

Google Display, Search and Video Marketing

Maximising Digital Reach





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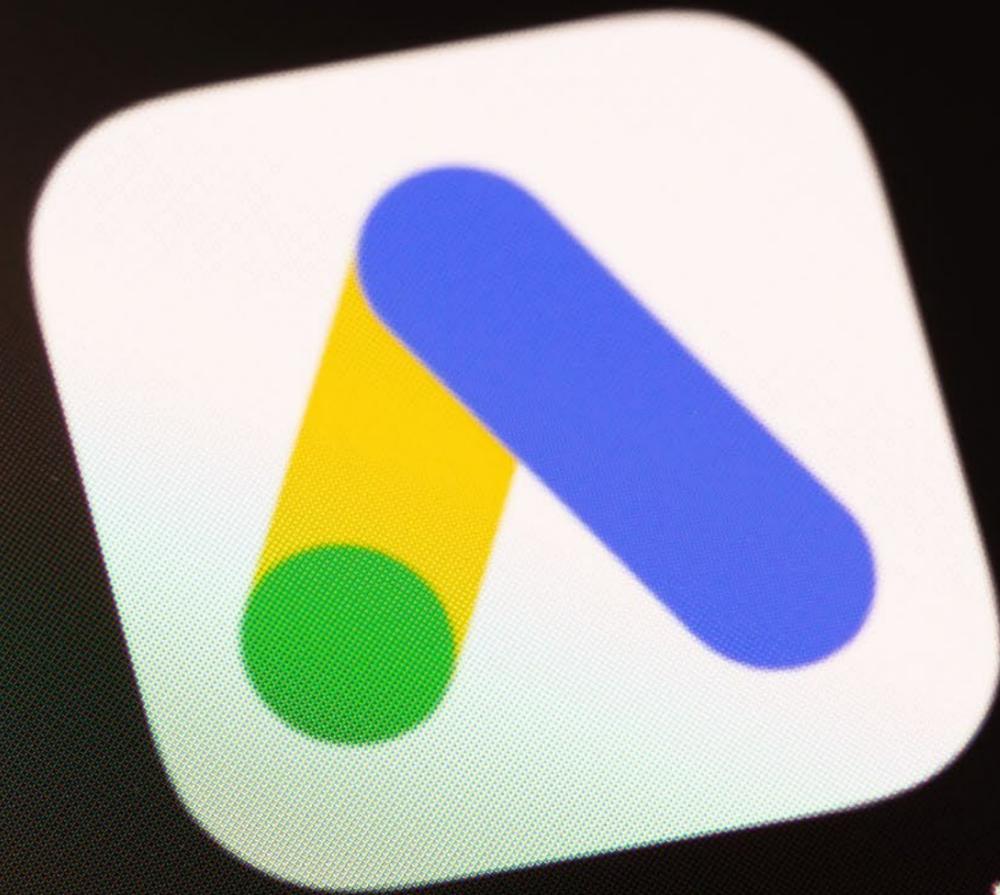


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Why Google Display?

With increasing digital competition and evolving customer behaviours, a strategic Google Display campaign presents an exceptional opportunity to strengthen your market position.



Google Ads



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Key benefits

Cost-effective reach

- Pay only when potential customers engage with your ads
- Precise budget control with daily spending limits
- Average cost-per-click in Channel Islands: £0.45-£1.20





