

Remarketing with Google.

Target customers who have already shown an interest in your business.



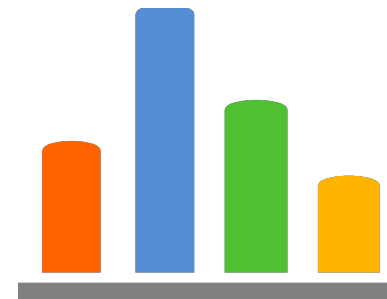
This presentation is to help you sell Remarketing with Google to your customers.

1. This presentation should be branded with your company logo and your client's company logo
2. Please ensure you check the statistics are correct and up-to-date before presenting to your client
3. For more information on Remarketing with Google see:
 - <http://www.google.com/ads/innovations/remarketing.html>
 - <http://support.google.com/adwords/bin/answer.py?hl=en&answer=2453998>

Remember to delete this slide before going to the customer

What is Remarketing?

- Remarketing is a way for you to show your ads to people who visited your website but didn't complete a desired action, for example making a purchase or signing up
- It is a powerful way to stay engaged with your target audience, and can radically improve return on investment for your marketing campaigns



What are the benefits of Remarketing?

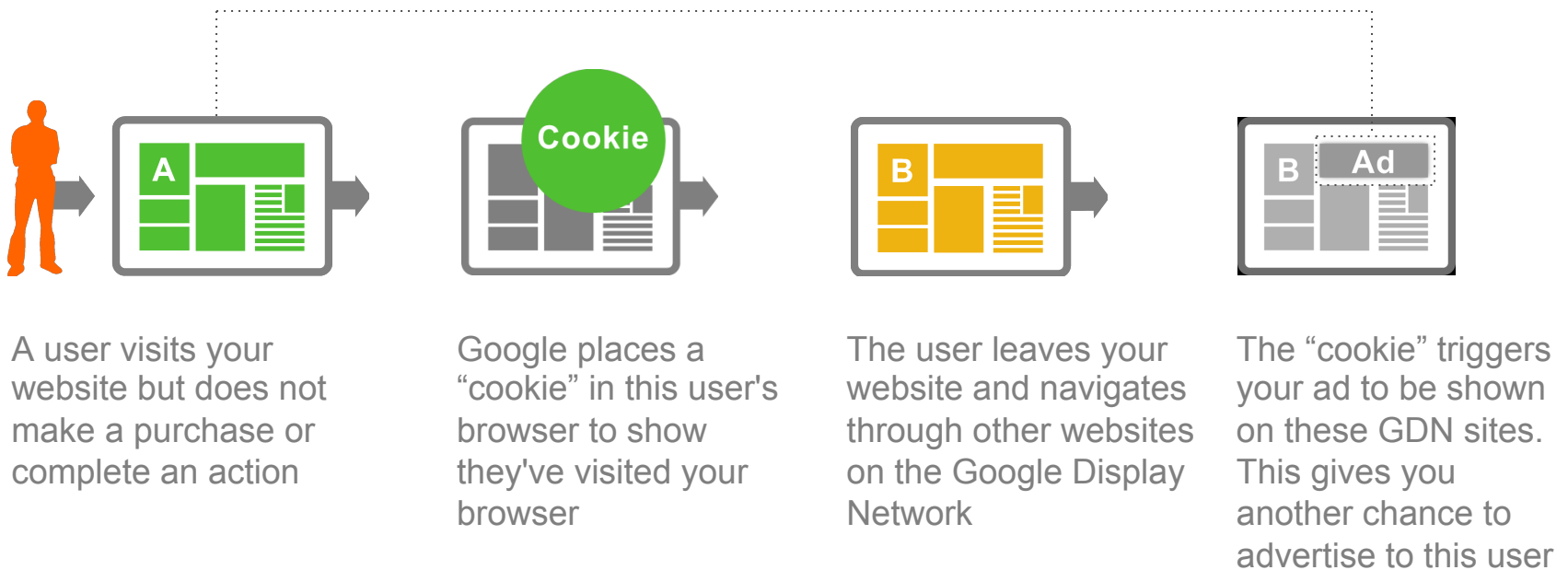
More Relevancy, More LeadsA solution to increase the relevancy of your other campaigns. Target the right people with the right message

CoverageThe Google Display Network reaches millions of unique Internet users around the world

Message evolutionFrom a generic to a segmented message once your prospects have visited your site

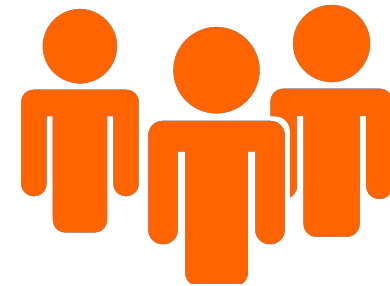


How does it work?



Your audience before Remarketing.

- People are searching for products & services
- People benchmark and compare when buying, how to make sure you are there when they do so



Your audience with Remarketing.

- Target people who have previously visited your website
- For each new site they visit they are served your ad again—reminding them of your business as they continue to browse the Web



How can I make it work for me?

- The key is to have very tactical messages
—encourage customers to your website with a great offer
- Target people who have browsed your website but not converted
- Target customers who have started but not completed an online form



Conclusion. Why should I use Remarketing?

Remarketing gets results.

- Generally, new visitors do not convert on the first visit
- Retarget the right users with the right message and increase conversions



Thank you.

If you have any questions or would like help setting up **Remarketing with Google** please contact:

Jonathan Hinshaw

Phone: (888) 329-2926

Skype: ebwaycreative

Email: jonathan@ebwaycreative.com

www.ebwaycreative.com

