

# Google AdWords

Information Pack

**adhesion**<sup>TM</sup>  
online marketing specialists

PREMIER  
Google  
Partner

# WHY ADVERTISE ON GOOGLE?

Customers are looking for your products and services online — Will they find you? If your businesses' visibility in Google is low, you are likely missing out on enquiry and sales leads.

## How does AdWords Work?

Google AdWords is a fast and effective way for your business to be found in Google search results. AdWords works by placing your textads next to targeted keywords relevant to your business, with the goal of attracting traffic to your website. Your ads can show in Google internationally, nationally, regionally or locally depending on your business' reach requirements.

## The Adhesion advantage

Adhesion is a specialist online marketing agency with over 10 years experience, based in Auckland. Our team is Google trained and qualified to create and manage AdWords campaigns. We've developed a flexible range of managed Google advertising packages to suit small to medium NZ businesses wanting to maximise their opportunity in Google Search results.

## Why don't I do it myself?

While AdWords offers powerful opportunities to connect with new customers, many businesses that try AdWords have difficulty capturing them. Many give up in frustration at the complexity of AdWords and not understanding why they are not yielding results.



**Contact Us To Get Started Today**

0800 234 374    info@adhesion.co.nz    www.adhesion.co.nz

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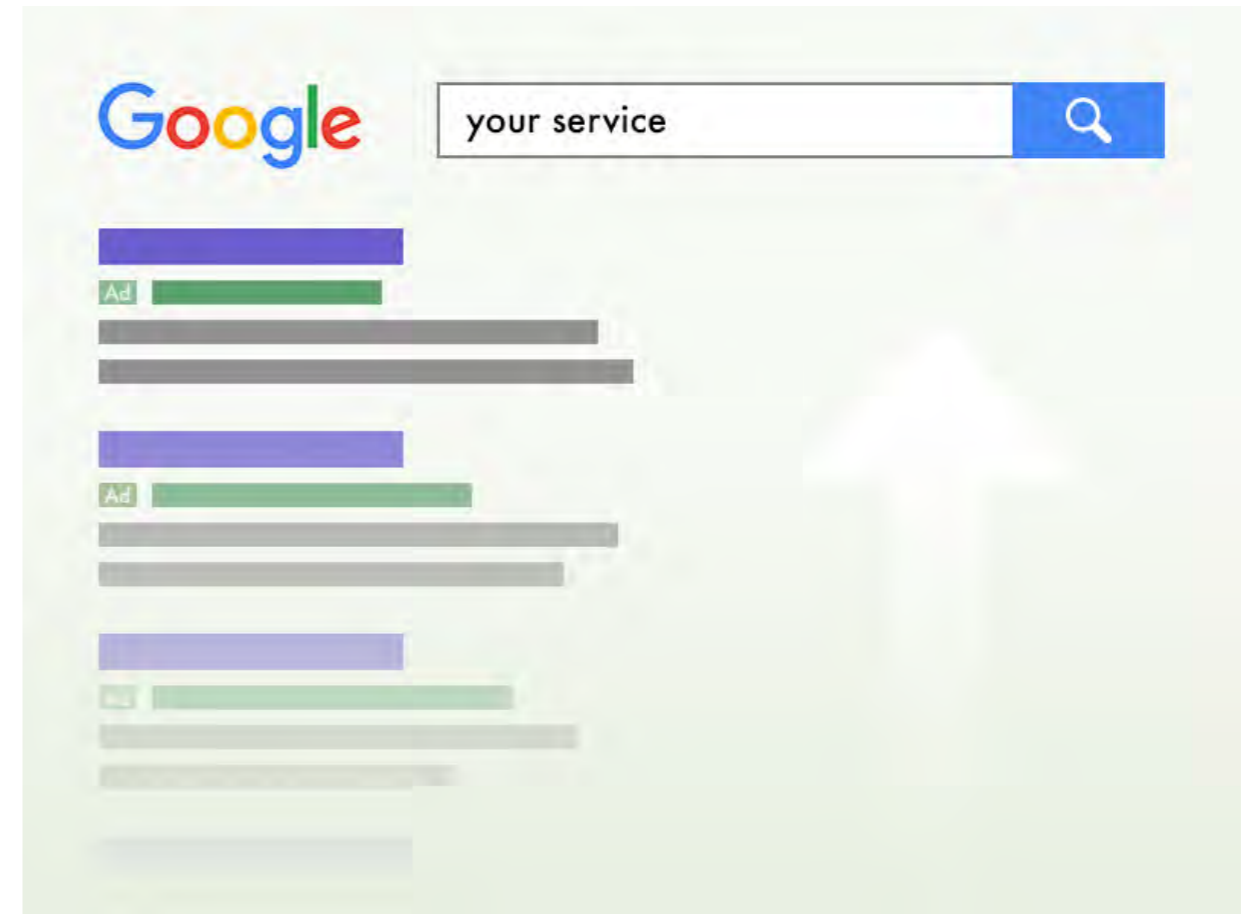
# OUR ADWORDS PACKAGES

All of our AdWords packages feature the following:

- ✓ Fully managed campaign service
- ✓ Set up in your own Google account
- ✓ Developed by Google-qualified experts
- ✓ Flexible budget options
- ✓ Weekly and monthly results reporting
- ✓ No long-term contracts and penalties

## Our Worry Free Solution

Our managed advertising service offers worry-free AdWords advertising, providing peace of mind that your AdWords is in the hands of professionals and with a clear focus on results and agreed cost to you.



“ Sit back and relax, your online marketing will be taken care of by a team of magnificent professionals. Excellent reporting and assistance. Direct and fast communication with your campaign manager. ”

Alex Vitale, Airbus

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# MANAGED ADWORDS PRICING

## AdWords Campaign Setup Fee (one-off): \$339

- ✓ Campaign research, strategy and development
- ✓ Includes in-depth keyword research, optimised campaign structure, copywriting, bidding & placement strategy
- ✓ Google Analytics monthly reporting

## Managed AdWords – Monthly Pricing Options

Option	Click Budget	Management Fee	Total Monthly Cost
A	\$150	\$139	\$289
B	\$300	\$159	\$459
C	\$450	\$179	\$629
D	\$600	\$199	\$819
E	\$900	\$259	\$1159
F	\$1200	\$299	\$1499

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# WHY CHOOSE ADHESION?

Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ★ To get you started, we'll apply \$100 credit on new accounts
- ✔ Online marketing specialists with 10+ years experience
- ✔ We work on a performance basis
- ✔ We strive to understand your businesses and objectives

# TERMS & CONDITIONS

- Campaign set up fees & monthly management fees payable to Adhesion
- Monthly click costs paid directly to Google via your credit card
- Budget can be changed at any time on notification from you
- 30 day cancellation notice required for Adhesion's managed service
- Pricing excludes GST
- Google AdWords Terms and Conditions apply
- See full terms and conditions on our website



“ I've had the pleasure of work with Adhesion on Google AdWords for my business. They are fantastic. ”

Stephnie Bygrave, Little Additions

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