

Attention: 2345



# Panpages Online ADVERTISING PLANNER

22 Jun 2015



Prepared For:

235

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PANPAGES ONLINE SDN BHD

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# Advertising Plan Review

You have purchased

In your existing/previous advertising plan, you have invested RM 3463456



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people visited your website

We value you as our advertiser and would like to provide you some suggestion(s) to enhance your advertising plan.

Some of the suggestions would be:



You would like to advertise in:



Language(s) that your would like to advertise is(are):



You would like to target people who are working as:



You would like to target people who aged between:



You would like to target gender which is(are):

This adverting plan is designed to help you in achieving your business objective(s).

Your priority objective(s) would be:



Your expected revenue increased via your advertising plan is:  
RM 235



Average spending of your customer is:  
RM 235



For every new enquiry, your chances of closing the deal is:  
235



You intend to run your Google AdWords Campaign for:  
2345 Months

Below are the estimates on how many visitors your website might get based on the keywords suggestions.

Monthly Budget

Times your ads could show

Clicks your ads could receive

Your keywords

These statistics are based on your target country and related searches below.

Keyword	Avg. Monthly Searches	Suggested bid
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Based on your previous advertising performance and your keyword(s) list, we will suggest you to explore the below channel(s):

The propose budget that we recommend for our suggested channel(s) as below:





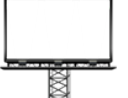

## Option A (Recommended)

Channel	Price
PanPages	RM
Google Search & Mobile	RM
Google Display Network	RM
Yahoo! Search	RM
Yahoo! Display	RM
YouTube Ads	RM
Facebook Ads	RM
Facebook Marketing	RM
Pan 360°	RM
Alibaba.com	RM
Super Pages	RM
Others	RM
Management Fee	RM
Subtotal	RM
6% Gov. Tax	RM
Grand Total	RM

## Option B

Channel	Price
PanPages	RM
Google Search & Mobile	RM
Google Display Network	RM
Yahoo! Search	RM
Yahoo! Display	RM
YouTube Ads	RM
Facebook Ads	RM
Facebook Marketing	RM
Pan 360°	RM
Alibaba.com	RM
Super Pages	RM
Others	RM
Management Fee	RM
Subtotal	RM
6% Gov. Tax	RM
Grand Total	RM

Traditional advertising plan(s) is good, however, the cost is expensive and have limited exposure.

 <b>RM 40,000</b> 30 Sec Radio Ads Duration: 1 Month Coverage: Nationwide	 <b>RM 90,000</b> 30 Sec TV Ads Duration: 6 Slot Coverage: Astro Subscribers	 <b>RM 15,000</b> Full Page Magazine Ads Publication: 1 Issue Coverage: Nationwide
 <b>RM 22,000</b> 10 Sec LED Display Ads Duration: 12 Months Coverage: 1 LED Display	 <b>RM 160,000</b> 30ftx 70ft Billboard Ads Duration: 6 Months Coverage: 1 Highway Billboard	 <b>RM 25,000</b> Full Page Newspaper Ads Publication: 1 Issue Coverage: Nationwide

PanPages aim is to provide a multi-channel advertising plan for our advertisers.

After 26 years in the business of connecting Buyers to Sellers, there are few crucial elements that are needed to ensure success:

- Professional Online Business Advisors to analyze, monitor, consult & market your business.
- You will be given a personalized access to upload and update your online Business Associates Service
- We have a team of professionals to setup, manage, monitor and optimize your digital campaigns based on your advertising objective(s).

We have given you all the reasons why you should advertise now! I have taken the liberty to put together an adverting planner which I believe will definitely assist you in generating further awareness and business leads for your product(s) and company.

 <b>1</b> <b>Get Online</b> Attract your potential customers to your websites.	 <b>2</b> <b>Get Traffic</b> Use multi channel marketing to reach your potential customers.	 <b>3</b> <b>Get Leads</b> Convert your potential customers by getting them interested in your products.	 <b>4</b> <b>Get Sales</b> Convey the value of your products to your leads and close the sales.	 <b>5</b> <b>Get Leverage</b> Maximize your sales by enhancing your online strategy.
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## Terms & Conditions:

- The above mentioned proposal would be due on 22 Jul 2015 (PanPages Online Sdn Bhd reserved the right on the rate changes after promotion due date)
- 50% payment shall be made upon sign confirmation date and the balance 50% payment shall be made within 60 days after sign confirmation date.
- 2345 listing page will be activated within 30 working days upon receiving complete product materials and minimum of 50% payment.
- Key Phrases or Classifications selected for guaranteed positions are based on a First Come First Serve basis upon receiving complete job sheet.
- This proposal is based on the estimation of your advertising goal(s) and objective(s) to achieve your intended revenue increase.