



FulfilNET uses Google to bring in the punters

By Lilia Guan, CRN 30 May 2006 11:02 AEST Deal Makers

FulfilNET Australia has signed on as the first local authorised reseller of Google AdWords to boost demand for its core business, website building.

The agreement will see FulfillNet, an online content manager, resell Google AdWords in Australia.

AdWords underpin the advertisements commonly found on the right-hand side of after entering a search on Google's homepage.

FulfilNET managing director Paul Harvell said the agreement with Google would indirectly grow the company's revenues.

"The margins you make on selling AdWords aren't great, it's around 10-15 percent, so essentially we are here for the customers," he said.

Harvell said the company had access to about 3500 New Zealand and 1600 Australian customers signed up to Google AdWords so far.

"The real up-sell is having these customers come to us and say, 'we are getting leads from Google AdWords, now can you build us a website'," he said.

"Traditionally we had customers coming to us and saying 'great website, but I haven't had one lead [from it]'."

He said FulfilNET was selected as a partner for the search giant based on its alignment with Google's business.

"Website management and search engine marketing is our traditional business," he said. "We also have the infrastructure, call centres and trained staff that know about the web."

In addition to reselling AdWords, FulfilNET also planned to offer support in designing AdWords campaigns, writing ad copy, managing campaigns, billing and market education.