

The West Australian

MEDIA RELEASE



The West Australian joins forces with Google

The West Australian has entered into a strategic alliance with Google™, part of the Google AdWords Premier SMB Partner Program (PSP).

Google connects trusted and experienced AdWords partners with small and medium-sized businesses that want expert help in creating, managing and optimising their online advertising campaigns.

In addition to in-depth AdWords expertise, PSP partners provide full-service campaign management, detailed reporting, one-on-one customer support, and broad marketing guidance to help advertisers make the most of their campaigns.

The West Australian's sales director David Bignold said becoming a Google AdWords Premier SMB Partner would help current and new clients efficiently tap into the power and reach of the Google AdWords online advertising platform, confidently backed by Australia's leading audience company, Seven West Media.

"We're very excited to enter this strategic relationship with Google," Mr Bignold said.

"Google is unchallenged as number one in search marketing. Google Adwords is a natural addition to Seven West Media WA's market leading advertising product suite across digital display, press and TV, which will complement our existing options to fully cover the purchase funnel."

AdWords is a cost effective, efficient way for businesses of all sizes to advertise their products and services at exactly the time their customers are looking for them. Using the cost-per-click (CPC) model, businesses can select and bid on keywords related to what they are selling and pay only when an interested user clicks on their ad.

Advanced targeting options, customisable ads, and detailed reporting enable advertisers to evaluate the benefits and performance of their cost-per-click advertising efforts.

To learn more about how your business can utilise Google Adwords with *The West Australian* visit sem.thewest.com.au or contact:

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