

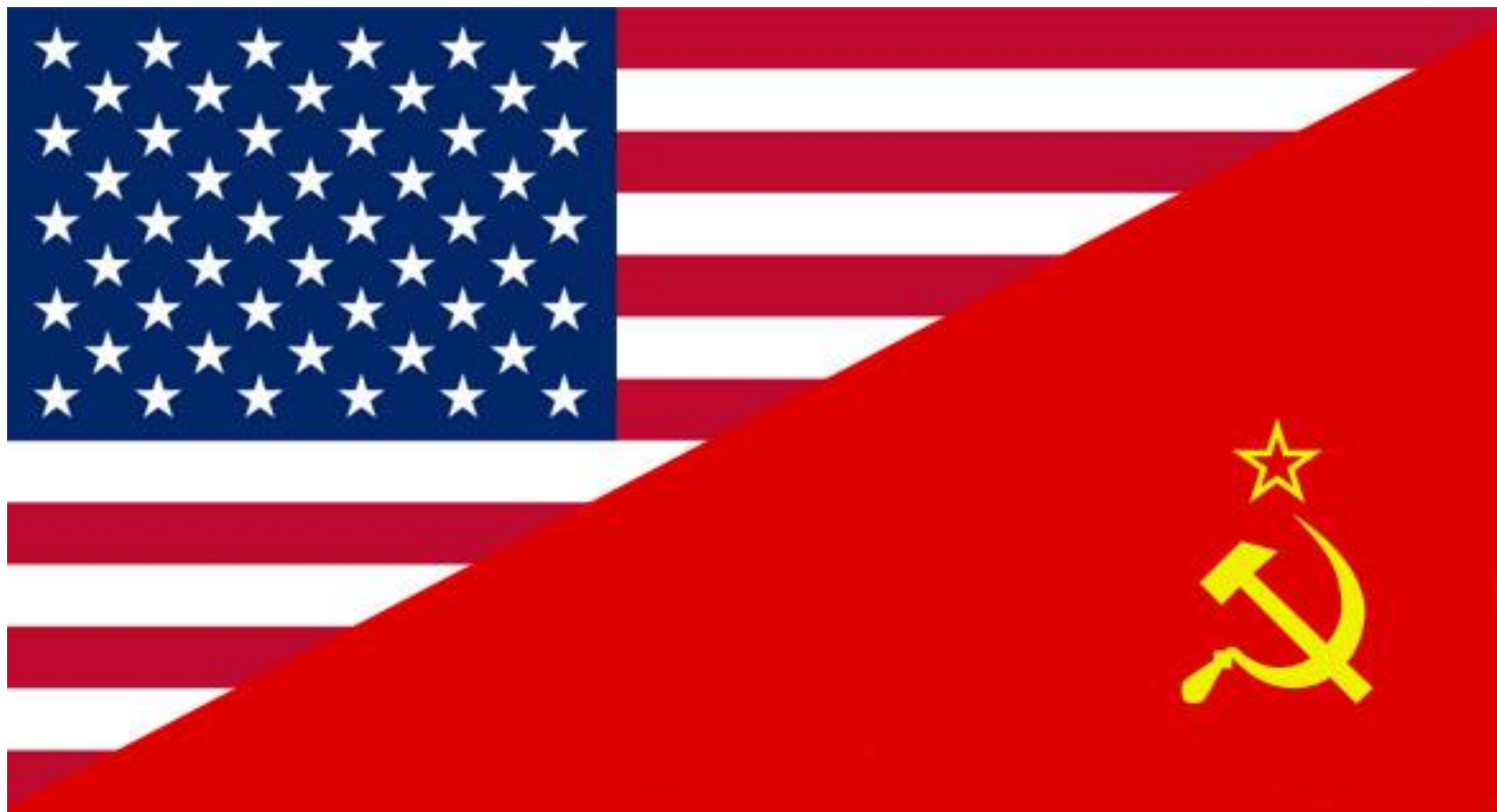
7 metode alternative de promovare prin PPC Marketing pentru IT&C

