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## Adtech London 29/9/07

We visited the Adtech London exhibition on the 27th Sep this week.

To be honest it was encouraging to see our competitors offering a fairly non descript ppc management service. Ive come to conclude that as our focus is and always has been on the SME market like so many service providers aiming at that marketplace the quality of service tends to be higher and more customer focussed than the bigger companies/agencies who focus their attentions on the big fish who need less hand holding.

Some of the least astute marketing managers ive come across have been from the largest organisations we've worked with. Some of the biggest Adwords mistakes Ive seen when searching Google (e.g. bad spelling, untargeted ads etc) have been by big companies and/or in high CPC industries like finance. Im sure the reason being their expensive London based ad agency has taken their eye of the ball and has it focussed on the Koi Carp in their reception lobby.

A bit of a rant I know but why not? This week alone ive handled 3 enquiries all from business with large ppc budgets who are not impressed by their current ppc providers offerings, nearly always their adwords management. The main cause for concern always being lack of feedback and pro-activeness.

On a good note it was good to meet our account manager at Google and get some freebies. Keep up the good work Google. Maybe next year we'll book a stand. Anyone know where you can get sweets with your logo on and promotional girls?

-Andy

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