



## Google AdWords increases Empire Food's sales leads by 20% in six months

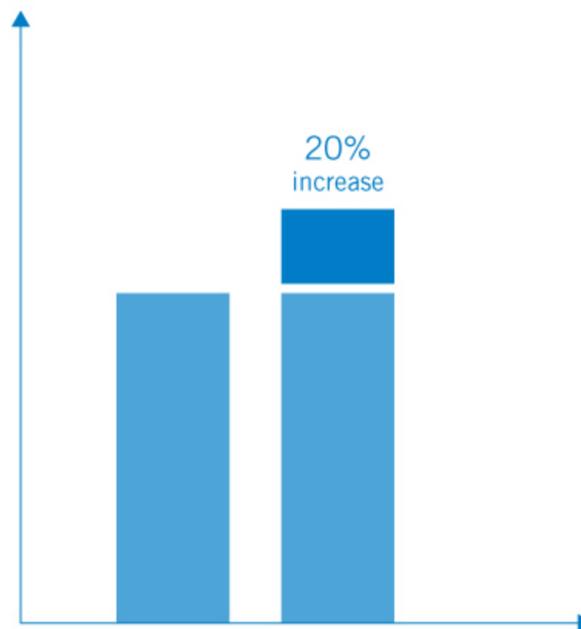
Empire Food Management Pte Ltd started operations in 2000 providing home-delivery meals and buffet catering. The company has experienced massive growth the last 5 years and has since introduced a wide range of popular catering services that include hi-tea, barbeque and mini-buffet catering. The company's client base comprises government, educational institutions, corporations and other commercial entities. Empire Food strives to fulfill every client's wish for an unforgettable dining experience.

### Challenge

To succeed in such a competitive industry in Singapore, gaining new leads is crucial to Empire Food. Mr Thomas Hong, the CEO of Empire Food, tried generating more leads via other search engines, but found them ineffective.

He was so busy with running the business that he knew he needed help to manage his online marketing campaign. The company also lacked the expertise to generate sustaining results. This is why Empire Food engaged Activa Media.

Activa Media sends monthly reports to Empire Food on the success of their AdWords campaign. Sales consultants also offer strategic advice on how to make the most of their ad spend. As the consultants successfully manage their online campaign, Empire Food now focuses on improving the quality of their cuisine and service.



Since Activa Media has managed Empire Food's Google AdWords campaign, the company has experienced a 20% increase in sales leads.

## Results

Thanks to Aactiva Media's management of Empire Food's AdWords campaign, the company experienced a 20% increase in sales leads in just 6 months. AdWords was most effective during the festive periods of Chinese New Year and Christmas, when Empire Food received more genuine sales enquiries from clients who had searched online for a business like his.

Mr Hong asserts, "Google AdWords is comparable, if not better than other online advertising methods, as it is more targeted and specific." The fact that AdWords allows customised ad text for different promotions proved especially useful to Mr Hong.

**"In the catering industry, we constantly require new business. After starting a successful online campaign with Aactiva Media, the number of confirmed orders resulting from this medium has surpassed all my other marketing directives. I will continue to use Google AdWords!"**

- Mr Thomas Hong, CEO,  
Empire Food Management Pte Ltd

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## Google AdWords

Google AdWords is used by thousands of businesses worldwide to attract new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users who seek a particular product or service. The cost-per-click (CPC) pricing means advertisers only pay when an ad is clicked on. Advertisers benefit from a massive distribution network and choose their own support level and spending. For more information on launching your own campaign, visit <http://adwords.google.com>

## Aactiva Media

Aactiva Media Pte Ltd offers cost-effective advertising to help small to medium-sized businesses build a web presence. Their services comprise of websites offering e-commerce capabilities, hosting of websites and emails- essentially with the purpose of exposing these websites through Google. Aactiva Media's sales executives have strong experience both in directory and search marketing. Programs are customised for each advertiser and round-the-clock support is provided. To get expert help, visit <http://www.activamedia.com.sg>