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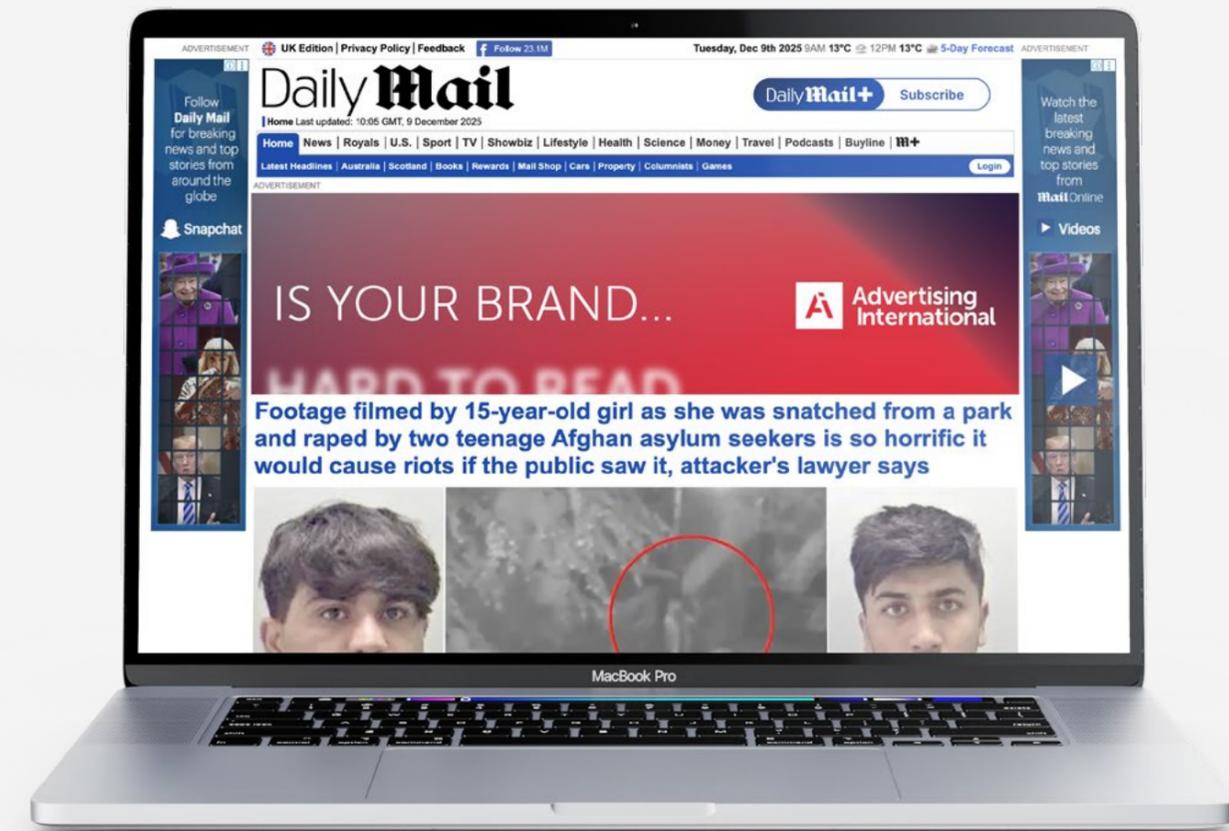
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Diversify Beyond Facebook

Facebook's organic reach continues to decline (currently less than 5% without paid promotion). Google Display reaches 90% of internet users across 2+ million websites, offering broader exposure than social media alone.

Enhanced Brand & Product Awareness

- Showcase your products collections and services
- Visual ads highlighting your business
- Promote seasonal offers and new product arrivals
- Build awareness among Jersey's huge online audience (Internet users: 96,700 (93.0% penetration rate))



Daily mail, is just an example of ad placement



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Where your Ads will appear

Your business display ads will appear on relevant local websites and Google properties such as:

- **YouTube:** Ads can appear before, during, or after videos, or as banners on the platform
- **Gmail:** Ads appear in the “Promotions” and “Social” tabs
- **Google Maps:** Ads may show up in search results or while navigating
- **Google Discover:** Ads are displayed in this feed on mobile devices
- **Blogger:** Blogs hosted on Blogger can display ads
- **Google Finance:** Ads are shown on this financial news site.