Cornel Coman – PPC Specialist @ WebDigital





Războiul Rece în PPC





Oligarchs versus Outliers





Oligarchs KPI's



➡ Pozitie medie

➡ Click-uri

➡ Afisari



Outliers KPI's

➔ ROI

➔ Customer Retention





EU

- ➔ Specialist PPC la WebDigital
- ➔ Peste 50 de campanii PPC gestionate cu succes
- ➔ Îmi plac lucrurile altfel





EU sunt sincer



- ➔ Specialist PPC nu PPT la WebDigital
- ➔ Peste 50 de Campanii PPC gestionate cu succes (chiar pentru toate)
- ➔ Berea îmi place la fel: RECE

START





7 idei de promovare în IT&C pentru Outliers



Google Search



Google Search

Ești Oligarh?

Google laptopuri ieftine cornel@webdigital.ro

Web Images More ▾ Search tools

About 537,000 results (0.24 seconds)

Ads related to **laptopuri ieftine** ⓘ

- Laptopuri de la @Likeit - Super Configuratii la Promotie**
laptopuri.likeit.ro/ ▾
RATE/Garanție. Transport Gratuit.
Laptopuri Asus - Laptopuri Lenovo
- Laptop-uri ieftine - Ofertă largă, livrare rapidă, rate - cel.ro**
www.cel.ro/laptop ▾
Comandă online și Economisește!
Lenovo - Acer - Asus - HP
- Promotii Laptop-uri - Laptopuri Ieftin La Un Pret Mai - altex.ro**
www.altex.ro/promotii-oferte-laptop ▾
Accesibil. Cumpara Acum Online!
Laptop Acer - Laptop HP - Laptop Toshiba - Laptop Dell

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)

- Laptopuri la cel mai mic pret din Romania | ALTEX** 📶
www.altex.ro/produse-it/laptopuri ▾ Translate this page
Tip procesor: Intel Celeron Model Procesor: 1000M Frecventa procesor (GHz): 1.8. Tip ecran: LED Diagonala ecran (inch): 15.6. Memorie RAM standard (GB): 4

Ads ⓘ

- Laptopuri ieftine**
www.metro.ro/magazin-online ▾
0374 115 555
Comanda **Laptopuri** de la METRO.
Livrare gratuita in Romania 24H.
- Laptopuri ieftine la eMAG**
www.emag.ro/Laptopuri ▾
Prețuri mici. Livrare Gratuită.
Gamă Variată. Comandă Acum!
- Laptopuri de la 999lei**
www.azerty.ro/ ▾
Laptop asus, hp, acer, lenovo
Laptopuri, oferte si promotii
- Laptopuri Second Hand**
laptopuri.second.mercador.ro/ ▾
Alege Din Sute De **Laptopuri** Second.
Intra Pe Mercador Si Profita Acum!
- Laptopuri ieftine**
www.resigilate.ro/laptopuri ▾



Google Search

Ești Oligarh?

The screenshot shows a Google search interface with the query "laptopuri ieftine". The search results are displayed in a grid format. On the left side, there are three ads related to "laptopuri ieftine":

- Ads related to laptopuri ieftine**
 - [Laptopuri de la @Likeit - Super Configuratii la Promotie](#)
likeit.ro/
RATE/Garanție. Transport Gratuit.
Laptopuri Asus - Laptopuri Lenovo
 - [Laptop-uri ieftine - Ofertă largă, livrare rapidă, rate - cel.ro](#)
cel.ro/laptop
Comandă online și Economisește!
Lenovo - Acer - Asus - HP
 - [Promotii Laptop-uri - Laptopuri leftin La Un Pret Mai - altex.ro](#)
altex.ro/promotii-oferte-laptop
Accesibil. Cumpara Acum Online!
Laptop Acer - Laptop HP - Laptop Toshiba - Laptop Dell

At the bottom of the left column, there is a tip: "Tip: Search for English results only. You can specify your search language in Preferences".

