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# Ai adWords

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*Google Pay Per Click Management*



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## Contents

<b>Google AdWords for Smaller Businesses .....</b>	<b>3</b>
<b>Watch Your Business Grow with Google AdWords .....</b>	<b>3</b>
<b>What will we do? .....</b>	<b>3</b>
Reports .....	4
Monitoring of Keyword Performance .....	4
Recommendations on Budget.....	4
NO MINIMUM SPEND ON GOOGLE.....	4
NO CONTRACT.....	5
<b>What do you need to do? .....</b>	<b>5</b>
<b>So How Much Does it Cost? .....</b>	<b>5</b>
<b>How Do I Sign Up?.....</b>	<b>5</b>



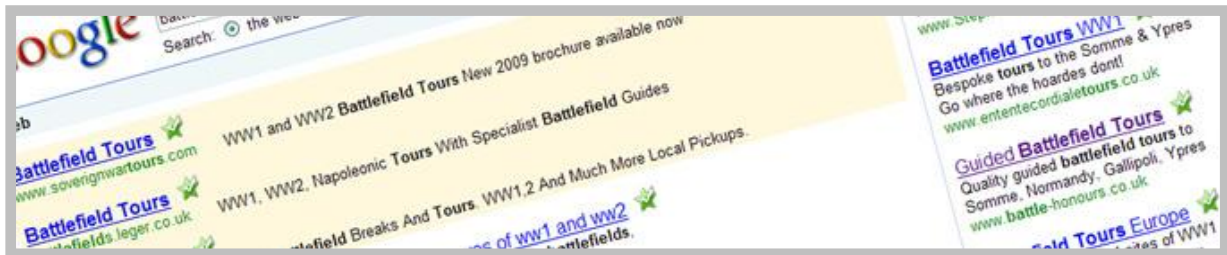
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## Google AdWords for Smaller Businesses

It is just as important for small and start-up companies to get their brands visible on the web as it is for the largest multinational business. However, many Pay Per Click management solutions are priced outside smaller businesses' marketing budgets. **Not anymore!** We have the ideal solution for businesses with smaller or limited budgets.

Amasci can help your business succeed by getting your website the exposure it needs to effectively fight any "economic crisis". Make sure your marketing pounds are spent wisely and deliver a high 'Return On Investment' (ROI). Amasci is a trusted provider of pay-per-click advertising so you can rest assured we will help your money work hard for you.



## Watch Your Business Grow with Google AdWords

Communicate with your potential customers who are already actively searching on Google for your keyphrases and gain more enquiries fast. Increase traffic quickly and reach targeted audiences through a managed Pay Per Click campaign focussed on your keyphrases. Google AdWords is a powerful tool for putting your products and services in front of the very people who are looking for them. This means that when they come to your website through one of your Pay Per Click Adverts, you have a greater chance of converting them to a customer. A well managed Google AdWords campaign really can pay for itself in no time at all!

## What will we do?

Included each month:

- Reports
- Monitoring of Keyword Performance



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- Recommendations on Budget
- Management of your mailing lists and subscribers
- NO MINIMUM SPEND ON GOOGLE
- NO CONTRACT



## Reports

We understand how important it is to you to know where your money is going and how the Pay Per Click adverts are performing. Our monthly reports provide you with information about the performance of keywords, the number of clicks each advert receives (known as click throughs), and the number of times each advert has appeared on a search engine results page (known as impressions).

## Monitoring of Keyword Performance

We continually monitor your list of keywords to ensure your budget works as hard as possible for you. Adding to the list of keywords is a continuous process, and we integrate new keywords into the campaign and assess their performance. Any keywords which are not performing are dropped in favour of higher earning keywords.

## Recommendations on Budget

There are many reasons why you are paying us to manage your Pay Per Click campaign rather than running it yourself. One of the reasons is obviously so you can take advantage of our knowledge and experience! We can recommend what sort of budget you should set so that you can achieve your goals and how it should be adjusted to take seasonal variations, and the cost of chosen keywords, into account.



## NO MINIMUM SPEND ON GOOGLE

Many web marketing companies will insist on a minimum spend on Google AdWords. We feel that by not restricting you in this way, you can gain a greater understanding of the marketplace, before making a larger



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investment. This offer is aimed at smaller businesses and start up companies as a way of getting them kick-started on the internet. If you're looking to have a budget greater than £350.00, then contact us for more information on costs.

## NO CONTRACT

We know from experience that starting up a business is hard work, and you never really know what's round the corner. That is why we don't tie you in with a contract. We believe the results will speak for themselves, and a good Pay Per Click campaign will pay for itself in increased revenue. However, if you do find that you need to cut back one month, you can stop the campaign immediately, and restart it whenever you want.

## What do you need to do?

You will need to provide us 30 keywords that you will want to appear under for Google searches, We will then use 20 of these within the campaign.



## So How Much Does it Cost?

The initial setup of the Ai adWords costs **£195.00\***

The ongoing monthly management of the Ai adWords is **£95.00\***

Payments can be made by credit card please contact us for details.

## How Do I Sign Up?

Simply contact us through our website, call our Milton Keynes office on **01908 612 500** or email [creative@amasci.co.uk](mailto:creative@amasci.co.uk). If you have any more questions about our Ai adWords solution or email marketing in general, we'll be happy to answer them.

\* Subject to VAT at standard rate.

‡ Subject to review of contact form and technologies used. This could incur an additional.