



Transform your passive, 'build it and they will come' website, into a 'customer magnet'... with a Google Ads campaign!

"So, what are Google Ads?"

Potent utilise **Google Ads** (pay-per-click) campaigns to advertise your website against the key words & phrases your clients are interested in, **on the first page of Search Results – right when they are interested in your service.**

This type of SEM (Search Engine Marketing) is the best way to leverage a good website that converts visitors into clients, into a great website that is giving a measurable return on investment.

Potent helps capture people in your service area, who are already searching for your products & services, and lands them on your most relevant website page to convert them into real customers. Our campaigns are tailored around conversions, our measure of success is not just how many people see your ad, or even click through to your site, but how many take the next step and enquire.

Coupled with good SEO (Search Engine Optimisation) and a website that works, Google Ads is an investment that quickly builds its own business case.

Potent Ads costs from \$550 (inc GST) p/month.

Our fees include \$275 (inc GST) for our fixed monthly management fee, and we would also require a minimum \$275 (inc GST) to cover Google click costs. This click budget is flexible and can be increased as the campaign begins to perform well, or adjusted for seasonality. Whilst there are **no lock-in contracts** it takes time to establish a campaign and so running for less than a year is not recommended.



Pricing valid until 30 June 2024.

Potent is an official Google Partner, certified in Google Ads. For more information speak to our team on **1300 853 557**.

Online services provided by:

potent.



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