

# Generic Website Copy

## Google AdWords promotion

[Insert company name] is proud to announce a fantastic offer to our customers: a free Google AdWords voucher which will enable you to get the very best from your Web Advertising campaign.

Here's how it works. Buy any [insert relevant product / service] and you will receive a Google AdWords 'cash' voucher that can be used with Google's AdWords programme.

Take a few moments to see what AdWords can do for you.

## Targeted Reach

AdWords lets you advertise to people searching on Google. Although you may already appear on Google organic search results, AdWords gives you something extra. It helps you to ensure that you reach new audiences on Google. AdWords gives you control over your advertising campaigns and lets you choose who sees them, where and when. In short, you'd be advertising directly to an audience already looking for you. Just imagine the benefits to you, your business and your customers.

## Measurable Value

Google AdWords operates on a "Cost per click" basis. This means you only pay if interested people click your ads through to your site. There is no minimum-spending requirement. So not only are you in control of your budget but you are also able to optimize customer leads.

## How does Google AdWords work?

It's really very simple. Begin the account set up process and create keywords or phrases relating to your business. When people search on Google using the words or phrases you've linked to your AdWords ad, your ad will appear next to the search results. The more you are willing to pay for a click and the more relevant your ads are, the higher up on the page they will appear. This means you reach people already interested in you and, very importantly, attract new customers.

Please note promotional voucher codes can be entered into existing Google AdWords accounts, provided they are less than 14 days old.

View [Google's Terms & Conditions](#).

# Generic FAQ's

## What is Google AdWords?

Google AdWords is Google's advertising program. AdWords lets you create simple, effective ads and displays them to people already searching online for information related to your business. So how is it possible to show your ads only to the most relevant audiences? The answer is keyword-based advertising.

When a searcher visits Google and enters a query — say, *good beginner guitars* — Google displays a variety of relevant search results, such as links to articles containing guitar purchasing advice, or websites dedicated to novice musicians. Google also displays AdWords ads that link to online businesses selling guitars, music lessons, or other products and services related to the query.

For example, imagine that you own a music store carrying a large selection of guitars. You could sign up for an AdWords account and create ads for entry-level guitars in your inventory. For each of your ads, you might select keywords (single words or phrases related to your ad's message) such as *beginner guitars* or *entry-level guitars*.

Once you activate your account, your ads would be eligible to appear. That is, the AdWords system would constantly seek out search queries related to the keywords you've selected, then display your ads to highly targeted audiences. In short, you'd be advertising directly to an audience already looking for you.

## How can Google AdWords benefit my business?

Advertising with Google AdWords lets you:

- Target your ads specifically to people who are looking for your products or services.
- Avoid showing your ads to users who aren't likely to purchase from you.
- Obtain the maximum return on your advertising investment.

**Cost:** AdWords is cost-effective for businesses of all sizes.

- You can choose to pay for ad clicks (CPC) or for impressions (CPM).
- Because you can choose your own CPC or CPM amounts, you decide how much you'll pay each time someone clicks or views your ad.
- There's no minimum spending limit. In addition, you can set a maximum daily spend (daily budget) that the AdWords system won't exceed.
- You can edit your budget settings at any time.

**Timing:** Google AdWords ads engage potential customers at precisely the right moment — when users are actively searching for information (keywords or content) related to your business. Your AdWords ads ensure that your website is only a single click away.

***Flexibility and Control:***

- You can edit an existing ad, then see your updates within 15 minutes.
- You can edit your account at any time, as often as you like. AdWords is available 24 hours a day, 7 days a week.
- Ads start running for the first time almost immediately after you activate your account with your credit card or direct debit information. (Advertisers in certain countries can pay by bank transfer. In this case, ads run when we receive the first payment).

To make use of your voucher, simply log onto <https://adwords.google.co.za/select/Login> and set up your Google AdWords account. You can also 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.