B2B Resource Team Earns Google Partner Adwords Certification ? Clients Benefit From The Latest Adwords Methods

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Sarasota, Florida - Florida based B2B Resource Team announced that the company has earned a Google Partner Adwords Certification, awarded to Adwords consultants who pass exams related to Google?s Search and Display network ad systems.

?This certification, along with our experienced Adwords consultant partners, is another reason why our clients can rely on us to advise on, and manage Adwords campaigns that build business and reduce ad costs,? says Greg Jordan, President of the B2B Resource Team. ?It reflects our continuing commitment to serve our clients with the latest in the always-changing world of Google Adwords methods."

Getting ad visibility in the best places online is a constantly evolving challenge, as Google makes frequent changes to their search engine and display network platforms. In addition, a successful campaign is not a ?set it and forget it? proposition. Ad copy, keywords, budgets, bidding strategies, and landing pages, all need to be optimized.

Other trends in the digital advertising space highlight additional challenges and signal more changes to come. A study by New York City-based Interactive Advertising Bureau (IAB) showed that content infringement, malvertising, and fraudulent impressions, waste $8.2 billion of the $27.5B annual US digital advertising spending. Add to this industry problem the rapidly growing consumer trend to use ad blocking apps, readily available from app distribution websites.

Now, more than ever, businesses and nonprofits need access to knowledge and experience that help them utilize an increasingly sophisticated Adwords system to meet their advertising goals. But many local and national companies, constrained by a lack of experience or resources, don?t or can?t give Adwords the attention it needs to create successful campaigns. Experienced Adwords consultants can help fill this gap.

?Today, if a company or nonprofit is using Adwords and doesn?t have an Adwords professional with the time and ability to improve online ad campaign performance, they?re at risk of lost clicks and paying too much,? Jordan adds. ?Our partnership with Google will give us easy access to the latest improvements that Google makes. This in turn will help our clients achieve the best results for the lowest costs.?

The company has released a special free research report: "The Adwords Common Error Study - Avoiding These Mistakes, Takes Adwords Performance To The Next Level". Also, qualifying applicants are eligible for a free Adwords account audit to identify areas of wasted ad spend and lost clicks.

The B2B Resource Team specializes in Adwords management, Facebook Advertising, marketing content creation, and Amazon sales consulting for local businesses and nonprofits.

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Marketing and Advertising strategists and agency. Specializing in Reputation Marketing, Marketing Content Generation, and Pay per Click advertising Optimization.

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