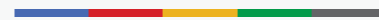




## **EARN MORE, SPEND LESS.**

Outsource your website's SEM.

Know AWdesignsolutions™.

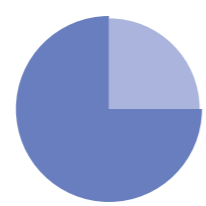
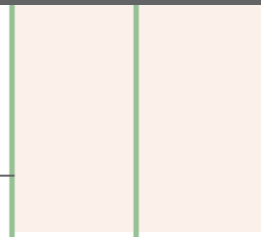


## 1

## INTRODUCTION.

Positioning a website on the top ranks of a specific search has become in one of the main targets for any company's marketing strategy and Google AdWords™ is the tool that makes it happen. But as web-based market has grown exponentially, also did competition on this field.

Nowadays, almost every growing or leader company at any activity boosts its website traffic using **Search Engine Marketing (SEM)**. This means more players competing for top ranked spots when search results are shown, and it also means lots of SEM agencies creating multiple campaigns for lots of clients looking forward a low fee to maximize its inversion. But the more clients they have, the less customized the campaigns are. The result is not good at all: Lots of money invested at not accurate campaigns that achieve bad results and attract non-potential customers, or well-built and custom campaigns properly targeted that usually come along with high fees that are not affordable for small/medium growing companies or entrepreneurs.



### SO, WHAT'S THE SOLUTION?

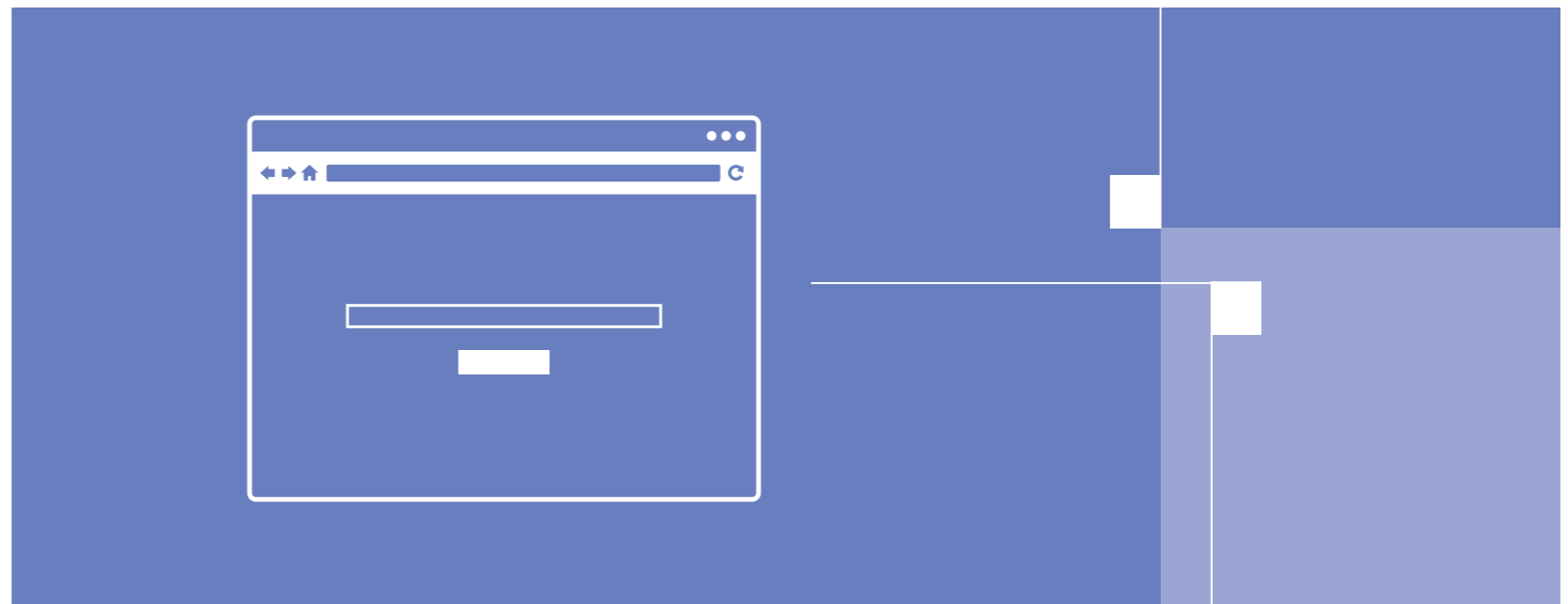
**AWdesignsolutions™** gives you the answer. Outsource your SEM service and get customized campaigns and optimization with a personal campaign manager, and pay a minimum fee!



