



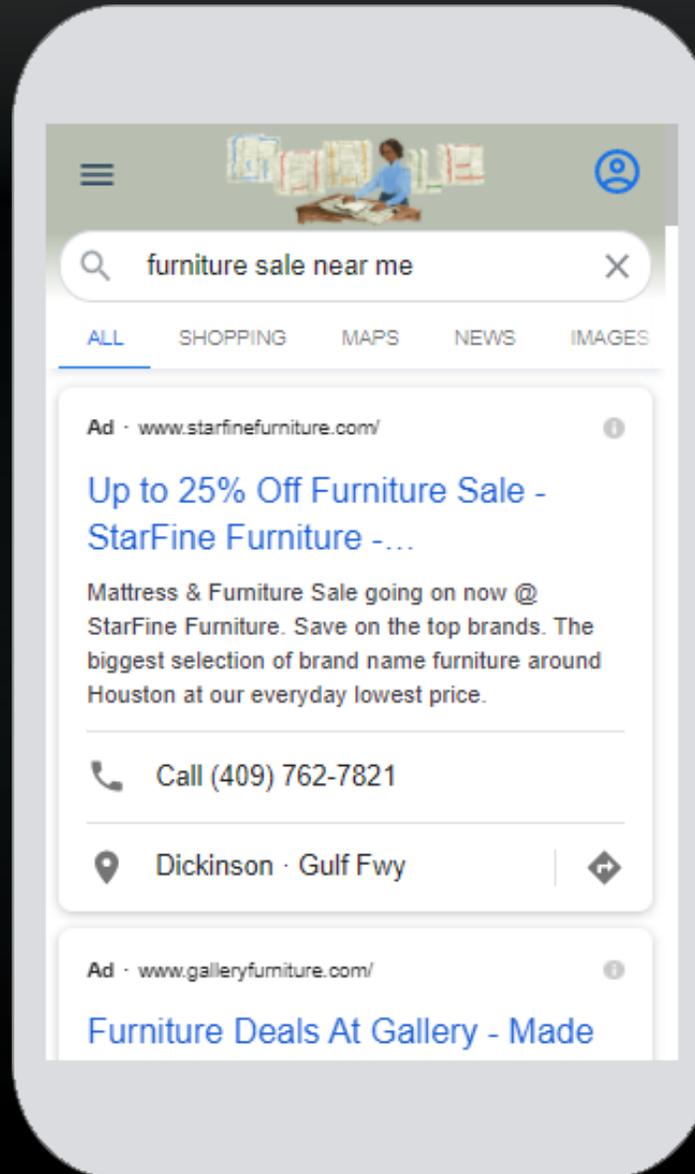
# Google Ads Campaign ABC FURNITURE

**DRAMATICALLY INCREASE YOUR STORE'S TRAFFIC AND YOUR SALES VOLUME!**

## Why have a Google Ads campaign?

- **86% of consumers use the Internet to find a local business.** (WebVisible survey)
- **Google owns 70% of the search market share.** (NetMarketShare)
- **The top three ad spots take about 40% of the clicks on the page.** (The War on Free Clicks - Wordstream)
- **98% of searchers choose a business that is on page 1 of the results they get.** (BrightLocal)
- **Businesses make an average of \$2 in revenue for every \$1 they spend on Google Ads.** (Google Economic Impact Report)

**tango**  
MULTIMEDIA



## Why use Tango to manage Google Ads?

- ✓ Campaigns managed by a former furniture retailer.
- ✓ Flat-fee pricing with no commission.
- ✓ Our competitors charge a monthly fee of \$1,000+, and earn a commission of up to 30% on your click budget.
- ✓ Google certified in Search, Display, and YouTube ads.
- ✓ Save time and money.
- ✓ Tango gets industry-leading results.

Google  
Partner

## Why have a Google Ads campaign?

**Position.** With a Google Ads pay-per-click campaign, when shoppers search, they will see a text “ad” for your store at the top of Google. And you only pay when someone Clicks, hence the name pay-per-click.

Google Ads campaigns are remarkably efficient ways of making sure your store shows up to the right shoppers, with the right message, at the right time.

