

PAID ADVERTISING PROPOSAL

DUBAI YATCH RENTAL



U A E

MAR 2025

Zenerom is made up of digital marketing & Lead generation specialists with more than a decade of expertise in the field. We offer best-in-class solutions from Paid Advertising, SEO, Web Development, Social media marketing to link building, PPC and more to propel the growth of businesses like you. Our feature-rich perfect marketing solutions aid businesses by ebbing expenses, increasing returns, and connecting directly with customers who are ready to buy through adaptive tactics.

We at Zenerom, create custom multi-channel digital marketing solutions geared to climb up promptly and efficiently that help your business to increase online presence and drive more revenue.



LEAD GENERATION

Lead generation is the process of identifying potential customers for a business through various marketing methods. The goal is to create a pool of qualified leads that can be converted into paying customers.



**Paid
Advertising**

**Social Media
Marketing**

**Search Engine
Optimization**

Paid Advertising

Paid advertising is a method of promoting a business through paid placement of ads on various platforms such as Google, Facebook, Instagram, and others. Paid advertising can be used to set up a business by creating awareness and driving leads and conversions.





Define Your Target Audience

The target audience for paid advertising will depend on the specific service being offered. The target audience will likely be individuals or organizations that have a need or interest in the service and have the means to pay for it. Factors to determine the target audience include demographics such as age, gender and location etc.

Lead Generation Strategy

- **Understand the target audience:** Identify the demographics, psychographics, and pain points of the ideal customer and tailor the lead generation efforts accordingly.
- **Define the lead generation goals:** Set specific and measurable goals, such as the number of leads to be generated per month or the conversion rate of leads to customers.
- **use multiple channels:** Utilize a variety of lead generation channels, such as media, content marketing, email marketing, and paid advertising, to reach the target audience.
- **Optimize the website:** Make sure the website is optimized for lead generation, with clear calls-to-action, landing pages, and forms to capture leads.
- **Provide value:** By providing valuable information and resources to the target audience, it helps to establish the business as a reputable authority in the industry and helps to generate more leads and increase conversions.

Choose The Right Platform

Google Ads



Social Media Ads



Google Ads

Google Ads is a pay-per-click advertising platform by Google. It allows businesses to create and display ads on Google's search engine and other websites. The platform provides various ad formats, targeting options and tools for creating, managing and tracking ad campaigns.

- Search Ads
- Display Ads
- Video Ads
- Local Service Ads
- Discovery Ads
- Remarketing Ads



Social Media Ads

Facebook ads

Facebook Ads is an advertising platform by Facebook that allows businesses and organizations to create and display ads on the Facebook and Instagram platforms. The platform provides various ad formats, targeting options and tools for creating, managing and tracking ad campaigns.

Instagrams ads

Instagram ads are a form of paid advertising that allows businesses to promote their products or services on the Instagram platform using various ad formats such as photo, video, carousel, stories, IGTV and Reels. Targeting options include demographics, interests, behaviors, and Instagram activity and can be created and managed through Facebook Ads Manager or Instagram Ads Manager.



Assurance

We deliver :

Highly Optimized Ads - Ads have been fine-tuned using techniques such as targeting, ad copy, A/B testing, landing page optimization and audience data to maximize performance and generate leads and conversions.

High Quality Leads - Potential customers who are likely to become paying customers and are a good fit for your business services.

Monitor Performance - Continuously monitor the performance of your lead generation campaign, and make adjustments to optimize results.



PRICING AND BREAKDOWN



SCOPE	SERVICES	FEES IN AED
Paid Advertising	Social Media Meta Ad Campaign <ul style="list-style-type: none">• Awareness Campaign• Lead Campaign	1 1
	Google Ad Campaign <ul style="list-style-type: none">• Awareness Campaign• Lead Campaign	1 1

Payment options: Cheque, Bank Transfer or Credit Card payments accepted.

Terms & Conditions

- This quotation is subject to mutually acceptable terms and conditions and It is required that 1 month of the fee be paid in advance.
- If payment is stopped, All works will not continue and previous payments will not be refunded.
- All supplier costs will be shared prior to being invoiced.
- This proposal is valid until 30TH APRIL 2025.

THANK YOU !

Jithin George

ZENEROM IT SOLUTION CO. L.L.C

2nd Floor Aspin Tower,
Sheikh Zayed Road, Dubai

jithin@zenerom.ae

+971 56 399 6631



U A E

MAR 2025