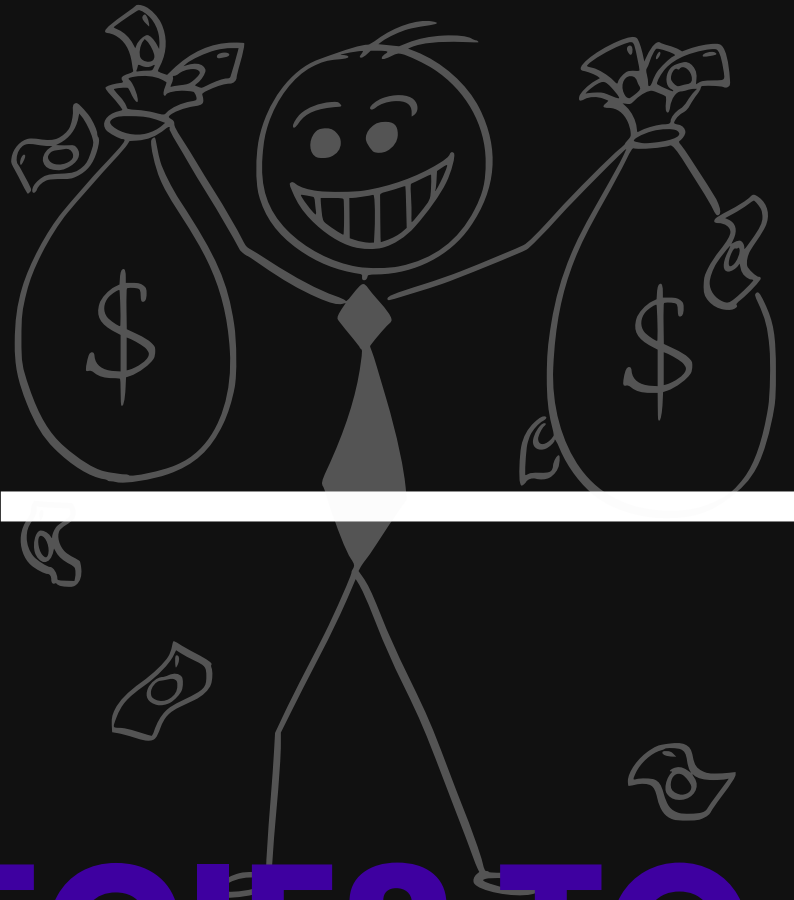


# 12



## PROVEN STRATEGIES TO SKYROCKET SALES & PROFITS FROM YOUR PPC CAMPAIGNS

DISCOVER UNTAPPED REVENUE  
STREAMS AND MAXIMIZE ROI WITH  
THESE 12 INSIDER TIPS



UNLEASH THE POWER OF THESE  
INSIDER TRADE-SECRETS TO  
REVEAL HIDDEN PROFIT  
OPPORTUNITIES WITHIN YOUR  
PPC CAMPAIGNS AND  
TRANSFORM THEM INTO  
LUCRATIVE REVENUE STREAMS.



**STAY ALERT AND TAKE  
ACTION TO AMPLIFY  
YOUR SUCCESS!**





# TURN YOUR HO-HUM PPC CAMPAIGNS INTO OVERNIGHT CASH COWS... IF YOU'RE INTO THAT SORT OF THING

So, your AdWords campaigns are about as exciting as watching paint dry?

Feeling like AdWords is just too darn competitive or expensive for your tastes?

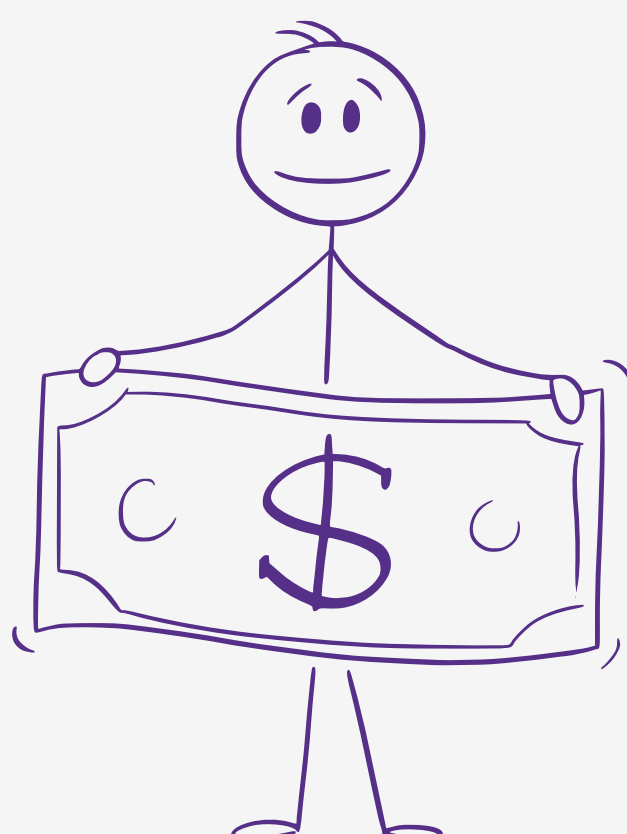
Well, buckle up because we're about to flip that script and show you how to turn your PPC frown upside down.

In this eye-opening guide, we'll reveal the hidden secrets that will magically transform your AdWords campaigns from drab to fab faster than you can say 'click-through rate'.

Get ready to go from barely making a dent to raking in profits like never before.

Learn how to:

- Uncover those elusive pockets of profit hiding in plain sight within your AdWords account
- Bid smarter on keywords that actually result in cold, hard sales (who knew?)
- Boost your sales and profits with guaranteed results... with minimal effort (because who has time for that?)
- Squeeze every last drop of cash from every conversion like a pro





HAPEN AGENCY

# UNLEASH YOUR INNER PPC GENIUS

LEAVE YOUR COMPETITORS  
SCRATCHING THEIR HEADS WITH  
ENVY AS YOU MASTER THE ART OF  
DOMINATING PPC CAMPAIGNS!

**BECAUSE WHO NEEDS  
COMPETITORS ANYWAY?**

KEEP THEM SCRATCHING THEIR  
HEADS WHILE YOU DOMINATE THE  
MARKET WITH YOUR UNSTOPPABLE  
PPC CAMPAIGNS!



# INSIDER TRADE-SECRET #1: THE ICEBERG EFFECT! BECAUSE WHO NEEDS JUST KEYWORDS WHEN YOU CAN DIVE DEEP INTO SEARCH TERMS AND SINGLE KEYWORD AD GROUPS?

Let's be real here. Keywords are just the tip of the iceberg.

If you're still fixating on them, you might as well be stuck in the Stone Age of PPC.

Sure, you could cram multiple keywords into a single ad group, but where's the fun in that?

It's like trying to juggle flaming swords while riding a unicycle – messy and downright dangerous.

Enter Single Keyword Ad Groups, or SKAGs for the acronym enthusiasts. With SKAGs, you can finally take control and ensure that your ads are as snug a fit as a tailored suit.

Say goodbye to mismatched ads and hello to relevance!

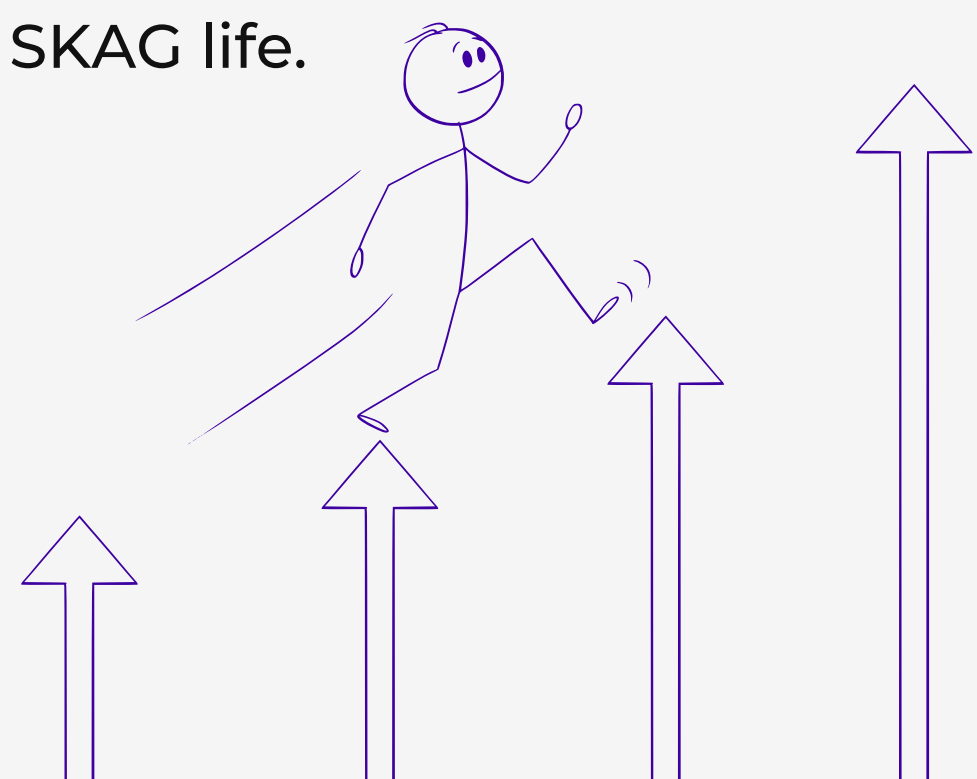
Oh, and did we mention the perks?

SKAGs not only boost your relevance but also give your click-through rates a much-needed boost.

Because who doesn't love higher CTRs?

So, if you're still clinging to the idea that more keywords equal better performance, it's time to let go and embrace the SKAG life.

Trust us, your bottom line will thank you later.

