

Attention: Tri Le

Panpages Online ADVERTISING PLANNER

19 May 2015



Prepared For:
Panpages Vietnam

36 Bui Thi Xuan

PANPAGES ONLINE SDN BHD

No. 1, Jalan PJS 11/8, Bandar Sunway,
Petaling Jaya, 47810, Selangor, Malaysia



Tri Le



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Advertising Plan Review

You have purchased



In your existing/previous advertising plan, you have invested 3123



231

people visited your website



600,000

readership Nationwide for Super Pages

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:

Improve Website Content

Add On Relevant Product Pictures

Add On Product Description

Include Product Price

Others

qwewqeq



You would like to advertise in:

Malaysia, Singapore



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

English, Malay



You would like to target people who are working as:

Accounting, Agriculture, Advertising



You would like to target people who aged between:

18-29



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

Male

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

Your priority objective(s) would be:



**Increase
Website Traffic**



**Increase
Brand Aware-
ness**



**Increase Online
Form Submission**



**Increase Online
Form Submission**



Your expected revenue increased via your advertising plan is:
RM 3453



Your expected revenue increased via your advertising plan is:
RM 534



Average spending of your customer is:
32 %



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

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

RM

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

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:





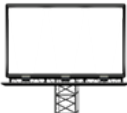

Option A

Channel	Price
PanPages	RM 123213
Google AdWords Search & Mobile	RM 123213
Google Display Network	RM 0
Yahoo! Search	RM 0
Yahoo! Display	RM 0
YouTube Ads	RM 321123
Facebook Ads	RM 0
Facebook Marketing	RM 0
Pan 360°	RM 0
Alibaba.com	RM 0
Super Pages	RM 0
Others	RM 0
Management Fee	RM 0133300.80
Subtotal	RM 567549
6% Gov. Tax	RM 34052.94
Grand Total	RM 601601.94

Option B

Channel	Price
PanPages	RM
Google AdWords 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.

 RM 40,000 30 Sec Radio Ads Duration: 1 Month Coverage: Nationwide	 RM 90,000 30 Sec TV Ads Duration: 6 Slot Coverage: Astro Subscribers	 RM 15,000 Full Page Magazine 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 25,000 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:

Business Associates Service –Professional Online Business Advisors to analyze, monitor, consult & market your business.

User Friendly Personal Log In –You will be given a personalized access to upload and update your online PanPage anywhere and anytime you want with a simple internet connection.

Digital Campaign Specialist – We have a team of professionals to setup, manage, monitor and optimize your digital campaigns base 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.



Get Online

Attract your potential customers to your websites.



Get Traffic

Use multi channel marketing to reach your potential customers.



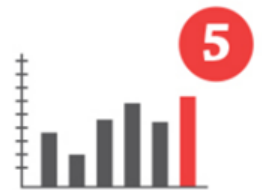
Get Leads

Convert your potential customers by getting them interested in your products.



Get Sales

Convey the value of your products to your leads and close the sales.



Get Leverage

Maximize your sales by enhancing your online strategy.

Terms & Conditions:

1. The above mentioned proposal would be due on 19 Jun 2015 (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. Tri Le 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.
5. This proposal is based on the estimation of your advertising goal(s) and objective(s) to achieve your intended revenue increase.