

The screenshot displays a Google AdWords interface. On the left, the 'Campaign Management' section shows details for 'Campaign #1', including budget (£10.00/day), targeting (1 language, 1 location), and a list of ad groups with their statuses (Active or Deleted). On the right, a website preview for 'Computacare Services' is shown. The website has a teal header with the text 'Welcome to Computacare Services' and a navigation menu with links for 'CLEANING SERVICES', 'SERVICE GUIDE', 'ABOUT US', 'CLIENTS', and 'FAQ'S'. Below the navigation, there are two main sections: 'COMPUTER AND COMPUTER ROOM CLEANING' featuring images of cleaning equipment and a person cleaning a keyboard, and 'OUR SERVICES' which includes 'COMPUTER ROOM CLEANING' and 'COMPUTER/PC CLEANING' with descriptive text about the services.

## Computacare Services IT Equipment and Office Equipment Cleaning

Computacare provide specialist cleaning services to the following sectors; Financial, Recruitment, Media, Healthcare, Education and Local Government.

We work as the Computacare marketing department providing their entire marketing function.

Our services for Computacare consist;

- Marketing Consultancy
- Website Management
- Pay Per Click
- SEO
- PR
- Email Newsletter

### Result

Via the Computacare website and pay per click we generate between £8000 to £10,000 worth of business each month. Computacare provide a niche cleaning service enabling them to achieve a high enquiry to sale success rate.

Now that the their website and Pay Per Click is generating consistent new sales, we are developing new business routes such as direct mail and email broadcasting via targeted lists. This process is to be supported by telesales.

*“Position4Business has worked with Computacare for over a year. In that time they commit 100% to each project, always aiming to achieve the best they can for our marketing”*

John Pool, Managing Director