

WHERE GOOGLE ADS FITS

# They hear you. Then they Google you. Be what they find.



## They hear you

Expos, talks, video, your name in Brisbane



## They Google you

The next move is always a search



## You're what they find

Top of the page, before a competitor is



## A booked call

A warm lead turns into a conversation

**\$10k**  
MONTHLY SPEND

At this level Google Ads isn't about shouting louder. It makes sure every search your marketing already earns lands on you, not a competitor.