

# AMPH Advertising Agency Inc.

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 accommodating 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 the 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 on the first page of what they are searching for, chances are they will prefer the first to third catering service on the first page", Ms. Jeanette Alba, owner of Alba Catering, said. "I attended one seminar on how to advertise online and the first line the speaker said was if you're looking for something, i-Google mo. It was something that I had to prove so I used Google. True enough, I found what I was looking for! So I decided to be on Google when AMPH Advertising Agency Inc. approached me so that my clients will find my business."

# RESULTS



I have been very encouraged with the results since we started using Google search marketing. I have observed a significant increase in inquiries and that has in turn translated into sales and benefited my business greatly. AMPH Advertising Agency Inc. 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 AMPH Advertising Agency Inc., the number of inquiries and orders has increased significantly!**

**I will continue to partner with AMPH Advertising Agency Inc.!"**

Ms. Jeanette Alba, Owner  
Alba Catering



As the only agency to be accredited both the Preferred Reseller for Yahoo Search Marketing and Google AdWords Premier SME Partner (PSP), AMPH Advertising Agency Inc. 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.

AMPH Advertising Agency Inc. 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, AMPH Advertising Agency Inc. is confident to be a catalyst of unprecedented growth for your business.

To get expert help, visit our website at [www.AMPH.com.ph](http://www.AMPH.com.ph) or call us at (632) 553 6002.  
You can be our next success story.