

Why Choose Samson Consulting For Google Adwords?



Why should you choose Nick Jervis/Samson Consulting to manage your Google Adwords campaign?

1. I focus on the 'whole prospect journey'. Not only will I find the right keywords to attract your perfect clients, I will also advise you how to improve your website to ensure that more of them contact you, and I will train you to have the 'Meaningful Conversation' (post) with them to ensure that you turn as many of those enquiries into new client instructions.
2. I created a formula for solicitors to follow which converts more prospects into clients. This involves, in part, having the 'Meaningful Conversation' with your prospects. I will share this system with you and train you to follow it to ensure that you obtain the maximum return on investment possible from your Adwords campaign.
3. When you ask me to act for you, you immediately lock out your competition from receiving my services. I choose only to act for one solicitor in each geographic region or one niche solicitor nationally to ensure that you obtain great results.
4. You receive hidden benefits across your entire range of services, whether or not you are running Adwords campaigns to promote them. This is because all that I help and train you with in terms of conversion can then be applied to all of your services.
5. I want you as a 'client for life'. I don't want to act for many different solicitors each and every year. I want to turn you into a client that makes so much profit from what we do together that you are delighted to have me as a part of your team. This is why I waive my campaign set up fee, despite the fact that the first few months involves such a lot of additional work. I share the risk with you because I believe in what I do.
6. I love what I do. I couldn't always say this when I was a practising solicitor, but I can now. Google Adwords is a big and important part of my business. I love all of the tools which allow me to constantly test and measure the performance of my client's campaigns so that I can continually improve the results.
7. Shall we start working together?

Nick Jervis

Solicitor (non-practising).