



Welcomes you to the world of

Google AdWords

WHY USE SEARCH ADVERTISING?



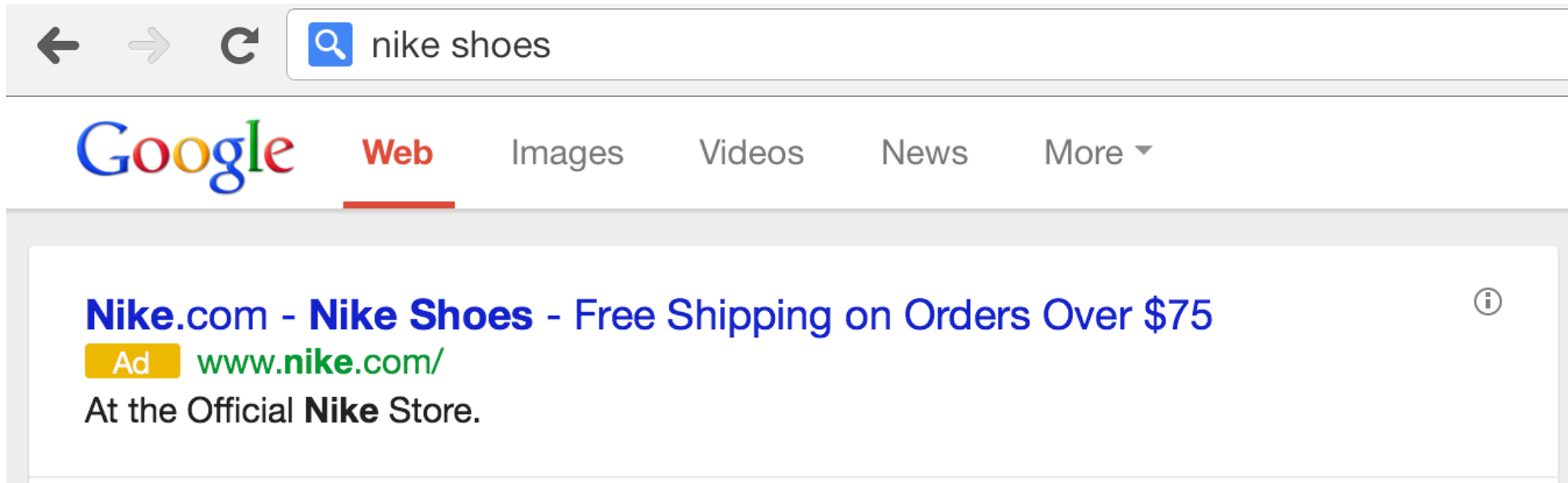
Google advertising is a great marketing strategy for small, medium & large businesses. You can show an ad for your company to people who are searching for your type of business at that very moment that they are searching. This type of targeting will make your company stand out from your competitors and offer you the very best return on your advertising investment.

The best part about using Google AdWords is that you only pay when potential customers click to visit your website, or click to call your business.

There are 3 forms of Google AdWords: Search Network | Display Network | Call-Only

Search Advertising

- Search advertising is a method of placing online advertisements on the Google's search page results, which drives clients to your website.
- Search advertisements are targeted to match key search terms called keywords which are entered on search engines. Other targeting criteria can also be incorporated such as location, age, interest etc.
- This targeting ability makes search advertising extremely effective.



The image shows a browser window with a search bar containing the text "nike shoes". Below the search bar, the Google logo is visible, followed by navigation tabs for "Web", "Images", "Videos", "News", and "More". The "Web" tab is selected and underlined. Below the navigation tabs, a search result is displayed. The result is an advertisement for Nike.com, with the main text "Nike.com - Nike Shoes - Free Shipping on Orders Over \$75" in blue. To the right of this text is an information icon (i). Below the main text, there is a yellow box with the word "Ad" and the URL "www.nike.com/" in green. At the bottom of the advertisement, it says "At the Official Nike Store."

