

**Sample Proposal:
Online Marketing Proposal**

Overview

Search Engine Marketing is a combination of natural and paid search engine listings to ensure your website reaches your exact target audience.

For Natural Listings in combination with a lot of other factors the important base is that your site is built to Developers and Search Engines Web Standards. (World Wide Web Consortium (W3C) - www.w3.org)

Pay Per Click (PPC) simply means paying to get your website listed at a top position for relevant keywords on specific search engines. For each visitor that clicks on your ad you are charged a specific rate depending on the keyword. The benefit of PPC is that you only pay for the result.

Benefits of PPC is a low cost, easy to measure solution that delivers a strong ROI by setting exact relevant keywords, language and location and daily budgets.

Google AdWords Professional is a service especially developed for professional agencies who administer multiple customer accounts.

Optimising your Website: once user click on your ad you website needs to provide the right information (e.g.: call to action) to convert the clicks into sales.

Most Common Search Engines: Google, Yahoo, MSN



satisfaction = expectation - experience

Why use PPC advertising

Results are instant as search engines display your ad immediately.

You immediately know if it's working. Fees are transparent. You only pay when someone clicks on your ad and lands on your website.

It is easy to set and adjust your daily budget and unlike with other media you can calculate your ROI precisely.

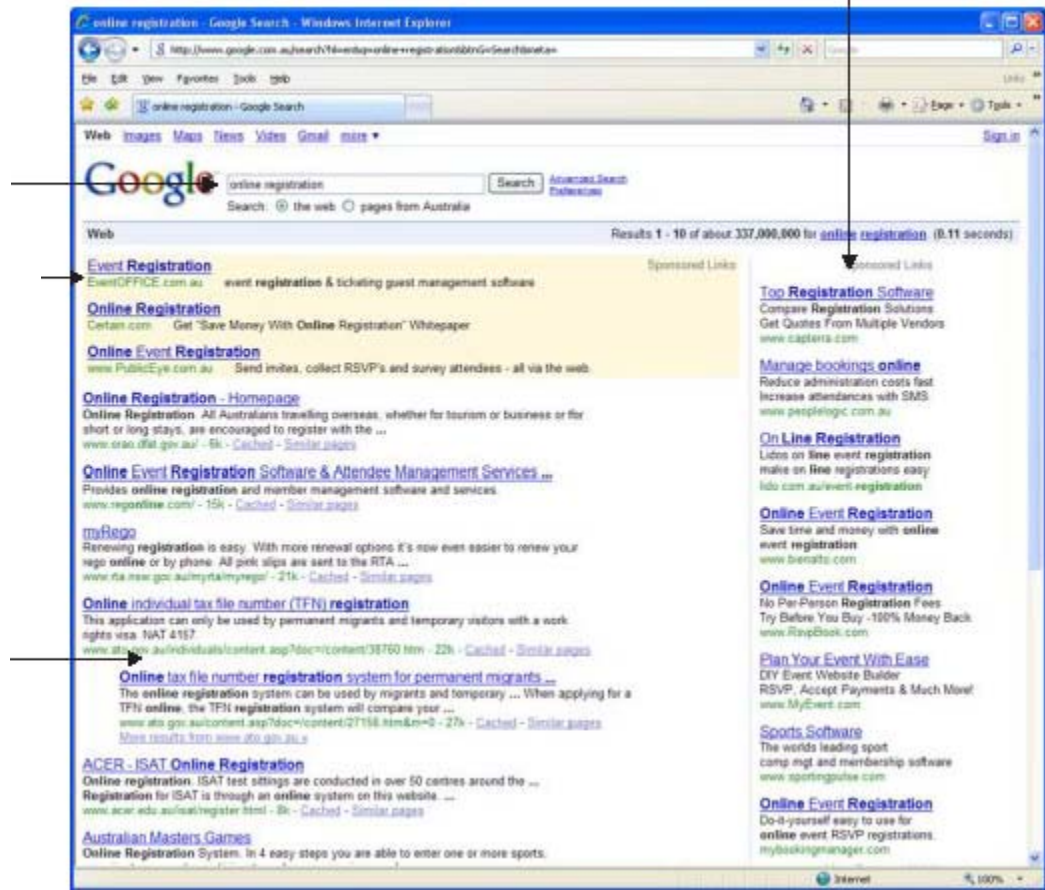
Example Google AdWord Listing

PPC Listings

Key Word: online registration

PPC Campaign for EventOFFICE

Natural Listings



Reporting and Analysing

We will keep you up to date with the performance of your campaign and also will take care of any necessary copy and keyword optimisation.



Ad Group: UT street wear

Urban Top Street Wear
Brand New Fashion Accessories
Street, Surf, Skate, Beach
www.urbanhood.com.au
1-871-336333

