

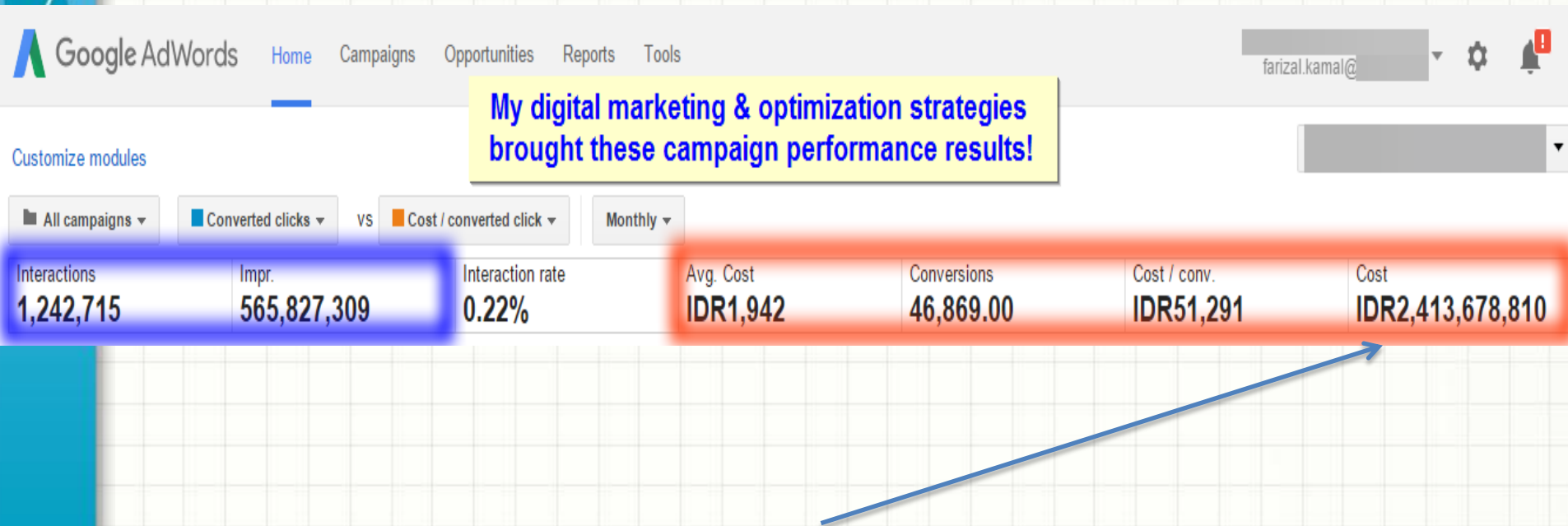


AWARENESS CONVERSION STRATEGY

Increase Brand Awareness (Alexa Ranking) Will Lead
You To Achieve High Conversion Rate

