


2015 ADVERTISING PLANNER

Revenue Increased	No. Of Advertiser	Average Revenue Per Advertiser (ARPA)
Closing Rate	Leads Conversion Rate	Campaign Period
Revenue Increased	RM	
ARPA		
New Advertisers		
Closing Rate		
Leads		
Leads Conversion Rate		
Traffic Required		
Monthly Traffic		
Avg. Cost Per Click	RM	
Estimated Monthly Budget	RM	
Total Campaign Budget	RM	

GEOGRAPHICAL COVERAGE

<input type="checkbox"/> Nationwide	<input type="checkbox"/> Negeri Sembilan
<input type="checkbox"/> Kuala Lumpur	<input type="checkbox"/> Melaka
<input type="checkbox"/> Klang Valley	<input type="checkbox"/> Johor
<input type="checkbox"/> Perlis	<input type="checkbox"/> Sabah
<input type="checkbox"/> Kedah	<input type="checkbox"/> Sarawak
<input type="checkbox"/> Kelantan	Other Countries:
<input type="checkbox"/> Penang	<input type="checkbox"/> Thailand
<input type="checkbox"/> Perak	<input type="checkbox"/> Singapore
<input type="checkbox"/> Terengganu	<input type="checkbox"/> Indonesia
<input type="checkbox"/> Pahang	<input type="checkbox"/> Others:

TARGETED AUDIENCE

Profession:		
<input type="checkbox"/> Accounting/Finance	<input type="checkbox"/> Healthcare	
<input type="checkbox"/> Admin/HR	<input type="checkbox"/> Hotel/Restaurant	
<input type="checkbox"/> Arts/Communication	<input type="checkbox"/> Manufacturing	
<input type="checkbox"/> Building/Construction	<input type="checkbox"/> Sales/Marketing	
<input type="checkbox"/> Computer/IT	<input type="checkbox"/> Science	
<input type="checkbox"/> Education/Training	<input type="checkbox"/> Services	
<input type="checkbox"/> Engineering	<input type="checkbox"/> Others:	
Preferred Language:	Profession:	Gender:
<input type="checkbox"/> English	<input type="checkbox"/> 18-20	<input type="checkbox"/> Male
<input type="checkbox"/> Malay	<input type="checkbox"/> 30-49	<input type="checkbox"/> Female
<input type="checkbox"/> Chinese	<input type="checkbox"/> 50-64	
<input type="checkbox"/> Tamil	<input type="checkbox"/> Other:	
<input type="checkbox"/> Other:		

MARKETING REVIEW & STRATEGY

2014 MARKETING CAMPAIGN

<input type="checkbox"/> Malaysia PanPages	<input type="checkbox"/> YouTube Ads
<input type="checkbox"/> Google AdWords Search & Mobile	<input type="checkbox"/> Facebook Ads
<input type="checkbox"/> Google Display Network	<input type="checkbox"/> Pan 360°
<input type="checkbox"/> Yahoo! Search	<input type="checkbox"/> Alibaba.com
<input type="checkbox"/> Yahoo! Display	<input type="checkbox"/> Super Pages

2014 MARKETING CAMPAIGN RESULT OVERVIEW

2014 Advertising Investment	RM
Website Visits	
Clicks On Ads	
Click Through Rate	

2015 ACTION PLAN FOR IMPROVEMENT

<input type="checkbox"/> Enhance Text Content	<input type="checkbox"/> Frequently Your Website
<input type="checkbox"/> Add On Relevant Product Picture	<input type="checkbox"/> Timely Response To Enquiry
<input type="checkbox"/> Add On Product Description	<input type="checkbox"/> Tracking On Calls & Walk In
<input type="checkbox"/> Include Product Price	<input type="checkbox"/> Highlight Unique Selling Point
<input type="checkbox"/> Include Product Specification	<input type="checkbox"/> Include Certification For Better Credential
<input type="checkbox"/> Include Company Details	<input type="checkbox"/> Enhance Product Picture Quality
<input type="checkbox"/> Include Delivery Information	<input type="checkbox"/> Others:
<input type="checkbox"/> Include Payment Options	