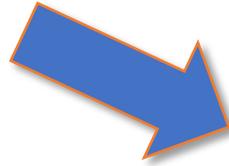


The screenshot shows a Google search for "tempur pedic mattress lancaster". The search bar is at the top with the Google logo on the left and search, voice, and clear icons on the right. Below the search bar are navigation tabs for All, Shopping, Images, News, Maps, and More, along with Settings and Tools. The search results show "About 73,500 results (0.56 seconds)". The first result is a highlighted ad for "Gardner's Mattress - 30th Anniversary Sale" with a green background. It includes a link to "www.gardnersmattressandmore.com/mattresssale/30thanni...", a phone number "(717) 299-6228", and a description: "Lancaster's favorite mattress store only turns 30 once. Don't miss this sale. DoubleDealzzz + up to 3 Free Gifts + 30 Days of Prizes + up to 60 months to pay." Below the description are two buttons: "Natural mattress guide" and "Download a free guide". The second result is "Special Tempur-Pedic® Savings - Mattress Firm® Official Site" with a link to "www.mattressfirm.com/" and a description: "\$300 Instant Gift w/ Mattress Purchase. Plus, Save \$300 on Select Tempur-Pedic® Mattresses". The third result is "Tempur-Pedic® Mattresses - Don't Miss: Shop Fall Savings" with a link to "www.tempurpedic.com/" and a description: "From Pet Dander to Kids' Messes—Refresh Your Bed in 3 Easy Steps with EasyRefresh® Cover." The fourth result is "Shop Tempur-Pedic Mattress - Best Tempurpedic Beds" with a link to "www.us-mattress.com/tempurpedic" and a description: "Get Extra Savings + Free In-Home Setup with Your Perfect Tempurpedic Bed. Don't...". At the bottom of the page, there is a map snippet showing "Fruitville" and route markers "741" and "23".

## Why have a Google Ads campaign?

**Competition.** Appear above your competition in search results.

Before visiting stores, most shoppers search Google to research products and places to shop. Some of these search terms already trigger your website organically, but some don't. Since shoppers rarely look beyond the first page of results, being on the first page is critical.



The screenshot shows a Google search interface with the query "furniture sale near me". The search results page displays three paid advertisements. The first ad is for StarFine Furniture, offering up to 25% off. The second ad is for Star Furniture Houston, and the third is for Rooms To Go. A blue arrow points from the text on the left to the first ad.

Google

furniture sale near me

All Shopping Maps News Images More Settings Tools

About 1,420,000,000 results (0.92 seconds)

**Up to 25% Off Furniture Sale - StarFine Furniture**  
[Ad](#) [www.starfinefurniture.com/](http://www.starfinefurniture.com/) (409) 762-7821  
Mattress & Furniture Sale going on now @ StarFine Furniture. Save on the top brands. The biggest selection of brand name furniture around Houston at our everyday lowest price. White Glove Delivery. Locally Owned. Free Expert Design Help. Serving TX Since 1920.  
3503 Gulf Fwy, Dickinson, TX - Hours & services may vary

**TEMPUR-Adapt°**  
Cool-to-Touch Cover  
Advanced Adaptability

**Famous Furniture Brands**  
Built to Last, Quality Furniture  
in Houston at StarFine Furniture

**Star Furniture Houston - View Our Collection Today**  
[Ad](#) [www.starfurniture.com/](http://www.starfurniture.com/)  
Living Room, Dining, Bedroom & More At Great Prices. Shop Online Or In Store! Shop Online, See In Store. Same Day Delivery Options. Financing Options Offered.  
[Living Room Furniture](#) · [Bedroom Furniture](#) · [Dining Room Furniture](#) · [Store Locations](#)

**Rooms To Go® Furniture - Shop The Columbus Day Sale**  
[Ad](#) [www.roomstogo.com/](http://www.roomstogo.com/)  
Discover Huge Discounts On Items For Every Room. Hurry - Sale Ends Soon. Shop Today!

