



By Andrew Merrifield
www.getsalesleads.co.uk



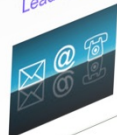
ONLINE
Prospect Generation



ONLINE
Prospect Conversion



ONLINE
Lead Capture



Why Use Google AdWords™ For Lead Generation *And how to do it...*

About The Author – Andrew Merrifield



Andrew is a Qualified Google AdWords Professional, with multiple campaign successes. He is a digital marketing & Lead Generation specialist. He created the Max-e-Biz Ltd. Agency in 2006, now trading as “Get Sales Leads,” and he continues to run it today.

Andrew’s vision is to create a Lead Generation Agency which utilises modern technology and high integrity staff, to provide bespoke solutions and exceptional client service, at a “win-win” price.



eBook

If you prefer, you can download a version (.pdf) of this presentation at <http://lnx2.co/2Ar>

Why use Google AdWords? For Lead Generation How do you do it?

ONLINE
Prospect Generation



ONLINE
Prospect Conversion



ONLINE
Lead Capture



CONTACT
Now



Contents:-

1. How people find services & products today.
2. Google Search Results Page SEO v AdWords.
3. Google's share of digital advertising.
4. How AdWords Works.
5. What's new.
6. How to use AdWords For Lead Generation.
Questions
7. Offers.
8. Contact Details & Acknowledgements

1.How people find services & products today.

Directories?



Image: by www.essexportal.co.uk

How people find services & products today.

Directories? - No



Image: Poubelle direct by [Kate McDonnell](#)

How people find services & products today.

Internet Search?



Google Search

I'm Feeling Lucky

How people find services & products today.

Google Search – **Yes - 2,161,530,000,000 p.a.** (2013)

2.1 Trillion+

Source: Google Official History, ComScore

The screenshot shows a Google search interface. At the top, there are navigation links: +You, Search, Images, Maps, Play, YouTube, News, Gmail, Drive, Calendar, and More. The search bar contains the text "Plumbers in High Wycombe" with a red arrow pointing to it. Below the search bar, there are tabs for Web, Images, Maps, Shopping, and More, along with a Search tools link. The search results show "About 243,000 results (0.22 seconds)". A cookie notice is displayed: "Cookies help us deliver our services. By using our services, you agree to our use of cookies." Below this, there are two ads related to plumbers in High Wycombe. The first ad is for "Plumber High Wycombe - No Call Out Fee, Work Guaranteed" with a link to www.plumbingforce.co.uk/Plumber and mentions "Fast Response, Gas Safe Registered", "24Hr 1Hr Response", "Special Offers", "Testimonials", and "Book Online". The second ad is for "Plumber High Wycombe - 1hr Local Fast & Reliable Response" with a link to pmpumbingheating.co.uk/HighWycombe and mentions "Free Call Outs. Call 01494 372035" and "Heating - Plumbing - Powerflush - Summer Savings 15 % Off". To the right of the ads is a map showing the location of High Wycombe and surrounding areas like Watlington, Stokenchurch, and Missenden. Below the map is a link to "Map for plumbers in high wycombe". At the bottom right, there is another ad for "High Wycombe Plumber 24/7" with a link to high-wycombe.able-plumber.co.uk/ and mentions "Emergency Plumbers, Fast Arrival" and "No Call Out Fee! Free-0800 051 8556".

2. Google Search Results

SEO v AdWords

The screenshot shows a Google search for 'Plumbers in High Wycombe'. The results are divided into two sections: 'Natural Organic S.E.O.' and 'Google AdWords (Sponsored Links)'. The organic results include listings for 'High Wycombe Plumber - No Call Out Fee, Work Guaranteed', 'Plumber High Wycombe', 'Builders in High Wycombe - ratedpeople.com', 'Plumbers in High Wycombe | Reviews - Yelp', 'Recommended Plumber in High Wycombe - Checktrade', 'Grant and Stone | High Wycombe Plumbing and Heating Merchants', 'Aquaflow', 'Steve Hobson Plumbing & Heating', 'M & W Heating & Plumbing', 'KLT Plumbing & Heating', 'Select Heating Services Ltd', 'Plumb Center', 'City Plumbing Supplies', 'Dave Beck Plumbing', 'Plumbers High Wycombe - Thomson Local', 'High Wycombe Plumbers - Find Recommendations on MyBuilder.com', 'Apache Plumbing Ltd | Heating High Wycombe | Plumber High...', 'Plumbers in High Wycombe - Buckinghamshire - RatedPeople.com', and 'Plumber High Wycombe'. The sponsored results include 'High Wycombe Plumber 24/7', 'Plumbers in High Wycombe', 'Plumber High Wycombe', 'Plumber High Wycombe', 'Plumber High Wycombe', 'Boiler Service High Wycombe', 'Plumbers in High Wycombe', 'Plumbers', and 'McCarley Plumbing'. A map is visible in the top right corner.

Google Search Results SEO v AdWords

The image shows a Google search results page for 'Plumbers in High Wycombe'. A red arrow points from the search bar to a yellow callout box that says 'Visible before scrolling normal wide-screen PC'. This callout points to the top of the search results, which are enclosed in a red box. The search results include several ads and organic listings. A map is visible on the right side of the page. The bottom of the search results is enclosed in a green box.

