

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

- ☐ Nationwide
- ☐ Kuala Lumpur
- ☐ Klang Valley
- ☐ Perlis
- ☐ Kedah
- ☐ Kelantan
- ☐ Penang
- ☐ Perak
- ☐ Terengganu
- ☐ Pahang
- ☐ Negeri Sembilan
- ☐ Melaka
- ☐ Johor
- ☐ Sabah
- ☐ Sarawak
- Other Countries:
- ☐ Thailand
- ☐ Singapore
- ☐ Indonesia
- ☐ Others:



TARGETED AUDIENCE

Profession:

- ☐ Accounting/Finance
- ☐ Admin/HR
- ☐ Arts/Communication
- ☐ Building/Construction
- ☐ Computer/IT
- ☐ Education/Training
- ☐ Engineering
- ☐ Healthcare
- ☐ Hotel/Restaurant
- ☐ Manufacturing
- ☐ Sales/Marketing
- ☐ Science
- ☐ Services
- ☐ Others:

Preferred Language:

- ☐ English
- ☐ Malay
- ☐ Chinese
- ☐ Tamil
- ☐ Other:

Profession:

- ☐ 18-20
- ☐ 30-49
- ☐ 50-64
- ☐ Other:

Gender:

- ☐ Male
- ☐ Female

MARKETING REVIEW & STRATEGY

2014 MARKETING CAMPAIGN

- ☐ Malaysia PanPages
- ☐ Google AdWords Search & Mobile
- ☐ Google Display Network
- ☐ Yahoo! Search
- ☐ Yahoo! Display

- ☐ YouTube Ads
- ☐ Facebook Ads
- ☐ Pan 360°
- ☐ Alibaba.com
- ☐ Super Pages

2014 MARKETING CAMPAIGN RESULT OVERVIEW

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

2015 ACTION PLAN FOR IMPROVEMENT

- ☐ Enhance Text Content

☐ Add On Relevant Product Picture

☐ Add On Product Description

☐ Include Product Price

☐ Include Product Specification

☐ Include Company Details

☐ Include Delivery Information

☐ Include Payment Options
- ☐ Frequently Your Website

☐ Timely Response To Enquiry

☐ Tracking On Calls & Walk In

☐ Highlight Unique Selling Point

☐ Include Certification For Better Credential

☐ Enhance Product Picture Quality

☐ Others:

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

- ☐ Malaysia PanPages
- ☐ Google AdWords Search & Mobile
- ☐ Google Display Network
- ☐ Yahoo! Search
- ☐ Yahoo! Display

- ☐ YouTube Ads
- ☐ Facebook Ads
- ☐ Pan 360°
- ☐ Alibaba.com
- ☐ Super Pages

2015 INVESTMENT PLAN

PANPAGES ONLINE SDN BHD

No. 1, Jalan OJS 11/8, Bandar  
Sunway, Petaling Jaya, 46150,

Advertiser:

Address:

[com.panpages.bow.

Proposal Date:

Valid Until:

Proposed Amount:

☐

Option A

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Option B


Products	Price
<input checked="" type="checkbox"/> Malaysia PanPages	RM a
<input type="checkbox"/> Google AdWords Search	RM
<input type="checkbox"/> Google Display Network	RM
<input type="checkbox"/> Yahoo! Search	RM
<input type="checkbox"/> Yahoo! Display	RM
<input type="checkbox"/> YouTube Ads	RM
<input type="checkbox"/> Facebook Ads	RM
<input type="checkbox"/> Pan 360°	RM
<input type="checkbox"/> Alibaba.com	RM
<input type="checkbox"/> Super Pages	RM
<input type="checkbox"/> Others	RM
Subtotal	RM
6% Gov. Tax	RM
Grand Total	RM

Products	Price
<input type="checkbox"/> Malaysia PanPages	RM
<input type="checkbox"/> Google AdWords Search	RM
<input type="checkbox"/> Google Display Network	RM
<input type="checkbox"/> Yahoo! Search	RM
<input type="checkbox"/> Yahoo! Display	RM
<input type="checkbox"/> YouTube Ads	RM
<input type="checkbox"/> Facebook Ads	RM
<input type="checkbox"/> Pan 360°	RM
<input type="checkbox"/> Alibaba.com	RM
<input type="checkbox"/> Super Pages	RM
<input type="checkbox"/> Others	RM
Subtotal	RM
6% Gov. Tax	RM
Grand Total	RM

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)