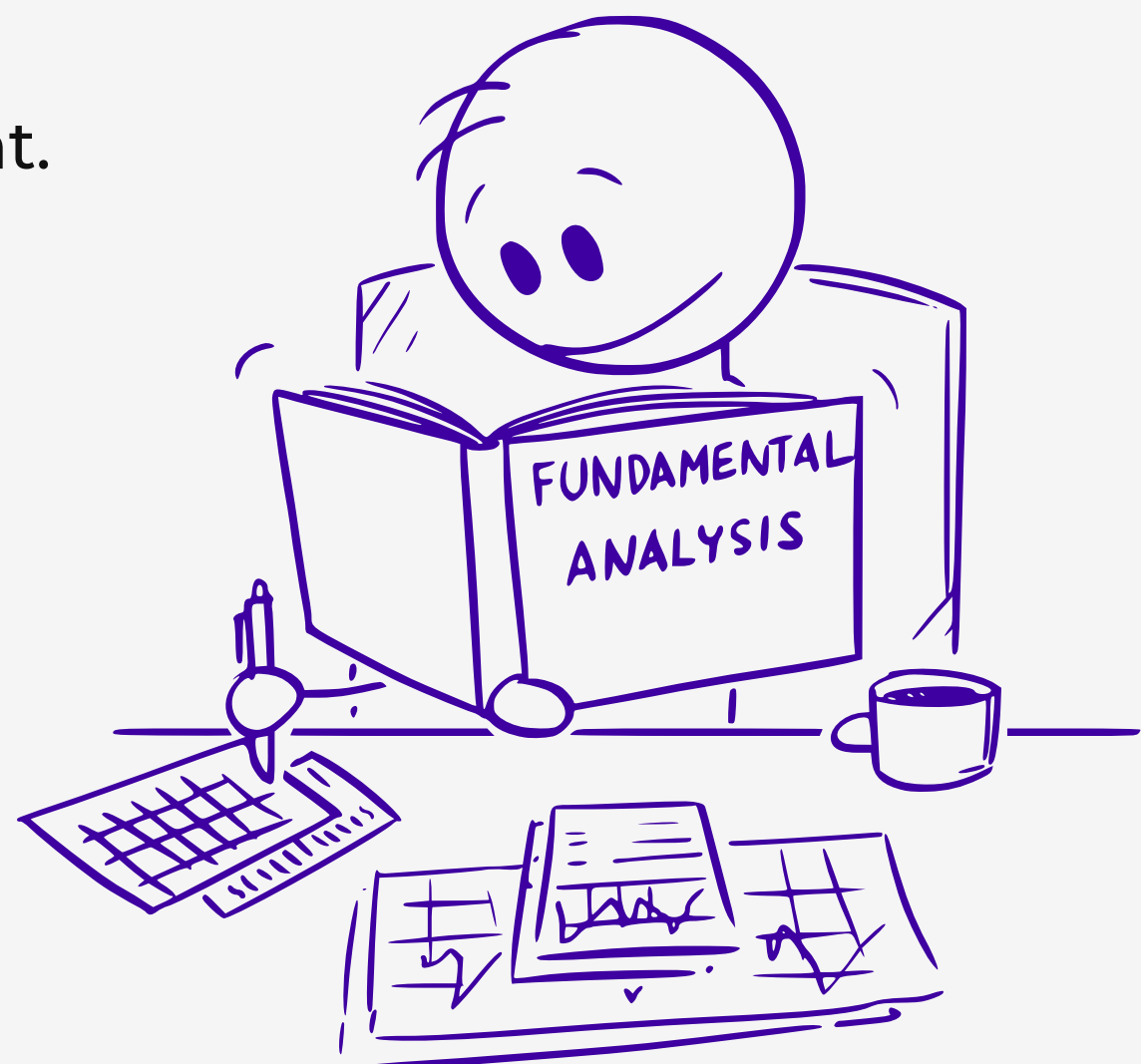




So, if you're ready to go from mediocre to magnificent in the world of PPC, this guide's got your name written all over it. Dive in, and let's turn those campaigns into cash cows, shall we? Behold, the **Spectacular Mess of a Typical Small Business AdWords Account:**

- **2 CAMPAIGNS: BECAUSE WHY STOP AT JUST ONE WHEN YOU CAN HAVE DOUBLE THE CONFUSION?**
- **9 AD GROUPS: BECAUSE WHO NEEDS SIMPLICITY WHEN YOU CAN HAVE A LABYRINTH OF DISORGANIZATION?**
- **18 TEXT ADS: BECAUSE VARIETY IS THE SPICE OF LIFE, EVEN IF IT MEANS OVERWHELMING YOUR AUDIENCE WITH OPTIONS.**
- **212 KEYWORDS: BECAUSE WHY SETTLE FOR QUALITY WHEN YOU CAN DROWN IN A SEA OF IRRELEVANT TERMS?**
- **3 LANDING PAGES: BECAUSE CONSISTENCY IS OVERRATED, RIGHT?**

Welcome to the chaos that passes for a "**typical**" small business AdWords account. May the odds be ever in your favor.





**BECAUSE WHO NEEDS SUCCESS  
ANYWAY? KEEP IT COMPLICATED, KEEP  
IT INEFFECTIVE, KEEP IT COSTLY!**



**ONE KEYWORD PER AD GROUP**

**= HIGHER RELEVANCY**

**= HIGHER CONVERSION RATE**

**= LOWER COST PER CLICK**

**= LOWER COST PER CONVERSION**

**= INCREASED SALES & PROFITS**

Oh, the magic of simplicity!

One keyword per ad group is like the holy grail of PPC management.

You see when you give each keyword its own cozy little ad group, it's like treating them to a VIP experience in the overcrowded world of digital advertising.

And what does this VIP treatment entail, you ask? Well, let me enlighten you:

**Higher Relevancy:** Nothing says "I care" like tailoring your ad copy to match a single keyword. Forget about those generic ads that try to be everything to everyone. With one keyword per ad group, you can finally achieve relevancy nirvana.

**Lower Cost Per Click:** Who needs to break the bank on expensive clicks when you can optimize your ad groups like a pro? With one keyword per ad group, you'll be bidding smarter, not harder. Watch those CPCs plummet as your relevancy score skyrockets.

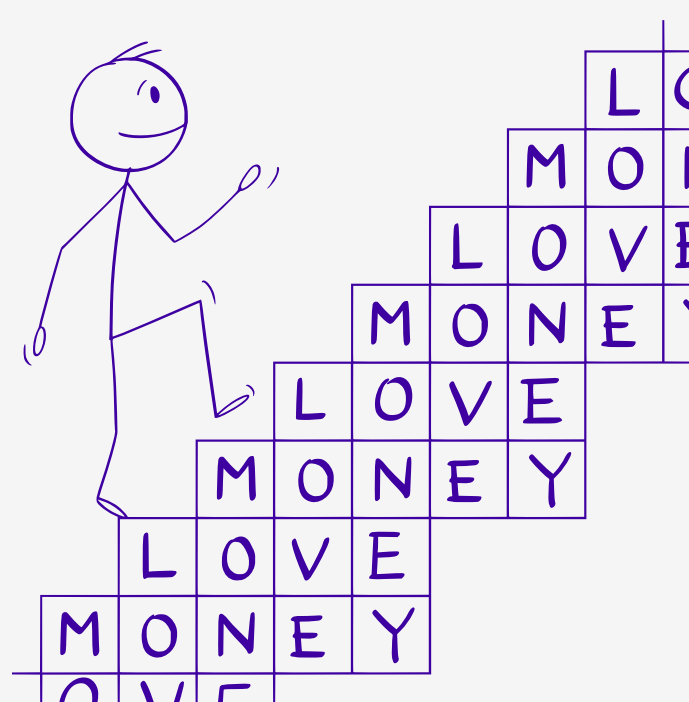
**Lower Cost Per Conversion:** Say it with me now: cha-ching! When your clicks are cheaper and your conversions are higher, it's like hitting the jackpot in the PPC casino. Suddenly, those elusive profits are within reach, and you're laughing all the way to the bank.

**Increased Sales & Profits:** And the grand finale! With higher conversion rates, lower costs, and a streamlined PPC strategy, you'll be raking in sales like never before. It's like unlocking the secret formula for success and watching your business soar to new heights.

So there you have it, folks.

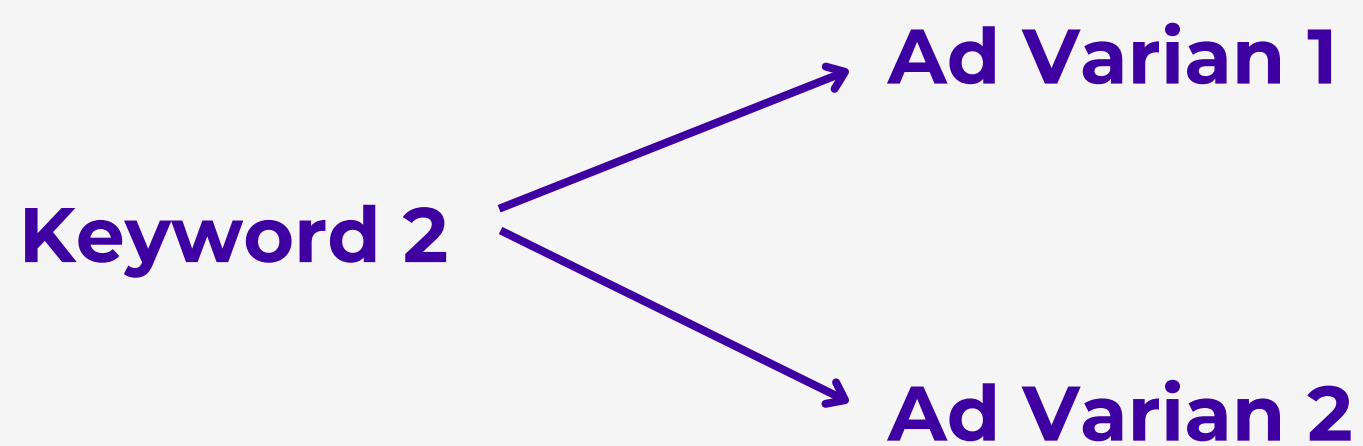
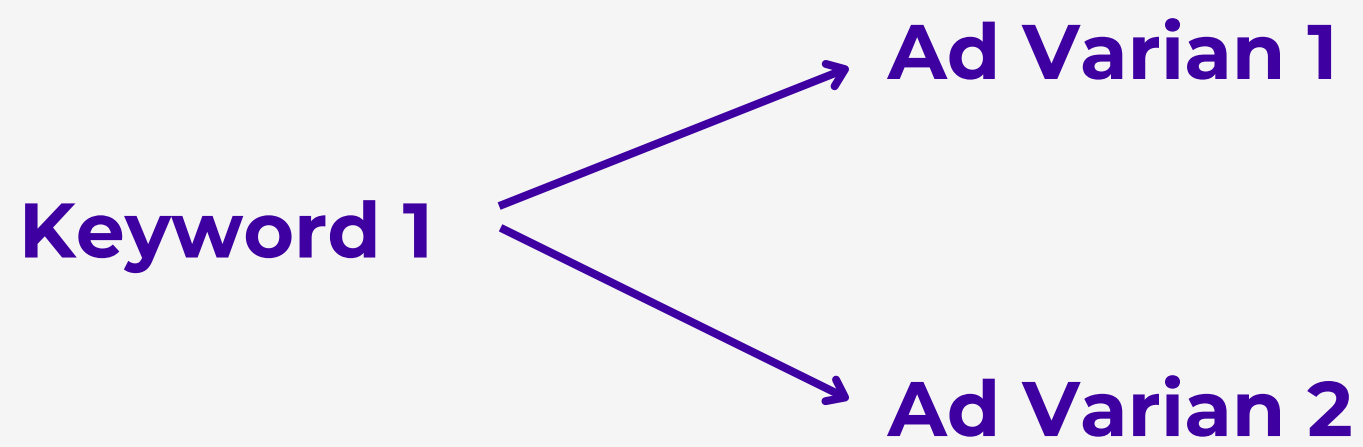
One keyword per ad group isn't just a best practice – it's a game-changer.