Google
Plumbers in High Wycombe

Web Images Maps Shopping More Search tools

About 170,000 results (0.31 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies.
OK Learn more

Ads related to plumbers in high wycombe

High Wycombe Plumber - No Call Out Fee, Work Guaranteed
www.plumbingforce.co.uk/Local-Plumber
Fast Response, Gas Safe Registered

24Hr 1Hr Response Testimonials
Special Offers Book Online

Plumber High Wycombe 01494 372035
pmpumbingheating.co.uk/HighWycombe
Free 24/7 Call Out. 1 Hr Response! Safe & Reliable. Call 01494 372035
Heating - Plumbing - Powerflush - Summer Savings 15 % Off

Builders In High Wycombe - ratedpeople.com
www.ratedpeople.com/local/builders
Recommended High Wycombe builders. Save time finding a local builder!
I need a builder - I am a builder - Why use Rated People

Plumbers in High Wycombe | Reviews - Yell
www.yell.com/s/plumbers-high+wycombe.html
Find Plumbers in High Wycombe on Yell. Get reviews and contact details for each business including photos, videos and more.

Recommended Plumber in High Wycombe - Checkatrade
www.checkatrade.com/Search/Plumber/in/High%20Wycombe
MHB Limited is a Commercial and Domestic Heating and Plumbing Company We have over 15 Gas ... Member since October 2009 Based in High Wycombe.

Grant and Stone | High Wycombe Plumbing and Heating Merchants
www.grantandstone.co.uk/about/plumbing-wycombe.htm
Grant and Stone has a number of branches across the Thames Valley including plumbers merchants, decorators merchants, electrical wholesaler and building ...

Aquaflow
www.aquaflowplumbers.co.uk/
Google+ page

Steve Hobson Plumbing & Heating
www.highwycombe-plumber.co.uk/
Google+ page

M & W Heating & Plumbing
plus.google.com
Google+ page

High Wycombe Plumber 24/7
high-wycombe.able-plumber.co.uk/
Emergency Plumbers, Fast Arrival
No Call Out Fee! Free-0800 051 8556

Plumbers In High Wycombe
www.thelocalplumbers.org.uk/
07889 408007
No Call Out Charge - Tanks Leaks.
Taps Toilets Gutters Blocked Drains

Plumber High Wycombe
www.highwycombe-plumber.co.uk/
01494 524357
Expert Plumber. Drains, Water Leaks
And More. Call For A Free Quote!
8 The Greenacres Green Hill
01494 524357 - Directions

Plumber High Wycombe
www.hazlemereheating.co.uk/
01494 716618
Affordable Plumbing Service. Fast
Response. Call For Free Estimates!
38 Winters Way, Holmer Green
01494 716618 - Directions

Boiler Service High Wycombe
www.gkplumbing.net/
Central Heating & Boiler Servicing.
24/7 Call Out. Free Quotes. Bucks.

Plumbers In High Wycombe
www.mybuilder.com/High_Wycombe
Find Plumbers in High Wycombe
100s of Plumbing Jobs Done Weekly!

Map for plumbers in high wycombe

Plumbers

3. Google's Share of UK Digital Search

89.2% of the UK's online searches March 2014 – Experian

“There are **9 times** more searches conducted on Google than on all of the other search engines combined.”

UK web users made **2.7 billion** visits to search engines during December 2012

4. How AdWords Works

Search Query

Google

Web Images Maps Shopping More Search tools

About 170,000 results (0.31 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. [Learn more](#)

Ads related to plumbers in high wycombe

Plumber High Wycombe - 24 Hour Local Plumber
www.plumbingforce.co.uk/Plumber
Fast Response, All Work Guaranteed!
24Hr 1Hr Response Special Offers Testimonials Book Online

Builders In High Wycombe - ratedpeople.com
www.ratedpeople.com/find/builders
Recommended High Wycombe builders. Save time finding a local builder!
I need a builder - I am a builder - Why use Rated People

High Wycombe Plumber 24/7 - Emergency Plumbers, Fast Arrival
high-wycombe-able-plumber.co.uk/
No Call Out Fee Free-0800 051 8556

Plumbers in High Wycombe | Reviews - Yell
www.yell.com/s/plumbers-high-wycombe.html
Find Plumbers in High Wycombe on Yell. Get reviews and contact details for each business including photos, videos and more.

Map for plumbers in high wycombe

Ads

Plumber High Wycombe
www.highwycombe-plumber.co.uk/
01494 524357
Experienced Plumbers, Affordable & Fast Service. Get A Free Quote!
8 The Greenacres Green Hill High Wycombe, Bucks HP12 3EJ
01494 716618 Directions

Plumber High Wycombe
www.hazlemereheating.co.uk/
01494 716618
Expert Plumbing Service. Leaks, Drains, And All. Call Us Today!
38 Winters Way, Holmer Green High Wycombe, Bucks HP12 3EJ
01494 716618 - Directions

Web Page

HAZLEMERE HEATING LTD

Rickmansworth: 01923 369 053 High Wycombe: 01494 716 618 Amersham & Chalfonts: 01494 716 618 North London: 0208 2137 129

Home Central Heating & Boilers Plumbing & Bathroom Installation Pressurised Systems & Underfloor Heating Contact Us

- Boilers
- Central Heating
- Bathrooms
- Plumbing
- Maintenance
- Testing

Boiler Installation Amersham

Established for over 20 years, serving throughout Amersham, High Wycombe, North London and Rickmansworth, Hazlemere Heating Ltd provide professional heating and plumbing services you can trust. We are dedicated to providing the highest quality service at an affordable price and ensuring that our customers are entirely satisfied. Our services include, central heating installation (from a single radiator to a full heating system), boiler repairs and boiler installation. We are highly trained with an extensive skill set enabling us to carry out your boiler installation.

