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## Outsourcing Google Advertising

Why outsource Adwords or another pay per click campaign? You're doing fine on your own right? Well actually probably not.

Recent studies, which are supported by our own conclusions show that the majority of Adwords advertisers are small businesses with the owner or marketing manager playing about with the campaign. CPC's are typically 40% too high, no conversion tracking is enabled, not enough keywords are selected, ad copy is weak and no consideration has been given to matching options or campaign experimentation.

Most of our business is from clients looking to outsource the Google advertising campaigns. True its not rocket science but it is extremely complicated to do very well and get max ROI. There is no courses or even a customer support number available for most advertisers. Outsourcing pay per click makes sense and any management fees are likely to be negatable compared to the reduction in cost per conversion and time savings.

Some of the benefits of outsourcing a campaign can be almost immediate and can include:

- Reduction in cpc's
- Enablement of conversion and analytics tracking
- Increased conversion rate
- Reduced cost per conversion
- Identifying new/niche target markets
- Undersanding target audience more clearly
- Professionally written ad copy

As an Google Advertising company and pay per click services provider we turn about 50 failing Adwords campaigns a year into what is sometimes a businesses most powerful sales tool.

Outsourcing your pay per click campaign to a ppc or Google advertising provider makes sense. Unless you had a thorough knowledge of mechanics you wouldnt mend your car yourself you'd take it to a garage, if you were ill you'd go to a doctor. Dont waste money and effort battling with a pay per click campaign yourself, outsource it and you will get much better results.