

What is Google Adwords?

Google Adwords is an online pay-per-click advertising method in which your ads show up in the sponsored listings during a Google search. Pay-per-click means that you only pay for the advertising when someone actually clicks on your ads and is directed to your website.

How can it help my business?

Online advertising isn't for all businesses. However, if your business promotes any services or products online, Google Adwords can help. Google Adwords works by driving qualified traffic to your website. Once on your site, people can learn about the goods and services you offer and make informed purchasing decisions.

How does it work?

When setting up your account, we create text ads and define strategic keywords that are related to your business or products. When someone searches for one of your keywords on Google, your ad appears in the sponsored listings for them to click on.

How much does it cost?

Google Adwords only costs you money when someone clicks on your ads. The best part is that we can set the limit for how much you want to pay for each click. We call the limit defined a bid. When setting a bid, we are telling Google how much you are willing to pay for a click. The higher the bid, the higher the ad is ranked in the sponsored listings.

We can also set a daily or monthly limit to insure that you won't go over your marketing budget. If your budget is reached, Google will simply stop showing your ads until the next cycle.

Features

• Local Targeting

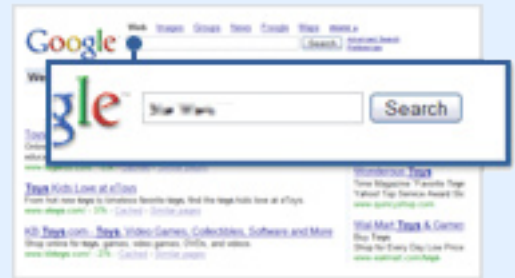
We can target your ads to specific geographic areas so that your ads only show when people in that area search for you. We can also place ads on Google maps to promote your business to people visiting the area.

• Scheduling

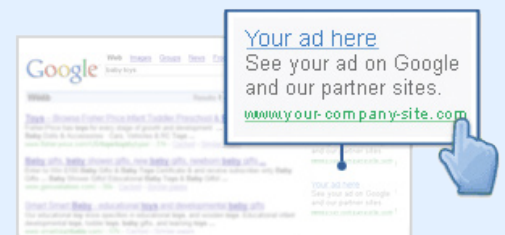
Why have your ads run at 3:00 AM when the majority of your customers search for you during business hours? We can schedule your ads to only run at certain times of the day or week optimizing your campaign budget.

• Keyword Budgeting

Set higher bids on more popular keyword terms to beat out the competition without bidding too much on lesser searched keywords. This helps minimize your spending while keeping your ad ranking high.



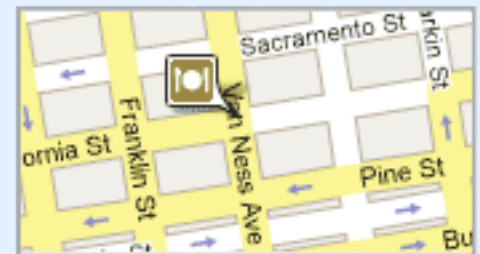
Keywords are what people search for on Google.



Your ad appears in the sponsored search listing.



Define a custom area to target around your business.



Promote your location with local business ads.

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Google Adwords can be incredibly effective or it can be a complete waste of time and money.

Too many business owners find themselves having created an Adwords account, putting vast quantities of time and money into it to find they just aren't getting the return on investment they expected. This is where we step in. Our experience with and knowledge of Google Adwords allows us to effectively optimize our clients' campaigns while keeping costs low. With strong experience managing a broad range of client industries and products in Adwords, we follow a disciplined process to ensure a successful campaign.

Our Approach

1. **Analysis** – This includes everything from your business model to how users interact with your website. What are the strengths and weaknesses that can make or break an Adwords campaign? What do you want to get out of an Adwords account? Knowledge is the basis on which we make all decisions going forward and this step certainly cannot be overlooked.
2. **Setup** – We create a new Adwords account complete with your "Boom List" of specialized keywords, new text advertisements, location based targeting and website tracking*.
3. **Testing** – Initially, we run highly localized ad groups for two weeks to get an initial snapshot of how the campaigns will perform and to allow a ramp-up period to optimize them. At the conclusion of the test period, we send out a report complete with results, an account snapshot and suggestions for going forward.
4. **Running** – Based on the testing suggestions we roll out the campaign to the intended audience. Each week, the campaign is analyzed and changes are made accordingly to keep the campaign running at peak performance. Reports are sent to you weekly and include creative and keyword performance reviews and overall campaign tracking.

Proof is in the Pudding - Case Study

When Cargo Trailer Sales originally came to Boomerang Design & Marketing in March 2008, they were looking for a way to get the most out of Google Adwords. They had originally set up an account in early January thinking they had found a good alternative to the yellow page ads they had been using. "It turned out that we didn't have the time or the knowledge to maintain it" says Trish, the owner. Two days after getting started with Boomerang's Adwords Management, their Clickthrough Rate (CTR) increased by 73% from 0.74% to 1.28% and continued climbing from there. Overall, we were able to increase the average CTR by 310% to 2.95% while keeping the average Cost-Per-Click (CPC) low (was \$1.15, now \$1.27) by employing key tactics like geographical targeting and scheduling.

*website tracking optional extra

Case Study

Cargo Trailer Sales

Clickthrough Rate

February '08 - 0.65%

April '08 - 3.22%

Clicks

February '08 - 385

April '08 - 1,206

Cost Per Click

February '08 - \$1.14

April '08 - \$1.24

Testimonials

"Boomerang helped us to maximize our Adwords account by carefully selecting geographical areas, editing our keywords, and working on the scheduling. They monitor the results to fine tune everything. We have definitely experienced an increase in phone calls and sales from their marketing."

*Paul
Cargo Trailer Sales, Inc*

"...Boomerang drove our internet based leads up by 150%...They were easy to work with and very professional."

*Jason
Triple 000's Sportfishing*

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