Boiler Repairs High Wycombe

As well as undertaking full boiler installations, Hazlemere Heating Ltd. offer competitively priced boiler repairs throughout High Wycombe, Amersham, North London and Rickmansworth. Prior to work being undertaken we will assess your boiler to advise you on the repairs you require. All boiler repairs are 100% guaranteed and there is no call out fee.

Additional services we also provide include, underfloor heating, bathroom installation and general plumbing, whether you need an outside tap or the installation of an

safe REGISTER iphe

Enquiries

Please fill in the form for any enquiries that you may have. Please fill in all areas marked with *

Name*

Phone*

Email*

Advert

4. How AdWords Works

Advertisers bid against each other on keywords, to expose an advert, linked to a website

+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google Bid/Search Term

Web Images Maps Shopping More Search tools

About 170,000 results (0.31 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. Learn more

Ads related to plumbers in high wycombe

High Wycombe Plumber - No Call Out Fee, Work Guaranteed
www.plumbingforce.co.uk/Local-Plumber
Fast Response, Gas Safe Registered
24Hr 1Hr Response Testimonials
Special Offers Book Online

Plumber High Wycombe 01494 372035
pmpumbingheating.co.uk/HighWycombe
Free 24/7 Call Out. 1 Hr Response! Safe & Reliable. Call 01494 372035
Heating - Plumbing - Powerflush - Summer Savings 15 % Off

Builders In High Wycombe - ratedpeople.com
www.ratedpeople.com/local/builders
Recommended High Wycombe builders. Save time finding a local builder!
I need a builder - I am a builder - Why use Rated People

Plumbers in High Wycombe | Reviews - Yell
www.yell.com/s/plumbers-high-wycombe.html
Find Plumbers in High Wycombe on Yell. Get reviews and contact details for each business including photos, videos and more.

Recommended Plumber in High Wycombe - Checkatrade
www.checkatrade.com/Search/Plumber/in/High%20Wycombe
MHB Limited is a Commercial and Domestic Heating and Plumbing Company We have over 15 Gas ... Member since October 2009 Based in High Wycombe.

Grant and Stone | High Wycombe Plumbing and Heating Merchants
www.grantandstone.co.uk/about/plumbing-wycombe.htm
Grant and Stone has a number of branches across the Thames Valley including plumbers merchants, decorators merchants, electrical wholesaler and building ...

Aquaflow
www.aquaflowplumbers.co.uk/
Google+ page

Steve Hobson Plumbing & Heating
www.highwycombe-plumber.co.uk/
Google+ page

High Wycombe Plumbers
A Penn High Wycombe 01494 814376
B 8 Green Hill High Wycombe 01494 524357

Map for plumbers in high wycombe

Ads

High Wycombe Plumber 24/7
high-wycombe.able-plumber.co.uk/
Emergency Plumbers, Fast Arrival
No Call Out Fee! Free-0800 051 8556

Plumbers In High Wycombe
www.thelocalplumbers.org.uk/
07889 408007
No Call Out Charge - Tanks Leaks
Taps Toilets Gutters Blocked Drains

Plumber High Wycombe
www.highwycombe-plumber.co.uk/
01494 524357
Expert Plumber. Drains, Water Leaks
And More. Call For A Free Quote!
8 The Greenacres Green Hill
01494 524357 - Directions

Plumber High Wycombe
www.hazlemereheating.co.uk/
01494 716618
Affordable Plumbing Service. Fast
Response. Call For Free Estimates!
38 Winters Way, Holmer Green
01494 716618 - Directions

Boiler Service High Wycombe
www.gkplumbing.net/
Central Heating & Boiler Servicing.
24/7 Call Out. Free Quotes. Bucks.

Plumbers In High Wycombe

4. How AdWords Works

What can you target?

