



eCoast adds Google AdWords to Marketing Outsourcing Services for VARs

Rochester, NH- eCoast, a leading provider of outsourced marketing and sales solutions to the technology industry in North America announced the addition of **Google Adwords** also known as “paid search or pay-per-click (PPC).”

eCoast has designed and successfully implemented a new **Marketing Outsourcing** approach for solution providers. “eCoast’s experience in driving leads for technology partners gives VARs the advantage of having the right ad with the right Call-to-Action. **Google Adwords** is a type of online marketing that increases visibility of a website in search engine results. **Adwords** is the fastest way to reach prospects searching for the technology solutions offered by VARs” said Lori Robinson.

This unique Marketing Outsourcing approach uses effective key elements such as best practice methodology with a combination of the right keywords, **AdWords**, landing page, and a call-to-action that will continuously put leads right at the tip of your hand. The goal of an **AdWords** campaign is to spread brand and gain competitive online presence, resulting in reaching people actively looking for information about products and services online.

How it works?

eCoast monitors your **AdWords** campaign on a daily basis, adjusting copy, keywords, and costs. **AdWords** are carefully constructed for optimum performance, integrating the keywords being searched on. eCoast will create and manage the landing page by collecting prospect’s contact information. The landing page is the most important element of the Google AdWords campaign for successful conversions and ROI. VARs receive comprehensive weekly reporting that will show **AdWords** performance and costs allowing you to track metrics.

VARs can easily control the costs by buying as many or as few key words as they’d like as well as control how much they are willing to pay-per-click. This service gives them the ability to target prospects seeking information on the products they sell to increase their chances of generating net new business.

eCoast designed this service to meet the needs of Channel Partners that are looking to take advantage of Web 2.0, scale their online presence to ultimately drive net new pipeline.

About eCoast

eCoast is an outsourced sales and channel marketing company focused on creating and executing customized programs that result in a measurable ROI for their high technology clients. eCoast’s service offerings include [appointment setting](#), [web marketing](#) and [channel sales](#).

Learn More: <http://www.ecoastsales.com/>.

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