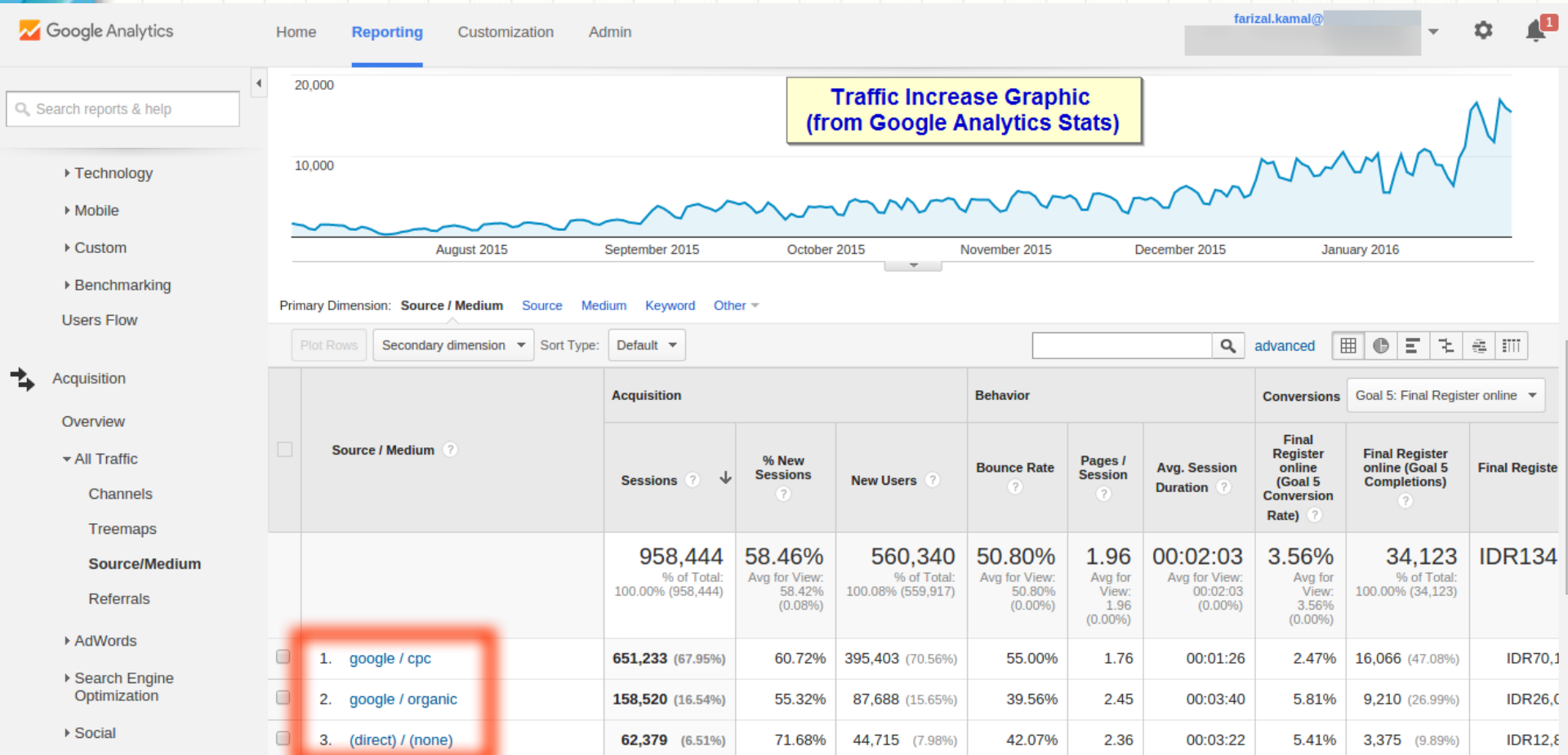
By: Farizal Kamal

Sample Budget Campaign (That I Managed)



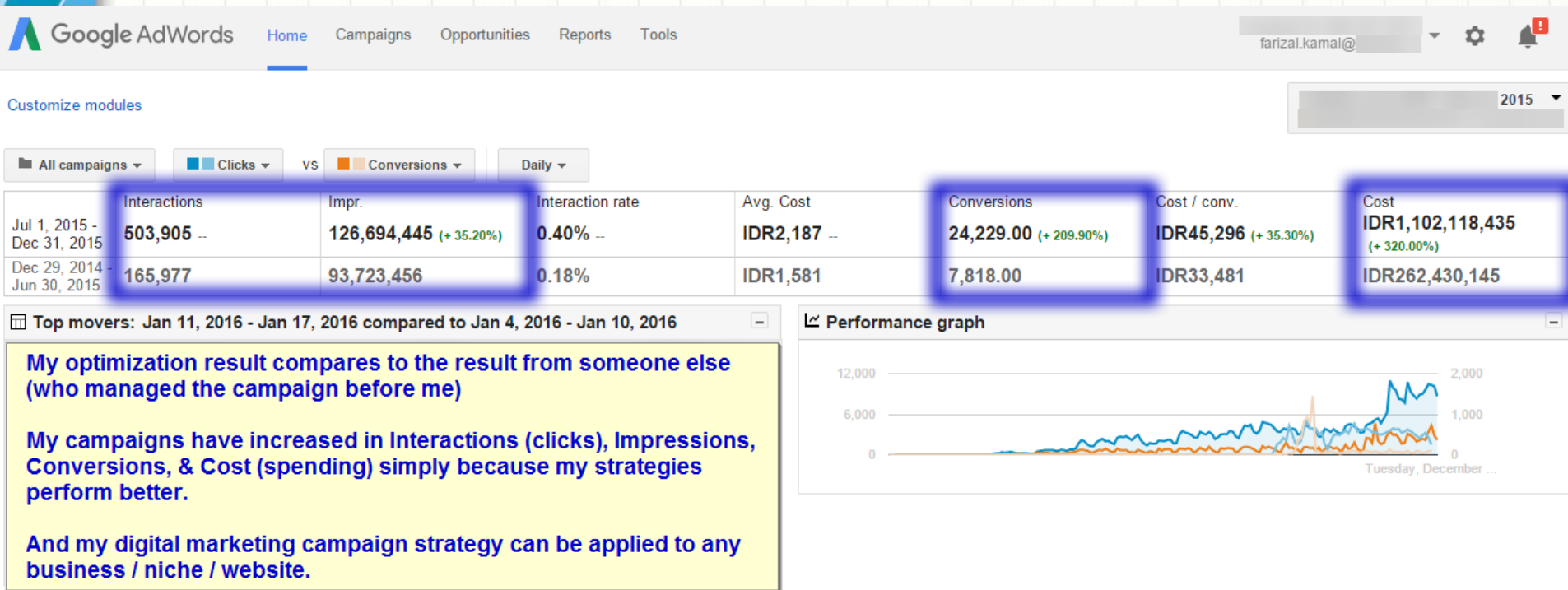
Budget spent Rp2,413,000,000 (\$172,000) & the campaign still running (budget spending will increase)

