

# SEM Proposal



# 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**

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