invest in being found!

"Websites are a living thing - for them to perform you have to be proactive in development AND online marketing in order to get traffic and convert it."

APPEAR ON **PAGE 1 IN GOOGLE**... the number one search engine in New Zealand, used for **94% of searches!**

Why Google Adwords?

An Adwords campaign gets you **in front of an online market** that is actively engaged in searching for information on your product or service type.

Adwords delivers **targeted people actively searching** for your category or product or service. It gives your site an **instant boost in traffic**, and also attracts traffic to your site for the hundreds of phrases that you don't already rank for.

Adwords are Measurable and they Work!

1. You **only pay when someone clicks** your ad, and you won't be charged more than your daily budget.
2. Your campaign shows only in **cities/regions you select**
3. Your ads start showing as soon as your campaign is live, and it only shows to people **actively searching for a related phrase.**
4. You can **boost your budget** at key times of the year
5. See exactly where your money is going - no more hoping for the best. **Reports show exactly which words/ads/categories are attracting the most interest**. Which means campaigns can continue to improve in effectiveness as you see where the demand is and which words are the "money words".

ninetyblack
CREATIVE STUFF NEEDS TO BE SEEN

in conjunction with:

alexanders
internet marketing

Google Adword Packages

We have three Packages to suit
a range of business types, budgets and strategies.
We can work with you to determine the best approach.
Note – payments are spread evenly across
the course of the campaign.

1 Bronze - 3 MONTH CAMPAIGN

Setup of **1 ad group**, with **3 text ads**

$500 a month **clicks** budget

Monthly monitoring

Read-only access to the AdWords account
(so you can **see how it is tracking**)

One report at the end of the campaign with
results/recommendations

Suits **seasonal campaigns** such as **tourism or retail** or those wishing to **dip a toe in the water.**

$2,087.00 exc. GST

2 Silver - 6 MONTH CAMPAIGN

Setup of **3 ad groups**, with **3 text ads** in each

Choice of either **$500**
or **$750** a month clicks budget

Monthly monitoring

Read-only access to the AdWords account
(so you can **see how it is tracking**)

Two reports: one at the end of **3 months**, and
one at the **end of the campaign**

Suits businesses with a **quiet period.**

$4,020.00-$5,520.00 exc. GST

3 Gold - 12 MONTH CAMPAIGN

Setup of **5 ad groups**, with **3 text ads in each**,
and **6 sitelinks** across all ad groups

Choice of either **$750**
or **$1,000** a month clicks budget

Monthly monitoring

Read-only access to the AdWords account
(so you can **see how it is tracking**)

Quarterly monitoring reports throughout the
campaign

Suits businesses with **consistent demand year wide.**

$10,620.00-$13,620.00 exc. GST

leading the web stuff

0800 90 BLACK www.ninetyblack.com /ninetyblack