

# Targeted Adwords Campaign

With Gmail and Banner Ads

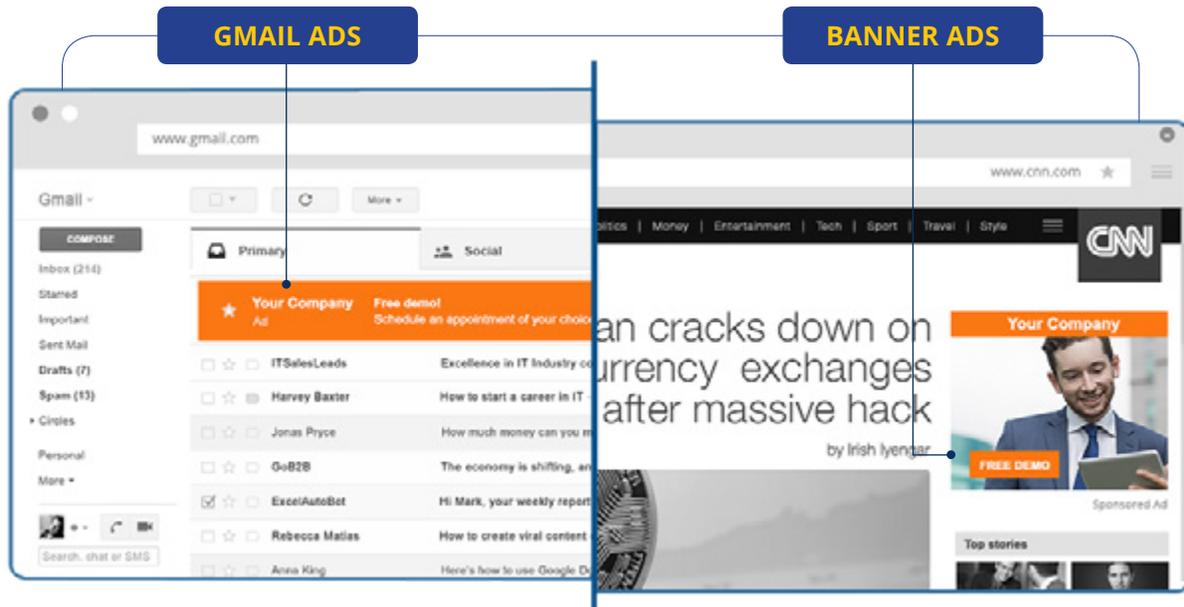
**Every little bit helps.** Nothing could be truer when it comes to brand awareness. When you work hard to get your marketing message across, you'd want that message to stick for as long as possible until you get that much coveted conversion.

Through our **Targeted Adwords Campaign**, Callbox will help you reinforce your branding by displaying your ads to prospective customers from 2 sources – (1) your campaign's target list and (2) Google searches for keywords related to your product or service.



## WHERE YOUR ADS WILL APPEAR

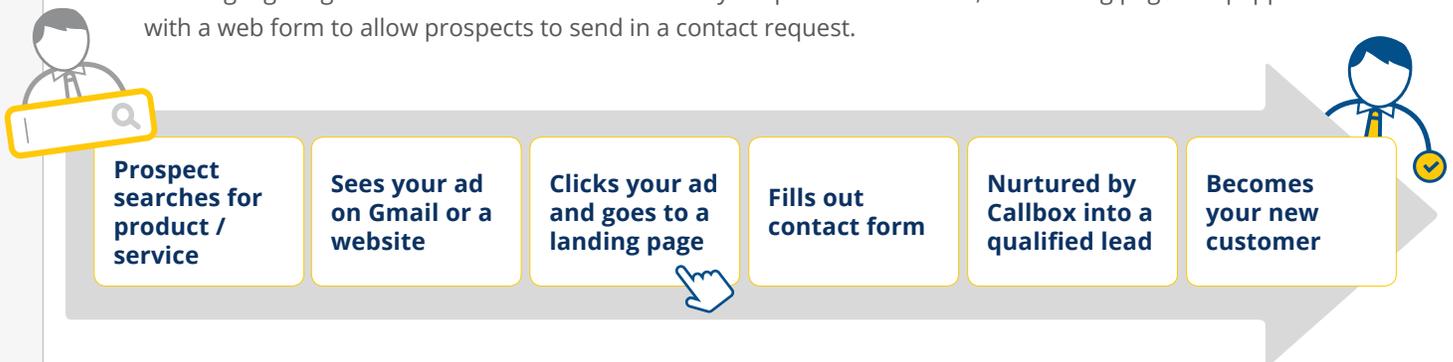
Your ads will be featured in your target prospect's Gmail account and on Google Display network websites that your prospect visits while they are logged on to their Google account. The Display Network is a collection of websites—including specific Google websites like Google Finance, Gmail, Blogger,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



## FROM TARGET MATCH TO TARGET ACQUIRED

Our objective with your Targeted Adwords 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.

Callbox can 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 also receive reports on the number of impressions, number of clicks and leads that may come out from your Targeted Adwords Campaign.

### CALL

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