2

## LET'S TALK ABOUT SEM.

SEM has probably become into the most accurate, measurable and efficient way of marketing for any company on the internet. Google™ has provided a tool that allows us to create specific campaigns based on the keywords your potential customers may use to find what you offer. And what's even better, you only pay for the visits your website receives. That's right. You won't be charged for showing up at a search result but only when someone actually clicks on your ad and is directed to your site.



## 3

## GET QUALITY SERVICE.

### THE IMPORTANCE OF YOUR CAMPAIGN'S QUALITY.

AdWords™ uses a bid-based system with a quality score algorithm. It sounds complicated, we know, so we will explain it to you. When we set a keyword on your campaign we're telling Google™ that you want to be advertised whenever that word is included on a search. You can be as specific as you want, for example, *"show my Ad whenever someone's search includes that keyword"* or *"show my Ad when someone's search **is that specific keyword only**".*

So now every time someone performs a search with that keyword your Ad will be part of a bidding process, as long as you have enough budget to do it. You will be bidding against every other AdWords™ user that included that keyword for searches performed at the specific geographic area you determine. The result of the bidding process is the position your Ad will be ranked at.

## SO, WHO WINS?

The final result is determined by two main factors: *Quality Score* and *Maximum CPC*.

The *Quality Score* is calculated by AdWords™ by taking in account how accurate is your Ad compared to your website's content, and also how accurately set are your keywords regarding your Ads and your website's content.

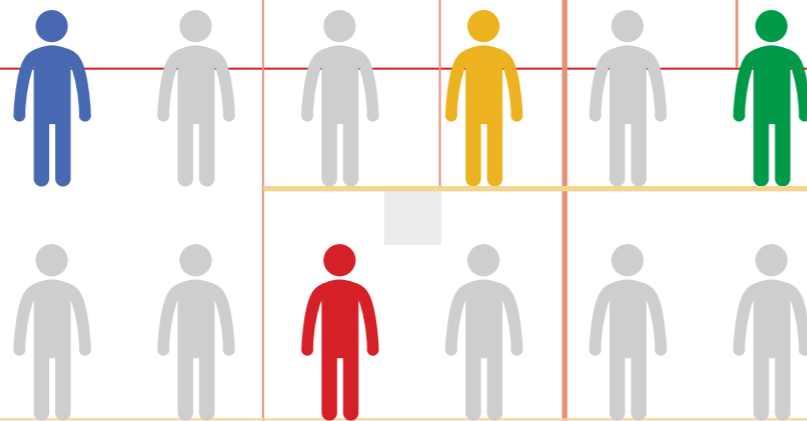
The *Maximum CPC* is the highest price you're willing to pay for one click. As both weight on the position your Ad is going to be shown, the better your campaign is built and optimized the less you will have to pay for each click.



## AND WHAT SHOULD BE MY BUDGET?

One of the main strengths of this marketing tool is that **you decide how much you invest**. That's right, Google AdWords™ can be implemented at any budget. That's why it is suitable for companies or startups of all sizes. But remember, the more accurate your campaign is, the less budget is needed to achieve the same goals.

**This means, if your campaign is well-built and accurate enough you will pay a much lower price per click to be top-ranked. Hence the value of hiring an agency that offers you a customized campaign regarding your specific needs and targeted to your real potential customers, avoiding wide-focused campaigns that would attract plenty of non-potential customers and misappropriate your investment.**



4

## AN INSIDE LOOK TO HOW WE WORK.

As we have mentioned before, one of the big American agencies shortcoming is they offer a cheap service and provide not personalized attention to their customers which results in inaccurate campaigns, or they charge high fees for a more personalized experience.

