

Google Adwords – Effective online marketing.

“Build a website and visitors will come. Build an effective website and customers will come.”

Google Adwords can be the most cost-effective form of marketing because it is focused not just by you towards your targeted audience but by your potential customers actively searching for you. Adwords enables advertisers to reach their targeted audience by aligning their internet adverts with keywords which are precise phrases used by internet users when they search for a particular service or product on the internet.

Most media advertising is static, expensive and unfocused. You create your advertisement you pay for something that you can't change and it is broadcast to anybody who sees the medium it is shown in. Traditionally this may be a magazine, TV, radio or posters and leaflets. The vast majority who see it have no interest, yet you pay for the size of the audience that see it. You can't change it once it is created so it can be vague to cover a large potential market or narrow to cover a niche market.

Adwords is different. It is only seen by visitors actively searching for the type of product or service related to their search enquires. It can be targeted at particular geographic regions or at times when your targeted audience is most likely to search for your service. You only pay for those who are interested in your advertisement who can click through the advert to reach your targeted website. You can measure how successful the adwords is and make changes to improve it.

Overall it provides a steady stream of qualified leads for predictable costs. Therefore you stop unprofitable adword adverts and focus on the profitable adword adverts.

So what is the draw back? Why do most businesses not use it?

Well, Google Adwords places the advertisements based on the amount you are prepared to pay for the associate keywords, how relevant your advert is to your website and how frequently visitors click through on your advert. Therefore highly relevant and compelling adverts that are visited most frequently rise in the ratings whilst the less appealing adverts sink down the list.

The crucial art is to ensure your Adwords advert is focused on the right keywords and it is worded in such a way to appeal to your target audience. Furthermore when a visitor clicks through to your website the website must convert the visitor to a customer. It must engage the customer and persuade them to carry out the action that you desire, whether that is to complete a form, buy a product or a service or contact you via email or the telephone.

Therefore it is one thing to use Adwords it is another to use it cost effectively. But get it right and it can make the difference between a company website that is a cost centre to one that is a profit centre.

Getting the right balance, ensuring it is cost-effective, making sure you have the persuasive wording, and managing and monitoring the whole process is not easy. That is why most successful Adword campaigns are carried out by professionals for the client. Let the client focus on his area of expertise and use a specialist to have a successful Adwords campaign.