

# Targeted Ads Campaign

**Every little bit helps.** Nothing could be truer when it comes to brand awareness. 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 our **Targeted Ads Campaign**, Callbox will help you reinforce your branding by displaying your ads to prospective customers through (1) AUDIENCE TARGETING and (2) KEYWORD TARGETING.



## Audience Targeting

With your help, we choose the target audience for your ads based on what they are actively researching, their interests and habits, how they have interacted with your business and if you opt to, by demographics – gender, age, parental status and household income.



## Keyword Targeting

We work together to determine the keywords used by Google users to search for your type of product or service and add these to your campaign. These keywords will be used by Google to determine the relevant websites to show your ads on.

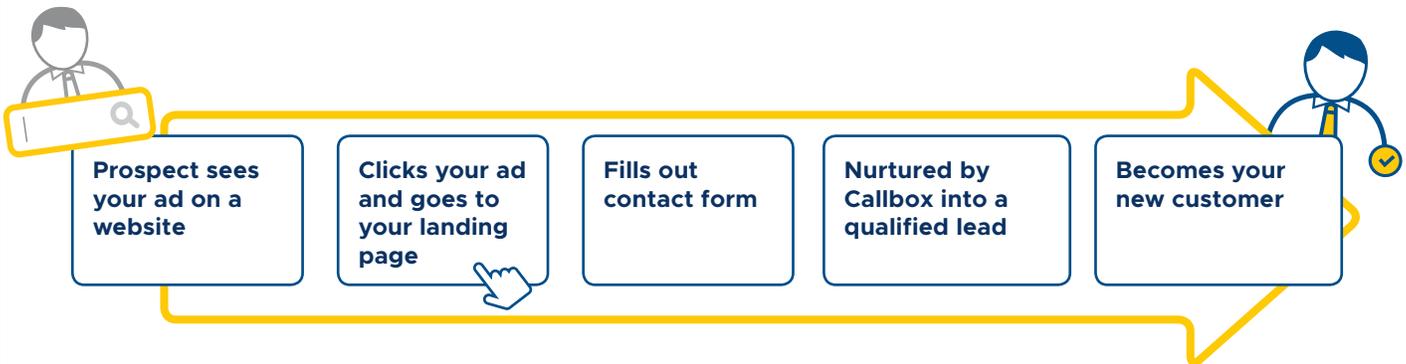
## Where your ads will appear

Your ads will be featured in the Google Display network websites that your prospect visits while they are logged on to their Google account. The Display Network is a collection of websites— including specific Google websites like Google Finance, Gmail, Blogger, and Youtube. This network also includes mobile sites and apps.



## From target match to target acquired

Our objective with your Targeted Ads Campaign is to get your ads in front of your target audience as often as possible, but we do not stop there. Apart from reinforcing your branding with the frequency of ad displays, we aim to drive your sales performance by converting your target audience to actual leads.



You will also receive reports on the number of impressions, number of clicks and leads that may come out from your Targeted Ads Campaign.

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.

**To get started with your campaign, call or email us today.**



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LEAD MANAGEMENT SOLUTIONS