



Google AdWords helps Sin Aik expand into new overseas markets

Established in 1975, Sin Aik Hardware's principal activities are the import, export and wholesale of quality hardware for local and overseas retail companies. Their great service, continuously improving workforce and upgrades in methodology have made them a market leader in Singapore. Sin Aik is fully committed to supplying high quality products and services that meet all their clients' requirements.

Challenge

Sin Aik had always eyed overseas markets. However, with traditional marketing measures enquiries from overseas markets were few and far between. This is where Activa Media came in.

Activa Media's sales consultants introduced Sin Aik to Google AdWords, and now they successfully optimise Sin Aik's AdWords campaign. Sales consultants run through the campaign report every month and strategise with Sin Aik to improve the results of their campaign.

Sin Aik has tried other search engines, with unsatisfactory leads. Motivated by AdWord's results, Sin Aik shifted all their traditional marketing budget to AdWords.

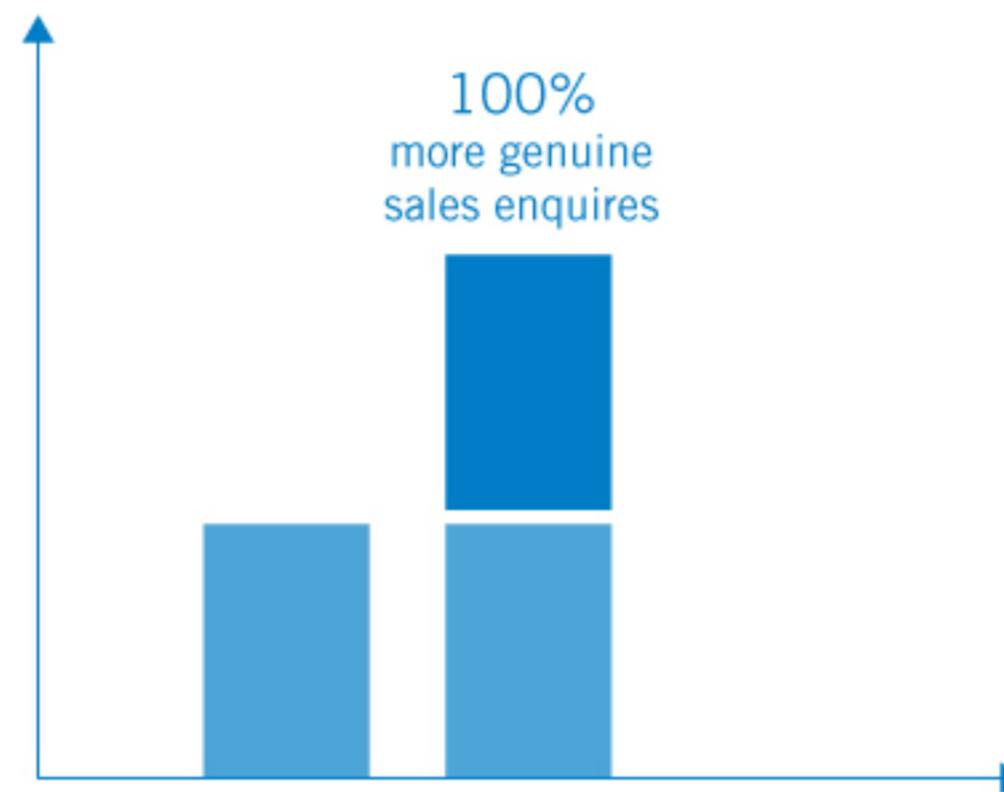
“We only advertised in print media until we were introduced to Google AdWords by Activa Media. Through their constant updates on my campaign performance as well as the upcoming market, we benefit from first movers' advantage. We have since doubled our genuine sales enquiries, particularly from the overseas market which we have always been keen to target.”

- Mr Freddy Sim,
Sin Aik Hardware Pte. Ltd.

Results

Activa Media and Google AdWords have enabled Sin Aik to gain several more leads in overseas markets like Indonesia, Thailand, Bangladesh, Sri Lanka, Pakistan, and India. The genuine leads from these countries have increased by 100%. In just 3 months, Sin Aik has seen a 15% increase in local and regional sales leads.

Mr Freddy Sim found it most helpful that Google AdWords allows different campaigns for different countries, as this facilitates a “detailed feel” of each market. He also found the consultants of Activa Media very knowledgeable and professional.



Sin Aik has 100% more genuine sales enquiries with the help of Activa Media and Google AdWords.

Google AdWords

Google AdWords is used by thousands of businesses worldwide to attract new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users who seek a particular product or service. The cost-per-click (CPC) pricing means advertisers only pay when an ad is clicked on. Advertisers benefit from a massive distribution network and choose their own support level and spending. For more information on launching your own campaign, visit <http://adwords.google.com>

Activa Media

Activa Media Pte Ltd offers cost-effective advertising to help small to medium-sized businesses build a web presence. Their services comprise of websites offering e-commerce capabilities, hosting of websites and emails- essentially with the purpose of exposing these websites through Google. Activa Media's sales executives have strong experience both in directory and search marketing. Programs are customised for each advertiser and round-the-clock support is provided. To get expert help, visit <http://www.activamedia.com.sg>

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