



## Neuse Google AdWords Campaign for January 2015

### Keywords Used

- Outdoor gear
- Fishing equipment
- Hunting equipment
- Camping equipment
- Outdoor Apparel

### Accompanying Ads

Ad One:

Need outdoor sports gear?

Visit Neuse Sport Shop for all your outdoor sports equipment needs

[www.neusesportshop.com](http://www.neusesportshop.com)

Ad Two:

Outdoor Enthusiast?

Neuse Sport Shop has all the gear you need for your outdoor fun!

[www.neusesportshop.com](http://www.neusesportshop.com)

### Campaign Limits

We agreed to use a \$10 per day limit on all ads initially so that we can see if these ads are leading to results and make adjustments.