Embrace the simplicity, harness the power, and watch your PPC campaigns transform from mediocre to magnificent.

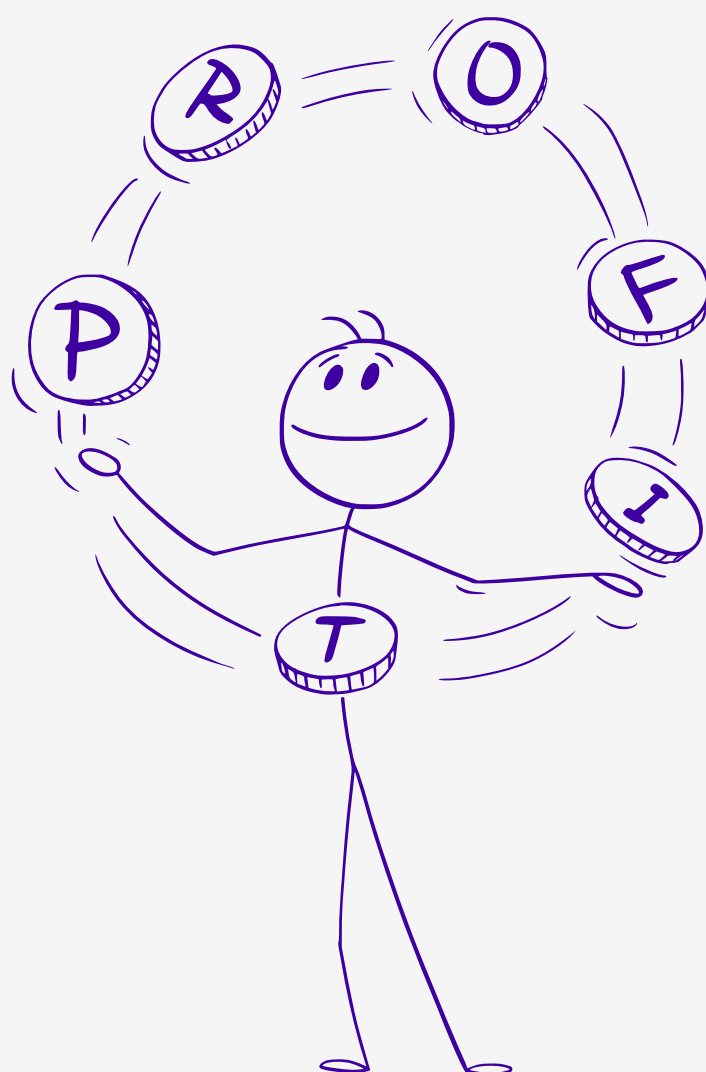




# SKAG MASTERY: TARGETING LAYOUT DEMYSTIFIED



Oh, joy! Brace yourself for a mind-blowing revelation: by embracing this genius strategy, get ready to witness an astronomical surge in your click-through rates. Prepare to be overwhelmed by the sheer magnitude of the increase!





# INSIDER TRADE-SECRET#2: PRIORITIZE SALES OPTIMIZATION OVER CONVERSIONS FOR ULTIMATE PROFIT MAXIMIZATION

Oh, who needs those pesky PPC metrics anyway?

Forget about CPC, CTR, and CR for just a hot minute.

Instead, let's embark on a pot of gold chase to figure out which keywords and placements are magically converting into sales.

**Google's Value Track Parameters** to the rescue!

Dive into the abyss of data and emerge with the golden keywords that are supposedly lining your pockets with gold.

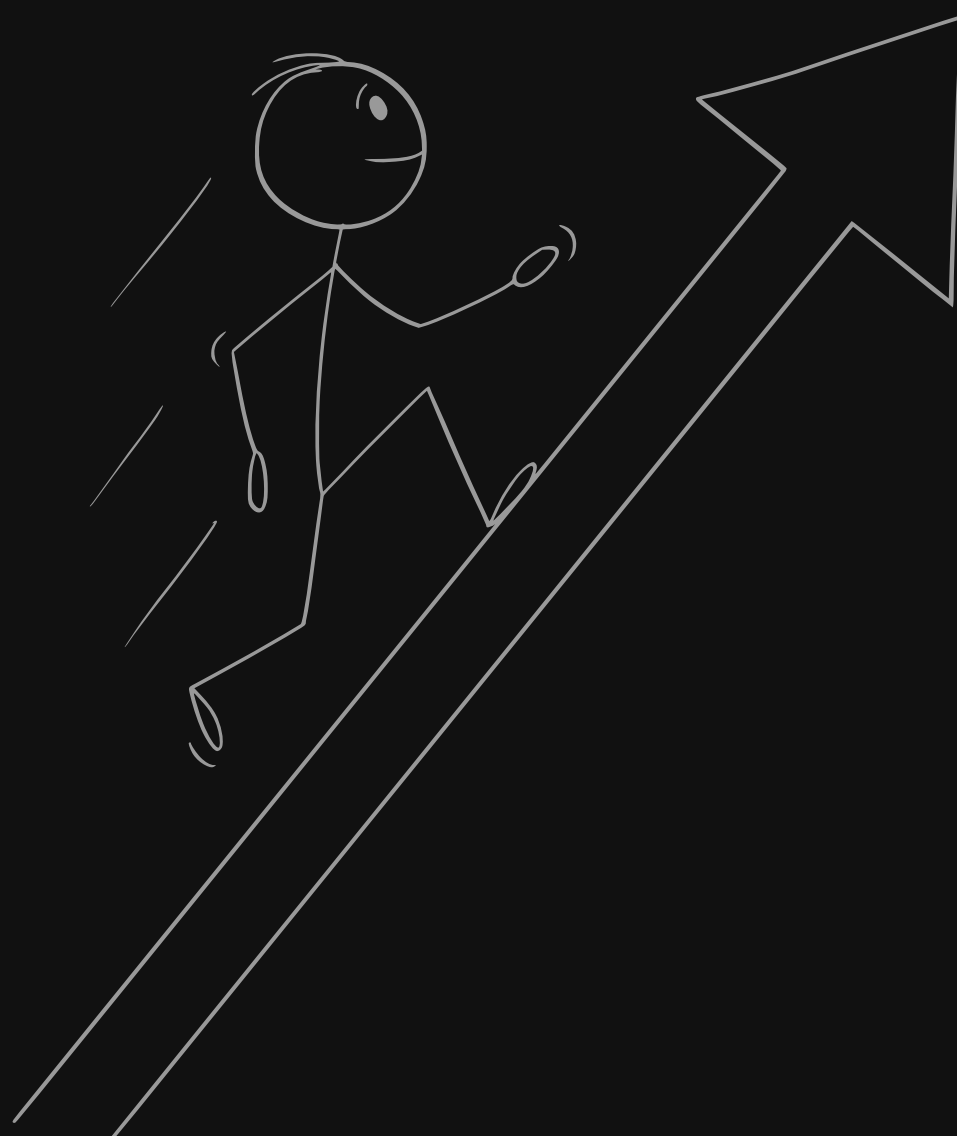
But wait, there's more!

Keep spelunking through your data, tracking every imaginable detail from geographical locations to devices and beyond.

When you have data it can help you to streamline your conversion channels and stop wasting money on things that you know are not going to convert.

Just remember, don't get too caught up in all this tracking nonsense.

Only focus on data that might, just might, be somewhat useful.





# INSIDER TRADE-SECRET #3: MAKE EVERY CLICK COUNT: PRIORITIZE EPC (EARNINGS PER CLICK)

Oh, sure, obsess over your cost per click all you want.

But here's a wild idea: why not focus on how much you're actually earning per click instead?

It's called **EPC**, or **Earnings Per Click**, and it's the real MVP here.

Forget about those fancy metrics like **CPC** and **CTR** for a minute.

What really matters is how much money each click is putting in your pocket.

I mean, who cares if you're paying **\$0.17** per click if you're only earning a measly **\$0.10** per click in return, right?

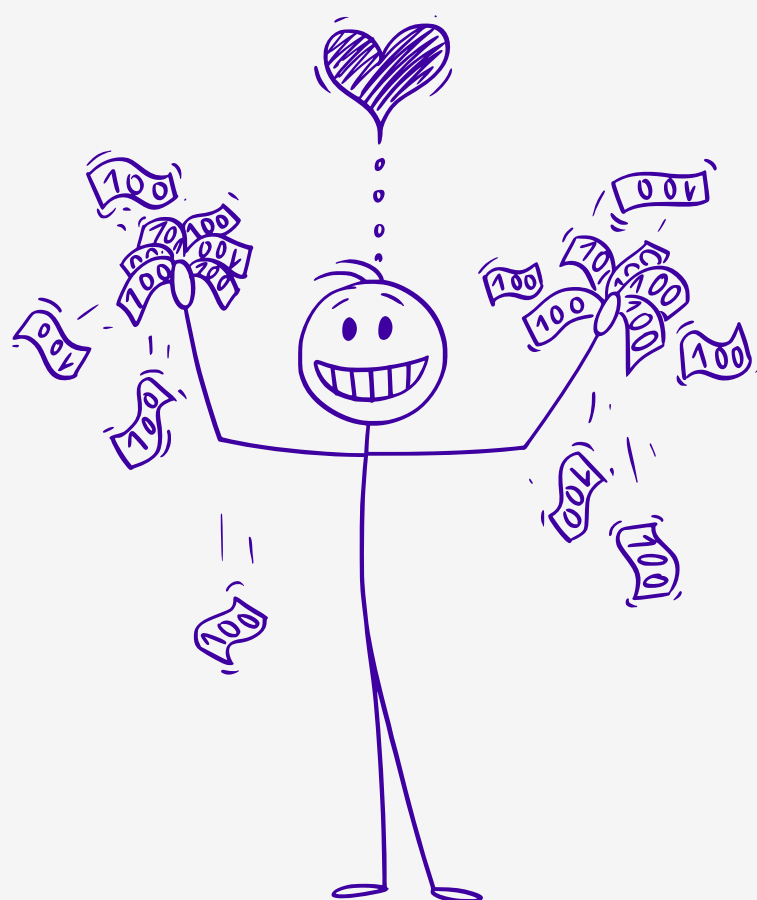
So, take a good hard look at your **EPC**.