Search Terms

Publisher Placement*

Topic*

Geography

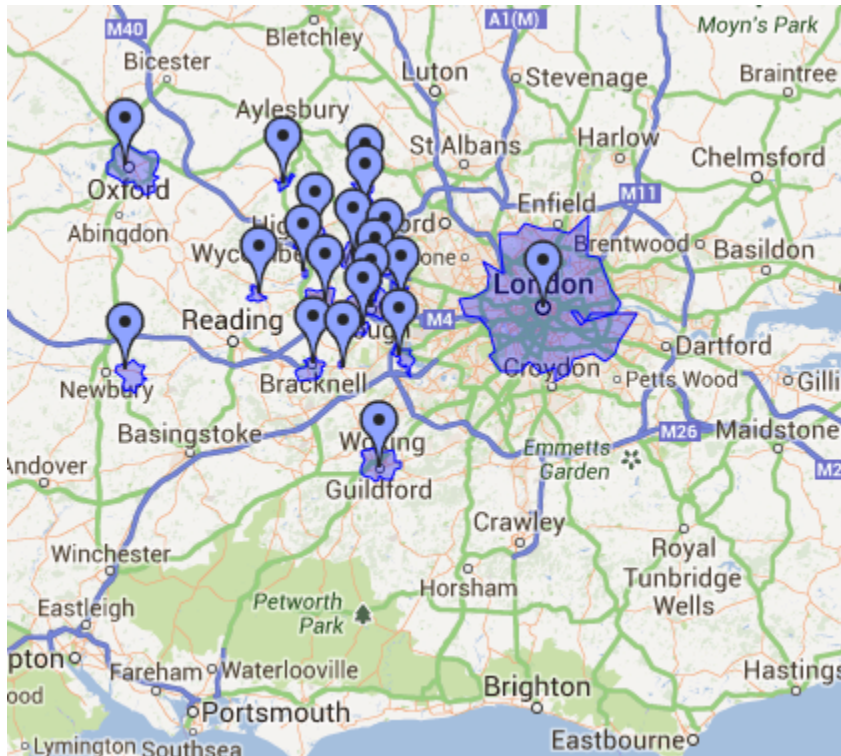
Demographics*

Interest*

Time/Day

Devices / Locations

Remarketing*



Targeted locations	Reach
Amersham, England, United Kingdom - city	6,000
Ascot, England, United Kingdom - city	--
⚠ Limited reach ?	
Beaconsfield, England, United Kingdom - city	7,000
Bracknell, England, United Kingdom - city	55,000
Chesham, England, United Kingdom - city	17,000
Gerrards Cross, England, United Kingdom - city	6,000
Guildford, England, United Kingdom - city	101,000
Henley-on-Thames, England, United Kingdom - city	11,000
High Wycombe, England, United Kingdom - city	36,000
Iver, England, United Kingdom - city	6,000
London, England, United Kingdom - city	23,100,000
Maidenhead, England, United Kingdom - city	--

5. What's New In AdWords?

Enhanced Campaigns

“People are constantly connected and moving from one device to another to communicate, shop and stay entertained”

“new devices — PCs, laptops, tablets, smartphones, hybrid devices, mini-tablets, televisions, and more.”

Google

5. What's New In AdWords?

Enhanced Campaigns

1. Powerful marketing tools for the multi-device world

-> manage bids for your devices, locations, time of day

A breakfast cafe wants to reach people nearby searching for "coffee" or "breakfast" on a smartphone. They can bid 25% higher for people searching a half-mile away, 20% lower for searches after 11am, and 50% higher for smartphone searches.

5. What's New In AdWords?

Enhanced Campaigns

2. Smarter ads optimized for varying user contexts

-> People on the go or near your store may be looking for different things than someone sitting at their desk

A national retailer with both physical locations and a website can show ads with click-to-call and location extensions for people searching on their smartphones, while showing an ad for their e-commerce website to people searching on a PC.

5. What's New In AdWords?

Enhanced Campaigns - **Sitelinks**


Previous

Ads related to plumbers in high wycombe ⓘ

[High Wycombe Plumber - No Call Out Fee, Work Guaranteed](#)
www.plumbingforce.co.uk/Local-Plumber
Fast Response, Gas Safe Registered

24Hr 1Hr Response
Special Offers

Testimonials
Book Online



New

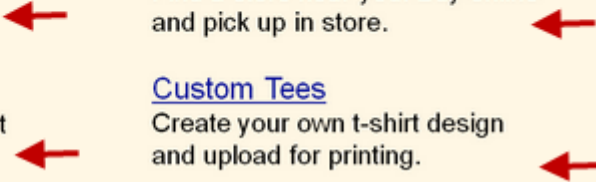
[Example T-Shirt Store](#)
www.example.com
Shop Our Huge Selection Of Unique T-Shirts For Men And Women.

[Order Online Now](#)
Free next-day delivery with orders over \$50.

[Store Locator](#)
Find a store near you. Buy online and pick up in store.

[Graphic Tees](#)
Shop all your favorite brands at 40% off through Sunday.

[Custom Tees](#)
Create your own t-shirt design and upload for printing.

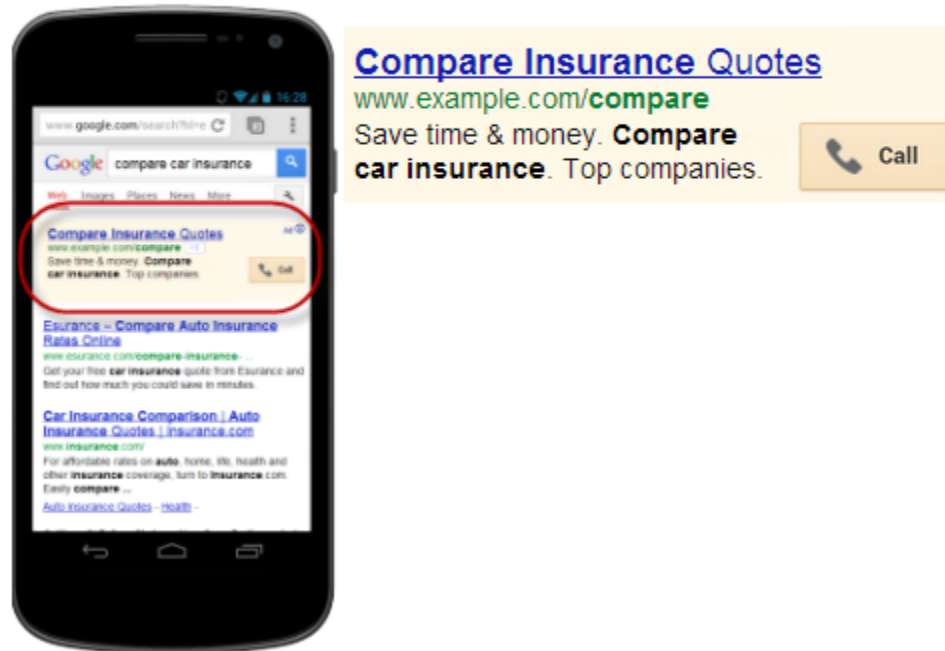


5. What's New In AdWords?

Enhanced Campaigns – **Call Extensions**

Call extensions

Connect users to your business directly by phone.



5. What's New In AdWords?

Google+

Ad related to **red bull energy** ⓘ

[Red Bull Energy Drink - RedBull.com](#)

www.redbull.com/EnergyDrink

Check Out The Energizing Effects **Red Bull** Has On Mind And Body.

