



AdWords Marketing

Wembley WA

Att: Mr E Keay-Smith

15 January 2010

Dear Ed

In business today we face many challenges; the old adage of "Build a better mouse trap and the world will beat a path to your door" is no longer true. Whilst it is important that you do have a better "Mouse trap" for the people to get to your door they must run the gauntlet of all the other people who claim to have the better mouse trap. The challenge therefore is to provide prospective customers with a clear map to one's door.

For the last 30 or so months you have helped Cashflow achieve this, spending approximately 70 % of what we were spending on Yellow Pages, we have increased our inquiry rate by 1200%! Yes we get every month a similar level of enquiry to what we were achieving every year with Yellow Pages, further we have a higher conversion rate.

This year will be the last time we waste our advertising budget on block advertising in the Yellow Pages, that money can be applied to developing further our AdWords campaign.

To anyone who is considering using your services, I can assure them that our growth has been as a direct result of the campaign that AdWords Marketing created for us, in the words of the nice folk at Nike "Just do it!"

Thanks Ed for all your assistance.

Kind regards

A handwritten signature in dark ink, appearing to read "DM Tate", written in a cursive style.

David M Tate  
General Manager