Crunch those numbers and figure out exactly how much revenue each click is bringing in.

Sure, your **CPC** might look impressive, but if your **EPC** tells a different story, it's time to roll up your sleeves and start tweaking those ads.

Trust me, once you start paying as much attention to your **EPC** as you do to your **CPC** and **CTR**, you'll be on your way to **AdWords** success like never before.

Or not. Who knows? It's just money, right?





# INSIDER TRADE-SECRET #4: SHORT TAIL KEYWORDS – THE SNEAKY THIEVES OF YOUR AD BUDGET

Oh, the treachery of **short-tail keywords**!

They're like sneaky little thieves, stealing away your precious impressions right under your nose.

But fear not, for there's a cunning solution to this daylight robbery.

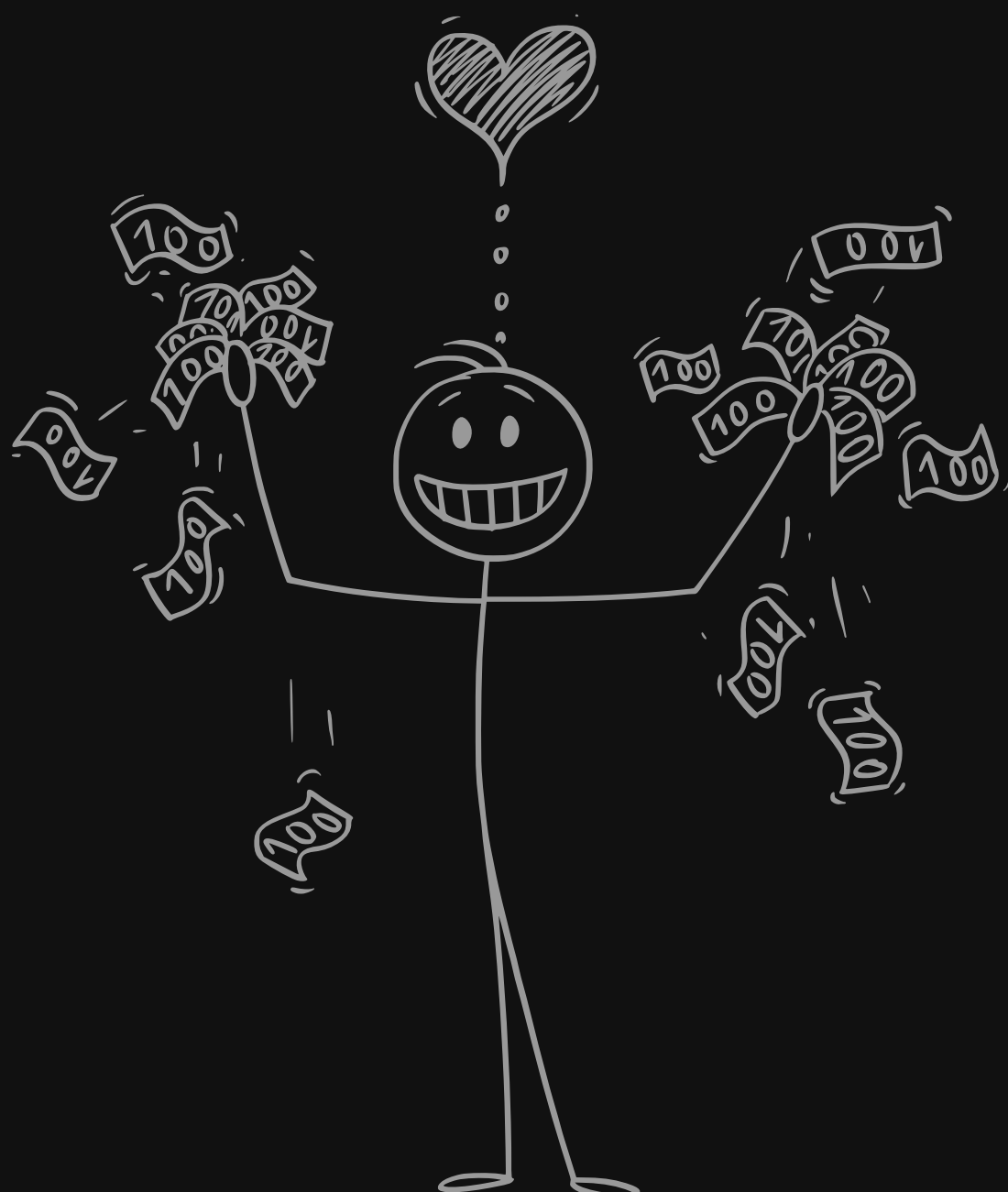
You see, **short-tail keywords** have a knack for snatching impressions from their longer, more specific counterparts.

To outsmart these crafty culprits, you need to ensure that your search terms align perfectly with your chosen keywords.

If you spot any disparities between the two, don't hesitate to wield the mighty power of ad group-level **negative keywords**.

Simply add those rogue search terms to your **negative keyword** list, and watch as your keywords reclaim their rightful impressions.

With this strategic maneuver, you'll not only thwart the thievery of **short-tail keywords** but also make your ads irresistibly relevant to those seeking your offerings.



# INSIDER TRADE-SECRET #5: THE ART OF SELLING THE CLICK

Oh, joy!

Let's embark on a quest to make your ads the ultimate attention-grabbers!

Because, let's face it, who cares about selling stuff when you can just get people to click, right?

So, here's the **golden rule: make your ads scream for attention!**

Forget about being subtle or nuanced; just go all out and demand those clicks like it's nobody's business!

Now, what exactly drives a click, you ask?

Well, it's a **fine art, my friend.**

You've got to sprinkle in a little curiosity, a dash of shock, and maybe even a hint of fear. Oh, and don't forget about appealing to people's vanity and self-interest. Basically, promise them the moon and the stars, but make sure it's all about them being **better, richer, stronger, faster, healthier, happier, sexier, fitter, and smarter.**

Because who wants to be **boring**, right?

Boring ads don't stand a chance in the ruthless world of Google advertising.

And hey, did you know that in Google land, only 2% of advertisers hog a whopping 50% of the traffic?

So, if you want to be part of the **elite clique**, you better start mastering the art of selling that click like there's no tomorrow!







# INSIDER TRADE-SECRET #6: CONQUER CPA BIDDING & AD RANKING

Oh, CPA bidding, the unpredictable roller coaster of AdWords.

But hey, don't worry, I've got you covered with all the essentials (or at least, as much as anyone can claim to understand this wild ride).

So, there's this thing called max CPA bidding, and then there's target CPA bidding.

Which one to choose?

Well, it's like playing roulette with Google's automated bidding system. But hey, when in doubt, let Google set your max CPA based on your targets. Because who needs control when you can let the algorithms do their thing, right?

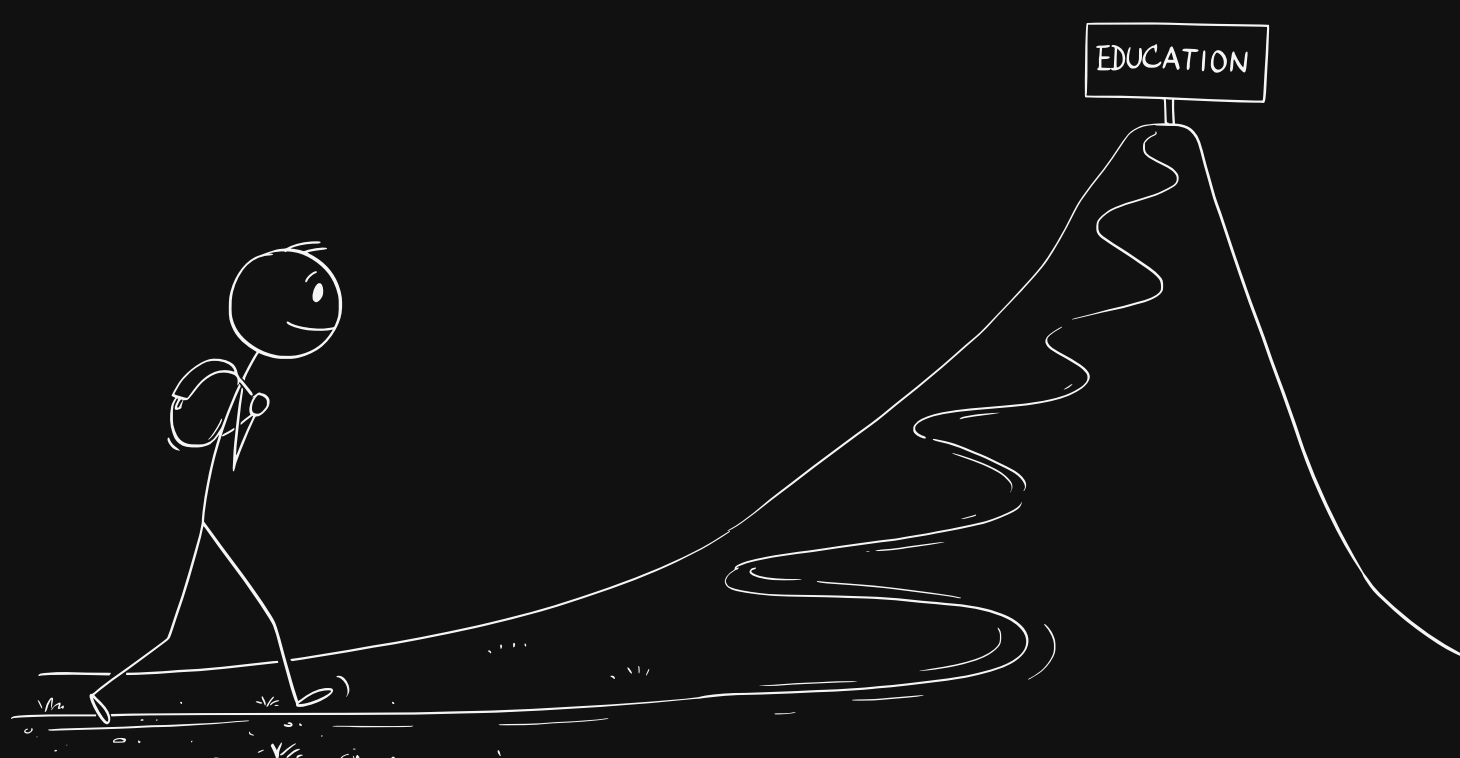
Now, when it comes to testing your CPA, don't just sit back and wait for the magic to happen. Sure, your bids might need a bit of time to warm up, but why waste precious time and money on bids that are going nowhere fast?

