

# BT Business To Work With Google To Get Small Businesses Noticed



Released on: September 4, 2009, 7:08 am

Author: [BT Business](#)

Industry: [Internet & Online](#)

BT Business and Google today announced an agreement to offer digital marketing services to small businesses. The alliance will involve BT Business becoming a Google AdWords™ Authorised Reseller.

Small businesses can now access Google's base of millions of UK users and receive professional, full-service AdWords account management, from account setup and activation to ongoing campaign monitoring and optimisation, through [BT Business](#).

More than one million businesses already served by BT Business, including the 350,000 members of [BT Tradespace](#), will benefit from the agreement.

"Small businesses are looking to the internet to compete and grow in these tough economic times," said Bill Murphy, managing director at BT Business. "Our own research across 700,000 small business websites shows that the majority need help to optimise search and effectively use search engine marketing. They don't often have the skills internally to manage this and need affordable services and support. Working with Google AdWords will enable us to help smaller companies promote themselves and engage with customers, partners and suppliers online as well as larger businesses."

The addition of the Google AdWords online advertising platform means BT Business can now offer customers a complete range of digital marketing services to help them promote their businesses effectively on the Web. From setting up a website and managing an online marketing campaign to ensuring they can effectively extend their business relationships through customer management tools and business social networking profiles such as BT Tradespace and other business applications.

Matt Brittin, Managing Director at Google UK & Ireland said: "Many businesses already use Google AdWords to reach new customers locally, across the UK and across the world. BT Business can now offer targeted, accountable and cost effective AdWords advertising to more than a million small businesses in the UK. We look forward to working with BT to help more small businesses get the most out of the online opportunity."

-ends-

For further information:  
Enquiries about this news release should be made to the BT Group Newsroom on its 24-hour number: 020 7356 5369. From outside the UK dial + 44 20 7356 5369.

### **About**

### **BT**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2009, BT Group's revenue was £21,390 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

### **About**

### **BT**

### **Business**

BT Business understands the challenges that businesses face in the current climate, and supports cost control, improved productivity and winning business with technology including business broadband & internet, [domain names](#) and [web hosting](#) packages, IT support and [mobile services including BlackBerry](#).

### **PR Contact:**

Kina Kara  
BT Group Newsroom  
BT Centre  
81 Newgate Street  
London  
EC1A 7AJ  
020 7356 5369  
[www.bt.com/newscentre](http://www.bt.com/newscentre)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)