Red Bull has 1,653,931 followers on Google+ ←

Image Extensions

Ads related to **sydney hotels** ⓘ



Discover your dream **Sydney hotel**

www.example.com/


Enjoy your **Sydney** vacation at the scenic Example hotel.

Nearby landmarks - Book a room - Package options

5. What's New In AdWords?

Ad Symbol

Plumbers In High Wycombe - Local - Fast - Reliable Service
 **Ad** www.localplumbers-uk.co.uk/ 0800 468 1776
Need A Plumber You Can Rely On?

Plumbers in High Wycombe | Reviews - Yell 
www.yell.com/s/plumbers-high+wycambe.html
Find Plumbers in High Wycombe on Yell. Get reviews and contact details for each business including photos, opening hours and more.











Google Shopping Images

Ray Ban Sunglasses

Web Shopping Images Books Videos More ▾ Search tools

About 96,500,000 results (0.29 seconds)

Shop for ray ban sunglasses on Google Sponsored ⓘ

				
Ray-Ban New Wayfarer ... 	Ray-Ban Wayfarer ... 	Ray-Ban Aviator ... 	Ray-Ban Clubmaster ... 	Ray-Ban Wayfarer ... 
£125.00 Ray-Ban Offic...	£135.00 Ray-Ban Offic...	£135.00 Ray-Ban Offic...	£135.00 Ray-Ban Offic...	£98.00 ASOS.com

5. What's New In AdWords?

Display Select Campaigns

Search & Display Combo = More customers at lower cost

In-Ad Surveys on Display



Giving viewers options to opt out of Display Ads.

5. What's New In AdWords?

Consumer Ratings Annotations

[Save on Auto Insurance - exampleinsurance.com](#)

[www.exampleinsurance.com](#) ▼

Multiple Savings. Get An Online Quote Now.

Ratings: Customer service 9.5/10 - Claims handling 9/10 - Discounts 8/10

Engagement Ads - Display

(Rich Media) Engagement Ads help you find new customers who are interested in your brand message and only require you to pay when users engage

5. What's New In AdWords?

Google+ Post Ads.

+POST ADS let brands treat the web as their stream

Toyota USA
Watch and see how we've made shopping for your next car easy with friends and family. Use the Collaborator to find the right 2014 #Corolla for you.
<http://toyota.us/+gD90c>

Toyota USA
Watch and see how we've made it.

Toyota Collaborator with Google+
COLLABORATOR

+70 → 70 #0 [View to Expand](#)

