

## **SmartClick AdWorks To Work on Paid Search Marketing for Top S. America Ski Tour Company, PowderQuest Tours**

*Boulder online marketing agency picked to do paid search and banner advertising work for venerated South America ski adventure travel pioneer.*

BOULDER, Colo.- South America Ski adventure specialists PowderQuest Tours have engaged SmartClick AdWorks to work on online marketing initiatives for the brand.

The project includes paid search marketing and advertising on Google's AdWords network. In addition, SmartClick will be launching a new smart banner ad program for PowderQuest, using cutting edge technology to target clients based on their online click behavior.

"We are looking forward to the increased leads SmartClick can generate through their targeted efforts," said David Owen, president of PowderQuest.

"Because we're avid backcountry skiers, it's a blast to work with PowderQuest. As both marketers and skiers, we have a unique perspective on this project," said Glen Spencer, SmartClick's President.

### About PowderQuest Tours, Inc.

With over 13 years experience organizing adventurous summer ski trips in South America, PowderQuest is Latin America's premier ski adventure travel company. PowderQuest offers guided in-bounds instructional adventures, guided out of bounds "off-piste" trips, as well as guided backcountry ski touring trips all over South America. In addition they offer both custom guided once-in-a-lifetime specialty ski trips, as well as custom independent ski packages to dozens of great ski resorts in Chile and Argentina. <http://www.powderquest.com/>

### About SmartClick AdWorks LLC

SmartClick AdWorks is an online social media and search-engine marketing agency based in Boulder, Colorado. What's so smart about SmartClick AdWorks? It's where creativity, strategy, and innovation just click. SmartClick develops a deep understanding of clients and their audiences to create unique, integrated online marketing campaigns that build brand awareness, excitement, and a nice presence in the online space. They manage clients' online marketing and advertising using cutting-edge technology and creative approaches to Facebook, Twitter, blogs, online PR, search engine optimization and Google AdWords marketing. Clients are finding that hiring SmartClick AdWorks is far less costly than building an in-house marketing department. <http://www.smartclickadworks.com/>



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Online Social Media + Search Engine Marketing

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