Display Advertising

- Display advertising is advertising on other business' websites like Bing, Yahoo, Forbes and thousands of others. Different ad formats can be used such as text, images, flash, video, and audio. The main purpose of display advertising is to grow brand awareness.
- Display advertising lets you place your ads on websites that are relevant to what you're selling. So your ads are seen by people that are most likely to be interested in your products and services.

The screenshot shows the National Post website. At the top, there is a red banner for a 2014 Toyota RAV4 FWD LE, with the text "ONTARIO TOYOTA DEALERS Real people. Great cars. A BIG DEAL JUST FOR YOU. Click here." Below the banner is the National Post logo and navigation links. The main content area features a news article titled "Russian army trucks and armoured vehicles enter Ukraine at obscure border crossing" with a photo of trucks. A red circle highlights an advertisement for "Build your Brand" by accel Web Marketing, featuring a woman sitting at a desk with a laptop.

The screenshot shows the JeepForum.com website. At the top, there is a banner for "KING OF TRUCKS ALL TRUCK SUPERSHOW MAY 27 - 29 2011". Below the banner is a navigation menu and a search bar. The main content area features a "Forum Topics" section with a table of latest forum topics. A red circle highlights an advertisement for "BIG Commerce" with the text "Open Your Own Online Store" and "Power your online store with the #1 ranked e-commerce platform". Another red circle highlights a "Try It For Free!" button. The bottom of the page shows a "TOP VOTED THREADS THIS WEEK" section.

Thread Title	Forum	Last Activity
Should I Be Worried About This?	TJ Wrangler Technical Forum	1 minutes ago
I've seen em man!	General Discussion	2 minutes ago
What did you do to your YJ today?	YJ Wrangler Technical Forum	3 minutes ago
2009 Liberty Spark Plug Torque?	KK Liberty Forum	3 minutes ago
Scored a 97+ 8.25!	Cherokee Technical Forum	3 minutes ago
1981 CJ7 304	Jeep CJ Forum	5 minutes ago
Monroe load leveling shocks	WK & XK Grand Cherokee Forum	5 minutes ago

Get Started In a Few Easy Steps!

1. Choose Your Plan

Choose one of our plans that best suits your monthly budget.

2. Short Company Brief

We will discuss your companies goals and strategies to best understand your unique marketing needs. This will assist us with creating your ad and delivering the best ROI (Return on Investment).

3. Make your First Payment

A once off set-up fee is charged.

4. Approve Your Ads

We will send your campaign ads to you for approval before going live.

5. Relax While We Do The Work

We optimise and tweak your campaign weekly to get maximum results!

A PACKAGE FOR EVERY BUDGET

What do you get, All our plans include:

✓ Keyword Research ✓ Campaign Setup ✓ Monthly Reporting ✓ Ad Extensions ✓ Tracking ✓ A/B Split Testing

BRONZE

3 Active Ads
ENTRY LEVEL

R2, 999

Includes
Monthly Account
Management Fee
R2,000 Ad Spend

SILVER

6 Active Ads
MOST POPULAR

R5, 999

Includes
Monthly Account
Management Fee
R4,500 Ad Spend

GOLD

12 Active Ads
BEST VALUE

R9, 999

Includes
Monthly Account
Management Fee
R7,500 Ad Spend

PLATINUM

20 Active Ads
HARDCORE MARKETING

R15, 000 +

Includes
Monthly Account
Management Fee
R11,000 Ad Spend

All packages have a once off setup fee of R1,500

Please take note that our plans are based on a 3 month contract period

If an account is dormant for longer than 6 months the setup fee will apply again on resigning

Other Services Available



- Search Engine Optimisation (SEO)
- Social Media Marketing (SMM)
 - Email Marketing
- All Digital Design Work
 - Video Marketing
 - Corporate Identity
- Website Development
 - Marketing Strategy
- Print Advertising/ Design