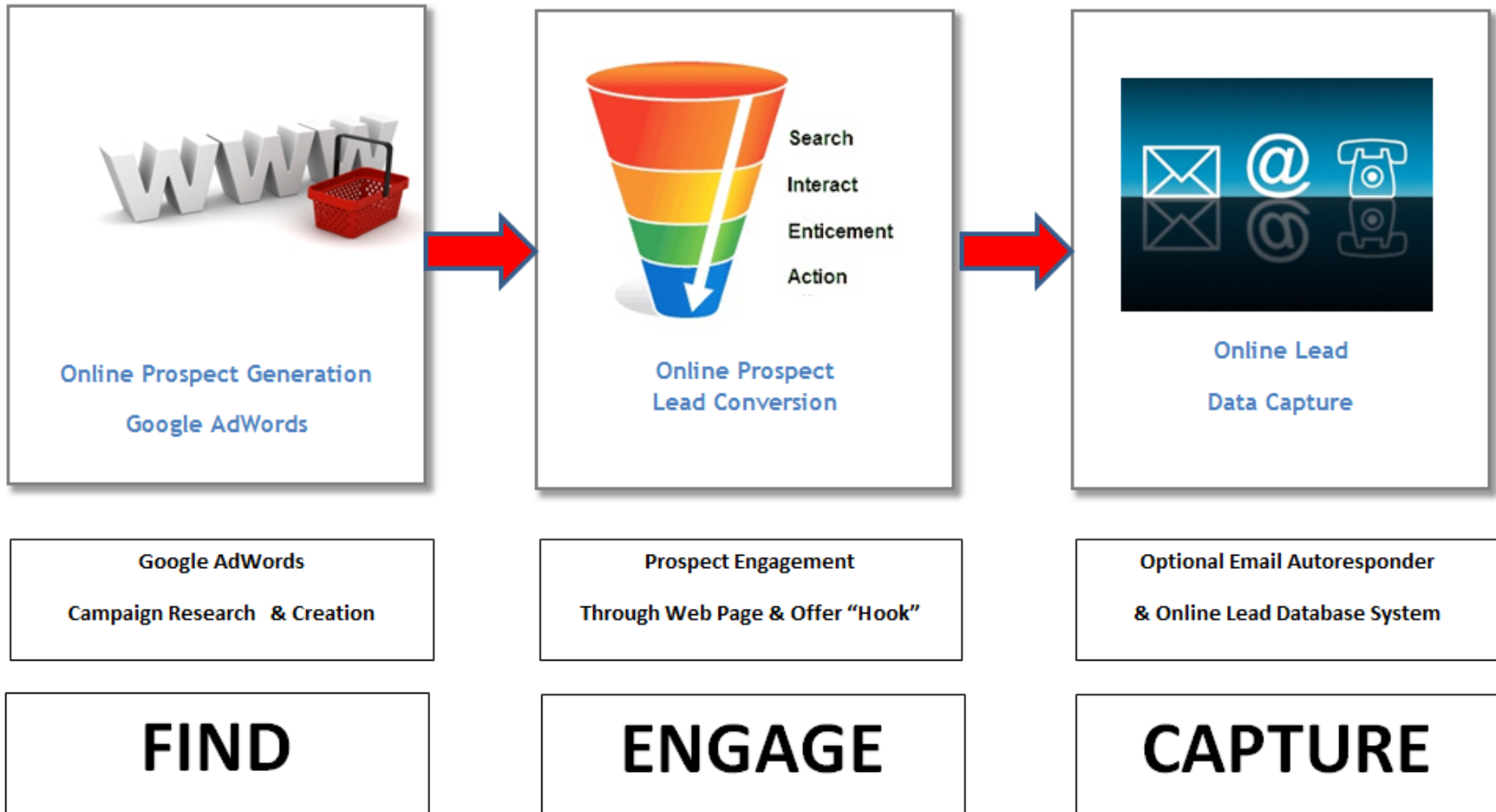
Toyota USA
Launching a new vehicle

For the launch of the 2014 Corolla, Toyota USA sought to drive consideration from a younger audience. They developed the Collaborator Hangout app and promoted this content via +Post ads.

50%
higher engagement rate than the industry average for rich media ads

Allows posting of Ads. in Google+ Discussions

6. How to use AdWords for Lead Generation



6. How to use AdWords for Lead Generation



- Create an AdWords Account*
- Think like a buyer not a seller
