

# Remarketing

via Text and Banner Ads

**EVERY LITTLE BIT HELPS.** Nothing could be truer when it comes to branding. When you work hard to get your marketing message across, you'd want that message to stick for as long as possible until you get that much coveted conversion, and ideally, even long after the sale is made. But if there's anything you can be sure of, it's that when you speak, your intended audience does not necessarily always hang on to your every word. What do you do then?



You keep calm and reinforce your branding. Yes, I just used the “Keep Calm” thing. That's what reinforced branding does. When you see it everywhere, it sticks.

Through **Remarketing via Text and Banner Ads**, Callbox will help you reinforce your branding with your intended audience – your list of target prospects.

- We upload your list to our Adwords account. Adwords will return a list of Google users among your target prospects. We then create and manage a Remarketing campaign targeting this list.
- We create for you a text ad and a standard Adwords banner ad.
- These ads are displayed to your target prospects on Google-owned websites including Gmail, YouTube, and Google Search, and Google network websites, such as popular news sites and blogs (CNN, New York Times, etc).
- Prospects that click on those ads and visit your website are identified and nurtured into leads via call and email.
- Callbox can also create a dedicated landing page in conjunction with your campaign and direct your ad-clickers to it. Highlighting the main features and benefits of your product or service, the landing page is equipped with a web form to allow prospects to send in a contact request.
- You will receive reports on the number of impressions, number of clicks, and leads that may come out from the Adwords Remarketing campaign.

Here are examples of how your text and banner ad will look like when displayed on Gmail and a news site:

