



8WEB Google Adwords

Capture leads & make sales



8WEB Google Adwords

Your Partners In Online Sales

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WHAT IS GOOGLE ADWORDS?

A simple answer, it's advertising on Google.

To explain further, it's getting your business in front of hundreds if not thousands of ready buyers that are searching for your type of business, products or services, right now.

Your future customers are searching Google for you right now. And 8WEB makes sure that your ad is shown on the Google Search Results Page to them.

**YOUR FUTURE CUSTOMERS
ARE SEARCHING GOOGLE
FOR YOU RIGHT NOW.**

**8WEB MAKES SURE THAT
YOUR AD IS SHOWN ON THE
GOOGLE SEARCH RESULTS
PAGE TO THEM.**



WHY IS GOOGLE ADWORDS A MUST FOR ANY BUSINESS?

Your ads are shown to only those who are interested in your type of business, product or service, and are ready to buy.

Further targeting the right location, demographics, and interest groups, allows for more click-throughs to your website, and hence more business.

If you do not have Google Adwords set up, the ready buyers will give their business to your competition.

**IF YOU DO NOT HAVE
GOOGLE ADWORDS SET UP,
THE READY BUYERS
WILL GIVE THEIR BUSINESS
TO YOUR COMPETITION.**



WHY 8WEB?

There are many people who can help you get Google Adwords set up and essentially point to the couple of hundred clicks of your ad as success. But that is so short-sighted, and misses the real point of setting up Google Adwords: converting the ad clicks into warm leads (our job), and then, converting those warm leads into actual sales (your job).

What 8WEB does is beyond the numbers. We provide our clients with the warm leads from get go, and then we set out to optimise the Google Adwords campaign so as to provide you with even more warm leads.

In short, we make it easy for you to do your job, which is to make more sales, and in turn more money.

8WEB GOES BEYOND THE NUMBERS.

**WE MAKE IT EASY FOR YOU TO
DO YOUR JOB, WHICH IS
TO MAKE MORE SALES,
AND IN TURN MORE MONEY.**



WHY 8WEB?

**MOST GOOGLE
ADWORDS
PROVIDERS**

**8WEB
GOOGLE
ADWORDS**

Set up campaign
to gain ad clicks



Convert ad clicks to
warm leads



Optimisation of
campaign
ie. better conversion
ratio, more leads
(fine tuning the ads &
the landing page of
business website)





CAN YOU PROVIDE AN EXAMPLE?

A recent campaign set up for "Bathroom renovation in Sydney" showed that for every 20 clicks, 1 lead was generated through the website landing page. Out of every 3 such leads, the business generated 1 sale of an average value of \$10,000, which gave the business an average profit of \$5,000. On average the Google Adwords campaign was generating 9 sales per month.

Campaign figures for the average month

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540 clicks = 27 leads = 9 sales = \$45,000 profit

\$45,000 profit compares very well with the total cost of the 8WEB Google Adwords campaign of \$4,360

Total cost of 8WEB Google Adwords campaign

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Cost of clicks at \$4 per click:
540 clicks x \$4 = \$2,160
8WEB fees = \$2,200 incl.GST

Total cost = \$4,360

Total profit after costs

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\$45,000 - \$4,360 = \$40,640

CAN YOU PROVIDE AN EXAMPLE?

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FIGURES GENERATED FOR THE ABOVE MENTIONED CAMPAIGN IN AN AVERAGE MONTH:



**540 clicks**

**= 27 leads**

**= 9 sales**

**= \$40,640  
net profit**

## HOW MUCH IS IT GOING TO COST ME?

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Contact 8WEB for a custom quote for your business. Most of our quotes fall within \$1,000 - \$2,000 / month.

8WEB fees are payable monthly in advance, but as it is not a contract, it can be cancelled with a minimum of two (2) weeks notice.

## CAN YOU GUARANTEE SUCCESS?

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We only take on clients that we know we can help. You should start seeing results within the first month, definitely within a month and a bit.

Call or email 8WEB to arrange for 8WEB Google Adwords service right away.

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# CONTACT:

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