# 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	Negeri Sembilan	
Kuala Lumpur	Melaka	
Klang Valley	Johor	
Perlis	Sabah	L
Kedah	Sarawak	
Kelantan	Other Countries:	A STATE OF THE STA
Penang	Thailand	
Perak	Singapore	
Terengganu	Indonesia	
Pahang	Others:	
TARGETED AUDIENCE		
Profession:		
Accounting/Finance	Healthcare	
Admin/HR	Hotel/Restaurant	
Arts/Communication	Manufacturing	
Building/Construction	Sales/Marketing	
Computer/IT	Science	
Education/Training	Services	
Engineering	Others:	
Preferred Language:	Profession:	Gender:
English	18-20	Male
Malay	30-49	Female
Chinese	50-64	
Tamil	Other:	
Other:		

# 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				
Website Visits Clicks On Ads Click Through Rate	RM			
2015 ACTION PLAN FOR IMPROVEMEN	T			
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 PLANNIN	NG			
Objectives	Examples			
Increase Website Traffic	Show current offers/promotions     Want People to better understand their business			
Increase Brand Awareness	<ol> <li>Ensure your brand is always on top of mind</li> <li>Promote brand loyalty</li> <li>Want people to be aware of their company or</li> </ol>			
Increase Online Forms Submission  Increase Store Visits	Want to reach new customers     Make reservation online     Want people to send enquiry     Want people to walk in			
Increase Store visits  Increase Phones Calls	Want people to walk in      Want people to call directly			
Increase Online Purchase (Subject to	Nant people to purchase directly from website			
Retargeting Visitors	Want to reach existing customers     Want to generate repeat business from existing			
Increase Geographical Coverage	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:

Option A

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		

Proposal Date:
Valid Until:
Proposed Amount:

Option B

null

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

#### 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





Duration: 1 Slot Coverage: Astro Subscribers



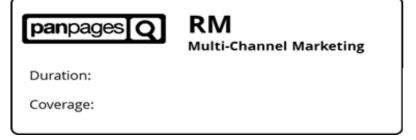


Duration: 12 Months Coverage: 1 LED Display



Coverage: 1 Highway Billboard





YOU SAVED: RM

Compare to traditional marketing strategies

## PROPOSED KEYWORDS

Avg. Monthly Searches

Suggested bid

Keyword

Est. Clicks Assuming 3% CTR (100% Share of Voice)

Est. Monthly Investment (100% Share of Voice)

Est. Monthly Investment (50% Share of Voice)

а	а	а
а	а	а
а	а	а
Total Est. Impressions (100% Share of Voice)		
Average Cost per Click		
Assumed CTR for Search		