

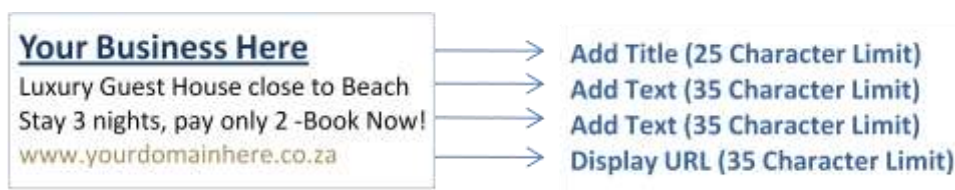


Google Adword Campaign Packages

Google Adwords is an effective way to direct traffic to your website from visitors searching on Google or browsing any website that displays Google Ads. About 20% - 30% of users of Google click on adds displayed right at the top, within the sponsored listings. To run a Google Adwords Campaign on an ongoing basis for highly targeted keywords is an effective way of increasing traffic to your own website.

Advert Layouts – How your add can look like

Here are the specifications of your text Ad Creative. We will design your adverts to stay within these character limits.



Keyword Settings

We use only highly targeted key words and key phrases to ensure only quality traffic is generated. By using the various „match type“ options as well as negative key words, we can ensure that your adds are only displayed for relevant searches.

Location

Depending on your preferences, we can run adds in all countries of the world or only for specific countries, typically your target market.

Budget

We offer various packages to suit your budget. You can choose between R20, R30 or R50 per day and upgrade your package at any time during the month. Once your budget is used up, your adds will not show anymore preventing us from overspending on your budget.

How much traffic can I get for my budget?

Google works on an auction principle, the more we bid, the higher up your add will appear. To show your add on the first page takes anywhere from R1 to R10 per click, depending on the competitiveness of the keywords. We optimize your campaign to achieve a high quality score and click through rate, which helps us in getting the best cost-per-click rates, often averaging between R2 – R5 per click. That means if your budget is R30 per day, your Google Adwords Campaign will generate between 7 – 15 visitors per day to your site that are interested to book accommodation in your area.

Google Adword Campaign Packages

- Guaranteed 1st Page Listing within the sponsored search results
- Live within 48 hours
- Month by month arrangement – no contract period
- Up to 10 tailor made adverts
- Up to 100 key phrases

Please contact us or visit our website at www.tourismmarketing.co.za for pricing.