



PAY-PER-CLICK ADVERTISING

We will set up the campaign to target your market with Google Display.

At least 10 different sized adverts are created to run across the google content network. Key words for the banners will be defined around your solutions and link to the campaign landing page.



Example of
Display Advert

- 1 Topic Based Targeting**
Just like your business caters to certain customers, your customers may be interested in certain topics. Topic targeting lets us place your display ads on website pages about those topics.
- 2 Interest Based Targeting**
This allows us to advertise to users based on their "interests", using specific interest categories. Google continuously profiles users as they surf the Internet. Therefore, if you tend to visit "hardware and software" websites then Google will tag your browser as someone who is interested in hardware and software. We can then advertise specifically to those users as they visit any websites across the Google Display Network.
- 3 Search Companion Marketing**
Search Companion Marketing (SCM) on the Google Display Network combines the precision and efficiency of search marketing with the reach and engagement of text and display ads.

SCM allows us to target consumers who have demonstrated interest in a specific product through their search queries and to continue to engage with them on relevant sites on the Google Display Network.
- 4 Managed Placements**
We will place your ads on specific Google partner websites on the Google Display Network. For example, we can target websites like gumtree.co.za, news24.co.za, www.privateproperty.co.za etc. We can provide you with a list of the sites that we feel could be relevant to your online target audience.

Starting from: **POR**

