

## **Five Facts About Google Adwords For Small Firms That Are Often Overlooked.**

### **Fact 1**

Digital industry statistics show that some 80% (eighty percent) of Google advertisers do not get any return on their investment. People who click on your ad are not ready to buy, or at least a very large majority of them are not ready yet.

### **Fact 2**

By not engaging with your customers, potential customers you will never be able to sell them anything. Which is why your online campaign needs to be structured very differently.

### **Fact 3**

By not using some of the more advanced options you are missing out on some major benefits of using Adwords.

### **Fact 5**

By not having a mobile compatible website option you are wasting some 40% or more of your clicks.

### **Fact 6**

Whoever provided you with the advice and guidance to set up a campaign in the manner that you have and without taking the above 5 facts into account is a fool and you should ask for your money back.