And let's not forget about **Google's mysterious ad ranking formula**. It's like a secret recipe that only Google's chefs know. They take into account your max cost per click, your quality score (whatever that means), and even your ad extensions.

It's like trying to decipher a cryptic message from the search engine gorosei.

But hey, when it comes to finding that perfect CPA, trial and error is the name of the game. Some keywords will be your **golden geese**, while others will leave you scratching your head in frustration.

Just remember, it's all part of the adventure called AdWords.



# INSIDER TRADE-SECRET #7: NOT ALL CONVERSIONS ARE CUT FROM THE SAME CLOTH

Oh, conversions, the Holy Grail of online marketing!

But hey, let's not get too excited just yet. Turns out, not all conversions are created equal. Yeah, shocking, right?

So, here's the lowdown: you've got your **ULTRA AMAZING** conversions that lead to **lifetime customers**. Those are like hitting the **jackpot** in Vegas.

Then you've got your run-of-the-mill conversions that result in sales—still pretty amazing, but not quite on the same level.

And finally, you've got those conversions that are about as exciting as **watching paint dry**—they just lead to clicks. Yawn.

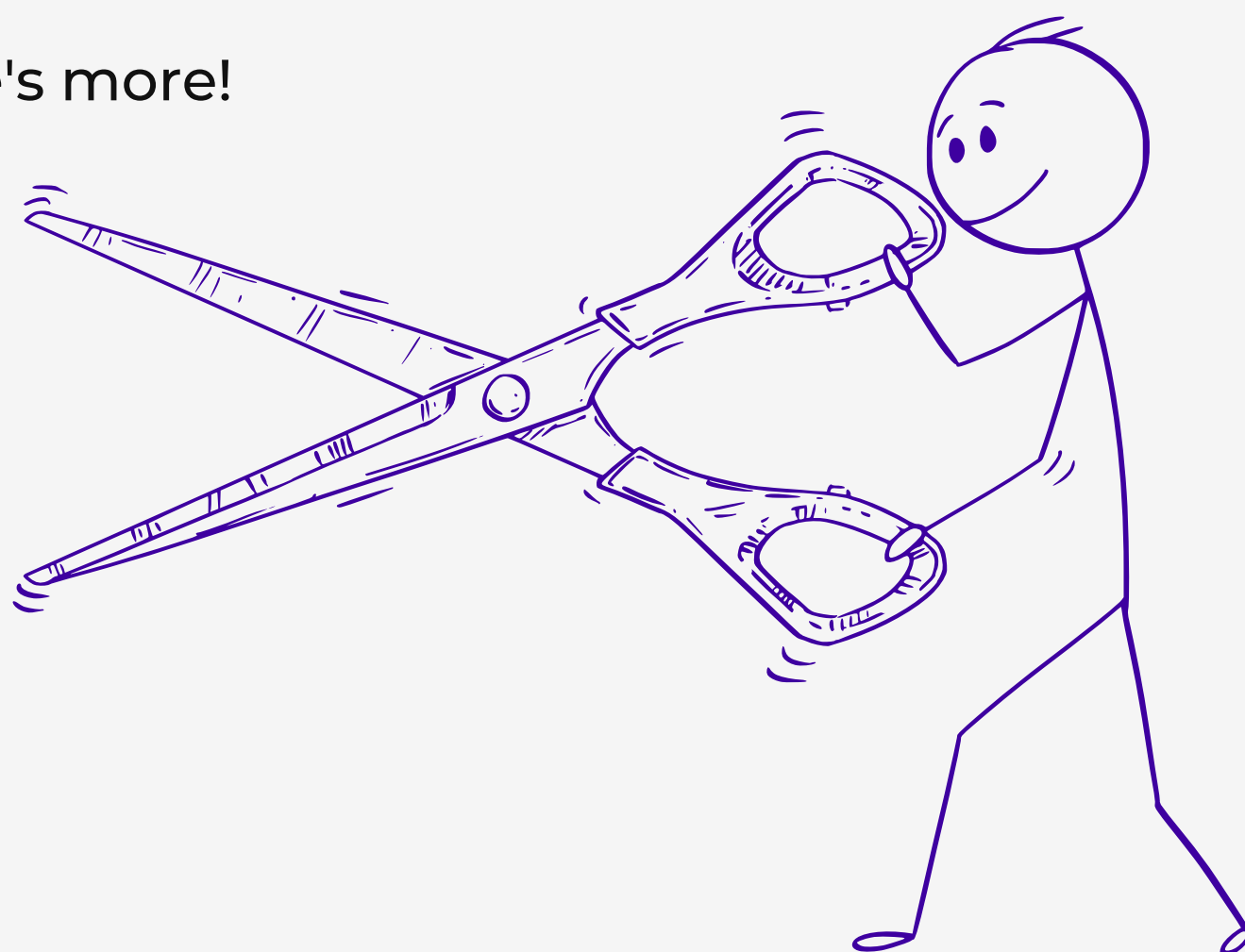
Sure, optimizing for conversions is great and all, but if you want to avoid landing in the conversion **doghouse**, you've got to know where your conversions are taking you.

Are they leading to one-time sales or are they setting you up with loyal, repeat customers?

That's where **Google's Value Track** parameters come in handy. They'll help you figure out which keywords are bringing in the big bucks and which ones are just sucking up your ad budget.

Armed with this data, you can fine-tune your CPA goals and go all-in on those money-making keywords.

But wait, there's more!



If your sales are of the recurring variety, why not take it a step further and calculate the **lifetime value of your customers**?

That way, you'll know exactly which keywords are worth their weight in gold and which ones are better off left in the dust.

So, yeah, when it comes to **conversions**, it's not just about quantity—it's about **quality**.

And with the right **data** at your fingertips, you can stop throwing money at dead-end conversion channels and start steering your business toward long-term success.

Ah, the wonderful world of advertising, where the goal is to scoop up new customers like a kid in a candy store—except, you know, with a profit margin.

So, here's the deal: you've gotta know your numbers inside and out.

How much are your **precious consumers** costing you? And more importantly, what are they buying?

After all, every dollar you waste on ineffective advertising is like flushing a potential customer down the drain. And trust me, you don't want to be known as the business that throws money away faster than a Kardashian on a shopping spree.

So, do yourself a favor and keep a close eye on your customer acquisition costs. If it's costing you a **Benjamin** to snag each new customer, you better make sure that dollar is well spent. Because in the cutthroat world of advertising, every wasted dollar is a missed opportunity to win over a potential customer—and nobody wants that on their conscience.



# INSIDER TRADE-SECRET #8: CONQUER ADWORDS WITH THE OVERLORD'S GAMBIT

At Hapen Agency, we've got something we like to call '**The Overlord's Gambit**', a cunning blend of two powerful strategies designed to reign supreme in the AdWords arena.

First up, we have '**The Offer Overlord**' strategy, where we craft offers so irresistible they practically demand your audience's attention.

With calls to action (CTAs) that pack a punch and offers that ooze value, we'll have your customers clicking, converting, and coming back for more.

It's like having an army of loyal followers at your command, ready to conquer your market with every click.

Then, there's '**The Don's Gambit**' strategy, a calculated dance of strategic risk-taking and masterful maneuvers. Drawing inspiration from the cunning tactics of a seasoned tactician, we make bold moves to outsmart your competitors and seize every opportunity for success.

Armed with data-driven insights and the agility to adapt to changing market conditions, we'll execute winning strategies that propel your AdWords campaigns to unparalleled heights.

Together, '**The Overlord's Gambit**' combines the best of both worlds, offering a powerhouse approach to AdWords marketing that leaves your competitors in awe.

With irresistible offers, strategic cunning, and a touch of calculated risk, you'll dominate the AdWords landscape like never before.





So, you want to create CTAs that make your audience weak in the knees, huh?

Well, buckle up, because it's not as simple as slapping together a few words and calling it a day. Oh no, crafting the perfect CTA is an art form – one that requires finesse, cunning, and a deep understanding of your target audience.

You see, anyone can throw together a half-baked CTA and hope for the best. But if you want to truly stand out in the crowded world of AdWords, you need to do better than that. You need to have an entire arsenal of CTAs at your disposal – each one more irresistible than the last.

But here's the kicker: it's not just about having a bunch of CTAs to choose from. No, you also need to know exactly when and how to deploy them for maximum impact. And that's where things get tricky.

You see, different customers have different needs and desires. Some are hot and ready to buy, while others are just dipping their toes in the water. And if you want to reel them in, you need to tailor your CTAs accordingly.

### **Are you attracting hot or cold customers?**

**Hot Customers**= customers who are ready to buy

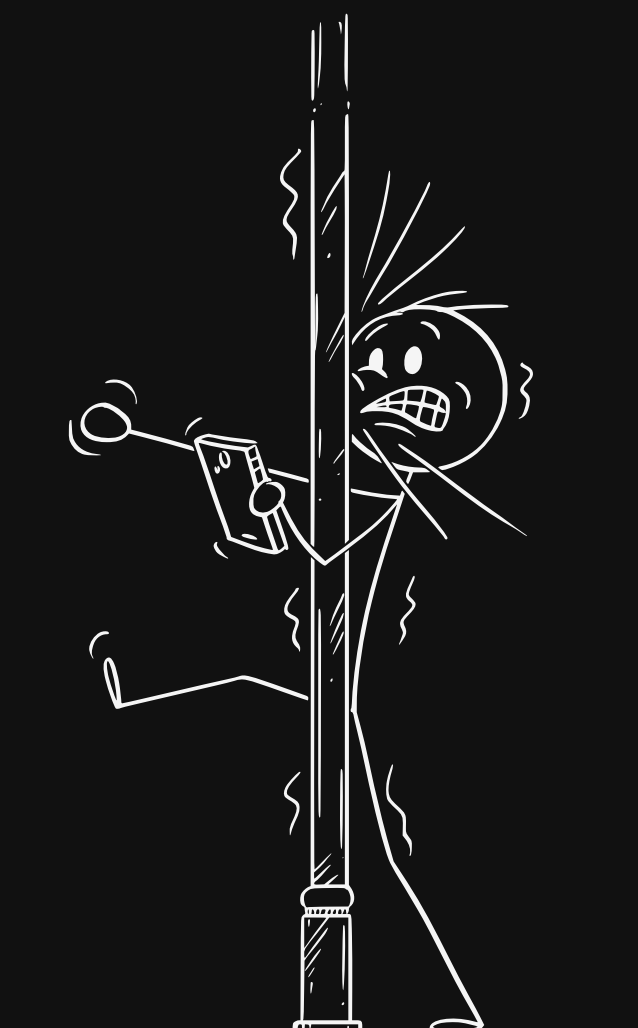
**Cold Customers**= customers who are “just looking

So, how do you know which CTA is right for which customer?