On the right side, there are four ads:



- Ads**
 - [Laptopuri ieftine](#)
metro.ro/magazin-online
0374 115 555
Comanda Laptopuri de la METRO.
Livrare gratuita in Romania 24H.
 - [Laptopuri ieftine la eMAG](#)
emag.ro/Laptopuri
Prețuri mici. Livrare Gratuită.
Gamă Variată. Comandă Acum!
 - [Laptopuri de la 999lei](#)
azerty.ro/
Laptop asus, hp, acer, lenovo
Laptopuri, oferte si promotii
 - [Laptopuri Second Hand](#)
laptopuri.second.mercador.ro/
Alege Din Sute De Laptopuri Second.
Intra Pe Mercador Si Profita Acum!
 - [Laptopuri ieftine](#)
resigilate.ro/laptopuri

At the bottom of the right column, there is a large blue button with the text "SEO" and a smiley face icon.



Google Search

Ești Outlier?

Google X550CC-XX086D   cornel@webdigital.ro

Web Images More ▾ Search tools

About 74,400 results (0.33 seconds)

Ads related to X550CC-XX086D ⓘ

[Laptop Asus X550CC-XX086D - In oferta Oktal - Oktal.ro](http://www.oktal.ro/Oferta_Asus)
www.oktal.ro/Oferta_Asus ▾
Cumpara acum. Livrare gratuita.

[Promo X550cc - Il poti avea la cel mai bun pret - PCGarage.ro](http://www.pcgarage.ro/Laptop-Asus-X550CC)
www.pcgarage.ro/Laptop-Asus-X550CC ▾
Numai 1.798 lei si livrare gratuita
PC Garage has 335 followers on Google+
Laptopuri Gaming - Laptopuri in stoc magazin - Laptopuri Business
📍 Logofat Tautu, Nr 68A, Sector 3, Bucuresti - 021 365 6565

[Promotie X550CC-XX086D - Super Pret ASUS X550CC-XX086D](http://www.evomag.ro/)
www.evomag.ro/ ▾
Comanda Acum. Oferta Limitata.

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)

[X550CC - Notebooks & Ultrabooks - ASUS](http://www.asus.com/Notebooks_Ultrabooks/X550CC/) 📶
www.asus.com/Notebooks_Ultrabooks/X550CC/ ▾
ASUS X Series notebook with powerful Intel® processor and NVIDIA® graphics card is packed with the essentials for daily computing and multimedia use."



Google Search

Adaugă Negative!

The screenshot shows a Google search interface. The search bar contains the text "X550CC-XX086D second". Below the search bar, the "Web" tab is selected. The results show "About 515,000 results (0.42 seconds)". Two ads are displayed:

- Ads related to X550CC-XX086D second**
 - [Promo X550cc - Il poti avea la cel mai bun pret - PCGarage.ro](http://www.pcgarage.ro/Laptop-Asus-X550CC)
www.pcgarage.ro/Laptop-Asus-X550CC
Numai 1.798 lei si livrare gratuita
PC Garage has 335 followers on Google+
Laptopuri in stoc magazin - Laptopuri Gaming - Laptopuri Business
Logofat Tautu, Nr 68A, Sector 3, Bucuresti - 021 365 6565
 - [Promotie X550CC-XX086D - Super Pret ASUS X550CC-XX086D](http://www.evomag.ro/)
www.evomag.ro/
Comanda Acum. Oferta Limitata.
evoMAG has 249 followers on Google+



Cum?

