

Your Voucher for \$100 in FREE Google AdWords Advertising

Visit **adwords.google.com.au** and open a new AdWords account to get started and redeem your voucher.

See inside this booklet for details on how to use your voucher to start advertising today.

Don't forget to use your promotional code and your ads could be live on Google today! (See terms and conditions inside)

Reckon

Google™

Hello

In these times, it's essential to think of new and economical ways to tell people about your business. One way is through making sure your website does a great job of selling you and your services.

But you need to make sure that potential customers can find your website.

Advertising your business on the internet search engine Google allows you to reach potential customers as they're searching for what you're selling, by showing your ads next to searches relevant to your business.

All this sounds expensive, right? Not so.

With AdWords there is no minimum budget so you can choose how much you spend each day, plus you only pay when someone clicks on your ad and arrives at your website.

We've teamed up with Google to let you trial AdWords with \$100 of FREE advertising. On the email you'll find your promotional code, and inside the booklet, Google has included some hints and tips to get you off to the best possible start.

I hope you find it useful,

A handwritten signature in black ink, appearing to read 'GChait', written in a cursive style.

Gerald Chait

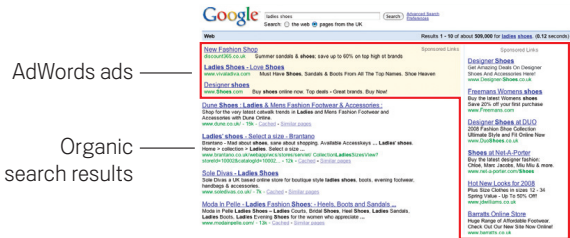
Group General Manager – Marketing

Five reasons to start advertising with Google today

- **Pay only for results.** We don't charge you for displaying your ads, you only pay if interested people click on your ads and arrive at your site.
- **You set your own budget.** You decide how much you're willing to pay for each click and how much you'd like to spend each day.
- **Control where your ad is seen.** You can target your campaign to show locally, nationally or internationally.
- **Your advertising is highly targeted.** You choose which search terms (known as keywords) your ad will appear alongside.
- **\$100 of free advertising.** The trial is free, with no minimum time or spend commitment so you can stop your campaigns whenever you want.

Start advertising in only 20 minutes

- 1 Visit **adwords.google.com.au** and create an account
- 2 Select where you want your ads to be seen by postcode, town or country
- 3 Choose which search terms you want to advertise alongside and write your ads (see the tips pages later in this booklet for advice on choosing the right search terms and writing an effective advert)
- 4 After you've set your budget and confirmed your billing details you can enter your unique voucher code under the 'Billing' section in your account
- 5 Your campaign is now live!



If you need any assistance in setting up your Google AdWords then feel free to call 1800 252 342 and quote "QuickBooks".

Tips for a successful campaign

Writing an effective ad

- **Include keywords in the headline of your ad** – that's what people will be looking for, and so will be more likely to click on your ad.
- **Give users a reason to click** – include things that will differentiate your business from competitors, or any special offers such as free delivery.
- **Get to the point – fast.** With AdWords your ad needs to fit on three lines and be no more than 95 characters in length, so make every word count.
- **Test different creatives** – you can run different ads with the same keywords so you can test which ad users click on more.

[Google](#)

Online advertising

Google's online advertising program.

adwords.google.com

This ad is vague and doesn't offer any benefits or contain a call to action.

[Online Advertising](#)

Improve your website ROI. Sign up for Adwords. Show ads today.

adwords.google.com

This ad contains a specific benefit to the user and a call to action.

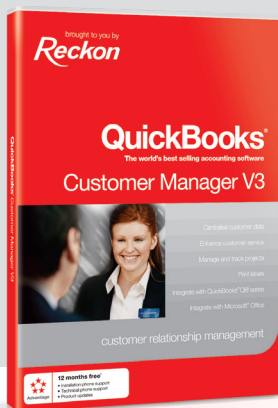
Choosing the right keywords

- Include keywords that directly relate to the product or service that you're selling.
- Include relevant keyword variations, along with singular and plural versions.
- Consider using colloquial terms, alternate spellings, synonyms and product or serial numbers.
- Keep your keywords relevant – whilst it might be tempting to include hundreds of keywords, users only click on relevant ads.
- You can make changes to your campaign at any time, so check what's working, and add more.
- Use the free tools within AdWords to help you select relevant keywords: **adwords.google.com/select/KeywordToolExternal**
- Use Google's Insights for Search to discover where, and how, people are searching for your products and services: **www.google.com/insights/search**

Put your new customers from Google into QuickBooks Customer Manager v3

QuickBooks Customer Manager V3 is the information and task management tool that will help you better serve customers. It takes the pain out of tracking customer information in multiple systems by consolidating all critical client information in one place, displaying it on one, easy-to-read screen.

QuickBooks Customer Manager V3 (RRP \$329) comes included with QuickBooks Plus, QuickBooks Pro and QuickBooks Premier QBi series.



Use of QuickBooks Customer Manager V3 is subject to acceptance of the End User Licence Agreement.

Terms & Conditions

Promotional credit is available only to new Google AdWords customers who sign up using the on-line self-managed process via **adwords.google.com.au** and whose accounts are less than 14 days old at the time the promotional code is entered.

Use of Google AdWords and redemption of the promotional credit is subject to ad approval, valid registration and acceptance of then current Advertising Terms and Conditions. The promotional credit will be automatically credited to your new Google AdWords account once you have entered your unique code and billing preferences.

If you chose the post-pay payment method the account activation fee (currently \$10) will be deducted from the promotional credit before this is credited to your account.

If you chose the pre-pay payment method, you must make an initial minimum payment (from which the account activation fee will be deducted) to activate the account before the promotional credit can be credited to your account. You will be charged for any advertising charges that exceed the promotional credit, and you are solely responsible for the payment of any taxes incurred. If you do not wish to incur additional charges beyond the promotional credit then you should monitor your account and pause or delete your campaigns before or once this amount has been reached.

The promotional credit is non-transferable and may not be sold or bartered. If you indicate that your AdWords account should be subject to a different currency to the one in which your promotional credit has been awarded, then the actual amount of the promotional credit may be subject to foreign currency fluctuations.

Offer may be changed or revoked at any time for any reason by Google Australia Pty Ltd and/or any affiliated company offering the AdWords service in your country.

One promotional credit per customer. Offer expires and promotional credit will only be granted to accounts created on or before 30th November 2009. Void where prohibited or restricted by law.