Interest Marketing







Do You Know?

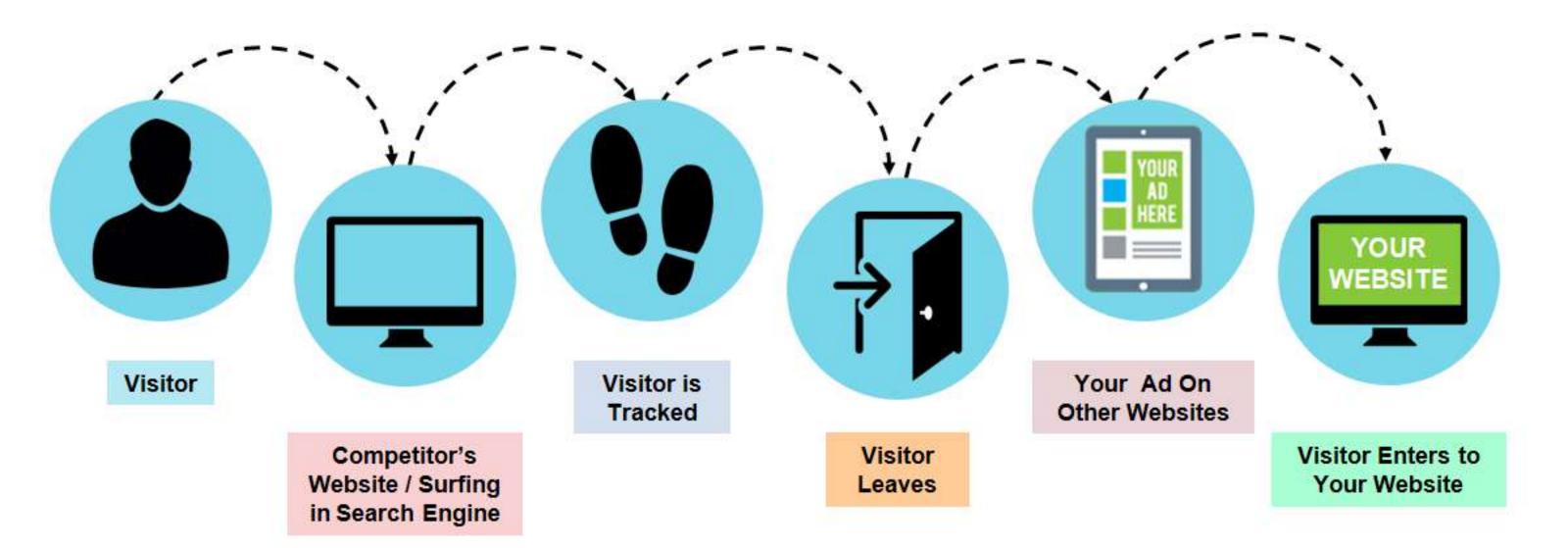


- Who can be your potential customer?
- Who is searching for the information related to your business?
- Who is visiting your competitor's website, may be for finalizing deal?