disapproved

Export din Baza de Date + Excel + AdWords Editor = threesome

	A	B	C	
1	NI	Denumire	Cod Produs	URL
2	1	Laptop Asus B80A-4P018E Core2DuoT6400; 14"	B80A-4P018E	laptop-asus-b80a-4p018e-core2duot6400%:
3	2	Laptop Lenovo ThinkPad W701, Intel Core i7	NTV5DRI	laptop-lenovo-thinkpad-w701--intel-core-i
4	3	Laptop HP Compaq Presario CQ56-130EQ Per	HPXH173EA	laptop-hp-compaq-presario-cq56-130eq-pe
5	4	Laptop Toshiba Portege R700-1E9, Intel i3 38	R700-1E9 PT310E-0FT02NG5	laptop-toshiba-portege-r700-1e9-intel-i3-3
6	5	Laptop Dell XPS 15 2nd generation L502x Inte	D-L502X-886616-111	laptop-dell-xps-15-2nd-generation-l502x-ir
7	6	Laptop HP ProBook 6560b Intel i3 2310M, 15.1	LG650EA	laptop-hp-probook-6560b-intel-i3-2310m--
8	7	Laptop Toshiba Satellite P500-1JM, Intel i7-7	P500-1JM	toshiba-satellite-p500-1jm-id50871
9	8	Laptop HP ProBook 6460b, Intel i5 2410M, 14"	LG641EA	laptop-hp-probook-6460b--intel-i5-2410m--
10	9	Laptop HP ProBook 6460b, Intel i3 2310M, 14"	LG640EA	laptop-hp-probook-6460b--intel-i3-2310m--
11	10	Laptop HP ProBook 6560b, Intel i5 2520M, 15.1	LG657EA	laptop-hp-probook-6560b--intel-i5-2520m--
12	11	Laptop HP EliteBook 2740p Tablet PC Intel i5	WK300EA	laptop-hp-elitebook-2740p-tablet-pc-intel
13	12	Laptop HP ProBook 6360b, Intel i5 2410M 13.3"	LG632EA	laptop-hp-probook-6360b--intel-i5-2410m--
14	13	Laptop HP ProBook 6460b, Intel i5 2520M 14"	LG644EA	laptop-hp-probook-6460b--intel-i5-2520m--
15	14	Laptop HP ProBook 6560b, Intel i5 2410M 15.1"	LG652EA	laptop-hp-probook-6560b--intel-i5-2410m--



Verifică!

Adwords Scripts

```
1  /*****  
2  * Find Broken Urls In Your Account  
3  * Version 1.1  
4  * ChangeLog v1.1  
5  * - Updated to only see Text Ads  
6  * Created By: Russ Savage  
7  * FreeAdWordsScripts.com  
8  *****/  
9  
10 function main() {  
11     // You can add more if you want: http://goo.gl/VhIX  
12     var BAD_CODES = [404,500];  
13     var TO = ['email@example.com'/*, 'email_address_2@example.com'*/];  
14     var SUBJECT = 'Broken Url Report - ' + _getDateString();  
15     var HTTP_OPTIONS = {  
16         muteHttpExceptions:true  
17     };  
18  
19     //Let's look at ads and keywords for urls  
20     var iters = [  
21         //For Ad Level Urls  
22         AdWordsApp.ads()  
23         .withCondition("Status = 'ENABLED'")  
24         .withCondition("AdGroupStatus = 'ENABLED'")  
25         .withCondition("CampaignStatus = 'ENABLED'")  
26         .withCondition("Type = 'TEXT_AD'")  
27         .get(),  
28         //For Keyword Level Urls  
29         AdWordsApp.keywords()  
30         .withCondition("Status = 'ENABLED'")  
31         .withCondition("DestinationUrl != ''")  
32         .withCondition("AdGroupStatus = 'ENABLED'")  
33         .withCondition("CampaignStatus = 'ENABLED'")  
34         .get()  
35     ];
```

	A	B	C	D	E	F	
1	Type	CampaignName	AdGroupName	Id	Headline/KeywordText	Response	DestUrl
2	Keyword	Campanie #1	Adgroup 1	16931227085	keyword 1	404	http://www.siteulmeu.ro/search/?order=
3	Keyword	Campanie #2	Adgroup 2	21894940945	Keyword 2	404	http://www.siteulmeu.ro/Produs

<http://www.freadwordsscripts.com/2013/04/report-on-broken-urls-in-your-account.html>



Google Display



Google Display

Ești Oligarh?

