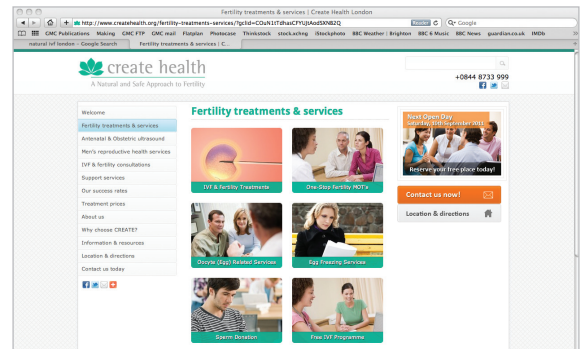


# Get YOUR message in front of the right prospects at the right time with Google AdWords™

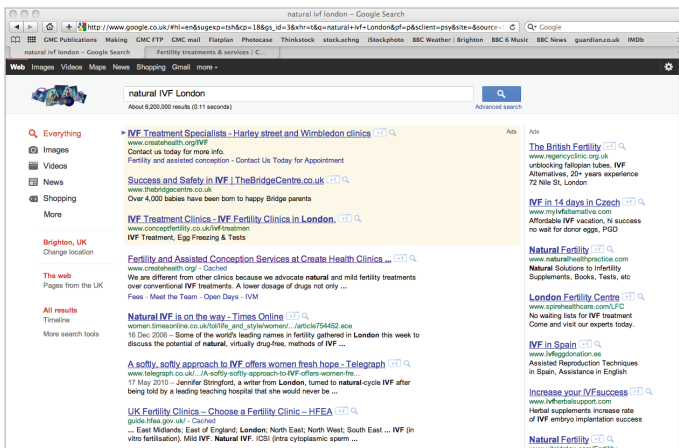


- 1 WHAT IS Google AdWords™?**  
Google AdWords™ is a powerful advertising channel that puts YOUR message right in front of a prospect at the very moment they are seeking what you offer. Chances are, if your competitors are online, they're already trying out Google AdWords™.
- 2 WHAT ARE THE BENEFITS OF Google AdWords™?**  
Google AdWords™ Pay Per Click (PPC) or Paid Search marketing is a quick and effective way to ensure that you appear on the first page of search engine results for keywords and phrases relevant to your brand, products and services. It's also a great way to generate awareness and traffic from Google and affiliated sites via Google AdSense™.
- 3 Google AdWords™: A CASE STUDY**  
Using Google AdWords™, Google Analytics™ and some minor on-site Search Engine Optimisation, we boosted enquiries via CREATE Health's website by nearly 70%.



*"I just would like to say that you are doing brilliantly for us. We've seen a marked increase in visitors and enquiries since you came on board and, with your help, we look forward to continuing our success. Thanks and keep up the good work!"*

Dr Geeta Nargund, Medical Director, CREATE Health Clinics.



- 4 ABOUT VIE DIGITAL**  
We are a Google AdWords™-qualified company, with plenty of success running campaigns for clients across a number of channels and offer a comprehensive Pay Per Click (PPC) marketing service.  
  
Our Pay Per Click (PPC) advertising services include keyword research, analysis and recommendation, setup and ongoing management of relevant paid search accounts, bid management, advert copy writing, creation of optimised campaign landing pages, and much more.
- 5 PRICES / PACKAGES**  
We offer great value setup & management packages covering:

- Google AdWords™ Account setup
- Keyword research
- Competitor research
- Budget recommendations
- Landing page analysis
- Google AdWords™ Ad text suggestions
- Monthly management, optimisation & reporting

- 6 FREE ADWORDS VOUCHERS**  
As an incentive to new & existing clients who haven't yet tried out Google AdWords™ we're able to offer a FREE AdWords credits for every new account we open & manage. Find out more at <http://viedigital.com/our-digital-marketing-services/pay-click-ppc-marketing/free-adwords-vouchers/>.

Working with CREATE's in-house web team, we optimised 5-10 key landing pages to support Google AdWords™ activity and improve performance while reducing campaign costs. This process also enabled us to introduce some stronger calls to action By implementing these changes, and continuing to manage their ongoing paid search activities we generated some great results in paid and natural search. Statistical data from Google Analytics™ supports the success of the project over a 7-month period as follows:

- Website visits up more than 40%
- Enquiries up nearly 70%
- Average cost per click (CPC) decreased by 80%

Read the whole case study at: <http://www.viedigital.com/why-vie-digital/portfolio/create-health-adwords/>