



SEARCH ENGINE MARKETING

 **Optimize**

Engage 

 **Measure**

 **Promote**





Rebecca Digital

Make Your Business Digitally Fit



Why SEM Is Important ?

- **With The Increase Number Of Consumers Researching & Shopping Online, Sem Has Become Crucial For Increasing Company Reach.**
- **The Majority Of New Visitor To The Website Find It By Performing Query On Search Engines.**
- **In Sem, Advertiser Only Pay For The Impression That Results In Visitors, Making It Efficient Way For A Company To Spend On Marketing Of Their Website. Each Visitor Incrementally Improves The Website Ranking In Organic Search Results.**
- **Sem Is The Fastest Way To Drive Traffic To Your Website.**



Pay Per Click Ads (PPC)



Google Ads

- Search Network Campaign
- Display Network Campaign
- Shopping Campaign
- Video Campaign
- App Campaign



Goals

- Sales
- Leads
- Website Traffic
- Product & Brand Consideration
- Brand Awareness & Reach
- App Promotion



Description For Google Adwords Campaign

Numbers

<input type="checkbox"/> Minimum Contract Period	3 Months
<input type="checkbox"/> Monthly Management Cost	RS.10000
<input type="checkbox"/> Understand the client's business and their target audience and campaign goals	Yes
<input type="checkbox"/> Website Analysis to understand the products/services	Yes
<input type="checkbox"/> Competitor's Ads & Keywords Analysis	Yes
<input type="checkbox"/> Keyword Research & Analysis	Yes
<input type="checkbox"/> Account Setup	Yes
<input type="checkbox"/> Quality Ad Text Writing	Yes
<input type="checkbox"/> Attractive Creative Ad Designing	3
<input type="checkbox"/> Regular Bid (CPC) Management	Yes
<input type="checkbox"/> Goal Setting in Google Analytics	Yes
<input type="checkbox"/> Weekly Report	Yes
<input type="checkbox"/> Monthly Report	Yes
<input type="checkbox"/> Regular Campaign Optimization	Yes

SMM Plans Facebook+Instagram Ad Campaign



Description for facebook+instagram ad campaign

Numbers

Minimum Contract Period	3 Months
Monthly Management Cost	Rs.5000
Understand the client's business and their target audience and campaign goals	Yes
Website Analysis to understand the products/services	Yes
Competitor's Ads Analysis	Yes
Campaign Setup	Yes
Attractive Creative Ad Designing	3
Regular Bid (CPC) Management	Yes
Goal Setting in Google Analytics	Yes
Weekly Report	Yes
Monthly Report	Yes
Regular Campaign Optimization	Yes