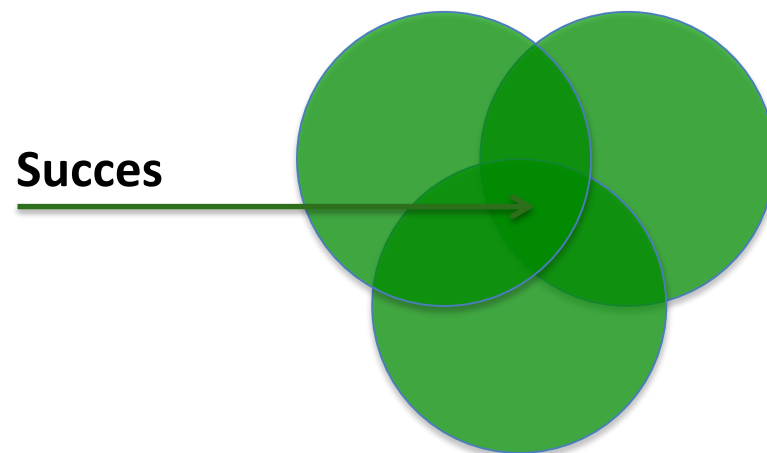




Google Display

Ești Outlier?

- ➔ Placements –
Comparatoare (price.ro,
shopmania.ro)
- ➔ Contextual – laptop asus,
pret laptop asus
- ➔ Gender - Male





Remarketing



Remarketing

Ești Oligarh?

Type [?]	Membership status [?]	Membership duration [?]	List size (Google search) [?]	↓ List size (Display Network) [?]
Tag-based Google Analytics	Open	50 days	Unavailable - Display only	550,000



Remarketing

Ești Outlier?

➡ Remarketing pe Coș

➡ Remarketing pe Categorie + Placements



Facebook Ads



Facebook Ads

Ești Oligarh?

Location: [?]	<input type="text" value="Romania x"/>	Audience
<input checked="" type="radio"/> Country		3,200,000 people
<input type="radio"/> City		<ul style="list-style-type: none">Who live in RomaniaWho are male
Age: [?]	<input type="text" value="13"/> - <input type="text" value="No max"/>	Suggested Bid
Gender: [?]	<input type="radio"/> All	0.11 lei–0.21 lei RON
	<input checked="" type="radio"/> Men	
	<input type="radio"/> Women	



Facebook Ads

Ești Outlier?

➡ Custom Audiences

The screenshot shows the Facebook Ads interface. The browser address bar displays <https://www.facebook.com/ads/manage/powereditor/#>. The top navigation bar includes 'facebook' and buttons for 'Download', 'Upload', 'Bulk Import', and 'Options'. Below this, there are buttons for 'Create Audience', 'Delete Audience', 'Create Advert Using Audience', and 'Revert Changes'. A table with columns 'Type', 'Size', 'Status', and 'Time Updated' is visible, with 'Custom Audience' selected in the 'Type' column. The left sidebar contains a menu with 'Campaign Dashboard', 'Image Library', 'Audiences', 'Billing', 'Conversion Tracking', and 'Account Settings'. Below the menu, there is a 'Filter By Campaign' section with a dropdown for 'Recent Campaigns (2)' showing 'bijuterii cu design apa...' and 'WD_Traditional', and options for 'Active Campaigns (3)', 'Paused Campaigns (0)', and 'All Campaigns (8)'.



Facebook Retargeting



Facebook Retargeting

Ești Oligarh?



Facebook Retargeting

Ești Oligarh?

➡ Nu faci asta!



Facebook Retargeting

Ești Outlier?

- ➡ Retargetezi utilizatorii care au adăugat în coș dar nu au finalizat comanda
- ➡ Retargetezi utilizatorii care au vizitat o anumită categorie



Gmail



Gmail

Ești Oligarh?

➡ Este posibil să vezi mail.google.com în Automatic placements în campania de display cu anunțuri text.



Gmail

Ești Oligarh?

➡ Dar nu o să vezi pentru că NU te uiți



Gmail

Ești Outlier?

➡ Contextual Newsletter Concurență



YouTube



YouTube

Ești Outlier?



Momentul tău Doncafé instant

YouTube

Ești Outlier?

