

Paid Advertisement Management

Get your Ads Micromanaged NOW!-

Improve RoI

What Benefit by Engaging us for Paid Ads?

Sure, it brings more in your kitty

Huge Saving in spending

Increase in leads **assured!**



**WE DO MICRO MANAGE
PROMOTINAL CAMPAIGNS**

Portfolio



www.customizedjustforyou.com



www.g116.sedaghatlaw.net



afc.org.uk



www.indiansummerlinen.com



mistura.com



www.ahadvantagescreensandblindsrockhampton.com.au

Portfolio



www.Hashmicro.com



the laundry basket.

thelaundrybasket.in



www.Singapore.lmbhousing.com



www.hotelamirthaminn.in



www.Sellhousequickva.com



www.Hashmicro.com

Google Ads



Online advertising platform developed by Google

Advertisers pay to display their short advertisements in Google network

Advertisers can list service offerings, product listings, video content

Ads are placed linked with keywords

Payment against click of ads or on number of impressions

Google Ads worked for them!

Why don't you try?



TiMESJOBS.COM

citibank

spiceJet

iCICI Bank



AVAYA



Life Insurance Corporation of India
Trust thy name is LIC



Project Issues

- LMB Housing provides accommodation on monthly basis, and they were in need of increasing leads in a tough market
- Cost per acquisition was keep on going up due to competitors
- Monthly spending was SGD12,000 but return was less
- Want to optimize AdWords accordingly