Remarks:

2015 MARKETING STRATEGIC PLANNING

Objectives	Examples
<input type="checkbox"/> Increase Website Traffic	1. Show current offers/promotions 2. Want People to better understand their business
<input type="checkbox"/> Increase Brand Awareness	1. Ensure your brand is always on top of mind 2. Promote brand loyalty 3. Want people to be aware of their company or
<input type="checkbox"/> Increase Online Forms Submission	1. Want to reach new customers 2. Make reservation online 3. Want people to send enquiry
<input type="checkbox"/> Increase Store Visits	1. Want people to walk in
<input type="checkbox"/> Increase Phones Calls	1. Want people to call directly
<input type="checkbox"/> Increase Online Purchase (Subject to	1. Want people to purchase directly from website
<input type="checkbox"/> Retargeting Visitors	1. Want to reach existing customers 2. Want to generate repeat business from existing
<input type="checkbox"/> Increase Geographical Coverage	1. Want to expand your business to oversea countries

RECOMMENDED SOLUTIONS

<input type="checkbox"/> Malaysia PanPages	<input type="checkbox"/> YouTube Ads
<input type="checkbox"/> Google AdWords Search & Mobile	<input type="checkbox"/> Facebook Ads
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2015 INVESTMENT PLAN

PANPAGES ONLINE SDN BHD	<input type="checkbox"/>	null																																																												
No. 1, Jalan OJS 11/8, Bandar Sunway, Petaling Jaya, 46150,	Proposal Date:																																																													
Advertiser:	Valid Until:																																																													
Address:	Proposed Amount:																																																													
Option A	Option B																																																													
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Terms & Conditions:




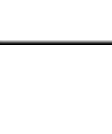
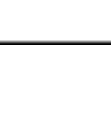

1. The above mentioned proposal would be due on _____ (PanPages Online Sdn Bhd reserved the right on the rate changes after promotion due date).

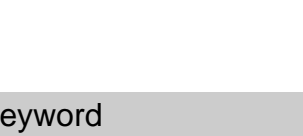
2. 50% payment shall be made upon sign confirmation date and the balance 50% payment shall be made within 60 days after sign confirmation date.

3. The above advertiser listing page will be activated within 30 working days upon receiving complete product materials and minimum of 50% payment.

4. Key Phrases or Classifications selected for guaranteed positions are based on a First Come First Serve basis upon receiving complete job sheet.

TRADITIONAL MEDIA COST & REACH

 RM 40,000 30 Sec Radio Ads Duration: 1 Month Coverage: Nationwide	 RM 15,000 30 Sec TV Ads Duration: 1 Slot Coverage: Astro Subscribers	 RM 25,000 Full Page Newspaper Ads Publication: 1 Issue Coverage: Nationwide
 RM 22,000 10 Sec LED Display Ads Duration: 12 Months Coverage: 1 LED Display	 RM 160,000 30ftx 70ft Billboard Ads Duration: 6 Months Coverage: 1 Highway Billboard	 RM 15,000 Full Page Magazine Ads Publication: 1 Issue Circulation: 45,000 Copies Coverage: Nationwide

**RM**
Multi-Channel Marketing
Duration:
Coverage:

YOU SAVED: RM
Compare to traditional marketing strategies

PROPOSED KEYWORDS

Keyword	Avg. Monthly Searches	Suggested bid
a	a	a
a	a	a
a	a	a
Total Est. Impressions (100% Share of Voice)		
Average Cost per Click		
Assumed CTR for Search		
Est. Clicks Assuming 3% CTR (100% Share of Voice)		
Est. Monthly Investment (100% Share of Voice)		
Est. Monthly Investment (50% Share of Voice)		