



Ce trebuie sa stii ca sa  
ajungi intreg la destinatie  
cu #PPC Marketing

# Structura campaniei pentru vacante trebuie centrata **pe oferte si pe audiente.**

## Campanie S “all inclusive middle class”

Grup “Bulgaria – Nisipurile de Aur” \*\*\*\*4 Stele

Grup “Turcia – Antalia” \*\*\*\*4 Stele

Grup “vacante in general” - informare

## Campanie Remarketing “de vara”

Grup **R**“Bulgaria – Nisipurile de Aur” \*\*\*\*4 Stele

Grup **R**“Turcia – Antalia” \*\*\*\*4 Stele

Grup **R**“vara”

O campanie cu  
destinatii  
multiple si un  
singur produs

Atentie la tipurile de potrivire: **[exact match]**,  
 “phrase match”, **broad match**, **+modified +broad**  
**+match**



<b>[sejururi]</b>	<b>sejururi</b>	sejururi la mare
“vacanta bulgaria”	oferte <b>vacanta bulgaria</b> <b>vacanta bulgaria</b> nisipuri pret <b>vacanta bulgaria</b>	pret vacante nisipuri vacanta in bulgaria
<b>vacanta</b>	<b>vacante la mare</b> <b>excursie la mare</b> <b>sejururi in Egipt</b>	papetarie Imobiliare
<b>+vacanta +bulgaria</b>	vacanta in bulgaria vacanta all inclusive bulgaria oferta bulgaria pentru vacanta	vacanta in egipt vacanta la munte



# Atentie la sezonalitate!

Stabileste audiente specifice pe fiecare sezon si pentru fiecare categorie de oferte.

Nu pierde cautarile specifice altui sezon

# Segmenteaza audienta demografic prin Facebook si remarketeaza prin **GDN**

**Location:** [?]

☒ Country  
☐ City

**Age:** [?]  -  ☒ Require exact age match [?]

**Gender:** [?] ☒ All  
☐ Men  
☐ Women

**Precise Interests:** [?]

**Broad Categories:** [?]

Ethnic	▶	⬆	<input type="checkbox"/> Expecting Parents	⬆
Events	▶		<input type="checkbox"/> Long Distance Relations...	
Family Status	2 ▶		<input type="checkbox"/> Newlywed (1 year)	
Interests	▶		<input type="checkbox"/> Newlywed (6 months)	
Mobile Users (All)	▶		<input type="checkbox"/> Parents (All)	
Mobile Users (Android)	▶		<input type="checkbox"/> Parents (child: 0-3yrs)	
Mobile Users (iOS)	▶		<input checked="" type="checkbox"/> Parents (child: 4-12yrs)	
Mobile Users (Other OS)	▶		<input checked="" type="checkbox"/> Parents (child: 13-15yrs)	
Retail/Shopping	▶	⬇	<input type="checkbox"/> Parents (child: 16-19yrs)	⬇