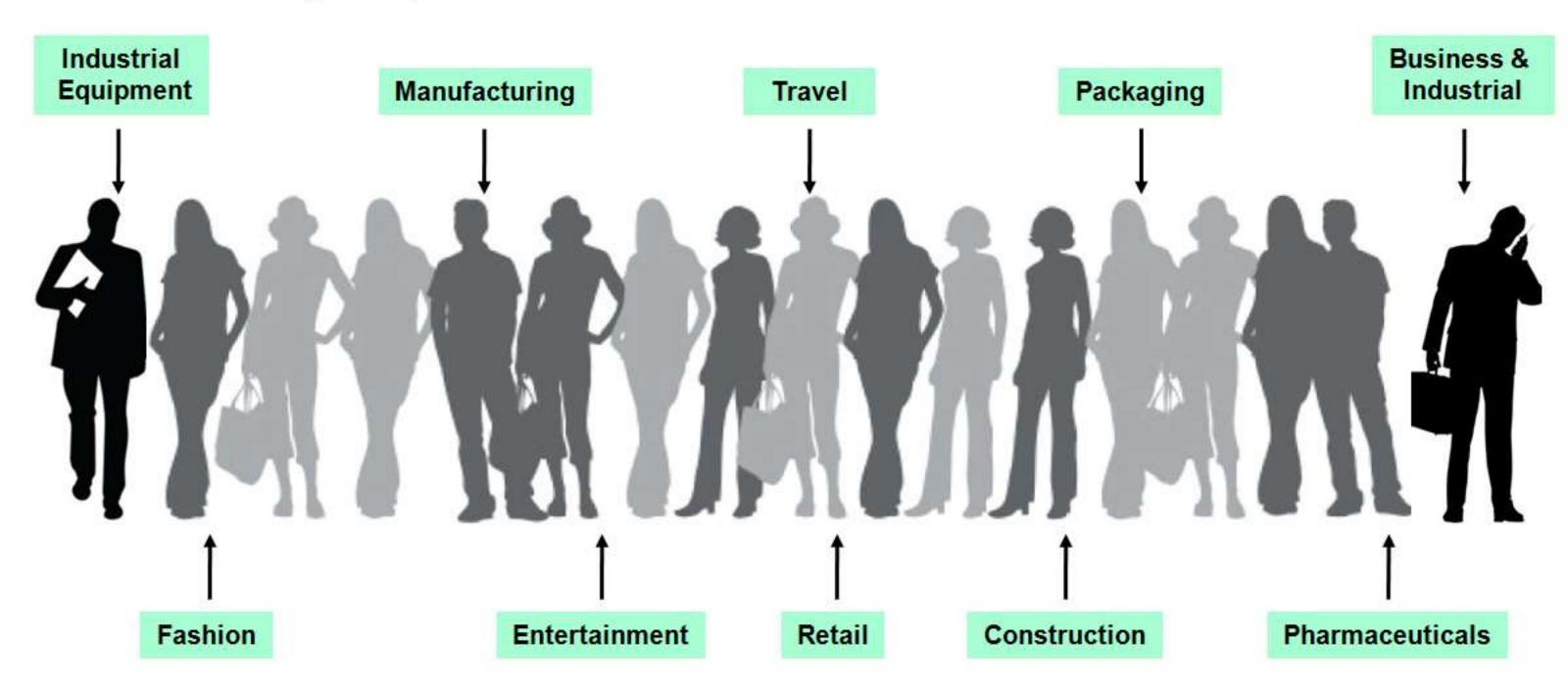
Google has Answer Interest Marketing





What is Interest Marketing?

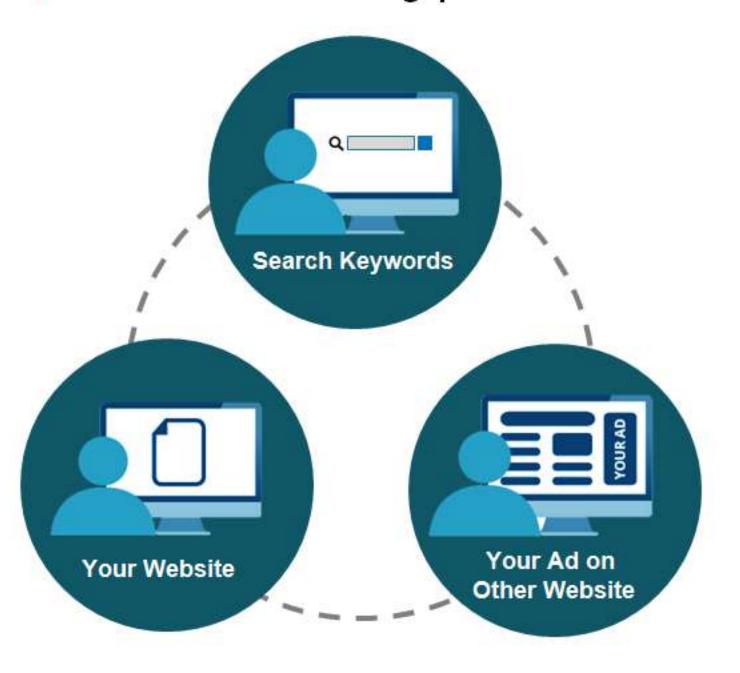
It is a targeting tool that connects you with people whose interest relates to your product or service.

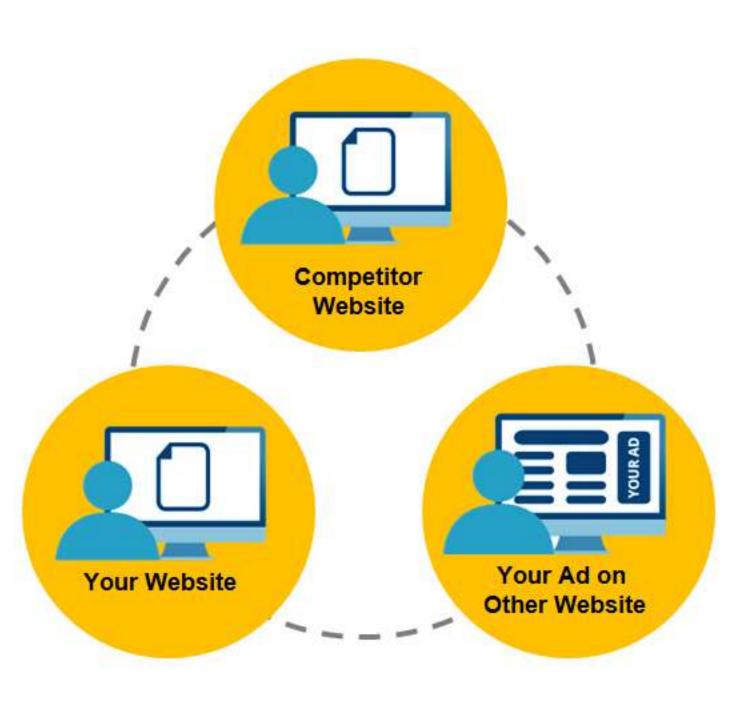




Who can see your AD's?

- Audience using predefined keywords
- Audience viewing predefined websites









Where can they see your AD?

On millions of Google Partner websites



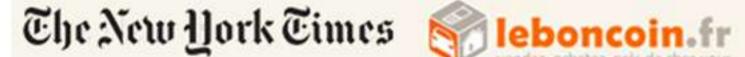




































































How Opal Infotech can help you?

- Creating tailor made campaign
- Design engaging banners of different sizes
- Research on your competition
- Geographic, Demographic and Language selection
- Exclusion of keywords and placements
- C.P.E (Cost Per Engagement) monitoring
- Optimizing campaign









- Web Solutions Since 1999
- An ISO 27001:2005 and ISO 9001:2008 company
- Google Certified Partner
- Complete Web Solution including;
 - Web Designing and Development
 - Mobile Compatible Website
 - Google AdWords
 - Search Engine Optimization (SEO)
 - Social Media Optimization (SMO)
- Presence in 45+ Countries with more than 950 clients





Thank You



