

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:

☐

null

Proposal Date:

Valid Until:

Proposed Amount:

Option A

Option B

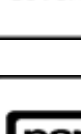
Products	Price
Malaysia PanPages	RM
Google AdWords Search	RM
Google Display Network	RM
Yahoo! Search	RM
Yahoo! Display	RM
YouTube Ads	RM
Facebook Ads	RM
Pan 360°	RM
Alibaba.com	RM
Super Pages	RM
Others	RM
Subtotal	RM
6% Gov. Tax	RM
Grand Total	RM

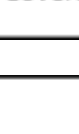
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Facebook Ads	RM
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Alibaba.com	RM
Super Pages	RM
Others	RM
Subtotal	RM
6% Gov. Tax	RM
Grand Total	RM


Terms & Conditions:

- The above mentioned proposal would be due on \_\_\_\_\_ (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.
- The above advertiser 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.


## TRADITIONAL MEDIA COST & REACH

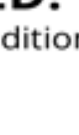
**RM 40,000**  
30 Sec Radio Ads  
Duration: 1 Month  
Coverage: Nationwide

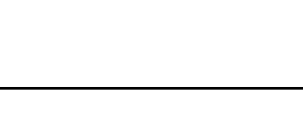
**RM 15,000**  
30 Sec TV Ads  
Duration: 1 Slot  
Coverage: Astro Subscribers

**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)