

249m Experienced Adwords Manager (Atlanta)



Location

Georgia

<https://www.genclassifieds.com/x-441941-z>

My name is Ryan. I am a Google Adwords Partner and a Bing Ads Accredited Professional. I am also certified in Analytics.

If you are wanting to get your business marketed online via PPC then I am your guy. I am affordable, easy to communicate with, located in Fort Wayne, Indiana, and I know PPC inside and out.

I not only create and manage your ads, but I devise advanced strategies to achieve your business's paid search marketing goals.

I work with most all businesses, especially ecommerce, lead generation and local businesses.

An example of one of my strategies for an ecommerce business.

We will setup a Google Merchant Center Account, configure Ecommerce Tracking in Google Analytics, and create a product feed of the products on your website.

We will start running Google Shopping campaigns which allows your products to be listed in Google's search results. These drive HIGH ROI for businesses because of their low cost and high conversion rates.

Next we will setup search ads to compliment your Google Shopping Campaigns. These ads will show beside your product listing ads in a way that compliments them and increases your real estate on the front page of the search results.

Then we will setup Dynamic Remarketing. When customers add products to their cart but do not checkout, this is called Cart Abandonment. We look to reduce cart abandonment and increase conversion rates using Dynamic Remarketing. This lets us show rich media ads with the products the customer added to the cart back to the

customer in efforts to get them to come back and finish their checkout.

We will also setup remarketing to display new products we will show you will back to when they visit your website for the first time or sending an email and social, or

internal, emails to them.

With an account structure like this we are on track to having a successful business. If you are interested in learning more about how we can help you, we can discuss your PPC goals and how we can achieve.

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