

Using Google AdWords to generate business

A recent study found that search engine advertising is the most cost-effective method of advertising (and at a *fraction of the cost of direct mail, online banners or yellow pages*).

AdWords allows you control over:

- How much you spend and where
- Where you want to be positioned in relation to your competitors
- What days, months, regions and sites you wish to appear on
- Your ad content and how often you want to update it
- How many ads you run, at what volumes, and to which demographics

AdWords has arguably the lowest cost per conversion and highest Return on Investment than all other conventional forms of marketing.

Only pay Google when people click through to your site.

One reason AdWords ads have such incredible ROI (return on investment) is that your investment is so small. You decide what you're willing to pay for each click on your ad, and you place a limit on what you'd like to spend each day (there's no minimum spending requirement). Your cost-per-click could be as low as 6c, and you only pay Google when people click on your ad. That means you're investing in definite leads, not hit-or-miss ads. Also an ad can have thousands of impressions at no cost ad you are not charged unless a potential customer clicks through to your site.

See what's working. Then do it again.

Unlike other advertising, you can do more than just put your AdWords ads out there, cross your fingers, and hold your breath. Instead, with online tracking tools, you can keep a close watch on their effectiveness to determine which of your ads are generating the most clicks and which are converting to sales, leads, sign-ups, downloads or page views. And, your AdWords ads can be continually altered and refined to drive even better results.