## Why have a Google Ads campaign?

**Control.** Choose your message rather than being at the mercy of Google to show what they think a shopper should see.

In the organic search results, Google automatically pulls random information from the content of your website. That information might not be the most compelling reason to visit your site.

In a Google Ads campaign, we craft multiple versions of your ad that compete against each other to see which offer or language appeals to your shoppers right now.

The messaging that resonates with shoppers varies from time to time. Today they might be looking for a Sale and tomorrow something else. Tango stays on top of the trending ad copy so your ads attract today's shoppers.

A screenshot of a Google search for "ashley furniture". The search bar at the top shows the query. Below it, several search results are displayed. Blue arrows point to four different Google Ads, and an orange arrow points to the organic listing at the bottom. The ads are for "Ashley Furniture Sale" from www.berksfurnituremattress.com, with various headlines and descriptions. The organic listing is for "Ashley Furniture in Hackettstown, NJ" from the same website.

Google

ashley furniture

All

**Ashley Furniture Sale**  
Ad www.berksfurnituremattress.com/ ▼  
Berk's **Furniture** serving Warren, Morris, & Sussex Counties. Guaranteed lowest prices! Find the best deals on **Ashley Furniture** at Berk's. In-house expert delivery. Same day delivery.  
320 Mountain Ave, Hackettstown, NJ - Hours & services may vary

**Ashley Furniture Sale - 28,000 sf of Furniture & Beds**  
Ad www.berksfurnituremattress.com/ ▼  
Berk's **Furniture** serving Warren, Morris, & Sussex Counties. Guaranteed lowest prices! Find the best deals on **Ashley Furniture** at Berk's. Non-commission Staff. Low price guarantee. Special 0% Financing. In-house expert delivery. Same day delivery.  
Clearance Furniture Sale · Virtual Store Tour · Why Shop at Berk's? · Best Priced Mattresses

**Ashley Furniture Sale - Ashley Specials Shipped Fast**  
Ad www.berksfurnituremattress.com/ ▼  
Serving Warren, Morris, & Sussex Counties. Guaranteed lowest prices on **Ashley!** Find the best deals on **Ashley furniture** and name-brand mattresses at Berk's. Same day delivery.  
Clearance Furniture Sale · Virtual Store Tour · Why Shop at Berk's? · Top Name Brands  
320 Mountain Ave, Hackettstown, NJ - Hours & services may vary

**Ashley Furniture Sale - Shop Online or By Appointment**  
Ad www.berksfurnituremattress.com/ ▼  
Serving Warren, Morris, & Sussex Counties. Guaranteed lowest prices on **Ashley!**  
Clearance Furniture Sale · Virtual Store Tour · Top Name Brands · Why Shop at Berk's?  
Name Brand Sofas - from \$299.96 - Best prices anywhere · More ▼

**Ashley Furniture in Hackettstown, NJ**  
www.berksfurnituremattress.com > ashley-furniture-in-hackettstown-nj ▼  
Berk's Furniture & Mattress in Hackettstown, NJ is proud to sell **Ashley Furniture** products. From design through fulfillment, **Ashley Furniture Industries, Inc.**