29 Nov 2007 to 3 Feb 2008

Keyword	Status	Current Bid	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.
beach wear	Active	\$0.00	49	5,974	0.82%	\$0.51	\$25.21	5.6
beachwear	Active	\$0.00	125	15,876	0.79%	\$0.53	\$65.71	6.7
fashion accessories	Active	\$0.00	10	348	2.81%	\$0.41	\$4.09	2.3
hip hop wear	Active	\$0.00	473	8,033	5.99%	\$0.43	\$211.13	1.9
ladies beachwear	Active	\$0.00	6	1,265	0.50%	\$0.53	\$3.18	8.0
skate wear	Active	\$0.00	342	5,685	6.10%	\$0.41	\$141.48	2.2
skateboard wear	Active	\$0.00	16	541	2.77%	\$0.50	\$7.49	4.0
street clothing	Active	\$0.00	228	12,522	1.76%	\$0.41	\$92.84	2.6
street wear	Active	\$0.00	890	9,374	9.23%	\$0.40	\$194.05	2.1
street wear clothing	Active	\$0.00	29	422	6.87%	\$0.38	\$11.15	2.3
streetwear	Active	\$0.00	634	9,573	6.35%	\$0.41	\$229.64	2.0
streetwear clothing	Active	\$0.00	20	452	4.75%	\$0.42	\$19.57	3.7
streetwear online	Active	\$0.00	31	323	9.60%	\$0.41	\$12.70	2.7
streetwear shop	Active	\$0.00	9	116	7.83%	\$0.44	\$4.06	2.2
surf clothes	Active	\$0.00	402	11,143	3.61%	\$0.47	\$188.74	2.8
surf clothing	Active	\$0.00	1,174	75,081	1.57%	\$0.45	\$233.68	2.8
surf wear	Active	\$0.00	11	111	9.91%	\$0.41	\$11.11	2.1

Case Studies

EventOFFICE

All major advertising efforts focus on google AdWords. Gaining a higher ROI then magazine campaigns or Trade shows.

Tony Costello

Google AdWords is one of the key efforts of bringing new clients to the website.

Urban Tool Australia

Urban Tool's mayor distribution channel is the online shopping cart facility at urbantool.com.au. A PPC Google AdWord campaign helped to push und maintain sales with a positive ROI.

Gunters fine food

Online sales of Christmas puddings gunters.com.au. For Gunters it is important to optimise sales during October, November and December each year. With the Google AdWord Campaign we increased the visits for these months by 250%.

ULO health fitness

bodycompositionassessment.com shifted their advertising budgets away from magazine advertising and decided to start their PPC campaign in February to increase number of visits on their website.

Get Started

Setup: Setup campaign, Ad copy writing, research keywords starting at AUD 300.00

Monthly Fees: Monthly reports, keyword and ad copy optimising, budget changes AUD 150.00

Budget for PPC depending on what your company wants to spend on the campaign. Budget can be changed and adjusted. **Standard hourly rate:** AUD 150.00 per hour

Payment terms:

- a) in advance direct deposit into our bank account
- b) via credit card end of each month: ppc + 6% transaction fees

who's onboard

online properties need experts and we leverage a team of experts to bring every solution to life

site director – mark bergin

mark brings 19 years of online publishing across corporate and government engagements – “big scale audiences with differing needs working on the one site – a web symphony” that excites mark

production chief – erik rathmayr

getting the look right, making the templates standards compliant and ensuring we produce on time and to budget – that's the short of erik's world

technical services

no man is an island so we partner with best of breed partners for additional technical resources - sinocode, web central, melbourneit, business catalyst

systems & platforms

microsoft and adobe
we use certified developers on all sites

contact

thank you and we look forward to working with you to achieve your desired outcomes.

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site director
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reference sites

Here is a list of recent/reference sites – as a bespoke web publisher – we don't offer clients existing sites and then rebadged them, each site is fresh, new and tailored to meet the clients visual branding, user experience and content.

www.woodenboat.com.au

www.YACHTe.com.au

www.EQT.com.au

www.medhurstwines.com.au

www.ronstan.com

www.eventoffice.com.au

www.urbantool.com.au

www.kidscount.com.au

www.worksafeweek.worksafe.vic.gov.au

www.belindamerry.com

www.stateautomation.com

www.tonycostello.com.au

www.bodycompositionassessment.com

www.gunters.com.au

www.brightonprimaryartshow.com.au

client portfolio

Air International - ANZ.com - Alfred Foundation - Australians Childhood Foundation - Australian Dairy Corporation - Autopro - BHP - BHP Steel - BoatingOz.com.au - CarParts - Computer Power Education - Confectionery Manufactures Association - CPA Australia - Bristol Myer Squibb - Citadel - Couta.Net - Department of Premier and Cabinet - Destination-e.com - Destination Event Management - Dilmah – Disney - Equity Trustees - Falls Creek Alpine Resort - Falls Creek Ski Lifts - fallsonline - Fosters - 49er.com.au - GE Capital - GMH Holden – GNC Livewell – GS1 - Honda Australia - ICI Pharmaceutical - IncitecPivot - ISO Industrial Supplies Office - kidscount.com.au - Knockler-Moeller - Legal Practitioners Liability Committee - Leo Burnett Connaghan & May - LGARIA - Lovelock Luke - Melbourne Advertising & Design Club - Mainsail Books – Make a Wish Foundation - Maxi Multimedia - M&C Saatchi - mediahub.com.au - Melbourne University - Montague Fresh - MYOB - NEC - NEMMCO - North Limited - Pacific Hydro - Philips - Pivot – Quantum Edge - Repco Auto Repair - RFI Industries - Team Repco - repcoshop.com.au - Rio Tinto - Ronstan - Shell - Sony – StateAutomation - Stott’s Correspondence College - Telstra - The Kenneths Group - Victorian Eastern Development Corporation - Victorian Yachting Council - yachte.com.au – WorkSafe - wishlist.com.au – woodenboat.com.au - Zurich Insurance

recent websites

ronstan.com

eqt.com.au

kidscount.com.au

EventOFFICE.com.au

WorkSafeWeek.wksafe.vic.gov.au

