

AMPH Advertising Agency Inc.

USES GOOGLE ADS TO GIVE A HUGE BOOST TO INCREASE **POWERLIFTER PHILS, INC.'S** BRAND AWARENESS TO AREAS WHERE HYUNDAI FORKLIFT IS CONSIDERABLY A NOBODY.

POWERLIFTER PHILS., INC.

With the aim of providing premium quality forklifts to the warehousing industry, Powerlifter Phils. Inc. was established in 2014, and awarded as exclusive distributor of brand-new Hyundai Forklifts and Warehousing Equipment by Hyundai Construction Company of Korea.

While it focuses on selling forklifts, Powerlifter Phils. Inc. also is the authorized service center that offers quality periodic maintenance services, repairs and genuine parts sales.

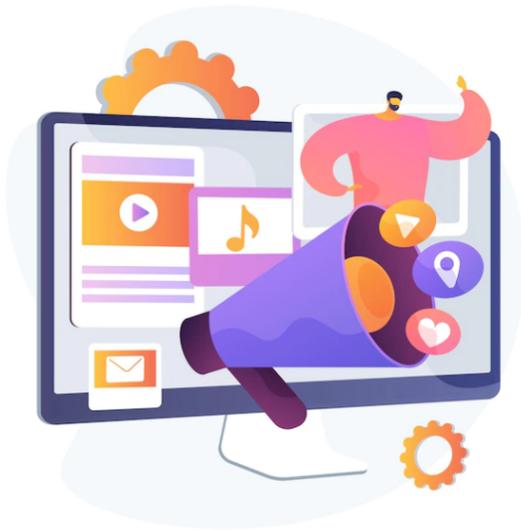
It pioneered the 24/7 technical support hotline and service to provide 100% after sales service satisfaction to customers.

In 2020, Powerlifter Phils. Inc. launched its Rental Services, available in short and long term schemes.

CHALLENGE

As marketing shifts from traditional (print, billboards, trade fairs) to internet-based or digital marketing, strategies must only follow. As the covid situation arises, all brands shift marketing strategy into digital, it is a great advantage that we already established an online presence, few modifications are needed for the competition. Also as part of the continued growth that the company aims, we also tapped markets beyond those traditional mediums, where digital marketing flips the coin.





As much as Google Ads is concerned, the team is very pleased with the results. We know since the pandemic started, competition in the digital landscape of ads goes head-to-head.

Digital campaigns are far beyond the traditional medium, but as per the team observation, our campaign with AMPH gives a huge boost to our brand awareness to areas where Hyundai Forklift is considerably a nobody.

Likewise, digital campaigns help us gain brand awareness now slowly we are turning that awareness into brand value.

“As much as Google ads are concerned, and compared to our previous partners, we can say that AMPH supplies a good turnout and our team is very pleased with the result. Price is a little bit expensive compared to others, but with the quality and support it's a plus point for Activa.”

Johnson Dequilla

Marketing and Business Development Officer



As the only agency to be accredited with 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.