**Connections:** [?] ☒ Anyone  
☐ Advanced connection targeting

**Friends of Connections:** [?] Target people whose friends are connected to

**Audience**

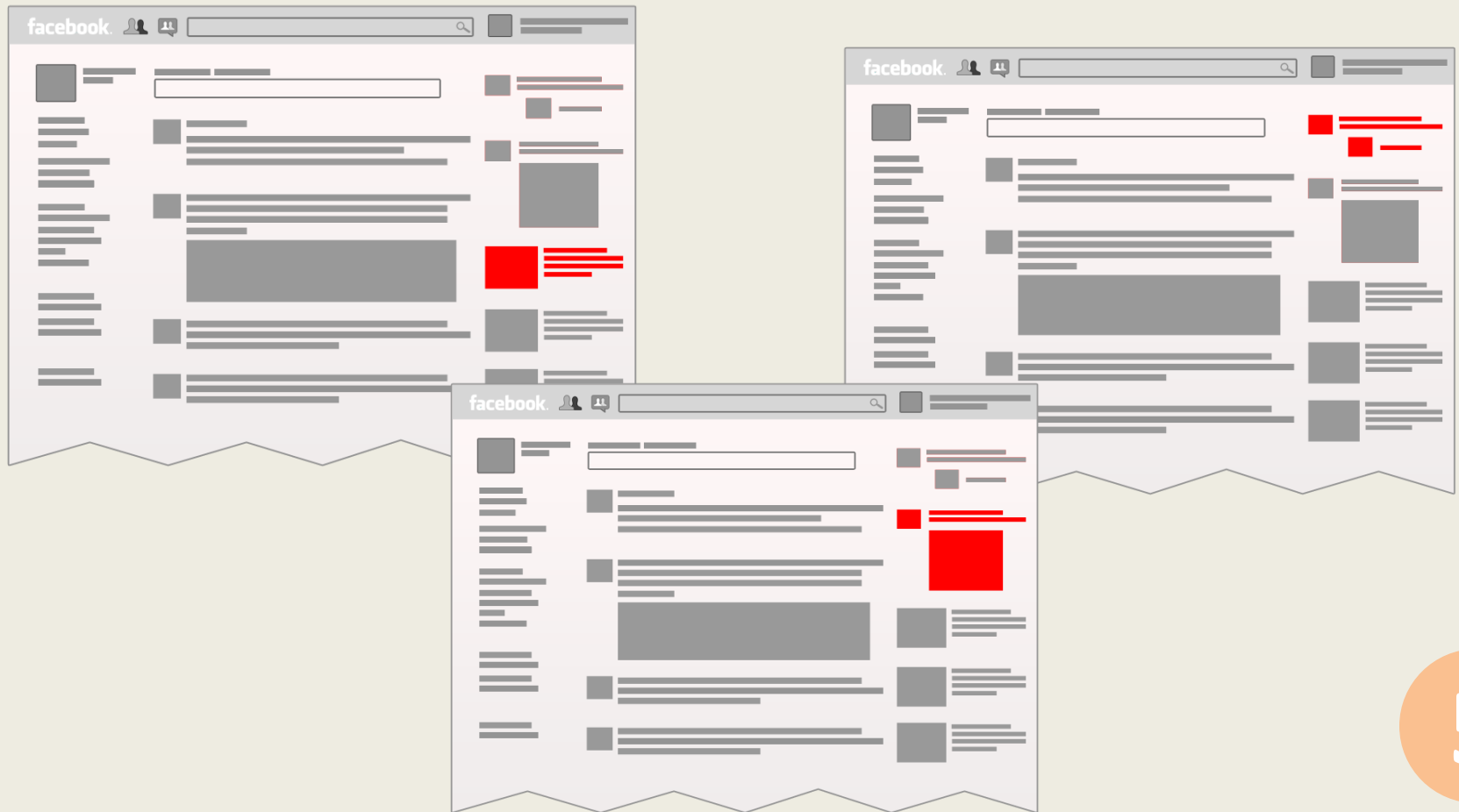
**90,260** people

- who live in Romania
- age exactly 18 and older
- who are in the category Parents (child: 13-15yrs) or the category Parents (child: 4-12yrs)

**Suggested Bid**

**€ 0.07–€ 0.25** EUR

Foloseste-te de social media pentru a identifica audiente interesate (foloseste UTM, tag blog posts) **Cultiva si colecteaza intentia!**





- 350.00 Ron **buget investit**
- 688 **click-uri**
- 255.159 **afisari ale reclamei**
- 0.27% **CTR**
- 0.51 RON **cost mediu pe click (cpc mediu)**



## Inainte

## Dupa

Durata media a vizitei

03:21 min

04:41 min

Pagini / vizita

2,36

3.22

Bounce rate (rata de parasire)

58,20%

47.20%



# Contextual advertising

## GDN Travel, YouTube, Gmail, AdMob





# Contextual advertising

## YouTube





What languages do your customers speak?

Select a video ×

Search by: **Channel** [Video URL](#)

YouTube channels:  Search for videos:

All of YouTube—Keyword "angry"

* Video	Channel	Title	Description	Duration	Views	Date uploaded
	RovioMobile	Angry Birds In-game Trailer	Available on iPhone; bit.ly Available on the Nokia N900; store.ovi.com The survival of the Angry Bir...	1:07	27,624,121	Dec 1, 2009
	RovioMobile	Angry Birds Space	The official story for Angry Birds Space! Out on iOS, Android, PC & Mac! angrybirds.com	2:01	47,931,295	Mar 21, 2012
	RovioMobile	Angry Birds Star Wars Cinematic Trailer	Available to download now on iOS, Google Play, PC, Amazon, Mac, Windows 8 & WP8! download.angrybirds...	3:31	23,745,185	Nov 7, 2012
	AngryJoeShow	Aliens: Colonial Marines Angry Review	For more Visit: angryjoeshow.com	33:12	961,194	Feb 14, 2013

*“Google goes through every word of every Gmail that’s sent or received to sell ads”*





Nu trebuie sa lipseasca liste de remarketing din toate sursele de trafic importante.

**Resegmenteaza.** Foloseste remarketing ca pe Email Marketing.

Analizeaza **cat de mult poti** numarul de telefoane primite si sursele performante de lead-uri.

- ❑ *“click pentru afisarea numarului”*
- ❑ *numar de telefon diferit incarcat pentru “refferal” diferit*





## Intrebari si raspunsuri