Traffics Trend Increase




Brand Awareness was building up

My Optimization Increases The Campaign Performance Result



My optimization vs someone else

Campaign Growth Opportunity (1)

Google AdWords

HomeCampaignsOpportunitiesReportsTools

farizal.kamal@

All opportunities >

Raise budget for

Your campaigns are limited by their daily budgets, preventing your ads from showing as often as they could. Raising your budget can help make sure you don't lose out on potential customers. We have provided some estimates below. [Learn more](#)

For this campaign

Clicks per week
120,000 ↑
from 63,508 to 183,508

Impressions per week
100,000,000 ↑
from 56,073,423 to 156,073,423

Cost per week ?
IDR110,000,000 ↑
from IDR62,370,000.00 to
IDR172,370,000.00

←

Apply

Dismiss

Daily budget and what it might get you per week

☒ IDR26,730,000.00 for 183,508 clicks and a cost of IDR172,370,000.00

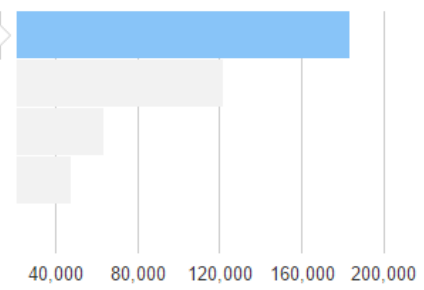
☐ IDR17,000,000.00 for 121,508 clicks and a cost of IDR119,370,000.00

