



HuntOffice have used AdWords to expand their target audience, resulting in 20% monthly growth

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Rose Doyle
Online Sales Supervisor
HuntOffice.ie



ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads



HuntOffice.ie represents the online arm of Hunt Office Technology Ltd, a company founded in 1999 to provide the Irish market with a complete office supply solution. With an up front, no hidden costs pricing system and the capacity to deliver efficiently nationwide, HuntOffice.ie has achieved great online success in Ireland through Google AdWords.

Making the move to online wasn't a decision taken lightly. “We researched e-commerce for two years” discusses Rose Doyle, Online Sales Supervisor, HuntOffice.ie. “Looking at businesses in other countries, a lot of success seemed to be attributable to Google AdWords. It's extremely cost effective [and] it's very direct and transparent about where your sales are coming from.” Despite being new to online advertising HuntOffice.ie lost no time in getting up to speed. “You need to keep in mind that you're not advertising, you're satisfying demand,” explains Doyle. “You need to look at your keywords and your ad texts. You also need to look at where you're leading people. If somebody is looking for a particular product that is the page of your website you want to lead them to. Those are the fundamentals of it.”

Offering over 20,000 products to the Irish market, HuntOffice.ie makes excellent use of AdWords Editor to both expand and maintain its account. “You need something that can manage that volume and Editor is very good for that. You can create excellent structure quickly which makes it easier to add ad groups and keywords and grow the account.” Doyle expands further, “Another great thing about AdWords Editor is that it can be used offline. You can make your changes and then review them. You don't have to post them until you're ready... it's fantastic and definitely a time-saving tool.”

HuntOffice.ie operates solely within the Irish market, which it has seen grow since its online establishment in November 2006. “I think the next few years will see a lot of development,” comments Doyle. “[The Irish market] is comparable to the airline industry. Before everybody went to a travel agent, now it's the norm to book a flight online.” The company's own experience within Ireland has been extremely positive. “We've had monthly growth of 20% due to the success of our Google AdWords campaigns,” states Doyle. “Thanks to AdWords we have expanded our target audience to include the home office market, in addition to supplying small to medium sized businesses, government funded bodies and multinational companies.”

Looking towards future growth and development, Doyle is optimistic. “We've found Google AdWords absolutely brilliant for reaching our target audience. We're selling items we never used to sell before through Google AdWords. It's working out really well for us... and as more and more Irish companies go online it will boost not only us but the whole [Irish online] industry.”