

ACTIVA MEDIA

USES GOOGLE ADWORDS TO INCREASE **ALBA CATERING'S** BUSINESS



Alba Catering and Foods Services is a member of Food Caterers Association of the Philippines. It has been in the catering business for more than 10 years catering to guests from corporate events to personal parties such as weddings, debuts, kids birthdays, baptisms, and other occasions. Alba Catering strives to fulfill every client's wish for a memorable catering experience.

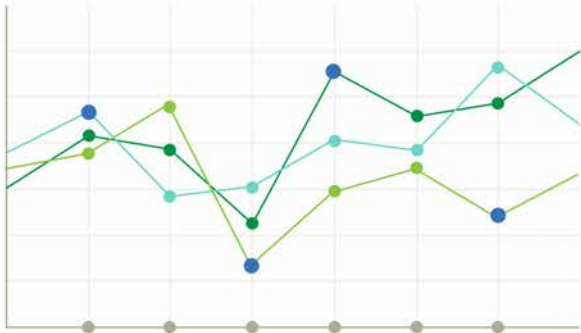


CHALLENGE



To succeed in a competitive industry like Philippines, gaining new clients is crucial for Alba Catering. Relying on word of mouth and referrals, Alba Catering is constantly looking for new methods to reach out to their desired clientele. "Most clients feel secure when you have a website but if your website is not in the first page of what they were searching for, chances are they will prefer the first to third catering service in the first page", Ms. Jeanette Alba, owner of Alba Catering said. "I attended one seminar on how to advertise on line and the first line the speaker said was if you're looking for something i -Google mo, it was something that I have to prove so I used Google. True enough, I found what I was looking for! So I decided to be in Google when Activa Media approached me so that my clients will find my business also."

RESULTS



I have been very encouraged with the results since we started using Google search marketing. I have observed a significant increase in enquiries and that has in turn translated into sales and benefited my business greatly. Activa Media Philippines has been a great help in managing my campaign and I have been receiving constant updates on how to further enhance my online presence. They made it possible for my business to be prominent in Google!

“ In the catering industry, we constantly require new business. After starting a successful Google campaign with Activa Media Philippines, the number of enquiries and orders has increased significantly!

I will continue to partner Activa Media Philippines! ”

Ms. Jeanette Alba, Owner
Alba Catering



As the only agency to be accredited both the Preferred Reseller S.E.A for Yahoo Search Marketing and Google AdWords Premier SME Partner (PSP), Activa Media offers a comprehensive range of online services comprising customised website design and conceptualisation, hosting services as well as targeted ad campaigns on leading online platforms such as Yahoo, Google, MSN (Bing) and Facebook.

With four offices today, Activa Media remains one of the top online marketing agencies in Southeast Asia. Coupled with a dedicated team comprising seasoned marketers who possess great knowledge and understanding of online marketing for the various industries their clients may be in, Activa Media is confident to be a catalyst of unprecedented growth for your business.

To get expert help, visit our website at www.ActivaMedia.com.ph or call us at (632) 553 6002.
You can be our next success story.