



Successful Internet Marketing is the Key to Success

Hot Goanna Online Marketing

Successful internet marketing has been the key to success for businesses of all shapes and sizes. While many companies have tried bulk e-mailing and pop-up ads for their web marketing, increasingly, well-managed marketing campaigns have been based around internet

search engines such as Google and Yahoo! Considered a go-to for information about nearly anything, search engines are also the ideal venue to place intelligently targeted advertisements. Such successful search engine advertising includes Google's AdWords™, which places

sponsored links alongside search results on the Google search page (as well as on other partner websites that use AdWords™ sister program, AdSense).

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How does it work?

Hot Goanna Online Marketing allows you more control over your target keywords than organic search, ensuring that your website only appears when relevant searches are performed for your product or service. Hot Goanna Online Marketing also allows you to have complete control over your description and landing pages, which gives the prospective customer more relevant search results.

Companies pay to have their website listed in an AdWords™ column, and these sites are showcased in a prominent place on the search site. Part of the reason AdWords™ has been so successful is that your site only comes up for specific key phrase searches, and you only pay for the traffic that you receive. Thus, you reach customers who are already interested in purchasing your product

“...you only pay for the traffic that you receive”

and will be more likely to choose your business. Managing and tracking such a campaign is a large task, bids change in real time. Keeping on top of your listings can be time consuming, and that's where Hot Goanna can help. Not only do we offer Pay Per Click advertising – but expert advice. Your Personal Account Manager will consult with you and manage every aspect of your campaign for you!

The Benefits of Hot Goanna Online Marketing

If you are looking to capitalize on the profitable world of internet marketing you can either try and do it yourself (the hard way) or let experts manage it for you (the easy way).

Given the success of AdWords™, many people will try to manage their own advertising campaign. These do it yourself approaches are commendable,

but invariably are not as successful as AdWords™ management companies could make them. By engaging Hot Goanna Online Marketing for your AdWords™ management, you are relieving yourself of the burden of marketing and can focus on running your company. Not only will we save you time, but our knowledgeable staff can find ways to make your

campaign run more efficiently and successfully, making the most of AdWords™ many features.

AdWords™ is a great marketing tool, but it only generates great results when used by a savvy management team. We have worked on thousands of successful AdWords™ campaigns and we would like to put our experience to work for your company.



For more information, call us NOW on 1300 468 462 or visit www.hotgoanna.com.au



"You have dramatically improved our web exposure and sales. Our conversions have doubled and are still on the rise. Our enquiries have also increased exponentially, providing us with yet more revenue and a very healthy cash flow".

MARK MINEHAN, General Manager PP TRAVEL

What does the service include?

- ✓ A dedicated Account Manager will provide personal service for managed accounts
- ✓ Expert advice and current website analysis
- ✓ Frequent reports
- ✓ More leads, more sales – more growth!

Regardless of your industry – on the internet, there's business opportunities for everyone! Hot Goanna tracks conversions – these can be enquiries or even sales. This way, spending is completely transparent and measurable – you will see exactly what you get for your money and can calculate your Return on Investment daily.
Where else do you get that?



Why advertise online?

- 72% of all Australians have used the Internet in June 2007
- Australians currently spend more than \$1 billion per month with their credit cards online
- Google reached 81.33% of all Internet users in October 2007
- Over 2.6 million searches per day for products and services!

How much does it cost?

You think advertising is only available for the big end of town? Wrong! We offer first class Online Marketing solutions – *from as little as \$5 per day!**

	Business Online Marketing	Advanced Online Marketing	Premium Online Marketing
Setup includes	Adwords Professional Set-up	Adwords Professional Set-up	Adwords Professional Set-up
	Keywords Researched	Higher Keyword Quality Score	Highest Keyword Quality Score
	Single Market Campaigns	Multiple Market Campaigns	Multiple Market, Multiple Geographic Campaigns
	Split A/B Ad testing on search terms	Split A/B Ad testing and A/B Website page testing on search terms	Multiple A/B Ad testing and A/B Website page testing on search terms
		Conversion tracking code provided & supported	Conversion tracking code provided & supported
			Web Page Set-up Advice
			Competitor Watch
			Stats Analytic Code Provided
Ongoing Account Features			
Daily Adspend *	From \$5	From \$5	From \$5
Campaign Days	No restriction	5 Business Days / Week	Up to 7 Days / week
Personal Account Manager	✗	✓	✓
Setup, configuration of keywords	Yes, by email (initial configuration only)	Yes, by phone & email	Yes, by phone & email
Detailed Reporting Frequency	Monthly	Weekly	Weekly
Positional Reporting	✗	Daily	Daily
Support	Email	Telephone & Email	Telephone & Email
Support Hours	Business Hours	Business Hours	Business Hours
Once off Set-up Fee	\$199	\$199	\$199
Weekly Management Fee	\$0	\$30	\$40

*All prices are exclusive of GST

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