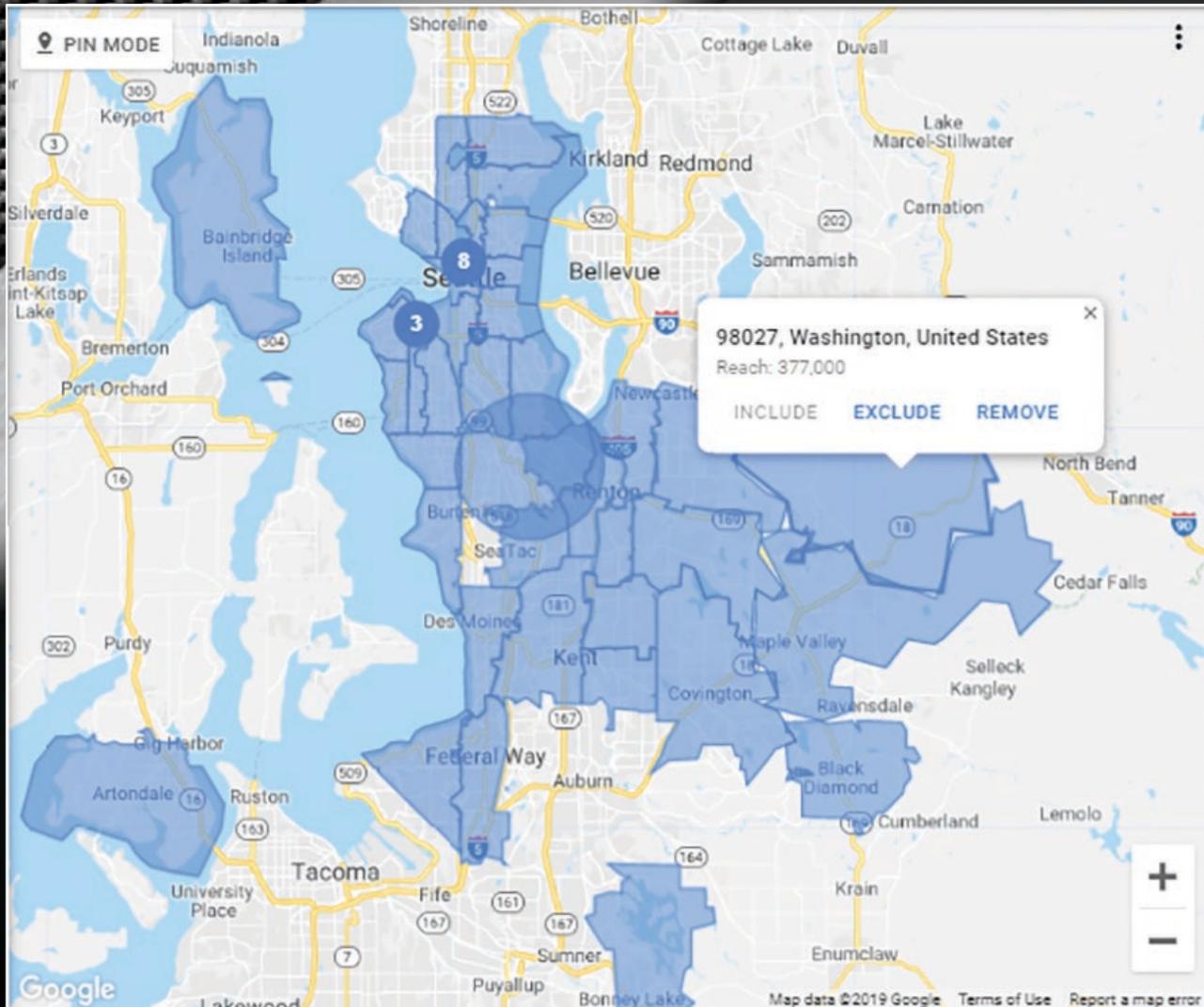
Organic Listing

The screenshot shows a Google search for 'cramers'. At the top, the Google logo is on the left, and the search bar contains 'cramers'. To the right of the search bar are icons for clearing the search, voice search, and search. Further right are a grid icon and a 'Sign in' button. Below the search bar, navigation tabs for 'All', 'Shopping', 'Maps', 'News', 'Images', 'More', 'Settings', and 'Tools' are visible. The search results show 'About 951,000 results (1.10 seconds)'. The first result is an advertisement for 'Cramer's Furniture & Mattress Store | Best Value in Ellensburg, WA' with a URL 'www.cramersfurniture.com/'. Below the ad are two columns of text: 'Living Room Furniture' and 'Huge Recliner Selection'. To the right of the ad is a Google Maps listing for 'Cramer's Home Furnishings' with a 4.7-star rating and 106 reviews. Two orange arrows labeled 'Organic Listing' point to the organic search results below the advertisement.

## Why have a Google Ads campaign?

**Impact.** When your ad appears alongside your organic listing, and your Google Maps listing, you're making an even bigger impression in the shopper's mind. Shoppers see that you're a big deal.