- ➡ Display cu Placements - Videoclipuri cu review-uri
- ➡ Review-uri Video pentru Produse – YouTube search
- ➡ True-View InStream pentru TOMA (PPV) – Mesajul cheie în primele 5 secunde



Tips & Tricks for the Geeks



Cum stiu ce imi permit?

$$\text{Max CPC} = (\text{profit per customer}) \times (1 - \text{profit margin}) \\ \times (\text{website conversion rate})$$

<http://blog.kissmetrics.com/profitable-google-adwords-campaign>



Incă mai ai buget?

Incearcă seara când ceilalți nu mai au 😊



IT-știi suferă de Ad Blindness

Cauza:



+

**Dial UP
Atentie la anunturi!**



IT-știi suferă de Ad Blindness

Un laptop Asus x550cc-xx086d este același peste tot

Asus X550CC-XX086D, Ivy Bridge i3-3217U, 4GB, 500GB, nVIDIA GeForce GT 720M 2GB, FreeDOS, Dark Gray

Pret: ~~1.899 Lei~~
1.799 Lei

Notebook / Laptop Asus 15.6" X550CC-XX086D, Intel® Core™ i3-3217U Processor (3M Cache, 1.80 GHz), 4GB, 500GB, GeForce GT 720M 2GB, grey
Cod PC Garage: 722409

Stoc magazin suficient
Livrare gratuita

Promotie cu stoc limitat! Laptop ASUS X550CC-XX086D (Intel Core i3-3217U, 15.6", 4GB, 500GB, nVidia GeForce GT 720M@2GB, USB 3.0, HDMI, Gri inchis)

cod { X550CC-XX086D }
ID: 103961

1.926,00 Lei -7%
1.799,00 Lei (TVA inclus)
În Stoc Magazin

ADAUGA IN COS

Adauga la wishlist

★★★★☆ (4.0 / 5.0) 5 comentarii

Alerta Pret!

Timu de livrare:

Preț vechi: 4.848,99 RON
Discount 50,00 RON (50,00 RON)
1.798,99 RON

Accesorii esențiale:

- Mouse Tenda N3 60,96 RON
- Tableta Maxell Venture 24,99 RON
- notebook Canyon CNR-lock 14,99 RON

adauga in cos

Cost: 29,00 RON

1 365 65 65



Se poate și mai rău :(

Double Serving

Google laptopuri ieftine cornel@webdigital.ro

Web Images More Search tools

About 537,000 results (0.24 seconds)

Ads related to **laptopuri ieftine**

- Laptopuri ieftine - MagazinulMeu.RO**
magazinulmeu.ro/
RATE/Garanție. Transport Gratuit.
Laptopuri Asus - Laptopuri Lenovo
- Laptopuri Si Mai ieftine - TotMagazinulMeu.RO**
totmagazinulmeu.ro/
Comandă online și Economisește!
Lenovo - Acer - Asus - HP
- Cele Mai ieftine Laptopuri - AltMagazinAlMeu.RO**
altmagazinulmeu.ro/
Accesibil. Cumpara Acum Online!
Laptop Acer - Laptop HP - Laptop Toshiba - Laptop Dell

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)

Laptopuri la cel mai mic pret din Romania | ALTEX
totmagazinulmeuseo.ro/laptopuri Translate this page
Tip procesor: Intel Celeron Model Procesor: 1000M Frecventa procesor (GHz): 1.8. Tip ecran: LED Diagonala ecran (inch): 15.6. Memorie RAM standard (GB): 4

Ads

- Laptopuri ieftine**
totmagazinulmeu.ro/
0374 115 555
Comanda Laptopuri de la METRO.
Livrare gratuita in Romania 24H.
- Laptopuri ieftine**
totmagazinulmeu.ro/
Prețuri mici. Livrare Gratuită.
Gamă Variată. Comandă Acum!
- Laptopuri de la 999lei**
totmagazinulmeu.ro/
Laptop asus, hp, acer, lenovo
Laptopuri, oferte si promotii
- Laptopuri Second Hand**
totmagazinulmeu.ro/
Alege Din Sute De Laptopuri Second.
Intra Pe Mercador Si Profita Acum!



Concluzia



Testați, Testați, Testați!





Mulțumesc!

cornel@webdigital.ro







Vreți să îmi cunoașteți familia?