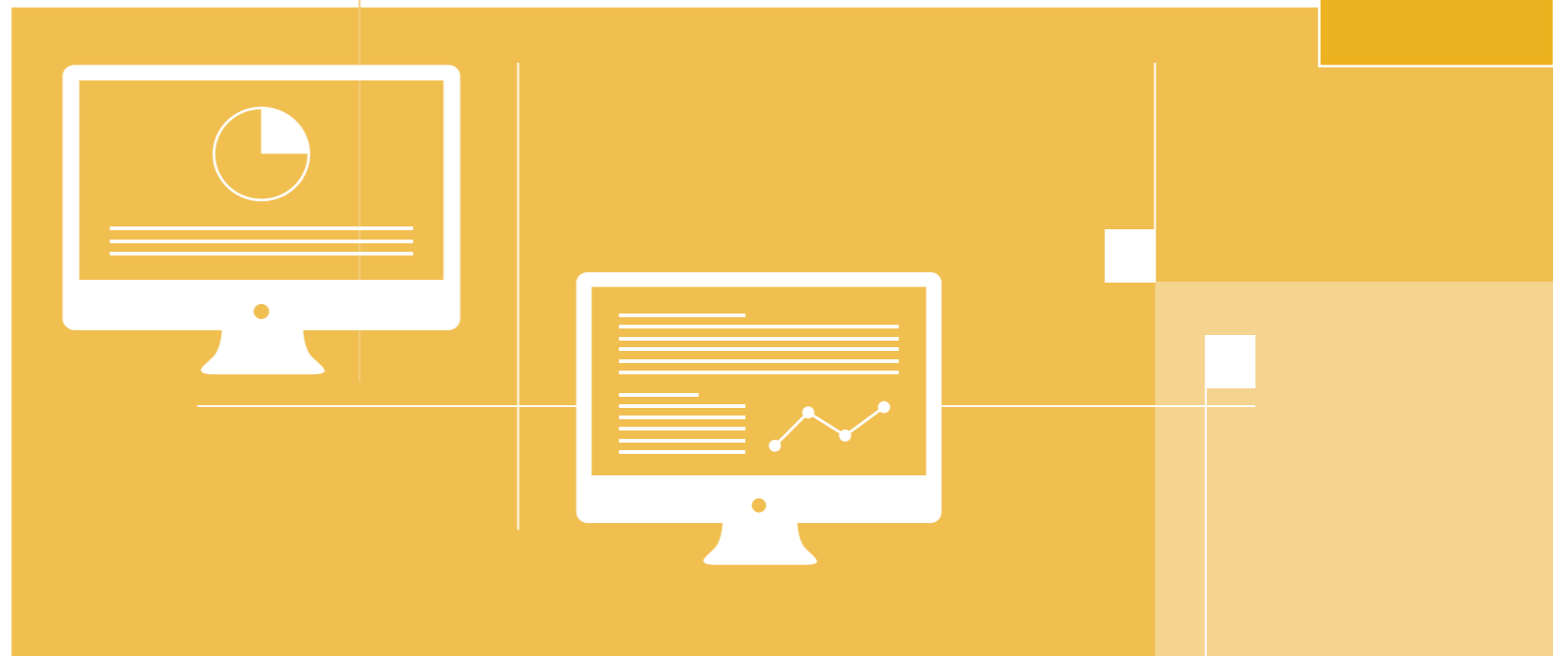
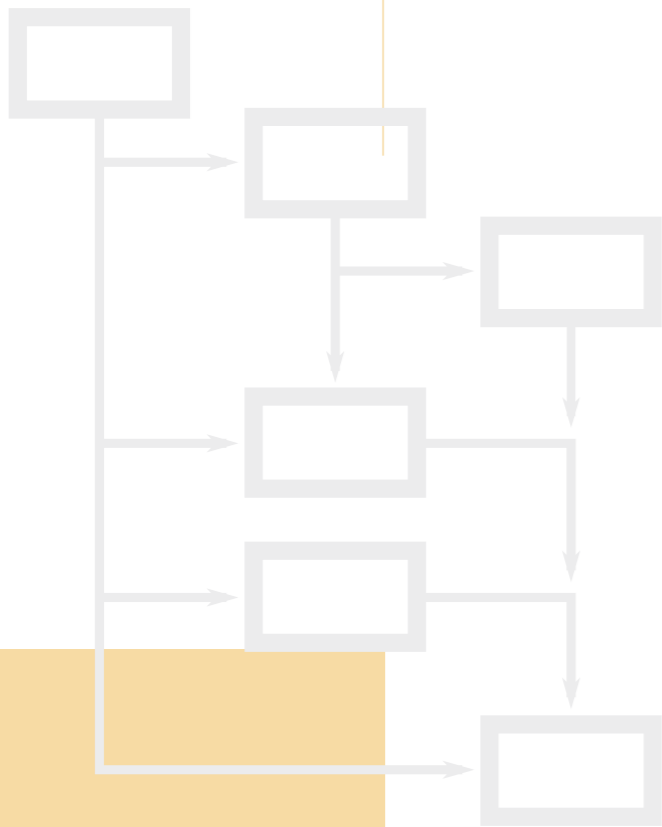


In **AWdesignsolutions™** our main insignia is providing a unique experience to our customers, in accordance to their specific needs creating and optimizing campaigns that allow them to get the most of their investment in online marketing. We only allow our account managers to control a limited number of accounts to guarantee they have enough time to take care of each campaign carefully. Every account manager has gone through a tight training process in order to provide high quality service to each and every customer and holds a Certificate at Google AdWords™ and Google Analytics™ tools.



Every campaign is created alongside each customer to make sure it perfectly fits all their needs. After creating the campaigns, we work alongside the website's developers to insert tracking scripts at the code of every page of the site, allowing you to get important metrics about your website's visitors, being able to track their experience and their actions on your website. This will provide valuable information about your potential customers letting you know how they interact with the content you offer, which will help you to enhance your website making it more efficient.

From there on, your account manager will control your campaigns every single day, optimizing them so they get the best possible results.



