

Is Pay Per Click (PPC) Advertising Right For Your Business?

- ◇ Do you sell a product or service?
- ◇ Do you have a budget, regardless of size, to advertise your product or service?
- ◇ Do you have a website?
- ◇ Is your website professional, up to date, and well maintained?
- ◇ Is the nature of your business super-competitive, or have you tapped into a specific niche? *(This can affect the cost of pay-per-click advertising. The more competitive your industry, the higher the cost per search phrase.)*
- ◇ Do you have a fair understanding about the search phrases used to describe your website?

Some Facts About Pay Per Click Advertising

- As the name implies, pay per click advertising is small-budget friendly... you pay for clicks. Furthermore, you say how much you will pay for each click. The impressions of an ad are based on the "bid" for clicks, so *non-competitive search phrases typically show the highest ROI* (return on investment.)
- Search marketing does not have to pit you against an ocean of competition. Google AdWords localization will narrow the impressions of your ads to any geographical region.
- PPC advertising is easy, flexible, and risk free. You can pause, stop, or change a campaign at any time.
- Google AdWords provides all the tools needed to measure the return on investment for an ad, and these tools also show important marketing statistics for your business, as well as keyword analysis for onsite optimization.
- You don't need a webmaster or technical genius to set up and maintain an AdWords account. It's easier than you may think!
- With over a billion searches every day, Google is the most popular search engine in the world. PPC advertising with AdWords also includes targeted impressions on other top websites including Youtube, Blogger, and Orkut.

Interested in PPC? Claim Your \$100 Gift Card to Get Started! (No Strings Attached)

BAM! Copy Writing is offering a **free starter pack, including a \$100 gift card** to interested parties who would like to explore search marketing *without making any out of pocket investments*.

These gift cards are the real deal and require no money to match. All you need to do is enter the code when creating your Google AdWords account and \$100 balance will be deposited immediately for you to use. Also included in the gift pack is an easy to follow instruction manual to help you get started.

The (Not) Fine Print...

- ◆ There are a limited quantity of starter packs available.
- ◆ We will perform a brief assessment of your business to determine if pay per click advertising is right for your business.
- ◆ You must commit to *using* your gift card, because it is too valuable a gift to go to waste.

That's It!

Call (315)876-5925 or email Caryn@BAMcopywriting.com to request your **FREE, no-strings attached, Google AdWords Starter Pack with \$100 Gift Card.**