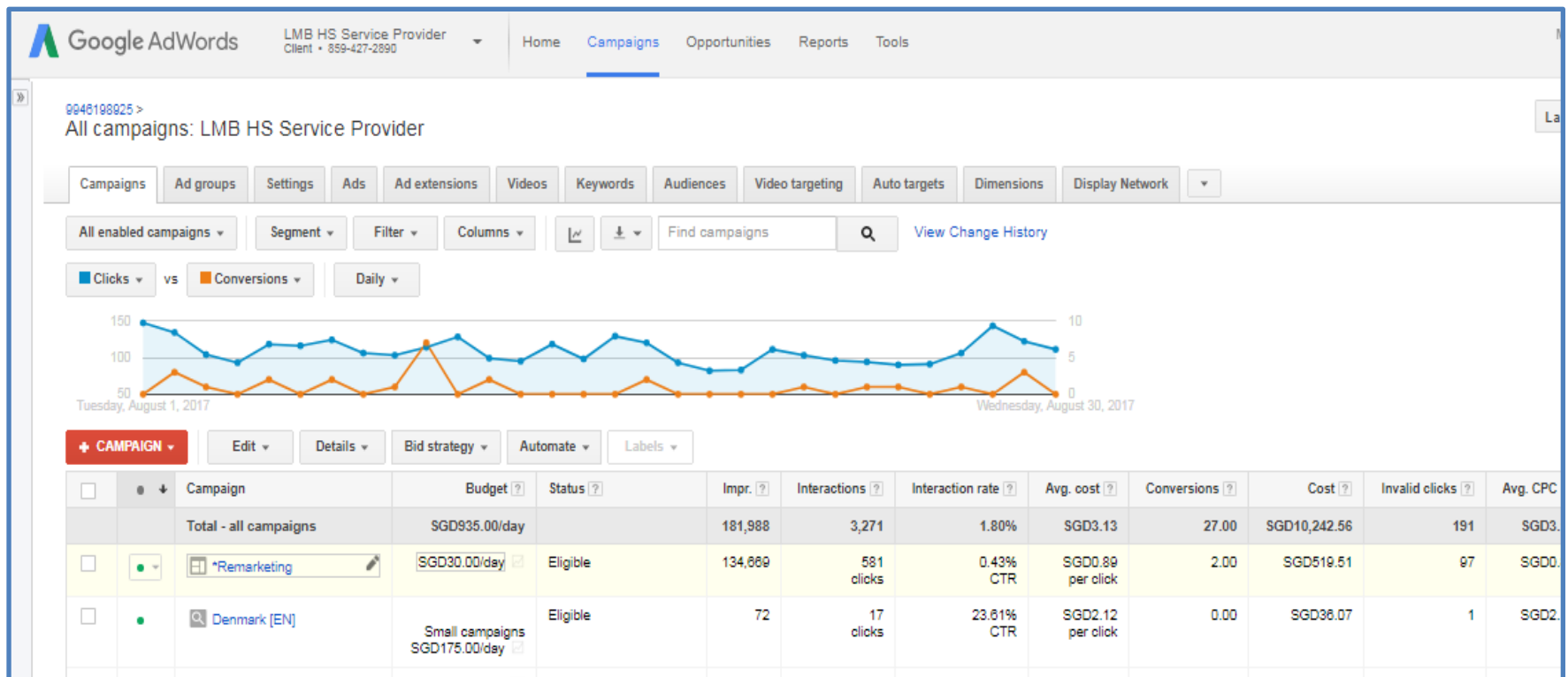
DART' Contribution

- We re-set accounts and narrow down keywords based on client's exact service.
- Targeted with tight keywords combination related to Serviced Apartments.
- Optimized campaigns with all needed sitelinks and highlighted the positive influencing factors in the ads
- Optimized ads and Images with our unique optimization methodologies for the Remarketing Campaign.
- Account turned around with higher Return on Investment and opened more campaigns focusing on nearby countries.

Campaign Overview - LMB Housing



30 days Campaign performance



Project Issues

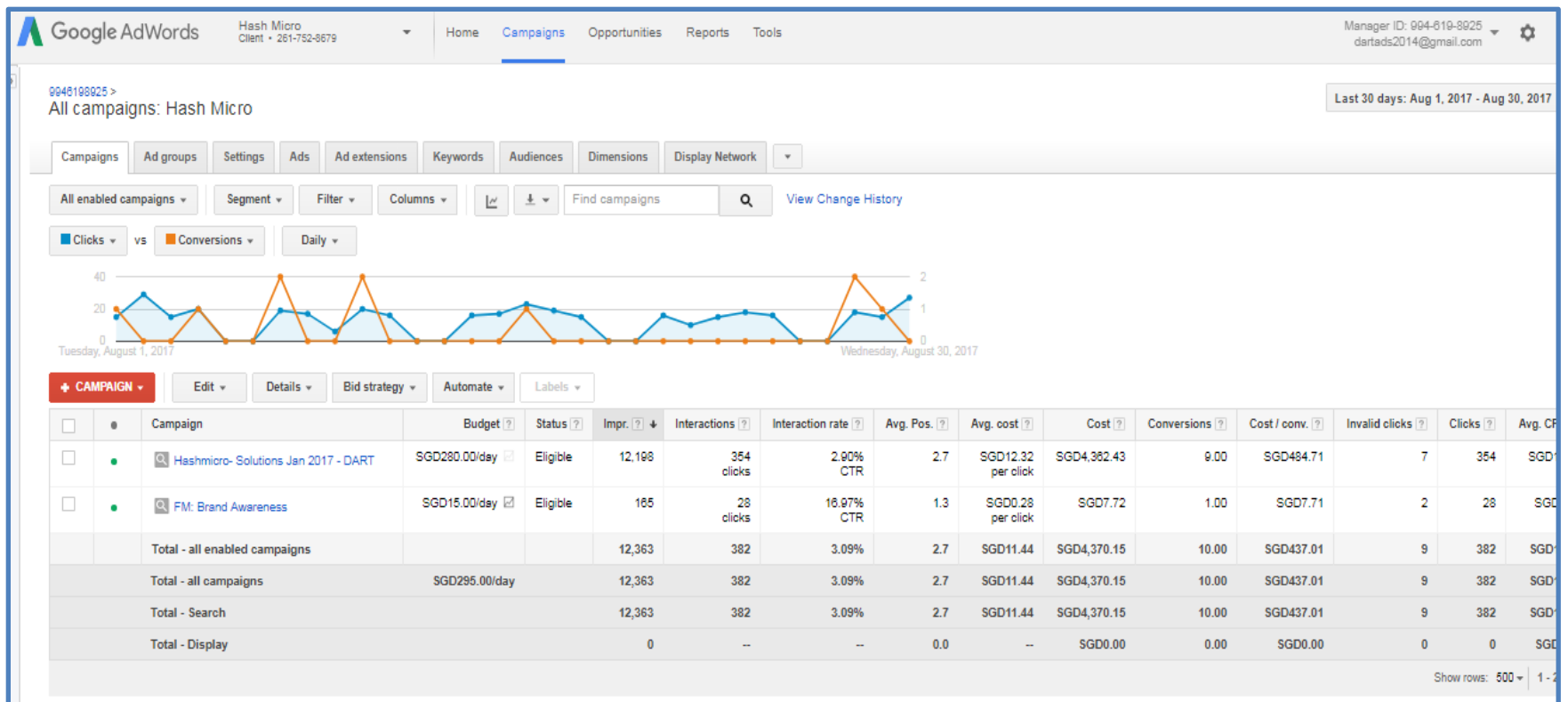
- The client was finding difficulties in securing qualified leads.
- Client offers costly ERP Solutions to Retail, Travel and Food and Beverages
- Competition from established brands
- AdWords Campaign was taking higher portion of promotional budget

