

# Generic Email Template

## Subject line: Your free Google AdWords Voucher

Dear customer

Your Google AdWords Voucher number is: **[insert voucher number]**

This voucher will expire on: **[insert expiry date]**

To make use of your voucher, simply log onto <https://adwords.google.co.za/select/Login> and set up your Google AdWords account. Please follow the AdWords account set-up process. When you reach the point of entering your Billing Preferences, you will be invited to enter your promotional code (i.e. the above voucher number). You will be asked to include your credit card details during the Google AdWords online signup process and will be charged by Google for any advertising charges that exceed the promotional voucher credit.

It is important to note that only one voucher is valid per customer and you cannot use the voucher more than once. To enter this voucher number into an existing Google AdWords account, the account must be less than 14 days old. You will be charged for advertising that exceeds the amount allocated to this voucher. If you do not wish to receive additional charges beyond the free voucher amount, you will need to suspend your ad.

## What can Google AdWords do for me?

Now you can advertise to people searching on Google. Even if you already appear in Google's search results, AdWords can help you target new audiences on Google and its advertising network.

With Google AdWords you can:

- Connect with new customers when they're searching for your products or services.
- Create and edit your own ads.
- Choose which keywords best match your product / service with your audience.
- Control costs - you only pay when interested people click on your ad.

Why not take advantage of this proven marketing tool and see how you can increase your customer base.

For further assistance, please visit [Google's site](https://adwords.google.co.za/support/bin/answer.py?answer=8205&hl=za) (<https://adwords.google.co.za/support/bin/answer.py?answer=8205&hl=za>) for instructions on how to redeem your voucher.

Thank you.