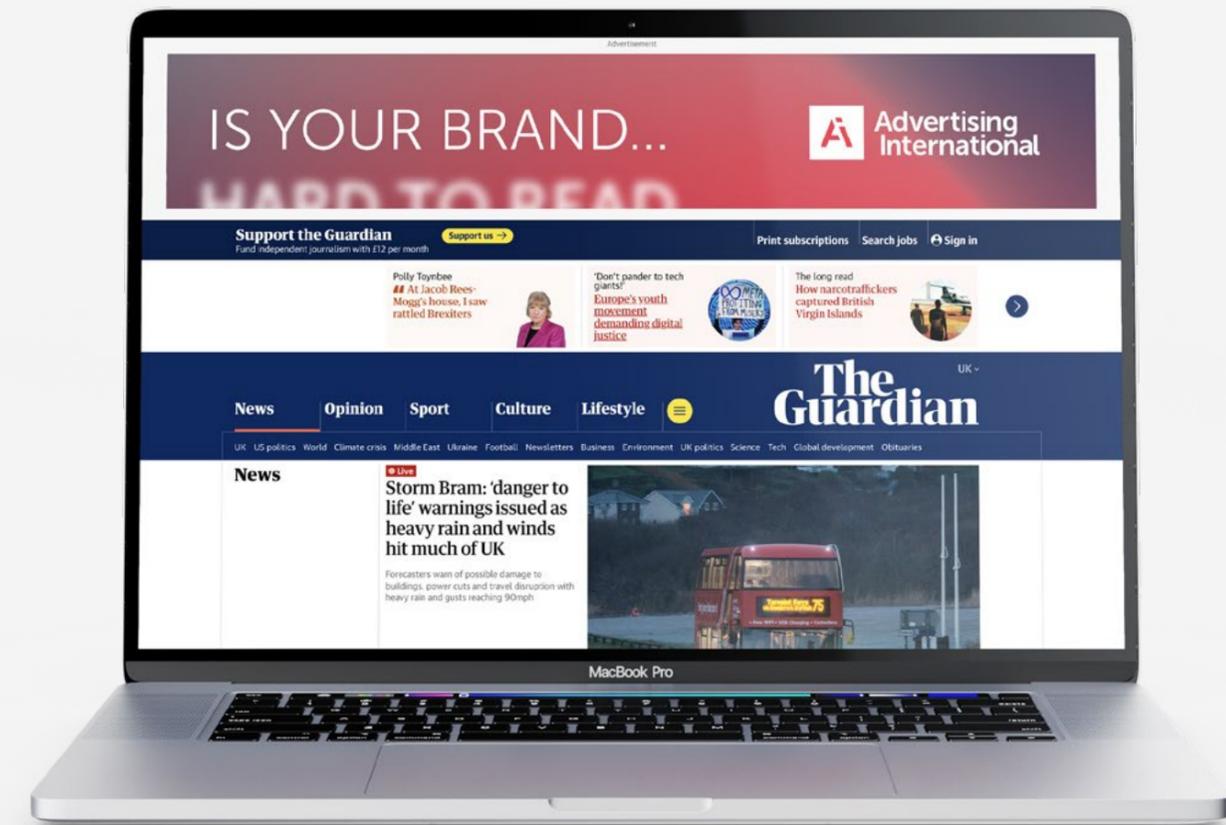
Websites and apps

News sites: Ads are frequently shown on news websites.

Blogs: Ads can appear on blogs of all kinds.

Mobile apps: Ads are shown within millions of partner mobile apps.

Partner websites: Any website that partners with Google to host ads can display them.



The Guardian, is just an example of ad placement



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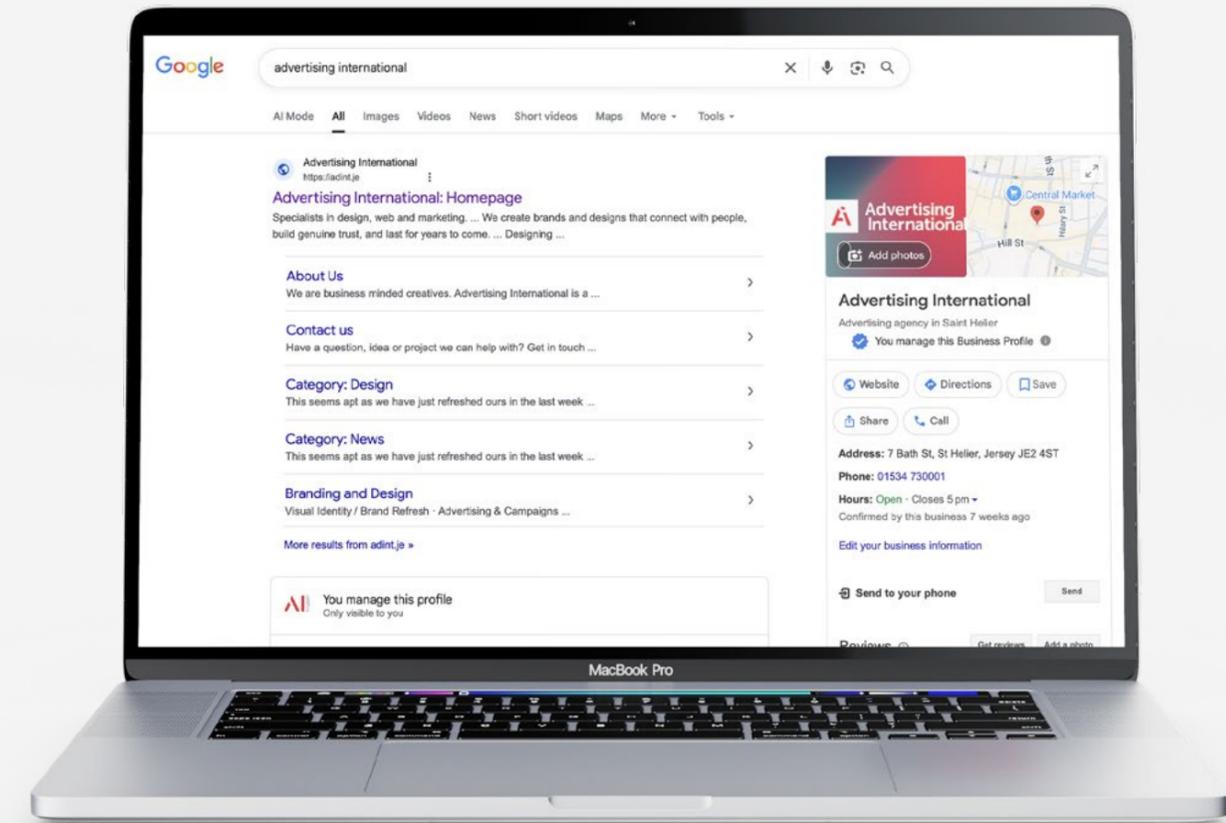
Google Search

