



Cum promovezi un magazin online  
cu haine de sezon?  
DOs and DON'Ts



Incepi din timp.

# Ce faci primavara?



- Structureaza categoriile
- Strategie de Reduceri
- Configureaza o campanie de remarketing
- Dezvolta comunitatea din Facebook
- Research pe concurenta si cuvinte cheie
- Optimizeaza funnelul de achizitie

Si nu in ultimul rand...



vara nu  
dorm

Dormi mult!

# Ce faci vara?

- Foloseste cat mai multe canale de promovare si stabileste-ti obiectivele



# Google Adwords Search

- Segmenteaza campaniile geografic
- Adauga o lista de negative
- Lasa intotdeauna loc pentru cautarile unice
- Comunica in ad pretul
- Alege segmente orare
- Foloseste si Image Search Ad
- Verifica Auction Insights



Do's ✓

# Google Adwords Search

- Nu folosi cuvinte generale
- Nu adauga toate cuvintele cheie dintr-o categorie intr-un singur AdGroup
- Nu te multumi cu researchul initial facut in primavara



**Don'ts X**

# Atentie la cuvantul "vara"

## New text ad

Write your text ad below. Remember to be clear and specific. [Help me write a great text ad.](#)

Headline	<input type="text" value="[Keyword: Rochii de Vară]"/>
Description line 1	<input type="text" value="Zeci de Modele de Rochii de Vară"/>
Description line 2	<input type="text" value="* Prețuri de la 99 Ron !"/>
Display URL <a href="#">?</a>	<input type="text" value="LumeaSEOPPC.Ro/RochiiDeVara"/>
Destination URL <a href="#">?</a>	<input type="text" value="http://"/> <input type="text" value="www.lumeaseoppcc.ro/2012/06"/>

**Ad preview:** The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad  
[\[Keyword: Rochii de Vară\]](#)  
Zeci de Modele de Rochii de Vară  
\* Prețuri de la 99 Ron !  
[LumeaSEOPPC.Ro/RochiiDeVara](#)

Top ad  
[\[Keyword: Rochii de Vară\]](#)  
Zeci de Modele de Rochii de Vară \* Prețuri de la 99 Ron !  
[LumeaSEOPPC.Ro/RochiiDeVara](#)

**Ad extensions** expand your ad with additional information like a business address or product images. [Take a tour.](#)

**⚠ This ad does not meet our editorial guidelines. Please correct these problems:**

- **Vară:** Inappropriate Language. [Details](#)

◦ We do not allow ad text including "Vară" to run on Google at this time. Please remove this inappropriate language from your ad, and we will be happy to run your ad on Google.

- Recommended actions:**
- Please delete or edit this word.
  - You can also request an exception.
    - Request an exception.

Your ad will be saved and reviewed by AdWords staff.

[+](#) Character limits for ads targeting Eastern European and Asian countries  
All enabled and paused ads are subject to review.

Save ad

Cancel



# Google Adwords Display Network

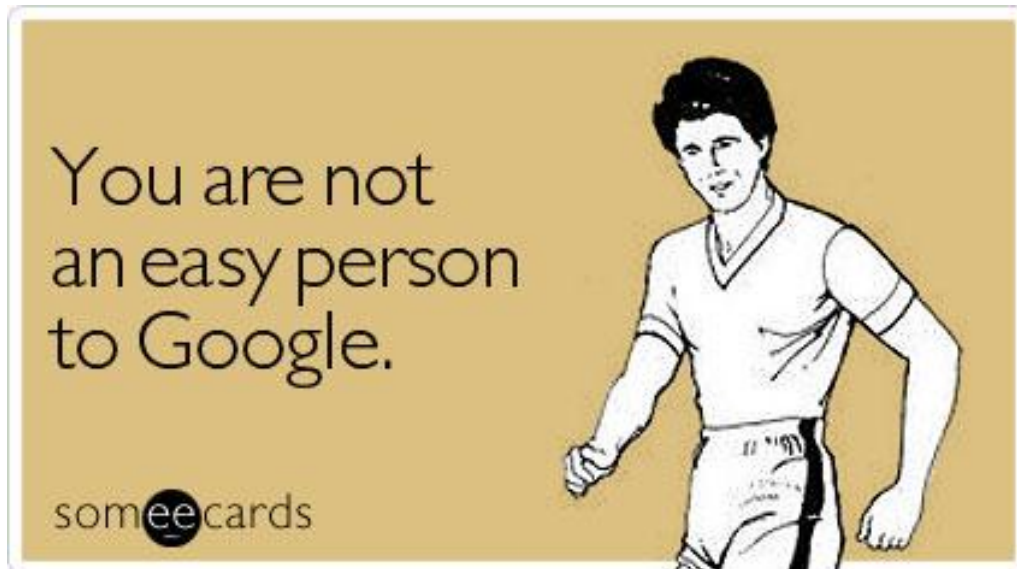
- Promoveaza o oferta, un produs
- Comunica in ad pretul & discountul
- Promoveaza mai multe produse dintr-o categorie
- Exclude categoriile care nu te avantajeaza
- Exclude din placementurile care nu performeaza



Do's ✓

# Google Adwords Display Network

- Nu lasa o campanie pe broad reach
- Nu te zgarci la licitatie
- Renunta la prejudecati



**Don'ts X**

# Foloseste tooluri pentru a construi un media plan



Home Campaigns Opportunities **Tools and Analysis** Billing My account

**Tools**  
Keyword Tool  
Traffic Estimator

**Placement Tool**  
Contextual Targeting Tool

▼ Placement Types

- Site
- Video
- Feed
- Game
- Mobile App
- Audio

Help Help Center

Search help center Go

**Find placements**  
Based on  
Website  
Word or phrase  
Category

- Change history
- Conversions
- Google Analytics
- Website Optimizer
- Keyword Tool
- Traffic Estimator
- Placement Tool**
- Contextual Targeting Tool
- Ad Preview and Diagnosis

Locations: Romania Languages: English Devices: All

Add to account Download

Specify a website, word or phrase, or category to get started.

# Google Adwords Remarketing

- Segmenteaza cat mai in detaliu audientele
- Strange audienta si de pe siteuri satelit
- Personalizeaza bannerele & arata-i ca s  
vrea



Do's ✓

# Google Adwords Remarketing

- Nu adauga un singur cod de remarketing
- Nu folosi aceleasi bannere din campania de display



**Don'ts X**

# Facebook Ads

- Diversifica tipurile de aduri
- Comunica reducerile si catre audiente noi
- Oferă promotii dedicate fanilor



Do's ✓

# Facebook Ads

- Atentie cum iti strangi comunitatea
- Nu comunica pe pagina doar ofertele
- Ai grija la tentatia suprema: poze cu pisici & catei, ai se tu pego, etc.



**Don'ts X**

**multumesc.**

Dragos Smeu

PPC Specialist @  **WebDIGITAL**  
JUST PAY-PER-CLICK