- Research Keyword Phrases
- Research Negative Keywords
- Group into Themes
- Create Compelling Adverts + C.T.A.
- Target – Locations/Hours
- Determine Budget
- Set-Up Tracking
- Launch Campaign

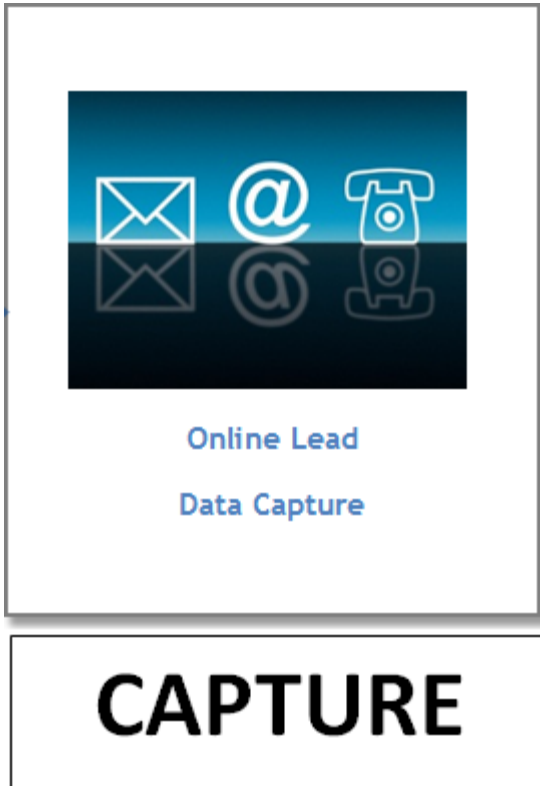
6. How to use AdWords for Lead Generation



ENGAGE

- Link to appropriate web page
- Provide search related content
- Engage the visitor with
A FREE Hook
e.g. Report, Offer, eBook, Tips,
White Paper, Webinar etc...

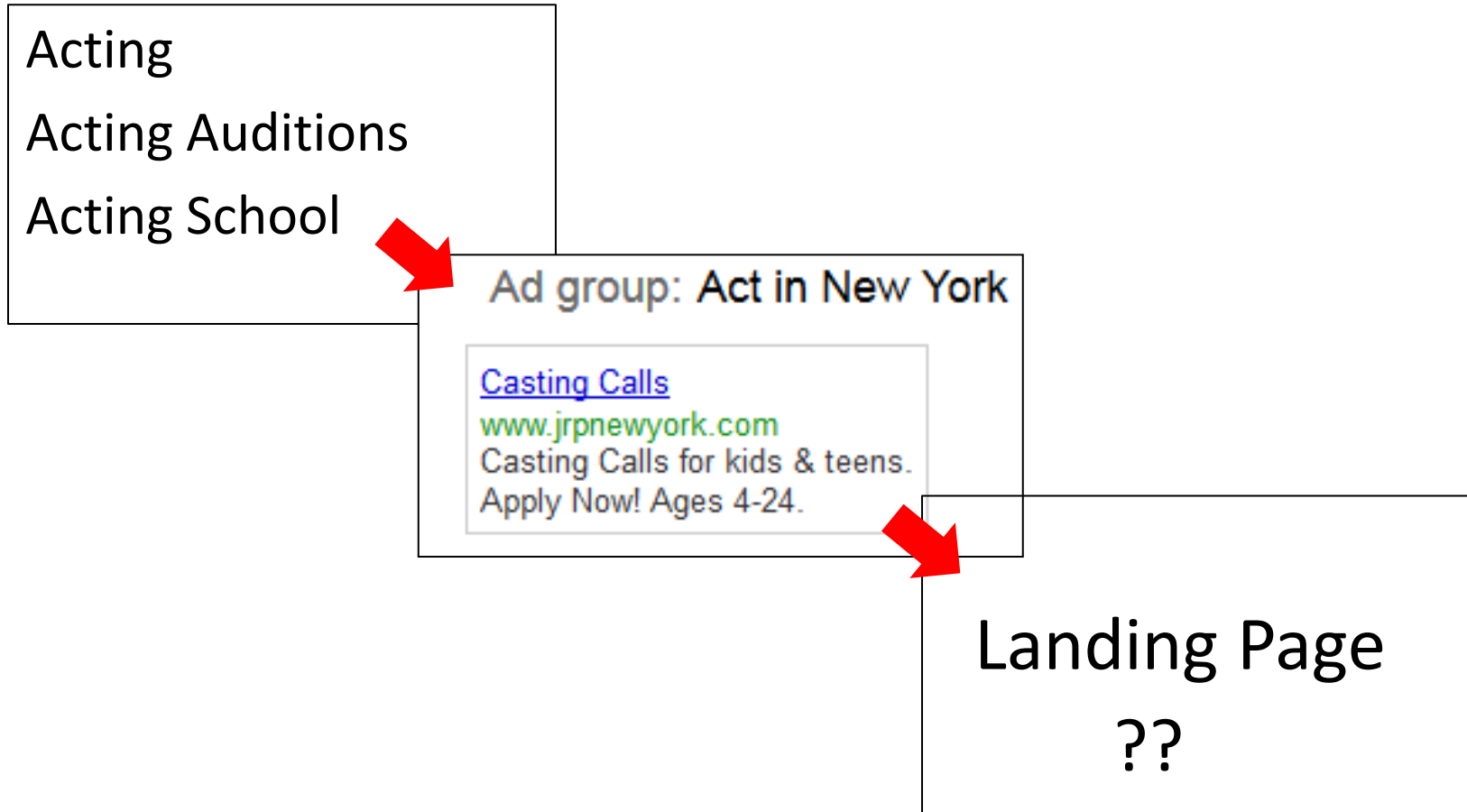
6. How to use AdWords for Lead Generation



