

## PRESENTATION Information

### Making Google PPC (Pay Per Click) pay for your business.

*How I increased revenue by \$2400 in my business during the month of February for the cost of \$5.859 of Google Advertising - (& that was just in one product line – I have x200+ lines)*

In a crowded advertising world how does small business compete with large business in getting there message heard? Many small business owners today believe this feat is getting harder and harder.

In fact new technology has enabled small business to compete on equal grounds as big business – *if you know how!*

Those who are embracing new technology are now reaping the immediate rewards – those who aren't are quickly falling behind.

Google Pay Per Click (PPC) advertising brings immediacy, specific targeting, and monitored results. Most people have heard of, or are doing Google PPC campaigns, either managed by a third party or self managed.

For many who are doing PPC campaigns – that is all that they doing. PPC is only one third of the overall equation in a successful online marketing equation.

Learn what the other secret 2/3 of the equation is!

**If I only relied on my PPC campaign I would not have earned \$2400 in February with an investment of \$5.85.**

In our session:

- We will uncover the other 2/3 of a successful PPC campaign
- We will learn the 12 second – 2 click rule
- We will see why 99% of your competitors are spending too much and not getting a suitable return on investment on their advertising \$\$
- Why implementing this simple strategy will increase your current ROI by 100%

# David Caruso - Bio

## David Caruso the Businessman

David Caruso has been a successful SME Business owner for 16 years. From a sole operator based in Sydney's Western Suburbs, David successfully grew his small business into a thriving Multi-million dollar a year success story, which still operates today through a dedicated management team.

This business has been the recipient of many local and international awards including: -

- Business Swap International Business of The Year 2006
- NSW & ACT Business of the Year 2004 & 2006
- Blacktown Business Awards 2003, 2004, 2006 & 2007

## David Caruso the Professional Board Director

David is a paid advisor to the NSW Government and sits on the Board of The Small Business Development Corporation of NSW, a body that advises the NSW Government on Small Business issues, policies and initiatives.

He also sits on the Board of Directors for [Business Swap Australia](#), a professional and personal development organisation dedicated to SME Business Owners.

## David Caruso the Author

David is always looking to share his knowledge and help existing small to medium enterprises succeed in a current and fast evolving world. He has written countless business advice articles that have featured in local and international magazines.

In 2006, David authored the book *Cheese Pizza*, a compelling story about a business owner's journey for answers to tough business times of and personal relationships breakdowns. He has recently launched his successful new online program called ***101 Dynamic Business Ideas in 90 days***.