☐ IDR8,910,000.00 (current) for 63,508 clicks and a cost of IDR62,370,000.00

☐ IDR6,700,000.00 for 47,508 clicks and a cost of IDR47,370,000.00

☐ Other IDR

Total clicks | Total impressions

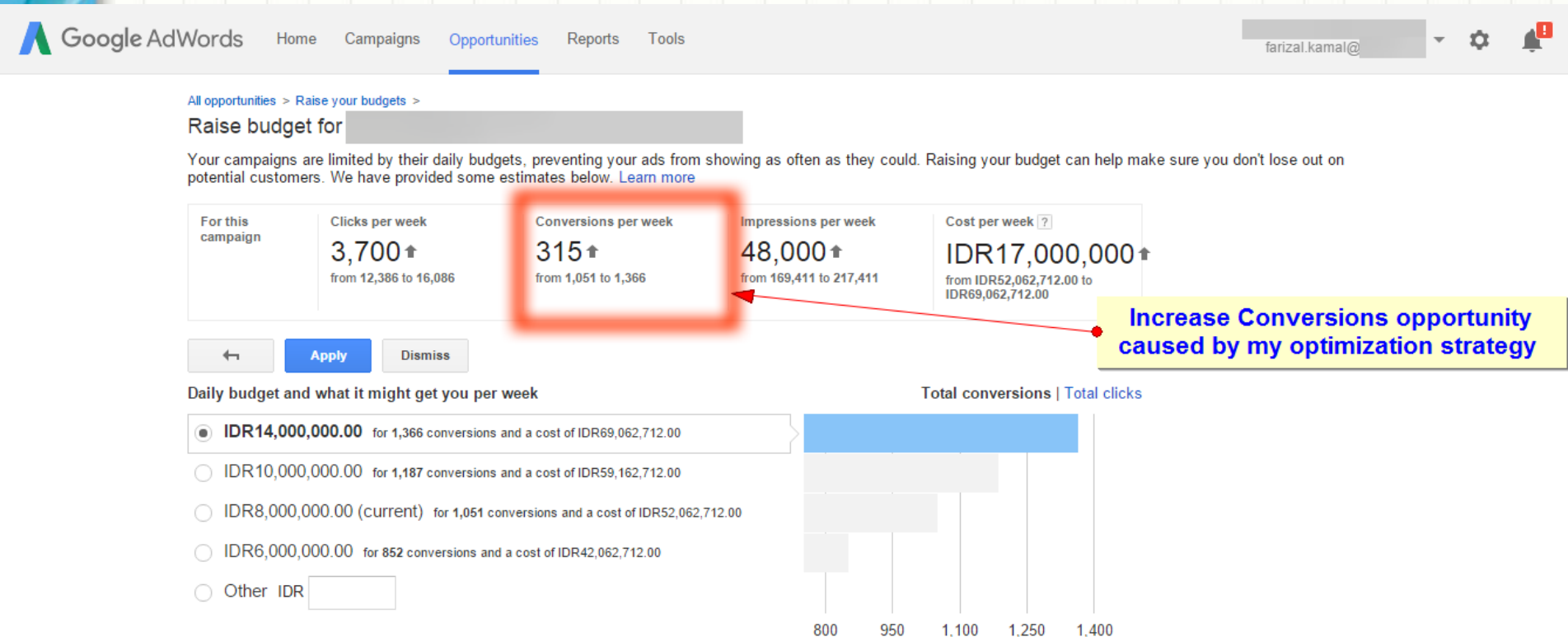


Budget (IDR)	Clicks	Cost (IDR)
26,730,000.00	183,508	172,370,000.00
17,000,000.00	121,508	119,370,000.00
8,910,000.00 (current)	63,508	62,370,000.00
6,700,000.00	47,508	47,370,000.00

Important: These are automatically generated opportunities. We can't guarantee that they will improve your campaign performance. You are always responsible for the changes you make to your campaigns. For more details, please review our [Terms and Conditions](#).

Get 120,000 clicks per week opportunity

Campaign Growth Opportunity (2)



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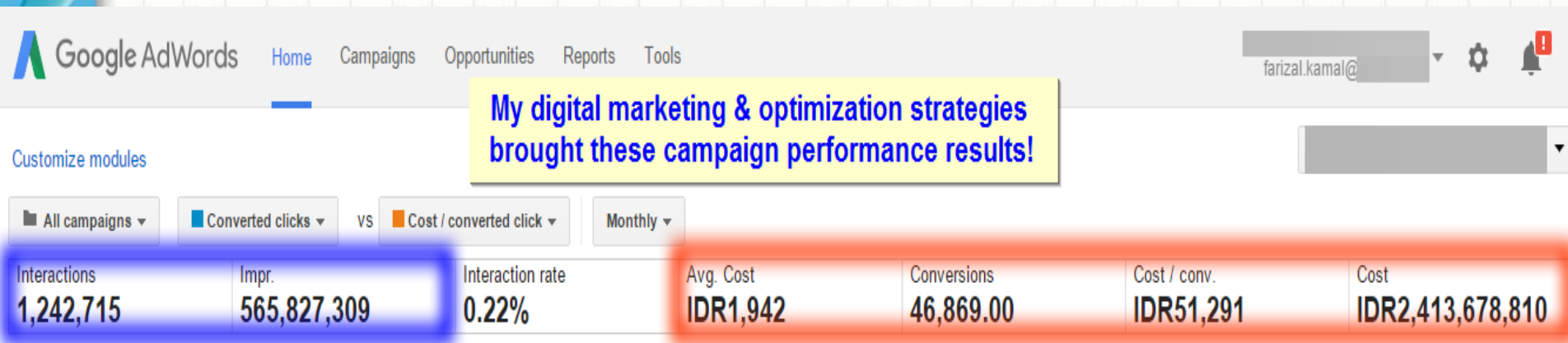
Get Conversions increase opportunity

The Alexa Performance Result



Alexa ranking for targeted market (Indonesia) increases from 8,874 to 2,704 in about 3 months & website produces high conversions

The Conversions (Online Sales Values)



