



Google Ads

Information Pack

adhesionTM
online marketing specialists

WHY ADVERTISE ON GOOGLE?

Customers are looking for your products and services online — Will they find you? If your businesses' visibility in Google is low, you are likely missing out on enquiry and sales leads.

How does Google Ads Work?

Google Ads are a fast and effective way for your business to be found in Google search results. Google Ads works by placing your text ads next to targeted keywords relevant to your business, with the goal of attracting traffic to your website. Your ads can show in Google internationally, nationally, regionally or locally depending on your business' reach requirements.

The Adhesion advantage

Adhesion is a specialist online marketing agency with over 18 years experience, based in Auckland. Our team is Google trained and qualified to create and manage Google Ads campaigns. We've developed a flexible range of managed Google advertising packages to suit small to medium NZ businesses wanting to maximise their opportunity in Google Search results.

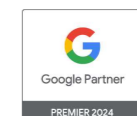
Why don't I do it myself?

While Google Ads offers powerful opportunities to connect with new customers, many businesses that try Google Ads have difficulty capturing them. Many give up in frustration at the complexity of Google Ads and not understanding why they are not yielding results.



Contact Us To Get Started Today

0800 234 374 service@adhesion.co.nz www.adhesion.co.nz



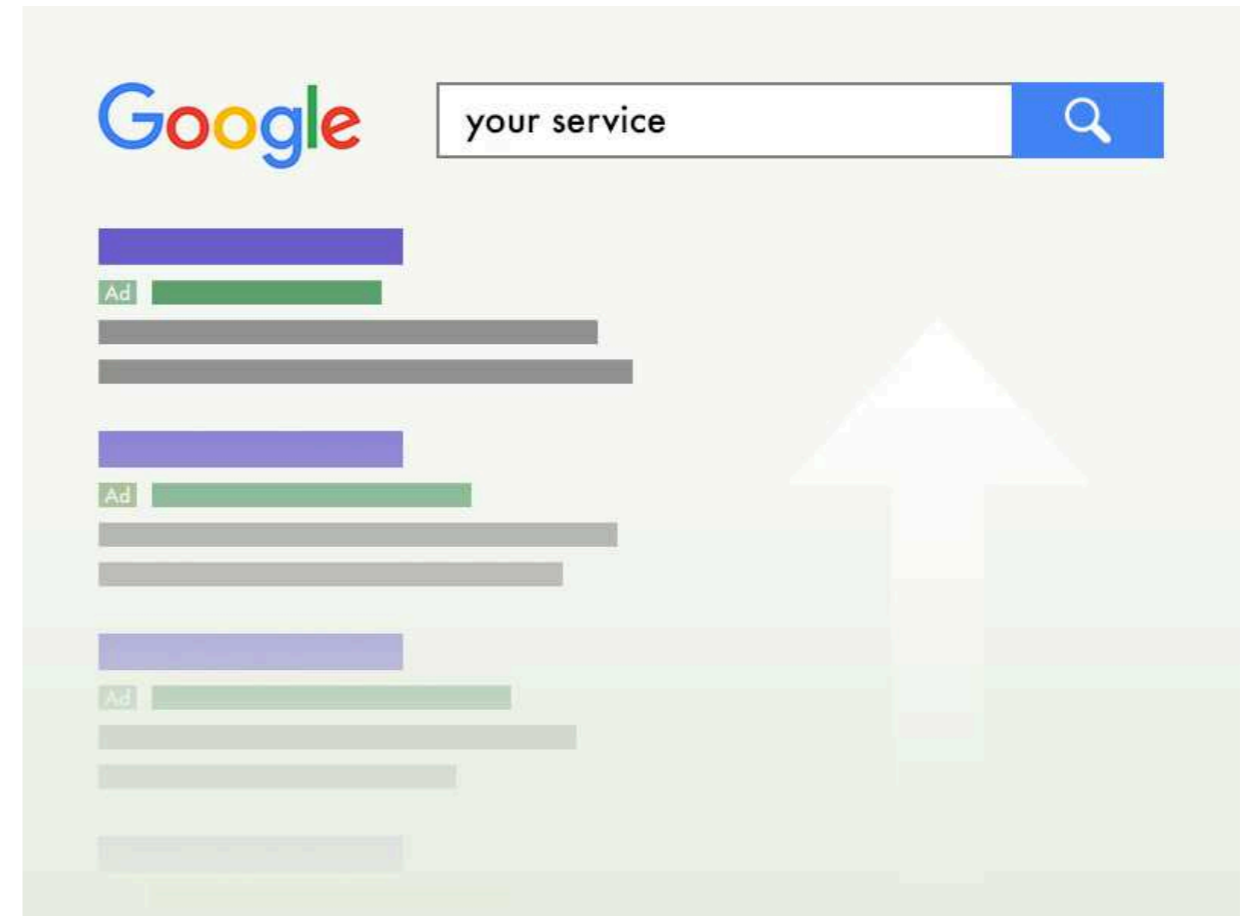
OUR GOOGLE ADS PACKAGES

All of our Google Ads packages feature the following:

- ✓ Fully managed campaign service
- ✓ Set up in your own Google account
- ✓ Developed by Google-qualified experts
- ✓ Flexible budget options
- ✓ Weekly and monthly results reporting
- ✓ No long-term contracts and penalties

Our Worry Free Solution

Our managed advertising service offers worry-free Google Ads advertising, providing peace of mind that your Google Ads are in the hands of professionals and with a clear focus on results and agreed cost to you.

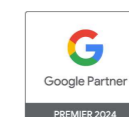


“ Sit back and relax, your online marketing will be taken care of by a team of magnificent professionals. Excellent reporting and assistance. Direct and fast communication with your campaign manager. ”

Alex Vitale, Airbus

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MANAGED GOOGLE ADS PRICING

Google Ads Campaign Setup Fee (one-off): \$499

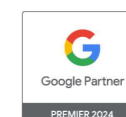
- ✓ Campaign research, strategy and development
- ✓ Includes in-depth keyword research, optimised campaign structure, copywriting, bidding & placement strategy
- ✓ Google Analytics monthly reporting

Managed Google Ads – Monthly Pricing Options

| Option | Google Ads Budget | Management Fee |
|--------|-----------------------------|-------------------------|
| A | \$450 | \$289 |
| B | \$600 | \$339 |
| C | \$900 | \$399 |
| D | \$1,200 | \$439 |
| E | \$1,500 | \$469 |
| F | \$2,000 | \$529 |
| G | \$2,500 | \$589 |
| H | Budgets higher than \$2,500 | Contact us for a quote! |

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Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ★ To get you started, we'll apply up to \$1,800 credit on new Google Ads accounts
- ✓ Online marketing specialists with 18+ years experience
- ✓ We work on a performance basis
- ✓ We strive to understand your businesses and objectives

TERMS & CONDITIONS

- Campaign set up fees & monthly management fees payable to Adhesion
- Monthly click costs paid directly to Google via your credit card
- Budget can be changed at any time upon notification from you
- 30 day cancellation notice required for Adhesion's managed service
- Pricing excludes GST
- Google Terms and Conditions apply
- See full terms and conditions on our website



“ I've had the pleasure of work with Adhesion on Google Ads for my business. They are fantastic. ”

Stephnie Bygrave, Little Additions

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