

Google Ads For Small Business

THE IMPORTANCE OF GOOGLE

In 2018 Google had 90% of the search engine market and currently runs 3.5 billion searches per day. A well-designed website will help Google find your business organically, but in many cases, businesses need Google ads to get noticed.

SEM

Search Engine Marketing is an online digital marketing technique that ensures your website is found during a search and ultimately generate sales leads.

Why Infinity Software Solution?

We help you turn the sales taps on and drive the right on-line traffic through your sales funnel. We build Brand awareness, credibility and exposure while providing you the data needed to make informed marketing decisions.



A viable business has their own unique value proposition that makes them different. Whether it is strong customer service, a niche market, or pricing.

A business owner understands that advertising is needed to promote their business, but that money spent on advertising needs a measurable return on investment.

The power of creating digital lead generation through Google Ads ensures your business gets noticed and generates the 'right' prospects.

Infinity Software Solutions provides services to ensure that key aspects of your business are promoted to potential customers searching for what you offer.

Testimonial

"Infinity Software Solutions has been a digital force of knowledge and precision for our team. They have gone the extra mile to optimize our budgets (Ad spend), while also providing valuable reporting that helps us to refine our advertising and engagement success.

We chose to move from a previous PPC Ad provider to ISS and over the course of 3 months they have been able double our traffic for the same Ad spend.

In addition to the tangible increase in business we have seen from this channel, ISS has provided my clients valuable reporting and insights to improve our overall marketing successes."

Art Room Marketing

20%

Mention Promo code SEMSB and receive 20% off your first campaign

WWW.INFINITYSOFTWARESOLUTIONS.CA

403-617-0080



90-Day SEM Booster

Cost

We work with our clients to determine what is the right budget for them. Even with small budgets, effective ads are created to generate traffic.

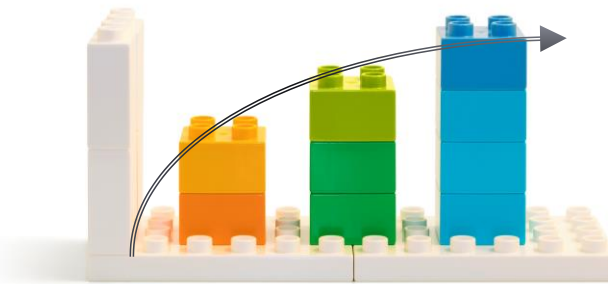
When is a good time to run an Ad?

It's always a good time to run a Google Ad. Generally, businesses have at least one company specific ad that is always running. A client may also create promotional ads and campaigns to support marketing initiatives.

Why does it work?

Creating a Google Ad helps small businesses compete with companies with large marketing budgets. It is a cost-effective method utilizing smart, measurable and targeted Ads.

For more information on any of our products or services please visit us on the Web at:
www.infinitysoftwaresolutions.ca



Design Optimize Stabilize

Our 90-day program is a cost-effective solution to get you into the world of SEM & SEO quickly and effectively. First, we define your target market and **Design** the campaigns to drive traffic to your website. At the end of the first month a detailed report is delivered that provides insight into traffic volume, your competitors, target demographic and geographic insights for your prospective leads.

In the second month of the program we **Optimize** campaigns based on analytics data from your website and Google Ads. Our unique reporting practice breaks down complex data into terms that our clients can understand, improve their website, messaging and offers.

The third month of the program is used to **Stabilize** the Google Ad campaigns. The end goal of this program is to provide a campaign or series of campaigns that can be maintained in-house, paused or re-used when required.

How it works

- Discovery & Consultation to determine target audience and demographics.
- Google Ads Campaign Design. Creation of Ad text, Keyword research & Budget Defined.
- Weekly Ad optimization and target audience monitoring, along with monthly reporting & insights provided.
- Stabilization of campaigns to align with budget and marketing needs.
- Once the campaign has been optimized correctly it can be managed easily by the client.

SERVICES AVAILABLE

Software Solutions
Website design and implementation
Search Engine Optimization
Search Engine Marketing
Keyword Development
Remarketing
Campaign In-House Training

For more information or to book a consultation, contact us here:

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