Focusing on your own name is also a strategy to block other advertisers from appearing at the top of the page when a shopper searches for you. Because your name is legitimately placed numerous times on your own website, it's difficult for other advertisers to outrank you. For them to appear in the search results, they must significantly outspend you. Clicks are incredibly cheap for you and if you're not bidding on your own name, you make them cheaper for your competitors.

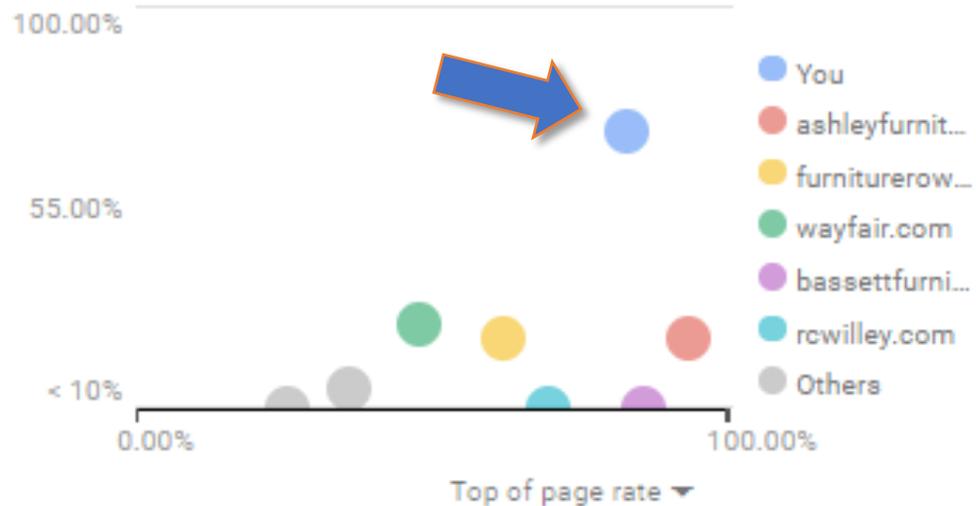


Show up to the right shoppers, with the right message, at the right time

Target by Age, Income, and the exact Locations of your best customers

## Auction insights

Impression share

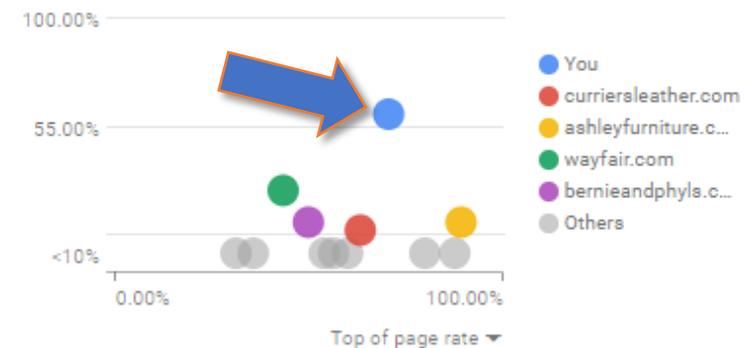


[AUCTION INSIGHTS >](#)

Tango tactics repeatedly outperform an impressive list of competitors

## Auction insights

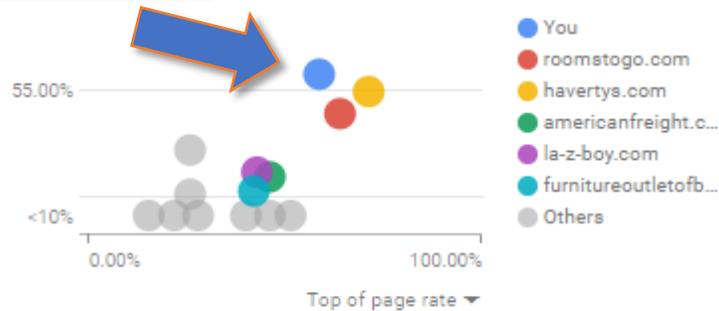
Impression share



[AUCTION INSIGHTS >](#)

Tango's techniques routinely get our clients' ads showing more often, and higher on the page, than some national competitors who have significantly bigger budgets.

