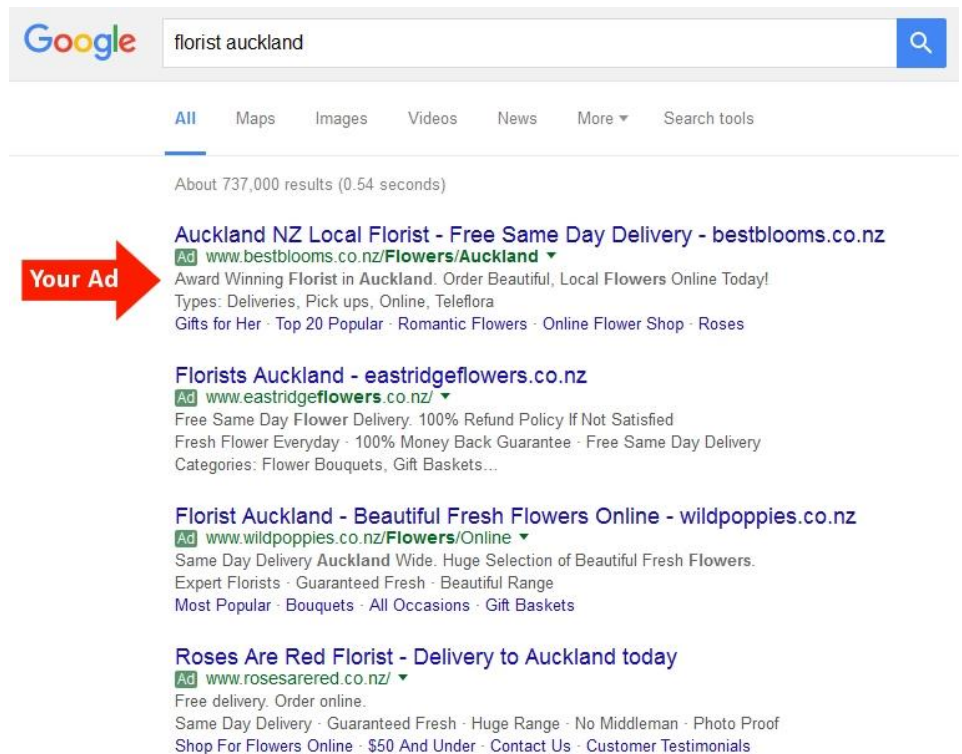
Google AdWords is hands down the fastest way to get traffic to your website and start making more sales. Nothing comes near it.

AdWords can get you to the top of Google search results almost instantly. (And if you don't show up on Google when people search for what you're selling, you may as well not exist at all.)

But AdWords has a few pitfalls

As a small or medium-size business owner, you might think you can manage your AdWords account yourself, or get one of your staff to do it. But you'll soon find AdWords is complex. You may well give up in frustration because you are not getting results.

Or, you might already have engaged a web marketing agency to manage your AdWords account. But you've found the return on investment to be marginal. Or you might have even lost money. If so, please keep reading - because we have some good news for you!



Google search results for "florist auckland".

Search results include:

- Auckland NZ Local Florist - Free Same Day Delivery - bestblooms.co.nz**
 Ad www.bestblooms.co.nz/Flowers/Auckland
 Award Winning Florist in Auckland. Order Beautiful, Local Flowers Online Today!
 Types: Deliveries, Pick ups, Online, Teleflora
 Gifts for Her · Top 20 Popular · Romantic Flowers · Online Flower Shop · Roses
- Florists Auckland - eastridgeflowers.co.nz**
 Ad www.eastridgeflowers.co.nz/
 Free Same Day Flower Delivery. 100% Refund Policy If Not Satisfied
 Fresh Flower Everyday - 100% Money Back Guarantee - Free Same Day Delivery
 Categories: Flower Bouquets, Gift Baskets...
- Florist Auckland - Beautiful Fresh Flowers Online - wildpoppies.co.nz**
 Ad www.wildpoppies.co.nz/Flowers/Online
 Same Day Delivery Auckland Wide. Huge Selection of Beautiful Fresh Flowers.
 Expert Florists - Guaranteed Fresh - Beautiful Range
 Most Popular · Bouquets · All Occasions · Gift Baskets
- Roses Are Red Florist - Delivery to Auckland today**
 Ad www.rosesarered.co.nz/
 Free delivery. Order online.
 Same Day Delivery · Guaranteed Fresh · Huge Range · No Middleman · Photo Proof
 Shop For Flowers Online · \$50 And Under · Contact Us · Customer Testimonials

At Click Media, we **GUARANTEE** your AdWords account will be profitable within 45 days

Our promise to you as a client

When we manage your AdWords account, we will give it everything we've got and use every ounce of marketing skill and experience to help you get the maximum returns possible.

Furthermore, we will give you a **MONEY-BACK GUARANTEE....**

Your AdWords will be profitable within 45 days

Most clients we work with make a profit on their AdWords account within 45 days (usually less). If an account is not profitable, the reason is usually a more fundamental issue with the business e.g. their pricing might be wrong, their customer service might be poor etc.

Usually we can tell before we engage with a client whether there are more fundamental issues in the business, which might render AdWords unprofitable. In that case, we will be upfront and recommend you don't go ahead with AdWords.

We have a track record with AdWords going back to 2008

Click Media is a specialist AdWords agency, founded by Chris Mole who has been successfully managing AdWords accounts for clients in New Zealand, Australia, the UK and US since 2008. We are **Google certified partners**. We have a range of AdWords packages to suit small businesses.



Chris Mole, founder of Click Media

What you get with Click Media

- Fully managed AdWords service by experienced professionals
- AdWords set up in YOUR Google account (you own it, not us)
- Flexible budget options
- Monthly results reporting
- Month to month contracts - no long-term commitment required

Our AdWords Packages

Put your AdWords campaigns into the hands of experienced professionals. You can relax, knowing we are doing our utmost to get you the best possible return on your investment.

- Your monthly costs are fixed. You only pay when someone clicks on your ad – and we agree upfront how much you will invest.
- There is a one-off set up fee. This covers the time it takes us to research the right keywords, create campaigns, write ads etc.
- We will ensure you have Google Analytics on your website and set up goals, so we can track the response rate accurately.
- At the end of each month, we will give you a detailed report on how your AdWords campaigns are performing.
- We will work with you to test and tweak offers where necessary, to maximize results.

AdWords Pricing

One-off setup fee* - \$300 +GST

*Covers campaign strategy; in-depth keyword research; setting up campaigns and ad groups; creative ad copywriting; bid and placement strategy; Google Analytics integration etc.

+ **\$100 credit** (for new AdWords accounts only)

AdWords Monthly Pricing Options

| Click Budget / month | Management Fee / month** | Total Monthly Investment |
|----------------------|---------------------------|--------------------------|
| \$300 | \$160 | \$460 |
| \$600 | \$180 | \$780 |
| \$1000 | \$250 | \$1250 |
| \$1500 | \$300 | \$1800 |
| \$2000 | \$400 | \$2400 |
| \$3000+ | Consult us for custom fee | |

**Management fees exclude GST

About Click Media

If you mean serious business with **Adwords** and want to work with experienced professionals who “get it”, we can help. At Click Media, we’re not just AdWords experts but also a trusted online marketing advisor for our clients.

We work hard to understand your business, what makes it unique and how you want to position yourself in the marketplace.

We have a simple focus – to create AdWords campaigns that generate **enquiries and sales**. It’s about results – not technology, “geek speak” or fancy-sounding terminology.

Contact us to get started now

Call **0800 568 032** or email chris@clickmedia.co.nz

