

Sell more with Google AdWords

maximise your online presence and increase your sales through a professionally managed AdWords campaign, or significantly reduce the cost and increase the effectiveness of your existing campaign.



19 Telephone House
High Street
Southampton
SO14 2NW

> What?

Google AdWords is the perfect solution for driving more visitors to your website, for the keywords you want - including those for which your natural search ranking is lower than you would wish.

With AdWords, you only pay what you want to pay, and you only pay if someone actually clicks on your advert.

Used correctly (and assuming you have a viable product or service!), AdWords will make you money.

> How?

Mercury1 offer AdWords services including:

Campaign setup - set up your AdWords campaign to start driving customers to your site.

Campaign management - scientific approach to managing your campaign; increasing end results, whilst reducing costs.

AdWords training - bring your staff up to speed on AdWords with training from qualified experts.

> Why Mercury1?

We are confident that we can improve your bottom line with a well-managed AdWords campaign. Here's why:

Qualified for the job

Our expertise will ensure you gain the best results with the minimum spend.

We insist that all of our staff are Google AdWords Qualified Individuals - giving you confidence that you have the right people to manage your campaign.



Scientific approach

We apply a strict process to manage your campaign:

- > Assess campaign effectiveness and cost-efficiency using in-depth Google Analytics tools.
- > Iterative changes tested against control data to verify the impact of each; only effective changes are implemented on full-scale.
- > Monthly reports detailing every aspect of your campaign, and a full impact assessment of each change.

Want to sell more?

- contact us now:

02380 007 008
(Southampton)

020 8819 6516
(London)

sales@mercury1.co.uk

www.mercury1.co.uk

“ In a recent campaign, we cut the cost by over 75% whilst significantly increasing the enquiry rate. ”

Phil Haigh
Director - Mercury1 Limited

Simple and transparent pricing

we offer our services on a pricing model that is clear, easy to understand, and completely predictable - making it easy for you to manage your advertising budget.



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> Campaign management ... use the experts to get the most from your campaign

Intervention frequency

Monthly	£165 pcm
Bi-weekly	£300 pcm
Weekly	£450 pcm
Daily	£900 pcm

Campaign management is the core of our AdWords offering, and the greatest opportunity for you to use our skills to run a cost-efficient and effective AdWords campaign.

Our campaign management involves regular monitoring and analysis of your campaign, together with adjustments and changes to maximise the effectiveness, and reduce the cost. You can choose the frequency you wish to have this process carried out.

All managed campaign customers receive a comprehensive monthly report.

> Campaign set up ... get you up and running with AdWords

Simple one-off fee

£300

If you are new to AdWords, we can quickly set up a new campaign to get you up and running.

Without associated Campaign Management though, you will of course miss out on our scientific approach to maximising the effectiveness and minimising the cost of your campaign. This will mean your campaign will end up costing more, for less results - the key to a great campaign is regular management.

> AdWords training ... learn from the experts

On-site training rates

£300 per half day

If you want to manage your own campaign, or just increase your understanding of AdWords, we offer on-site training.

The time you'll need for your training will depend on your goals, and the number of staff involved - give us a call to discuss.

> Ad-hoc

Our services are also available on an ad-hoc basis..

Standard hourly rates

£70 / hour. Working hours only.
Onsite: £50 + £100/hour. Min 1 hr

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“ AdWords is science, not art. By utilising measurable goals and suitable statistics, we can ensure you achieve maximum results. ”

Natalie Wilson
Director - Mercury1 Limited