Visible Optimisation

Google Search captures customers at the critical moment they're actively looking for your products or services.

With billions of daily searches, it delivers immediate visibility to high-intent audiences ready to convert and drives qualified traffic directly to your website. Search campaigns target people already interested in what you offer, maximising your return on investment.

We craft targeted Google Search campaigns that connect your business with customers precisely when they need you. Our team handles everything from keyword strategy and ad creation to performance optimisation, ensuring your budget works harder and delivers measurable results that grow your business.





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Expansion Opportunities

Remarketing Campaigns

- Re-engage website visitors who didn't complete purchases
- Show specific products they viewed
- 3x higher conversion rates than standard display

Video Advertising (more information on P13)

- YouTube ads showcasing products and services
- Product demonstrations and customer testimonials

Shopping Campaigns

- Direct product promotion with prices
- Seasonal offers



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Next steps

We recommend beginning with a 3-month pilot focusing on your core home interiors audience, then expanding based on performance data. This strategic approach will complement your existing marketing while reducing dependency on any single platform.





Content Creation



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The Power of Video Marketing

Video marketing transforms how businesses connect with audiences, delivering messages that resonate and stick. With 80% of consumers preferring video over text, it's the most engaging content format across all platforms.

Video builds trust, showcases products authentically, and drives purchase decisions faster than any other medium.

From social media reels to YouTube campaigns, video content generates higher engagement, shares, and conversions. It explains complex ideas simply, tells your brand story compellingly, and reaches audiences wherever they scroll.

We create impactful video campaigns tailored for Jersey businesses, ensuring your message captures attention, drives action, and delivers measurable results across every digital channel.





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Video Package

We can look at delivering a package of videos in various formats and length to cover all of your media channels with new engaging content that demonstrates product knowledge, range of services and brand consistency: the people and thinking behind the scenes

We can cover your key departments while focusing on longevity of the business, customer services and the brand.





Examples

Local connection matters:

Custom videos featuring your location, knowledgeable staff, and real Jersey projects build trust and community connection that generic manufacturer videos can't match

Perfect for social media:

Short-form video (Instagram Reels, Facebook, TikTok) is where your audience spends time.

Showcases expertise:

Quick tips, product comparisons, or expert advice positions your business as the comprehensive local expert for any project

Event amplification:

Video clips of department features create excitement and drive foot traffic better than static images

Mobile-first shopping:

Most customers research on phones before visiting. Short videos load quickly, engage immediately, and help decision-making

Staff expertise spotlight:

Feature specialists sharing professional tips, building credibility and personal connections with customers

Cost-effective multi-use:

One video can be repurposed across your website, social channels, email campaigns, digital ads, and in-store displays

Thank you

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