



**SPO IT Company
is your true and
reliable partner**

**ENTRUST YOUR
DIGITAL ASSETS
TO SPO**

SPOCOMPANY.EU

CONTEXTUAL ADVERTISING CAMPAIGN SUPPORT

Our company has in its team highly skillful engineers, specializing in Internet marketing. So, if your business is dealing with web sites or with Internet commerce in general, we are ready to offer you a highly required tool, which would be amazingly useful mean of fast target audience attraction into your website. How it works? Contextual advertising or pay per click advertising is a demonstration of your ads in search engine systems according to the request of a target customer. Applying this type of advertisement, you actually have an opportunity to demonstrate your ads only to the customers, who are looking for the information related to the business activity of your company/web store, including your service as well. After you provide us with a basic information of your product need to be advertised, we will be able to form key words related to your case and to write marketing ads, which would be representing your marketing product in its best and therefore will demonstrate your product to the target audience of your business.

THE ADVANTAGES OF CONTEXTUAL ADVERTISING:



Fast launch. Once you sign a service contract with us we will be ready to launch up the contextual advertising approximately in 3 days already.



Immediate results. You will get first visitors at the same day as contextual advertising campaign will be launched up.



Focus. The specialists of our team will form a set of key words related to the interests of the target audience you are going to attract.



Detailed report. You may request us detailed statistics of views, visits and spent running costs, and also the rest of your budget as well.



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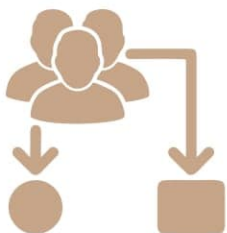
**Transparency of your running costs.**

You pay if only the visitor clicks the advertised link, leading to your website. Another words you pay when the concerned potential customer visits your website.



Comfort planning. Our engineers will tune all the required settings, namely demonstration time, region of your target audience, demonstration strategy, general amount of running costs need to be spent for the established period of time.

MAIN WORKING PRINCIPLES OF CONTEXTUAL ADVERTISING CAMPAIGN SUPPORT BY SPO IT COMPANY



Independent work flow. Our specialists create new account to launch up your contextual advertising campaign. In such a manner you will have an access to statistics, running costs budget, and also an opportunity to edit all of marketing ads written by our specialists required for launching up of your contextual advertising.



Transparency. Our main goal is to tune up your contextual advertising campaign with maximum efficiency and to support it in a best way.



Fast response and professionalism. We will provide you with a personal account manager, whom you will be able to contact with in any business hour you want. Our account manager won't have any additional tasks, except professional dealing with the tasks related to your contextual advertising campaign support.



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THE LAUNCHING WORKFLOW OF YOUR CONTEXTUAL ADVERTISING CAMPAIGN



Full and careful analysis of your business field, including approximate amount of running costs required to launch campaign.

Before to launch up contextual advertising campaign, the representatives of our company will conduct negotiations with the operating managers of your company or with you personally, and also will execute complete analysis according to the criteria of your needs to evaluate your possible monthly amount of running costs required. This stage includes the following:

The formation of main requests list related to the subject matter of your business activity.

Approximate evaluation of costs amount, charged for one visit onto your website, including the evaluation of monthly running costs budget required to keep up your campaign.

Coordination of planned launching workflow of contextual advertising, including the coordination of running costs budget and discussion of possible results.

Launch up of contextual advertising campaign.

It includes high quality tuning of search requests according to huge variety of customer's criteria, what will make possible to avoid the expenditures of customer's additional running costs and also to improve the efficiency of contextual advertising campaign. To launch up contextual advertising campaign, the following actions will be implemented:

Formation of extended and precise key words list;

Marketing ads writing and their further implementation;

Coordination of geographic and time targeting, including tuning of the rest of settings as well;

One-time correction of requests and marketing ads to increase CTR;



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Possible correction of contextual advertising campaign and its further support.

It's quite essential to execute constant control under contextual advertising campaign supporting process to implement the possible changes that might be required efficiently. To get the most of your contextual advertising campaign we will implement the following set of actions that should bring you the best results:



Constant monitoring of the opponents' business activity, including monitoring of general expenditures statistics together with one click expenditures statistics as well;

Constant coordination of key requests list and various criteria of contextual advertising campaign supporting process;

Constant marketing ads correction to reach their highest CTR;

The formation of monthly report to follow up contextual advertising campaign working efficiency.



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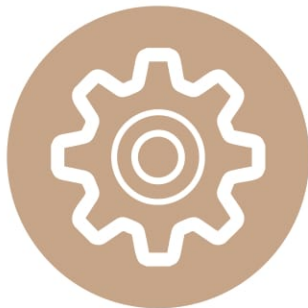
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Taking into account the specification of this service and applying our experience of delivering this option to our customers we have formed the following service packages, which will help you to understand what exactly you need to order for your business and to evaluate the amount of your investments.

BASIC PLAN



- **Google Network;**
- **Initial campaign development and strategy;**
- **Advanced keyword research;**
- **Competitor analysis;**
- **Ad campaign copywriting;**
- **Ad copy performance testing;**
- **Ongoing keyword development and tweaking;**
- **Dynamic keyword insertion into ads;**

ADVANCED PLAN



- **Google Network;**
- **Bing Network;**
- **Facebook Network;**
- **Google remarketing;**
- **Initial campaign development and strategy;**
- **Advanced keyword research;**
- **Competitor analysis;**
- **Ad campaign copywriting;**
- **Ad copy performance testing;**
- **Ongoing keyword development and tweaking;**



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- **Google analytics integration and goal tracking;**
- **Results analysis/reporting;**
- **Strategic bid management;**
- **Contextual advertising account settings monitoring;**
- **Single account representative;**
- **Monthly performance & analysis reporting;**

Start from 900 € for one time set up
+ 300 € monthly management fee.
Running costs budget: up to 2300 €



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- **Google analytics integration and goal tracking;**
- **Results analysis and reporting;**
- **Strategic bid management;**
- **Contextual advertising account settings monitoring;**
- **Single account representative;**
- **Monitoring clicks, conversions and click fraud activity;**
- **Set up management of rule based bidding;**
- **Banner ad design for remarketing (add 900 €);**
- **Multivariate testing on landing page (optionally);**
- **Multivariate testing of web store (optionally);**

Start from 1600 € for one time set up
+ 14 % of the running costs budget
monthly management fee.
Running costs budget: start from 2301 €



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