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Press Release

# Stankevicius MGM creates a new Google Index Marketing (GIM) concept

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May 19, 2021 (AB Digital via COMTEX) -- Stankevicius Pacific Limited, Stankevicius MGM Asian division from Hong Kong, created a new marketing concept which simplifies the way marketing is seen today. Especially how advertising is seen today.

Based on the new [Google Index Marketing](#) (GIM) concept created by [Paulius Stankevicius](#), social media paid posts are not as powerful and trustful as Google search results.

Influencers' marketing still exists and is still in strong demand and growing, while regular paid targeted ads are getting less popularity.

However there is one thing almost everybody does before making a purchase decision, and that thing also applies and comes together into finalization after watching influencers' videos or seeing their posts. That thing is Google search.

Regardless of the service or product, if it's interesting and has caught your eye through whatever advertising channel you have seen, it all goes down in Google search where you most likely will end up making your purchase decision.

What does Google say about the product or a service? Well. Everything? Starting from reviews to company background and profile, full product information, service policies and basically everything. Google can go as deep as finding that company's CEO's personal life activities, accomplishments and even penalties.

Now, if you are thinking of buying insurance or investment services from a certain company and if you find in Google that this particular company has reported negative returns in earlier quarters or has anything weird happening with their company, you may not feel comfortable purchasing or investing.

See it this way. Advertising and influencers, and even Google ads are kind of a push of the best version of products and services, however standard Google search results are a combination of good and bad. And let's be honest - people aim to try finding the bad first. You cannot hide Google search history but you can manage it and have certain control over it.

Managing Google's search results in today's market is just as important and crucial as having a direct customer service line in the investment banking sector where clients can call anytime to place an order.

Google Index Marketing (GIM) is about managing and being in control of your Google search results. You cannot decide what to show and what to hide but you can influence what to show first and how certain things are displayed and represented about your company.

Keep notice that Google Index Marketing (GIM) is not Google advertising and GIM is not limited to daily budget or limited time. GIM refers to indexed items on Google search. Each of the items can have different ranks and based on the ranks with which your brand is associated, search results will be displayed accordingly.

Learn more about GIM [here](#).

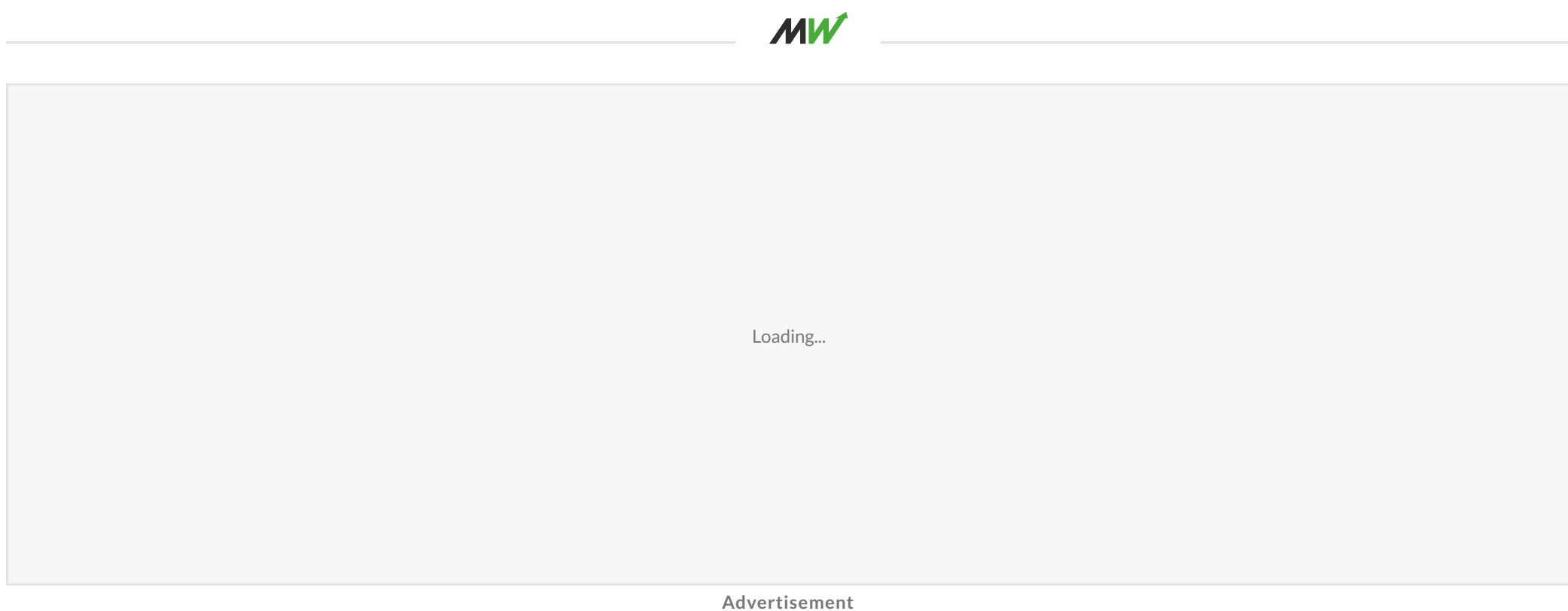
Get started with GIM [here](#).

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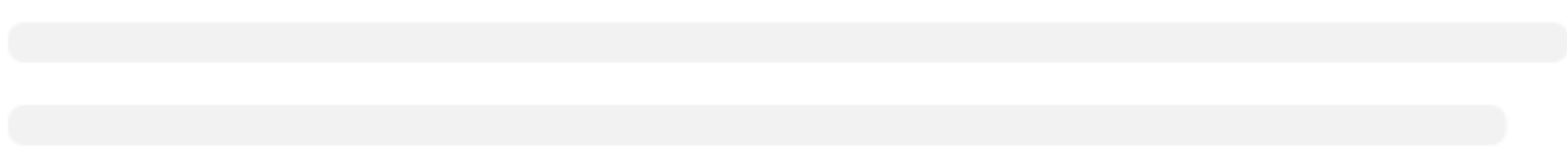
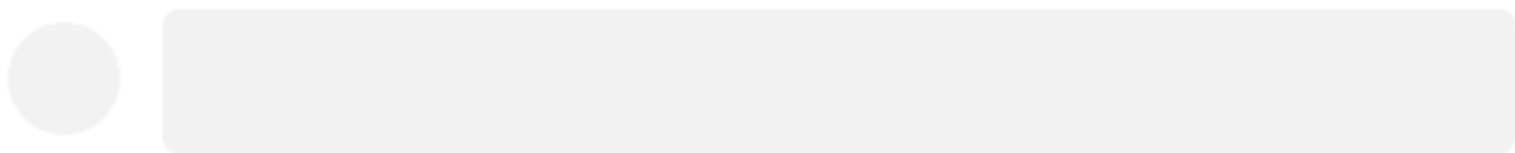
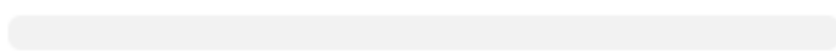
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