

What is AdWords?

AdWords is an online advertising tool that helps businesses connect with their customers. You create your online ad, tell AdWords who you want to reach, and AdWords brings your ads to them. That's basically it!

The platform has a sophisticated targeting system that helps you show your ads to the right people, in the right place, at the right time. Use keywords, location, demographics, and more to target your campaigns.



What does it cost?

The great thing about AdWords is that you have complete control over your budget. You simply set the budget that you're happy to pay per month, per day and per ad. There's no minimum. What's more, **you only pay when a user clicks on your ad**. If a user doesn't click through, you don't pay! Budgets can be amended at any time, giving you total flexibility.

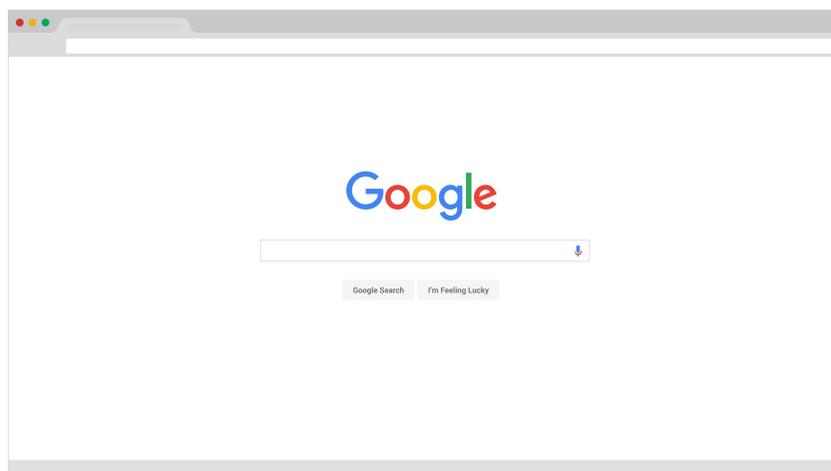


Improve performance

AdWords shows you how many people see your ads, what percentage of them click to visit your website, and even how many click to call you. With these tracking tools, you can even see the actual sales your website is generating as a direct result of your ads. If you want to change your strategy, you can tweak your ads, try new keywords, or pause your campaign and re-start it whenever you'd like.

Choose where you want to reach users

You can reach users whilst they browse **Google Search**, but it doesn't stop there! Reach your audience on **YouTube**, whilst they use **Apps**, their **Gmail** inbox and **Display** which reach users whilst they browse millions of sites across the internet. Simply decide which platform best meets your marketing objective and go from there!



To recap, AdWords can help your business to....

- Drive traffic
- Drive leads
- Drive brand awareness
- Target new customers
- Target past website visitors
- Grow market share
- Launch new products or services
- Stand out from competitors

