



About CWM...

The Cambridge Web Marketing Co has over ten years experience in delivering pay per click advertising campaigns through Google AdWords.

The global reach of the Internet can bring massive benefits for exporters. AdWords gives you the capability to deliver targeted, local language messages to your international customers.

We can also help you target expatriate communities all over the world. We will guide you through the entire process of setting up a campaign and ensure that your campaign is optimised for the most effective spend.

"The results speak for themselves. Really helpful, very knowledgeable, and they serve excellent tea."

Jon Canning, Property With Potential

PAY PER CLICK FOR EXPORTERS

Are you a UK company or business that exports your products or services?

Make use of pay per click advertising that specifically targets your geographic export locations and languages.

The Cambridge Web Marketing Co has over ten years experience in delivering pay per click advertising campaigns through Google AdWords.

Show your ads in the different territories and languages that you want to target.

Target international customers in their own countries and in their own languages

We can have your international pay per click campaign up and running within a few days.

Call or email us now

0800 644 0196
talk@cwmc.biz | www.cwmc.biz



CAMBRIDGE WEB MARKETING CO

SINCE 2001

PAY PER CLICK FOR EXPORTERS

Target international customers with geo-located, multiple language pay per click advertising campaigns



What is pay per click?

Pay per click (PPC) is one of the best marketing platforms ever invented. It levels the playing field between small and large businesses like nothing else. It's effective because it puts your message in front of prospective international customers at the very moment they are actively thinking about and searching for the products or services that you sell.

How does it work?

The platform we use to run pay per click campaigns is Google AdWords (which commands about 97% of the paid search market). AdWords is an auction system, showing the ads with the highest bids at the top of the page for relevant search results. You only pay when someone actually clicks on your advert and visits your site.

Where can I show my ads?

You can show your ads in as many different countries or territories and in as many different languages as you wish. This means you can target international customers directly in their own countries and in their own languages (which research has shown increases conversions). This is ideal for exporters.

In how many languages can I show my adverts?

Your ads can be shown in as many languages as you need, though it should be noted that each language adds an extra cost to the campaign set up.

How much does it cost?

You can spend as much or as little as you want on clicks, within reason. However, as with any investment, your return will always be proportional to the amount you invest. Your budget will be controlled and monitored in different territories independently, giving you complete control over your campaign spend. **You will never end up spending more than intended.**

How long does it take to set up?

We can have your pay per click campaign up and running within a few days once we have agreed the specification with you.

How are your ads translated?

Our multiple language ads are professionally translated by real people, ensuring that they make the right impression where it counts. Your ads can be translated into 30 different languages and shown in hundreds of geographic territories around the world.

Why choose CWM?

We have been working with our clients since 2001 and have many years experience and knowledge of running pay per click campaigns. We manage campaigns on a daily basis, adjusting bids and testing the most effective ad copy and call-to-action combinations.

Great, what next?

Get in touch by calling 0800 644 0196 or email talk@cwmc.biz to begin the set-up process. We will discuss your needs in detail with you and then send over a proposal. Once agreed we can get your campaign into action.

"Cambridge Web Marketing Co have provided an invaluable service for Creative Freedom for many years. They are always happy to share their extensive knowledge and they are very easy to work with. Highly recommended!..."

Adam Parrish, Creative Freedom



Cambridge Web Marketing Co
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talk@cwmc.biz | www.cwmc.biz