

AdWords Revealed:



Why Most B2B Companies
Fail at Pay Per Click

eCoast®

**93% of B2B buyers
use search engines
such as Google to
begin the buying
process.**



Using Google AdWords, search ads can be displayed in front of local B2B buyers in need of products and services.

Businesses can capture searches into leads, and turn leads into customers.




Google wants businesses to think an AdWords account can be set up in minutes, and leads will just pour in.

Piece of cake right?



Businesses jump straight into battle, without any kind of planning, strategy or optimization.



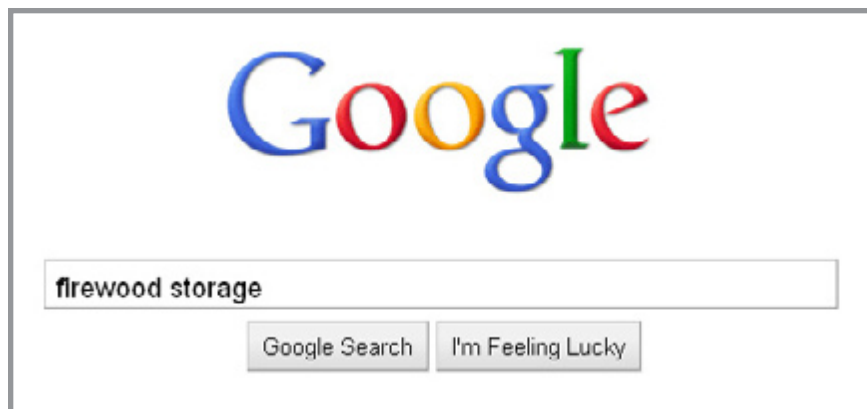


**Poorly organized accounts
are given a poor quality
score, which results in a
higher cost per click.**

**Low quality scores may
even prevent ads from
being displayed.**

Advertisers end up paying for completely unrelated clicks.

Ads for a B2B product such as data storage may appear on searches for info about firewood.



Companies fight with their competition in the fierce bidding war to be ranked number one on a search.

Businesses drastically overpay for clicks in the process.



Advertisers kill any chance of converting leads with poorly optimized landing pages.

Most visitors hit the back button within 5 seconds of arriving. The worst offenders are those that link to the homepage.



Businesses don't have time to experiment with A/B tests, and never discover the most effective messaging that appeals to B2B buyers.

Lack of testing results in poor conversion rates and a high cost per lead.



Landing pages typically have either too many calls to action, or none at all.

Frustrating user experiences fail to produce conversions and leads.



**Too many brave
business owners have
tried and failed at
taming the Google
AdWords beast.**

**Focus on running your
business, let us
generate qualified leads
for your company.**



Contact Us

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