



MEL 01-45762

BUSINESS OWNER
Business Growth Centre
903 HIGH STREET RD
GLEN WAVERLEY VIC 3150
AUSTRALIA

Hello from Google,

Right now, there are people in Glen Waverley searching Google for what your small business has to offer. Your current customers are more than likely searching for your business by name (e.g. "brooke's flower shop") and as a result, will come across your business in their search results.

Prospective customers search a little differently. They'll search for your business by topic and city (e.g. "wedding flowers glen waverley"), so it's unlikely your business will show up – especially if you're in a neighbouring area.

Luckily, the information your prospective customers are searching for can be found just as easily in an ad. Google AdWords Express is a quick, easy and affordable way to get your business noticed online.

We've enclosed an introductory offer for AdWords Express so you can give it a try: you'll get a bonus \$100 worth of advertising when you spend your first \$25*.

To redeem yours, go to www.google.com.au/adwords/express75 before 31 March, 2013 and use your unique code, printed on the back of the enclosed card.

Best wishes,

Richard Flanagan
Head of Small Business Marketing
Google Australia & New Zealand

P.S. If you prefer, we'd be happy to help you set up your new ads – free of charge. Just give us a call on **1800 639 602**. I hope to see your business on Google soon.

Run an ad.

An easy-to-create Google ad, that we'll only show to people who are actively searching for exactly what you have to offer.

It's easy.

It's just 4 lines of text. And if you like, we'll even set it up for you – free. Give us a call on **1800 639 602**.

This is the Headline
www.example.com.au
Use these two lines to describe what's special about your business.

The details.

How it works When prospective customers search for the products or services you offer, your ad is eligible to appear on their results page – whether it be in Google Maps, or Google Search.

What it costs It's up to you. Just set a budget you're comfortable with, and adjust it as you see results. You only pay when someone actually clicks on your ad to get more information.

Why?

Your current customers likely search for your business by name (i.e. "brooke's flower shop") and, consequently, your listing shows up in their search results.

Prospective customers however, tend to search by topic and location (i.e. "wedding flowers sydney") in which case it's likely your business won't show up.

Quite often, they're seeking information you could easily provide in an ad – be it your expertise, this week's special offer, or the latest, most sought-after product.

Give it a go.

Let's get started. Those customers you're looking for, are looking for you – on Google.

Set up your ad before 31st March 2013, spend \$25 and we'll give you \$100 in bonus advertising credit*. Just use the code on the card above. There's no obligation or commitment.

Go to: www.google.com.au/adwords/express75

Or, if you prefer, we'll set up your ad for you, free. Give us a call: **1800 639 602**

*See the accompanying letter for offer terms and conditions.

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Google

Get \$100
when you spend \$25*

How to get your small business to show up on Google.

You might be surprised at the number of people in Glen Waverley searching Google for exactly what you have to offer.

Let's make sure they can find you.

MARK UNLIE, JACO