5

## OUTSOURCING.

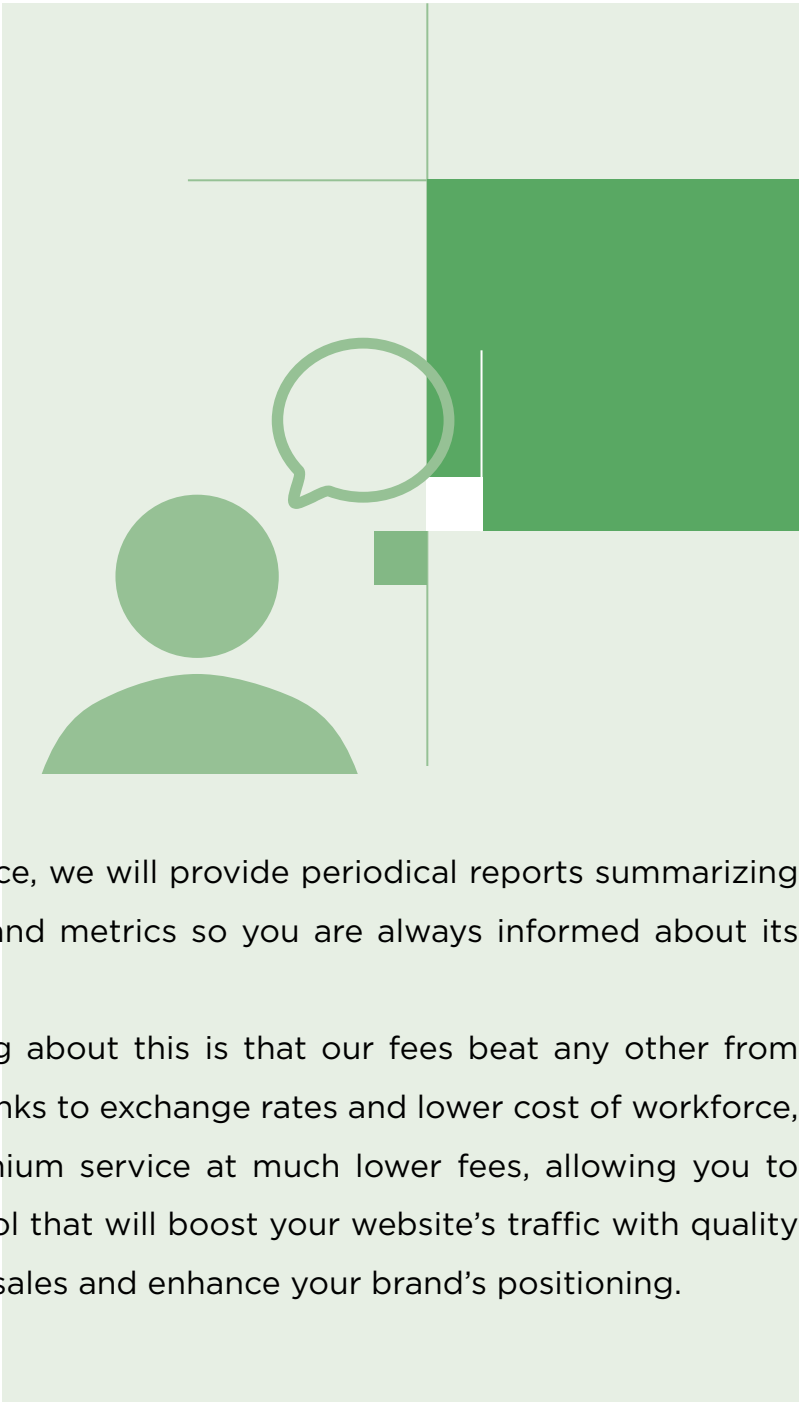
Many people think: Outsourcing = Non-personalized service.

Don't worry, we'll be just one click away.

**AWdesignsolutions™** is a company located in Buenos Aires, Argentina.

Yes, we know it sounds far, far away. But in fact, we're not!

We have great expertise at working with companies from abroad, providing best quality service at low costs. To be able to do it, we train all our staff regarding the highest standards of quality service. Every account manager has great English skills that will allow you to communicate with them without any trouble. We work using several tools that make the experience even more personal like video calls and TeamViewer™ which allow you to have live assistance every day of the week.



In addition to live assistance, we will provide periodical reports summarizing your campaign's activity and metrics so you are always informed about its performance.

But what is really amazing about this is that our fees beat any other from any American agency. Thanks to exchange rates and lower cost of workforce, we are able to offer premium service at much lower fees, allowing you to implement a marketing tool that will boost your website's traffic with quality visitors and then increase sales and enhance your brand's positioning.



## SO, WHAT ARE YOU WAITING FOR?

Contact us and get more information about the plan that better suits your needs.

[info@awsolutions.com.ar](mailto:info@awsolutions.com.ar)

(+54)911-5327-9794

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