
Adwords Agency Truly Global 31/10/07

We've just completed a unique feat - with a new client this week from Brazil we have now managed campaigns for clients on every continent.

Well apart from Antarctica of course!

I always find it wierd that clients who have been with us some time and whom I speak to on a daily or weekly basis I have no idea what they look like! The beauty of what we are doing is engaging people in (hate the term) cyberspace with people who can meet their needs (advertisers). The same goes for us as a pay per click and Adwords agency. Most of our clients have come from them finding us, via pay per click mostly, in the search engines. As these enquiriers and clients can be anywhere - and they are everywhere - we've never met the majority of them. We simply arent restricted to operating regionally and also many clients budgets simply dont warrant travelling to them - certainly not to Brazil!

In a larger context the internet can be seen as a/the major factor in large changes in working patterns, increased numbers of self employed and remote workers. You dont have to have a shop anymore to sell products!

- Andy

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