

"The first thing that customers often say is, 'Boy, everything I searched, you came up first.'"

Bonnie Bornstein Fertel, Vice President,
Bornstein Sons, Inc.



Bornstein Sons, Inc.

Fairfield, NJ

www.bornsteinsons.com



**25% of new customers
come from AdWords**

Bonnie Bornstein Fertel's father said their company didn't need a website. His home maintenance and repair contracting business, Bornstein Sons, had survived for nearly 70 years without one. But in the early 1990s, when Bonnie and her husband took over, they decided to give the web a try.

"There's a generational disconnect in understanding change," Bonnie says. "And I said, 'Well, we need a website.' So, we got a website."

For a long time, the site stayed pretty much the same, and so did Bornstein Sons' advertising. "We had full-page ads in nine phone books under two categories," she says. Then she and her husband, Richard, noticed a change; the ads were no longer providing a return on investment.

So Bonnie started researching ways the Internet could help, and she had the Bornstein Sons website redesigned—twice—before taking the reins herself. Today, she designs the site, develops the content and manages AdWords, Google's advertising program, for the company. And it's working -- 25% of new customers now come from AdWords. She's even studying for her AdWords certification and recently started her own online marketing business.

Bonnie still mails promotions and newsletters to customers, but says the company's advertising is now exclusively online. "Our online presence is the next best thing to a personal reference," she says. With AdWords, she can track where new customers come from and refine her sales strategy while maintaining the company's family history, mission and vision. Bonnie explains, "In order for a good online marketing strategy to work, you must have a good website, strong infrastructure, and dependable, reliable services...and a strong ad campaign to connect the dots and complete the process."

"My name is on the door," Bonnie says. "I want people to know that matters."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
* Note: The total value that U.S. Google advertisers and website publishers received in 2011 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2011 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html © Copyright 2012. Google and the Google logo are trademarks of Google Inc.