Well, that's where the real magic happens.

By diving deep into the psyche of your audience and understanding their buying cycle, you can craft CTAs that speak directly to their needs and desires.

But hey, no pressure or anything. After all, it's just your entire AdWords campaign on the line.





# INSIDER TRADE-SECRET #9: DECODING THE DIVERSE BREEDS OF PPC VISITORS

Attracting a motley crew of visitors, each with their quirks and preferences. But hold your horses!  
Before you start celebrating, let's get real about something: **not all visitors are created equal.**

Remember our little chat about **hot customers versus cold customers**?

Well, here's the thing: if your PPC campaigns are flopping like a fish out of water, chances are you're not catering your **call-to-action** to match the temperature of your audience.

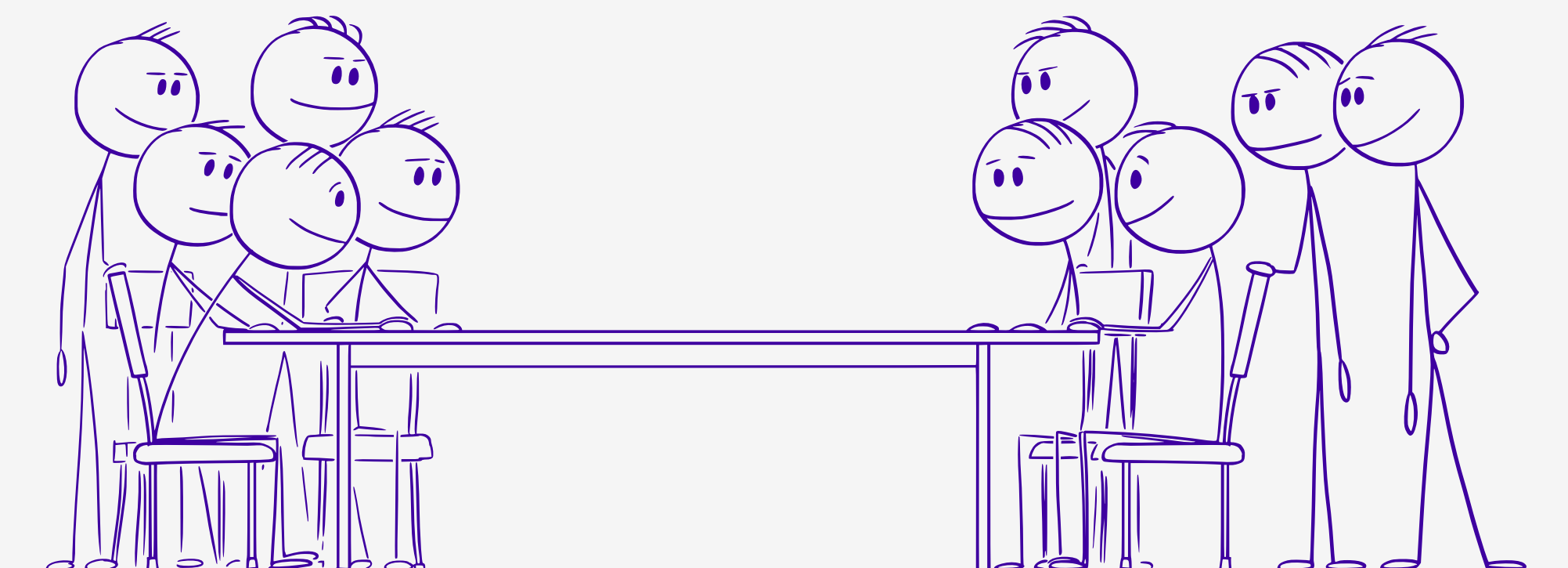
Imagine this: you're offering a free consultation that's bursting at the seams with value. Sounds like a **slam dunk**, right? **Wrong!**

Maybe your audience is feeling chilly and isn't ready to cozy up to a sales pitch just yet. Perhaps they're allergic to commitment or simply not in the mood for a chat with a salesperson.

You can fiddle with your CPA till the golden goose comes home, but if your offer doesn't vibe with your audience's temperature, you're paddling upstream without a paddle.

So, here's the deal: if your audience is giving you the cold shoulder, serve up a CTA that's as **cool, hot, and spicy as Buffalo wings**—think **quizzes, free guides, or snazzy infographics.**

But if they're firing on all cylinders and ready to seal the deal, don't beat around the bush—take 'em straight to the finish line.



## UNLOCKING THE POWER OF TAILORED CTAS: CRAFTING OFFERS THAT SPEAK TO EVERY PPC VISITOR

Oh, the glorious array of options at your disposal to woo your PPC visitors!

From the ever-enticing "**FREE Consultation**" to the irresistible allure of "**Coupons**," "**Checklists**," and "**Cheat Sheets**" you've got a veritable smorgasbord of CTA offers to tantalize even the most discerning of digital denizens.

But wait, there's more! Dive deeper into the realm of persuasion with "**Quizzes**" "**Videos**" and "**Video Courses**" that promise to captivate and educate.

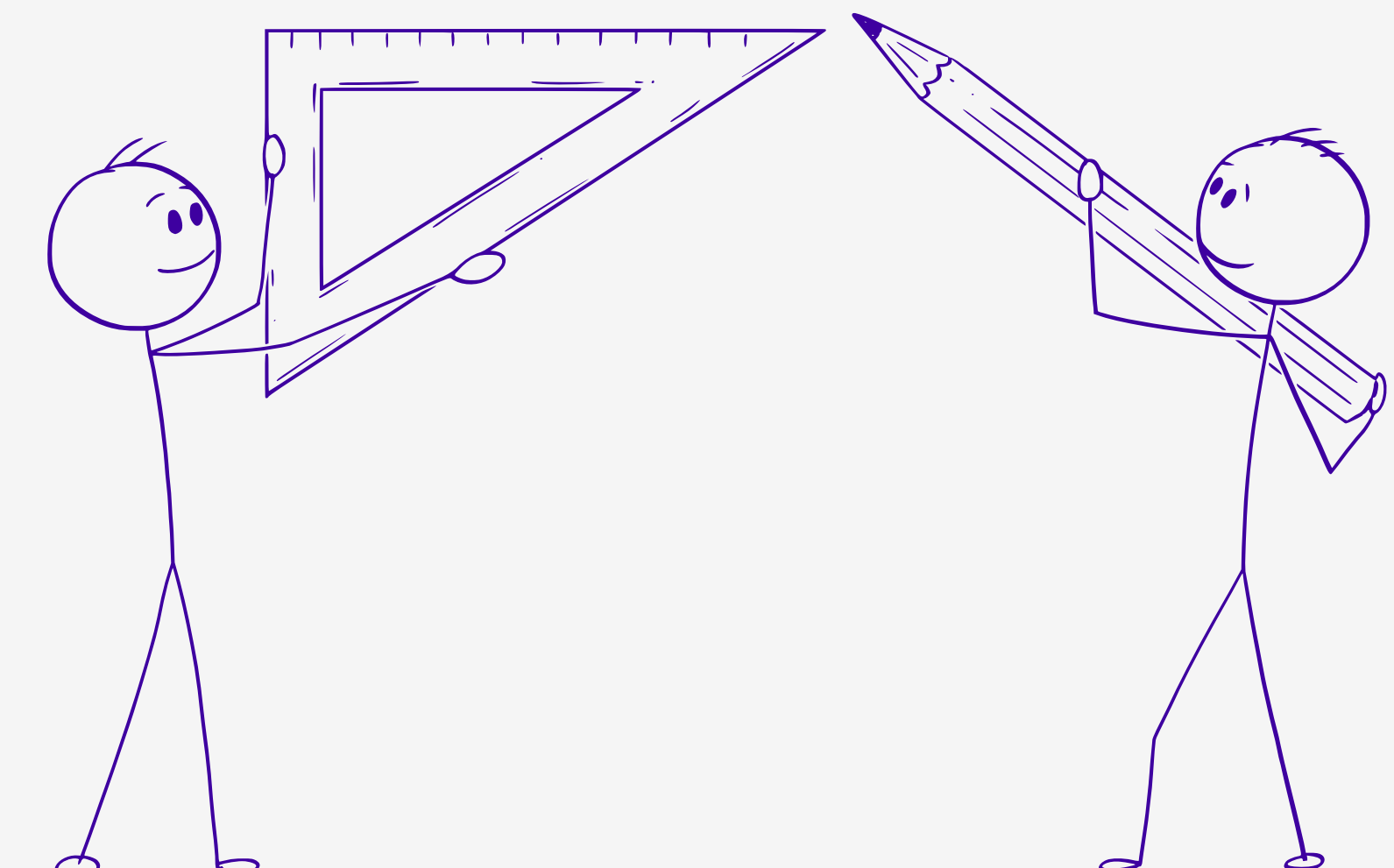
Or perhaps you prefer the more hands-on approach with a "**Toolkit**" or "**Calendar**" to keep your audience engaged and organized.

And let's not forget the power of auditory allure with "**Podcasts**" and "**Interviews**" that offer insights and inspiration galore. Or maybe you're more of a visual virtuoso, ready to dazzle with "**Infographics**" "**GIFs**" and custom-designed "**White Papers**" that showcase your expertise in style.

But wait, there's even more! From the practical appeal of "**Ebooks**" and "**Industry Statistics**" to the compelling narrative of "**Case Studies**" and "**How-To Guides**" you'll have no shortage of content to entice and engage.

So go forth, dear marketer, and unleash the full arsenal of CTA offers at your disposal.

With options ranging from the sublime to the ridiculous, there's no limit to the creative concoctions you can serve up to your PPC visitors.



# INSIDER TRADE-SECRET #10: UNLOCKING THE POWER OF PHONE LEADS

Ah, the good old phone call – because who doesn't love interrupting their day with a **random sales pitch**?

But hey, according to some stats, phone leads can be the golden ticket to higher close rates. Supposedly, they're **300% more effective** than other types of leads. Who would've thought, right?