- Capture Visitor details
- Name & email
- Minimum info. = More People
- Feed your CRM System & Follow-Up / Autoresponder
- Discover converting keywords
- “Rinse & Repeat”

6. How to use AdWords for Lead Generation

Good Example



6. How to use AdWords for Lead Generation

Talent Form

John Robert Powers
NEW YORK - 212.620.2777

Client Login Username Login
 Remember Me

HOME ABOUT US CURRICULUM F.A.Q. LETTERS SUCCESSES AUDITIONS **TALENT FORM**

★ TALENT FORM To engage or not?

Used the form below to apply online if you have what it takes.

#1 Have you ever seen actors on TV, or models in magazines and think "I can do that"?

Definitely Sometimes Never

#2 How do you feel about having your picture taken?

I LOVE it It's OK I dont like it

#3 Who knows about your interest in acting , modeling, singing or dancing?

Family Friends Everyone that knows me I haven't told anyone yet

#4 How comfortable are you giving a presentation at school?

Very I'm ok with it Not so much

#5 How do you like to spend your free time?

At the mall Watching TV What free time?

#6 What type of magazines do you read?

Fashion Hollywood Gossip News

#7 Has anyone ever told you that you should be an actress model or singer?

YES NO

#8 What grades do you get in school?

A's B's C's Below C's Not in school

Name * Phone Number *

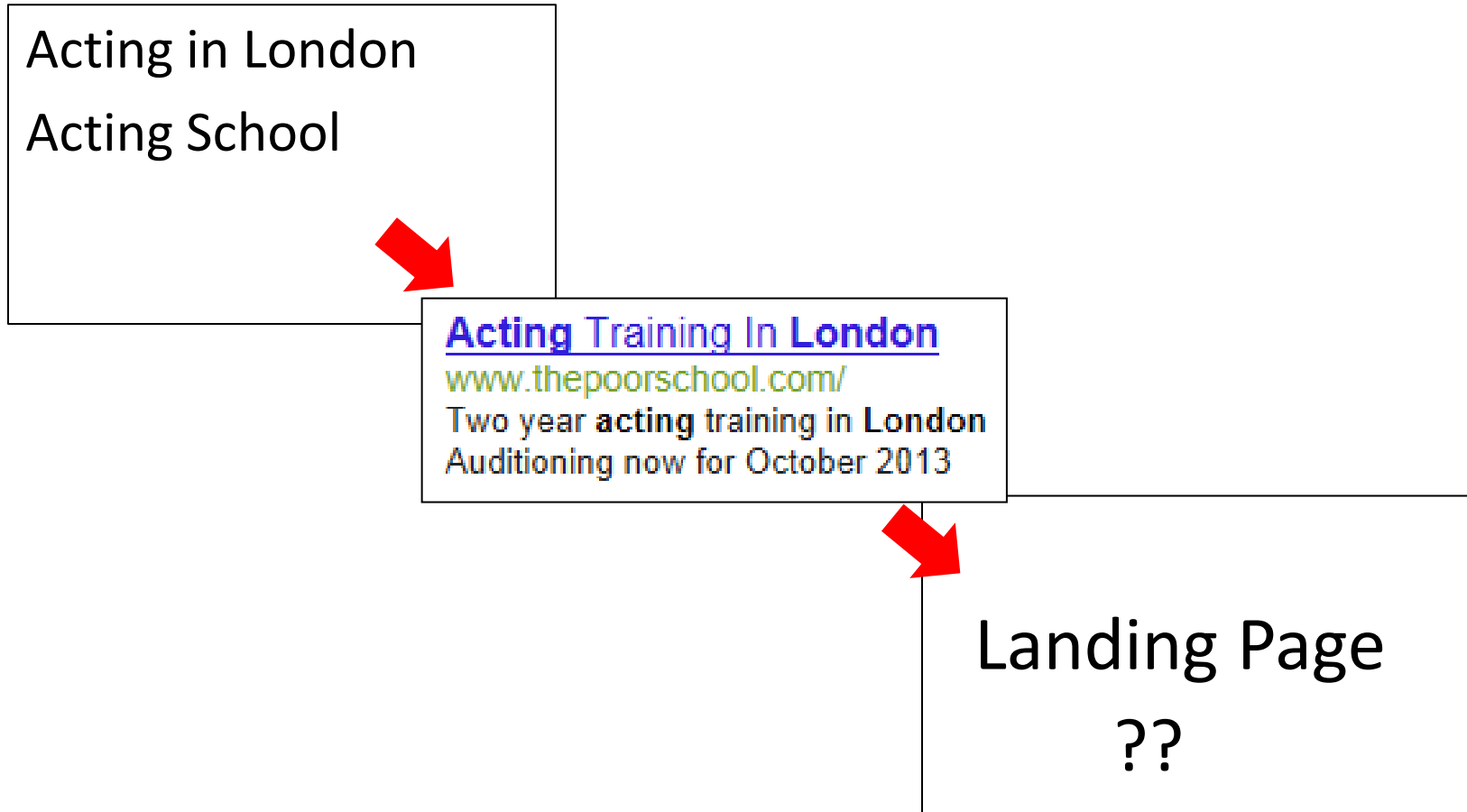
First Last ### ### ####

Email * City *

ZipCode * State *

6. How to use AdWords for Lead Generation

Poor Example



6. How to use AdWords for Lead Generation

What's This?

The screenshot displays the website for 'The Poor School', which offers acting training. The main content area includes a logo, the text 'Acting training', and a yellow call-to-action button that says 'Where should I look?'. Below this, there is a section titled 'Two year training' with detailed text about the program's duration, entrance requirements, and age range. A blue link 'Click here for auditions' is also present. On the right side, there is a navigation menu with categories like 'Home', 'Two Year Training', 'Short Courses', 'Open Talks and Events', 'Graduating Students and Shows', 'Studios For Hire', and 'Location and Contact'. At the top right, there is a table of auditions and courses.

AUDITIONS	Next SUMMER COURSE	Next ONE WEEK COURSES	Next FOUR DAY COURSES	ROOM HIRE for auditions and rehearsals.
for the two year training beginning October 2013. Next AUDITION July 31st	22nd July - 10th August	8th-13th July	13th-16th August	
		5th-20th July	17th-20th September	
		2nd-7th September		

Two year training

The training lasts two years (six terms) and operates in the evenings and at weekends until the final two terms when daytime work is involved (please see [hours](#) for more details).

Entrance to the school is by competitive [audition](#), or via the [Four Day Course](#), [One Week Course](#) or the [summer course](#). We are now selecting students for entrance in October 2013.

The average age for a full time student is 27 or 28; the age range is teenage to forties, and we have successfully trained older students. No-one should be discouraged from applying because of age.

Experience may be an advantage however we offer several places each year to applicants who have not acted before.

[Areas of Study](#), [Staff](#) and [Shakespeare](#) are particularly relevant sections of the site for those considering applying.

[Click here for auditions](#)

Home

Two Year Training

- Auditions
- Areas of Study
- Hours
- Staff
- Rules
- Fees
- Help with Shakespeare

Short Courses

- Four Day Course
- One Week Course
- Three Week Summer Course
- Workshops
- Accommodation

Open Talks and Events

Graduating Students and Shows

Studios For Hire

Location and Contact

Questions????

You may have questions like these?

1. Lessons learnt by the presenter in his experience of using Adwords.
2. Return on investment.
3. How to keep it simple.
4. How AdWords works in practice & references.
5. Awareness, understanding, how to use this tool.
6. How to get started.

Questions????

You may have questions like these?

7. Finding the ideal customers who need my services NOW.
8. How to know if it could deliver genuine leads
9. How to get started
10. Budgets and returns
11. How to set it up from scratch

Questions????

If you have questions like those shown before then...

Please contact us for help & advice

info@getsalesleads.co.uk

But before you do

Take a look at our offers...

Next slide... 

7. Offers

OK hopefully you are hooked on AdWords

2 FREE offers each normally priced at £99 + VAT
(\$150 USD)

1. I am **new to AdWords** how do I start?
2. I've **tried AdWords** but I know I need help.

7. Offers

1. I am new to AdWords how do I start?

a) D.I.Y.

You can go to www.google.co.uk/AdWords
and follow the instructions **but beware**.....
The Google default settings will cost you money

b) Professional Help

Register FREE at <http://lnx2.co/2yz>

We will help you set-up your account +1st Campaign

7. Offers

2. I 've tried AdWords but I need help?

Register FREE and supply your AdWords ID at:

<http://lnx2.co/2ze>

FREE (1 hour) Review of your existing Google AdWords Campaign for Lead Generation.

8. Contact Details



Andrew Merrifield

Contact details:

info@getsalesleads.co.uk

www.getsalesleads.co.uk

AdWords PPC Helpouts



8. Acknowledgements & Disclaimers

The views expressed in this presentation are the personal views of the author, based on his experience.

Adopting the methodologies shown here is no guarantee of the subsequent results.

8. Acknowledgements & Disclaimers

Images:

Stack of Yellow Pages : Poubelle direct - [Kate McDonnell](#) zadcat

<http://www.flickr.com/photos/mtlweblog/5034994890/>

Chelmsford Yellow Pages

<http://www.essexportal.co.uk/business/is-the-yellow-pages-dying-the-end-of-printed-advertising>

Yellow Pages is a Trade Mark of “hibu (UK) Limited”,

Google is a Trade Mark of:

Google Inc. (“Google”), located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States.