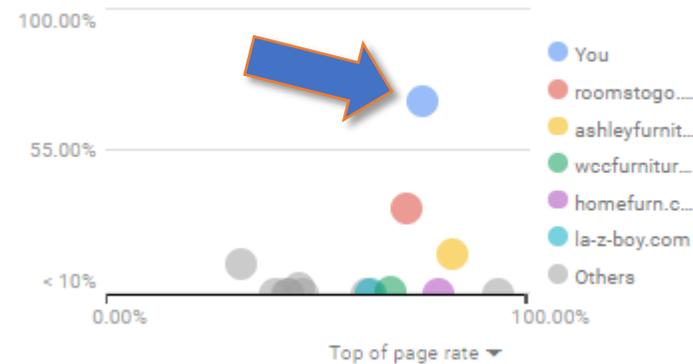
?



[AUCTION INSIGHTS >](#)

## Auction insights

Impression share



[AUCTION INSIGHTS >](#)

# Why choose Tango?

Cost  
Experience  
Alignment  
Transparency



**Cost:** Tango charges a low, flat fee for management of your Google Ads campaigns: Search, Display, Re-targeting, and YouTube pre-roll with no commission on your budget. This allows us to recommend only the services which will be effective for driving customers into your store at the lowest cost. Most Google Ads management companies charge a monthly fee of \$1,000 or more, plus they earn a commission of up to 30% on your click budget.



**Experience:** Campaigns are overseen by a former furniture retailer with 20+ years of real-world furniture store marketing and operations experience. This gives us an appreciation of the distinction between “clicks for the sake of getting clicks” and “clicks for the sake of getting a sale.” Ensuring you only get relevant clicks that won’t waste your budget.



**Alignment:** Because we don’t charge a commission, we have no incentive to increase your budget beyond the absolute minimum it takes to maximize your focused traffic. We’re rewarded for a job well done by your loyalty and referrals. And being commission-free affords Tango the luxury to advise you about your SEO (Search Engine Optimization) – your free, organic search results.



**Transparency:** You know exactly what you’re paying – the charges on your credit card are direct from Google – our fee is billed separately. See your account using screen-share, so you know just what’s happening, where the clicks originate, what ads are working, and how your budget is invested.



Google Ads management  
for furniture retailers by furniture retailers

# ABOUT tango

**Tango Multimedia** was founded in 2009 by Terry Fetterman. Terry spent many years in TV advertising sales for Comcast, CBS, and a strange, little independent TV station broadcasting paid-for long form content. He has produced thousands of videos and TV commercials as a partner in a video production company. Terry also served as the director of sales for a TV broadcasting technology company. These experiences culminated in the founding of Tango, where he focuses on bringing transparency to the advertising world for furniture retailers and manufacturers. With a data-driven approach and an agnostic view of the methods of delivering messages to furniture shoppers, Tango provides clients purposeful advertising plans, without the influence of commissions.

In 2017 Terry was joined by Joe Walter, a former brick-and-mortar and online furniture retailer in Tampa, FL. Joe brings 20 years of furniture retail experience to Tango. While on the retail side of things, Joe held posts of Director of Marketing, Senior Merchandise Manager, and Director of Operations as well as operating his own franchised furniture stores. Joe honed his unique skills managing Google Ads campaigns for his own stores from the very beginnings of Google AdWords. He has a bachelors degree in Finance from the University of South Florida, and holds certifications in Google Ads Search, Display and YouTube Video. Joe combines his furniture retail and online marketing experience to help retail, vendor, and manufacturer clients make the most of their furniture advertising.

**Our Philosophy:** A complete marketing strategy engages people during every phase of their purchasing journey.

**Our Strategy:** We help furniture stores sell more and spend less. More than just a marketing firm, we take an holistic, consultative approach to improve in-store media, outbound advertising, and in-bound marketing. We understand – sales matter most!

To finalize your Google Ads campaign, contact **Joe Walter** at **(813) 477-2343** or [joe@tangomm.com](mailto:joe@tangomm.com)

**TangoMultimedia.com**