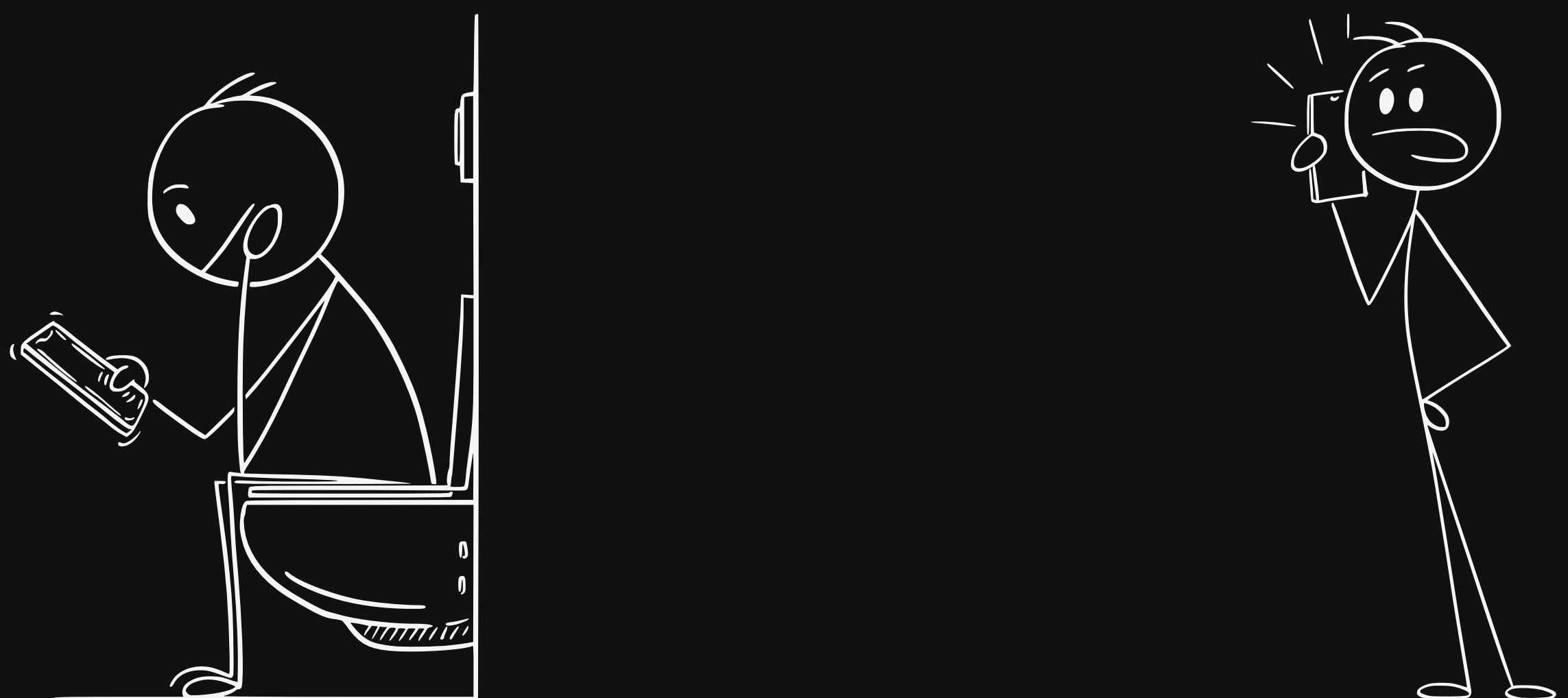
Sure, gathering phone leads sounds great in theory, but let's face it, convincing someone to pick up the phone can be like pulling teeth. Especially when you're competing with **cat videos** and **endless scrolling** on social media.

But hey, if you're determined to give it a shot, getting those precious phone leads isn't a walk in the park. You've gotta work for them.

Here's the **playbook**: Get yourself a local number because apparently, that's more appealing than a toll-free one. Then, work your magic to convince your visitors that **chatting with you** is the **best thing** they'll do **all day**. No pressure, right?

So, go ahead, pitch to your heart's content, but just remember – it's not a **pushy sales call**, it's a valuable opportunity for your visitors to receive an **abundance of wisdom** and **insight**. Or at least, that's what you'll tell them.

Identify whether they're **hot** or **cold**, pitch 'em just right, and reassure 'em that it's not gonna be a **pushy sales call**. Throw in a **juicy offer** like a **free consultation**, and you've got yourself a **winning combo**.



# INSIDER TRADE-SECRET #11: OUTSMARTING YOUR RIVALS

Ah, the cutthroat world of **online competition**.

Those sneaky rivals will stop at nothing to snag your **spotlight**, even resorting to bidding on your precious **brand name**.

How dare they!

But fret not, for you hold the key to outsmarting these conniving foes.

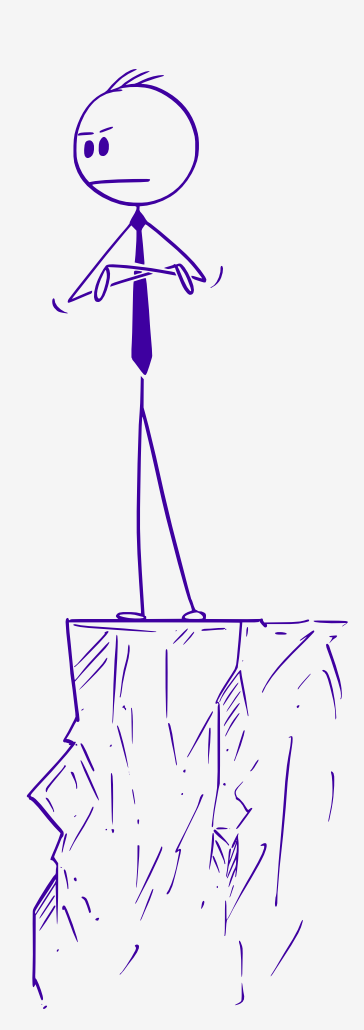
Dive deep into your AdWords account and unleash the power of the "**Auction Insights Report**".

It's like your secret spy dossier, revealing the domains of those dastardly competitors.

Armed with this intel, you can scrutinize their every move, dissecting their keywords, display placements, and landing pages with surgical precision.

And if that's not enough, deploy the ultimate weapon: **remarketing lists for search ads (RSLA)** campaigns.

Target those traitorous interlopers right on their turf, bidding on their keywords like a boss. It's time to turn the tables and show those competitors who's really in charge!





# INSIDER TRADE-SECRET #12: CRUSH YOUR COMPETITION WITH IRRESISTIBLE LANDING PAGES

Oh, let's not forget about those delightful **landing pages**, shall we?

After all, why bother **perfecting your ads** when your **landing pages** are as inviting as a **haunted house**?

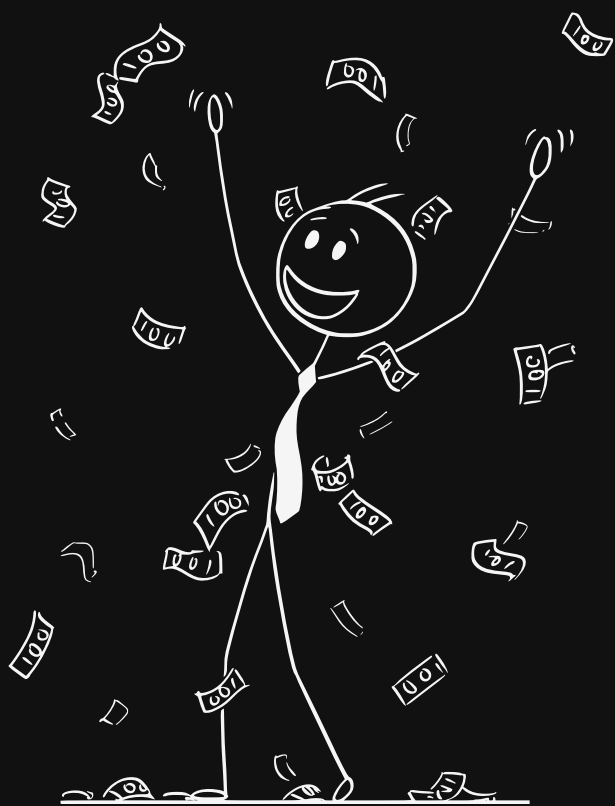
It's like hosting a **fancy dinner party** with a **garbage dump** as the entrance.

Sure, your ads might lure them in, but if your **landing page** is a **snooze-fest**, they'll be running for the **hills faster** than you can say "**bounce rate**".

So, while you're busy fine-tuning your AdWords campaigns, don't neglect your **landing pages** – unless, of course, **you enjoy wasting time, money, and effort** on campaigns destined for the **digital graveyard**.

Just remember, a strong AdWords foundation is **only half the battle**; the **other half involves crafting landing pages** that actually convert.

**But hey, who needs conversions anyway, right?**





# THE 'ENLIGHTENING' ENDGAME (CONCLUSION)

**BECAUSE WHO NEEDS SUCCESS ANYWAY? KEEP IT SIMPLE, KEEP IT INEFFECTIVE, KEEP IT COSTLY! (OR NOT)! IF YOU WANT TO DOUBLE DOWN ON MEDIOCRITY, BE MY GUEST!**

In conclusion, mastering Google AdWords is not just about creating catchy ads or bidding on the right keywords—it's about understanding the **intricate strategies** and **trade secrets** that can set you apart from the competition.

Throughout this book, we've delved into **twelve insider trade secrets**, each designed to help you navigate the complex world of AdWords with confidence and finesse.

From uncovering the pitfalls that can sabotage your campaigns to harnessing the power of compelling CTAs and optimizing your landing pages, this book has provided you with the knowledge and tools necessary to elevate your AdWords game to new heights.

By implementing these strategies, you'll be equipped to craft campaigns that not only attract clicks but also drive meaningful conversions and ultimately, boost your bottom line.

So, whether you're a seasoned marketer looking to refine your skills or a newcomer eager to make a splash in the digital advertising landscape, remember that success in AdWords is within reach.

By staying informed, experimenting with different approaches, and continually refining your tactics, you'll be well on your way to unlocking the full potential of Google AdWords and achieving your business objectives.



# WHY CHOOSE US?

Feeling adventurous?

Want to spice up your life with a dose of frustration and disappointment?

