



# Google AdWords

*Quick Facts!*

- Google is **huge**. Its not just a search engine but a **verb as defined by Merriam-Webster**.
- Targeting for specific niche terms, keywords, locations and more. The options are **nearly endless**.
- Unlike on Social Media, when you advertise on Google you aren't advertising unsolicited. These **people are seeking something!**
- Google AdWords has **no minimum budget** and is able to put constraints on your daily spend, maximum bids, and more.
- Google AdWords is much easier short term and **potentially more cost effective** than SEO when you need near instant results.
- Building brand awareness is easier with google than any other marketing strategy. Showing up on the top of the page will **increase awareness and likeliness of future purchases**.
- Your competitors can be really hard to outrank but with AdWords you can **almost effortlessly show above them** for key terms time after time.