The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. A yellow callout box says 'My digital marketing & optimization strategies brought these campaign performance results!'. Below this, there's a 'Customize modules' link. The main table displays campaign performance metrics for 'All campaigns' over a 'Monthly' period. The table has columns for Interactions, Impr., Interaction rate, Avg. Cost, Conversions, Cost / conv., and Cost. The values are: Interactions: 1,242,715; Impr.: 565,827,309; Interaction rate: 0.22%; Avg. Cost: IDR1,942; Conversions: 46,869.00; Cost / conv.: IDR51,291; Cost: IDR2,413,678,810. The 'Conversions' and 'Cost' columns are highlighted in red, and the 'Interactions' and 'Impr.' columns are highlighted in blue.

Interactions	Impr.	Interaction rate	Avg. Cost	Conversions	Cost / conv.	Cost
1,242,715	565,827,309	0.22%	IDR1,942	46,869.00	IDR51,291	IDR2,413,678,810

Total Conversions = 46,869

Accepted rate 10% = 4,686 (Xtreme > use lower number)

Avg. Sales = Rp1,000,000 (Xtreme number)

Sales Value = Rp4,686,000,000

Digital Cost = Rp2,413,000,000

Digital Profit = Rp2,273,000,000

Note:

About 38% (from xtreme conversions value), it becomes **repeated customers**



And the journey continues...

What's your website ranking on Alexa?

Want to have a website journey like this?

Let me make your business grow!



FARIZAL KAMAL'S DIGITAL CREDENTIAL & CERTIFICATION

My LinkedIn Connections & Endorsement Skills



You rank in the **top 2%** for profile views among your connections.

#169 out of 10,022 | **▲ 1%** in the last 15 days

Skills & Endorsements **Farizal Kamal**

Top Skills

99+ E-commerce	
99+ Conversion Optimization	
99+ Ad Networks	
99+ Google Adwords	
99+ Yahoo Search Marketing	
99+ Bing Ads	
99+ LinkedIn Advertising	
99+ Facebook	
99+ Video Marketing	
99+ Affiliate Marketing	

Farizal Kamal ★ also knows about...

99+ Public Speaking	99+ Media Buying	99+ Campaign Management	
99+ Integrated Marketing	99+ Website Development	99+ Keyword Research	
99+ Social Media	99+ PPC	99+ Advertising	99+ Online Advertising
99+ SEM	99+ Digital Marketing	99+ Social Media Marketing	
99+ Online Marketing	99+ Business Strategy	99+ Digital Strategy	
99+ Email Marketing	99+ Web Marketing	99+ Search Advertising	

Other Sample Budget (3 Millions EURO!)

My Client Centre | Jump to client

Google AdWords

farizal@ | Announcements (2) | Send feedback | Help | Sign out
Customer ID:

My Client Centre | Client reporting | Billing | My Account

Accounts

Labels across all accounts

[What are labels? Watch a short video.](#)

Performance | **Budget** | Search across accounts

Filter | Columns

Create account | Customised alerts

Managed budget 3,638,681 EURO!

<input type="checkbox"/> Client	Labels	Alerts	Clicks	Impressions	Search CTR	Display Network CTR	Conversions	Conversion rate	Amount spent
<input type="checkbox"/>	-	1	451,746	165,449,643	6.59%	0.23%	0	0.00%	€24,296
<input type="checkbox"/>	-	1	61,196,593	5,736,177,649	6.53%	0.25%	16,954,449	27.70%	€3,465,983
<input type="checkbox"/>	-	1	5,374,489	1,102,814,890	2.11%	0.24%	0	0.00%	€148,395
Totals - all 3 clients			67,022,828	7,004,442,182	5.80%	0.24%	16,954,449	27.70%	€3,638,681

Reporting is not real-time. Performance and budget statistics are no more than 3 hours old.