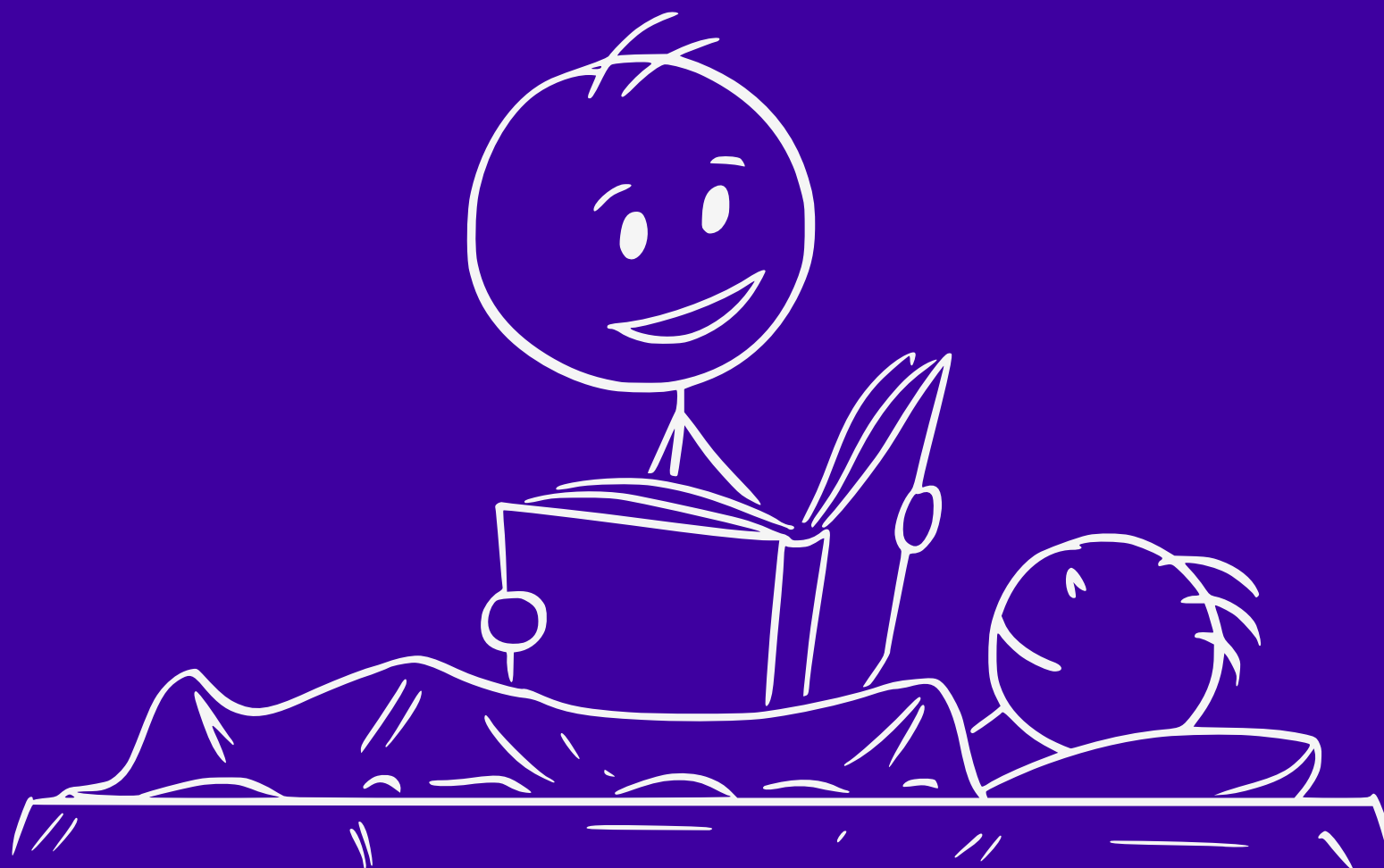
Then by all means, choose any other agency out there!

Here's why you should totally go for it:

- **Random Acts of Ignorance:** Other agencies love to keep you guessing. Who needs a solid strategy anyway? Just throw some money at random tactics and hope for the best!
- **Communication Black Holes:** Ever wanted to experience the thrill of shouting into the void? Well, with other agencies, you'll get to enjoy that sensation every time you try to reach them for updates or support.
- **The Blame Game Masters:** Why take responsibility for their failures when they can blame everything and everyone else? It's an art form, really. You'll marvel at how adept they are at dodging accountability.
- **Creativity? What's That?:** Don't you just love it when agencies recycle the same tired ideas over and over again? It's like watching a rerun of a bad movie, except you're paying for it.
- **Smoke, Mirrors, and Empty Promises:** Other agencies are masters of illusion. They'll dazzle you with flashy presentations and lofty promises, only to deliver subpar results that leave you wondering where all your money went.

So go ahead, take a walk on the wild side, and choose any other agency. Just be prepared for a rollercoaster ride of frustration, disappointment, and regret.

But hey, at least it'll make for a good bed time story, or a story to tell your friends, right?



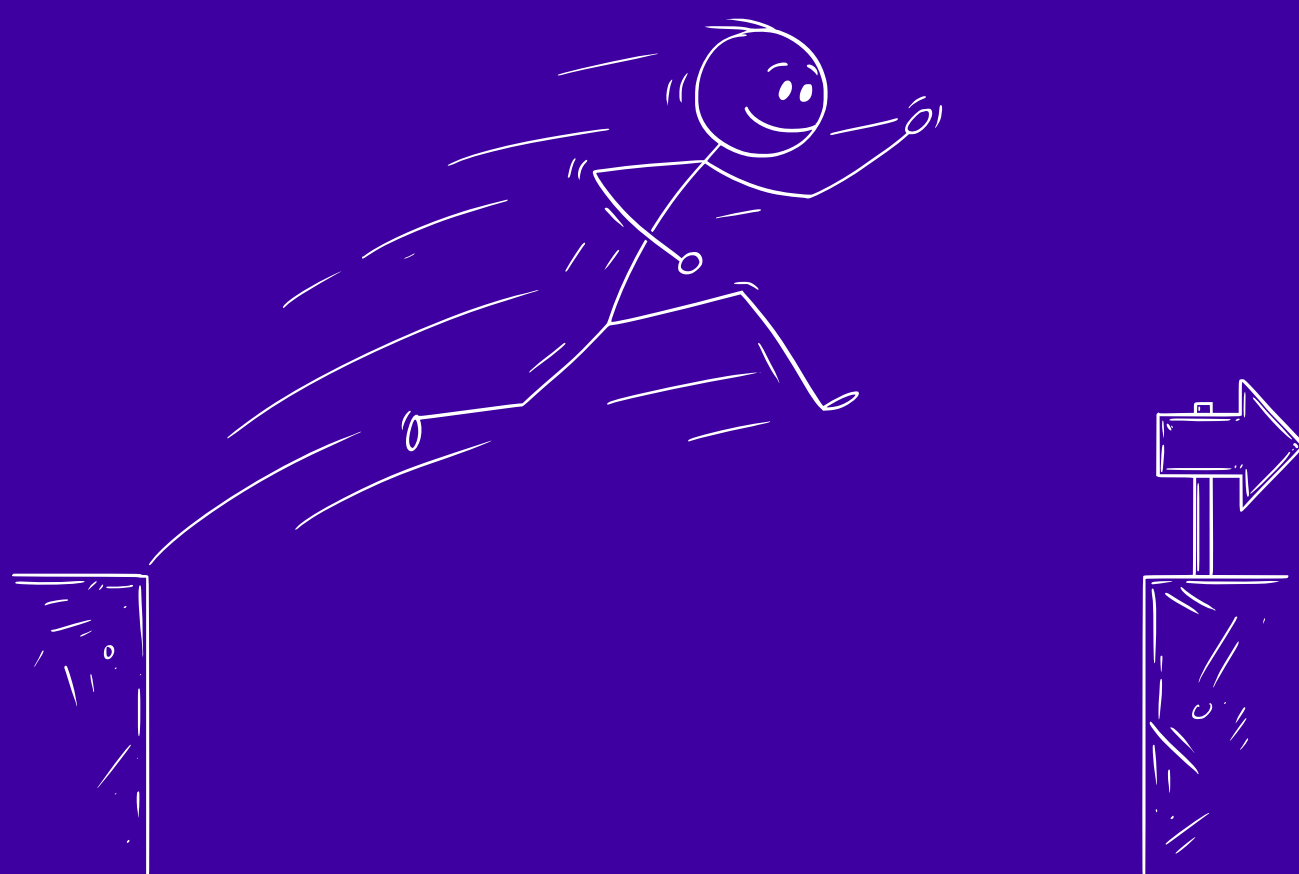
# BECAUSE OTHER AGENCIES JUST DON'T CUT IT!

Let's be real here - picking just any old agency is like playing Russian roulette with your marketing budget.

Sure, there are plenty of fish in the sea, but most of them are just bottom-feeders in disguise. Here's why other agencies don't stand a chance against Hapen:


- **We Don't Just Talk the Talk, We Walk the Walk:** While other agencies might promise the moon and deliver a handful of rocks, we're all about delivering real results. Our track record speaks for itself, and we're not afraid to show off our wins.
- **Innovation is Our Middle Name:** We don't settle for stale ideas and tired strategies. Innovation is at the core of everything we do. From cutting-edge technology to out-of-the-box creativity, we're always pushing the boundaries to stay ahead of the curve.
- **We Speak Your Language (and Google's Too):** We know that navigating the world of digital marketing can feel like learning a new language. That's why we're here to translate the complexities of PPC, SEO, and everything in between into plain English that even your grandma could understand.
- **No Cookie-Cutter Solutions Here:** Your business is unique, and your marketing strategy should be too. We don't believe in one-size-fits-all solutions. Instead, we take the time to understand your goals, your audience, and your brand, and tailor our approach to fit like a glove.
- **We're in it for the Long Haul:** We're not just here to make a quick buck and disappear into the sunset. We're committed to building lasting relationships with our clients and helping them achieve sustainable growth over the long term.

So go ahead, roll the dice with those other guys if you want. But if you're ready to stop settling for second best and start seeing real, tangible results, then Hapen Agency is the only choice.





READY TO DIVE HEADFIRST INTO THE  
CHAOTIC ABYSS OF ADWORDS  
ACCOUNT MANAGEMENT? NO? THEN...



# BOOK YOUR FREE GOOGLE ADWORDS HEALTH CHECK AND 30-MINUTE STRATEGY SESSION

ATTENTION: If you're not prepared to dive headfirst into a whirlwind of profit-making madness, then stop right here.

This free strategy session is strictly for the big leagues, those who aren't afraid to **invest** at least **\$2000 a month** on Google AdWords.

We're not here to play around with your marketing budget – we're here to transform it into a sales-generating powerhouse.

So, if the mere thought of tapping into your customers' deepest desires and emotions sends shivers down your spine, then you might as well close this report and stick to your mediocre marketing tactics.

But if you're ready to unleash the full potential of your Google AdWords campaigns and watch your profits soar to new heights...

