

# Case Study: How To Create Multiple Touchpoints With a Combination of Different Google Ad Campaigns

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*All businesses want their brand in front of potential customers' eyeballs as much as possible for the lowest possible investment. These are called Touchpoints. A touchpoint, by definition, is somewhere where your potential client sees your business brand.*

## THE BENEFIT OF MULTIPLE TOUCHPOINTS

Multiple touchpoints benefit by reinforcing your brand, which creates confidence that choosing your business is the right move for them to invest/purchase.

For example, for a Real Estate Agency or Agent wanting to source new sellers to list their property with them, having your brand in front of them as many places as possible is so important as it gives the potential home seller faith in by choosing you, that they will have the best chance possible to sell their property at the highest price and as quick as possible. Plus, the fact they see you in so many places online gives them added confidence that the marketing of their property will also be maximized with the same multiple touch points to potential buyers.

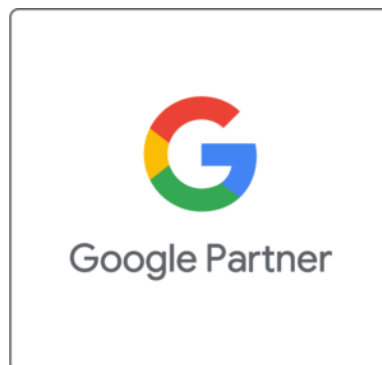
## THE CURRENT PROBLEM

The major challenge for online businesses is to compete against their competitors' online presence. A comprehensive online strategy can overcome this challenge by creating a business presence in all possible parts of the Internet, creating multiple touch points.

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**Low Daily Budgets**



**Ad Platform In The World**



**Billions Searching and Browsing Daily**

## HOW AUSPROMOTION FITS IN

The different Google Ad campaign types offered by David G. Taylor, B.Sc. at AusPromotion.com is a complete solution using the power of the Google Ads platform, creating multiple touchpoints for the most minor daily spend budget possible while providing as many clicks/leads as possible to their website and phone number.

## THE ULTIMATE SOLUTION

The best thing about Google Ads is that your brand can be found almost everywhere.

### **They're searching online?**

Your brand is in Google search ads (1) and Google map ads (2).

### **They're on a blog?**

Your brand is on Google display ads (3), which can be shown on over three million websites, including blogs.

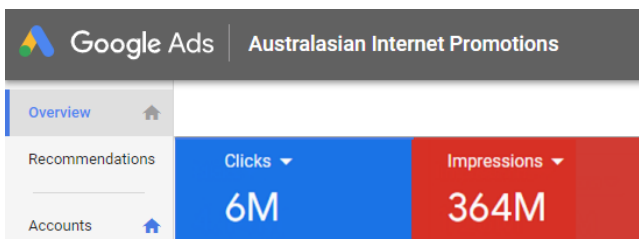
### **They're watching YouTube?**

They see your brand's skippable YouTube video ads (4) before, during, or at the end of the videos they watch.

### **They're browsing the web, YouTube, or Mobile Apps after visiting your website?**

They see your Google display remarketing ads (5) and Google YouTube video remarketing ads (6), which allows you to follow up and convert them by staying in touch after they leave your website.

### **Six Touchpoints = Total Coverage.**



## CONCLUSION

With a modest investment using Google's different ad campaign types, your potential customers can see you across nearly all of the Internet, creating confidence in your brand.



## *About AusPromotion.com*

*AusPromotion offers fully managed Google Ads services that increases leads and brand trust for local real estate firms and agents in Australia and New Zealand. AusPromotion is a 15-Year Google-certified Partner and offers No Contract Management for Google Search Ads, Maps Ads, Display Ads, YouTube Video Ads plus Display Remarketing Ads and YouTube Video Remarketing Ads.*

*For a free 20 – 30 minute strategy session on how AusPromotion can help you grow your real estate business, please call David on +61-422-656-006 or email David directly at [david@auspromotion.com](mailto:david@auspromotion.com).*