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Alerts
Automated rules
Customised alerts
Pending invitations

Show rows 50 1-3

Adwords Search Certified Professional

Google™ AdWords

This certificate of qualification is hereby granted to:

Farizal F Kamal

For passing the Google Advertising Fundamentals Exam and Search Advertising Advanced Exam



Adwords Display Certified Professional



This certificate of qualification is hereby granted to:

Farizal F Kamal

For passing the Google Advertising Fundamentals Exam and Display Advertising Advanced Exam



Adwords Analysis Certified Professional



This certificate of qualification is hereby granted to:

Farizal F Kamal

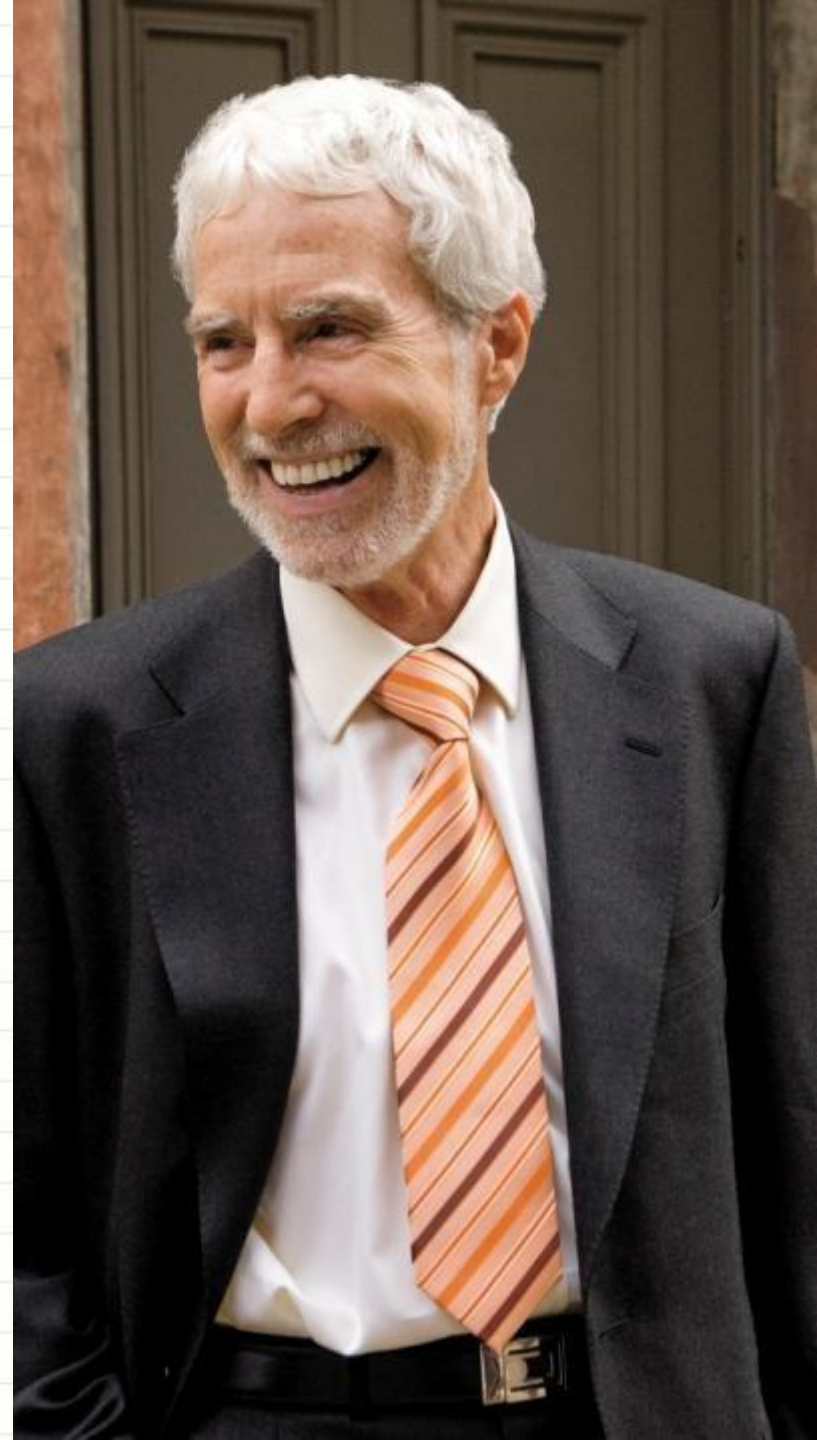
For passing the Google Advertising Fundamentals Exam and Reporting & Analysis Advanced Exam



Campaign KPI

To determine the success of my digital strategies, I will use 4 KPIs:

- Alexa Ranking (for Brand Awareness)
- Keyword Tool (for Brand Awareness)
- Google Analytics (for Traffics)
- Conversions (for new user Acquisition)





THANK YOU

Farizal Kamal