



SEARCH ENGINE MARKETING





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.

SERVICE DETAIL



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

SEM Plans-Google Ads



Description For Google Adwords Campaign	Numbers
■ Minimum Contract Period	3 Months
■ Monthly Management Cost	RS.10000
■ Understand the client's business and their target audience and campaign goals	Yes
■ Website Analysis to understand the products/services	Yes
■ Competitor's Ads & Keywords Analysis	Yes
■ Keyword Research & Analysis	Yes
■ Account Setup	Yes
■ Quality Ad Text Writing	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

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