DART' Contribution

- Created specific Ad Groups based on client's products.
- Created Brand Campaign to build up brand image
- Setup Ad Extensions to increase CTR
- Separated High Priced keywords from other Campaign
- Added Negative keywords to cut down irrelevant queries
- Resulted in higher qualified leads and Conversion and reduced spending on AdWords with increased sales

Hash Micro - Campaign Overview

30 days Campaign performance



Project Issues

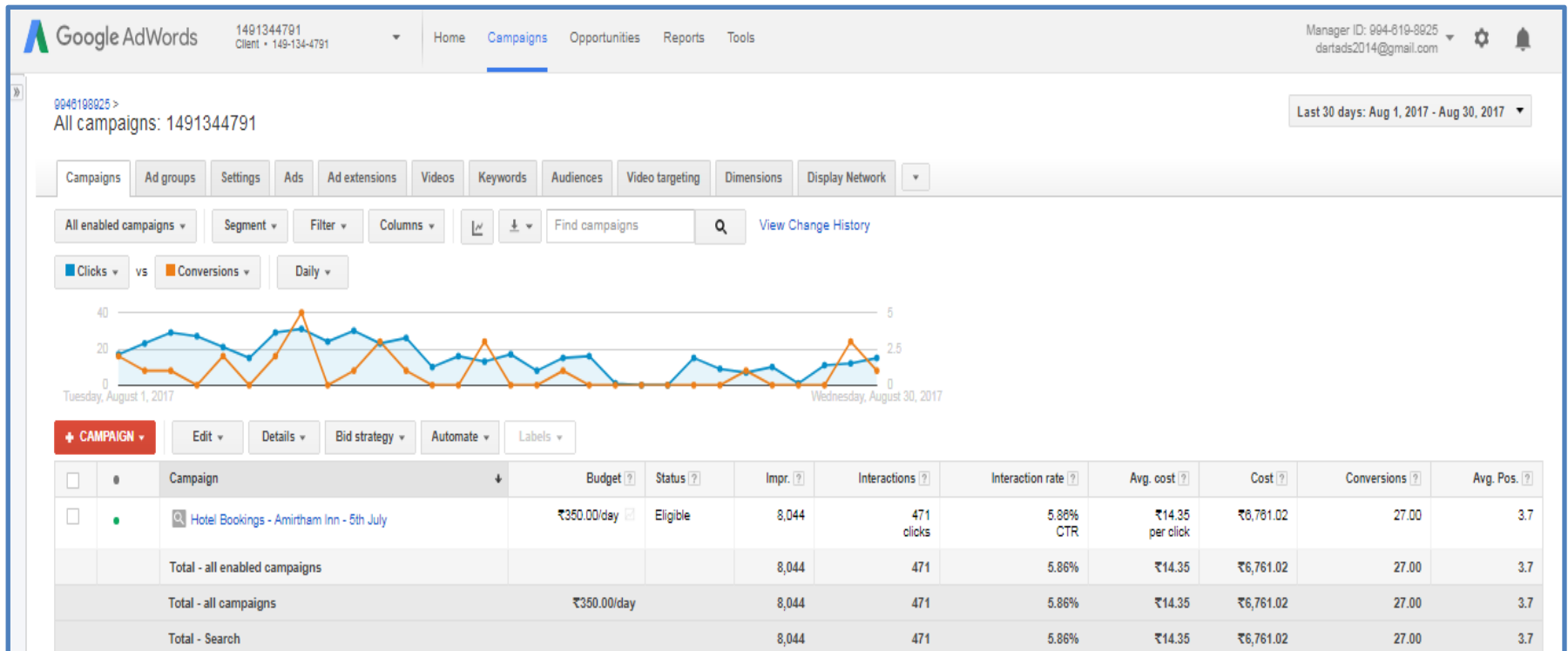
- Client' hotel located in a pilgrim center, and wants to generate leads other than through hotel booking portals.
- Target market - pilgrims from India, Singapore and Malaysia.
- Want to improve realized amount out of each bookings
- Facing higher monthly spending on ads and lesser Conversions

DART' Contribution

- Re-set the campaign with search network separately for each geography.
- Set up remarketing Campaign and YouTube Campaigns
- Created Enticing Ads related to Pilgrimage center to capture target audience
- Dramatic turn around of account with increased business during the pilgrimage season. We continue to serve the client

PPC Campaign - www.hotelamirthaminn.in

30 days Campaign performance



Project Issues

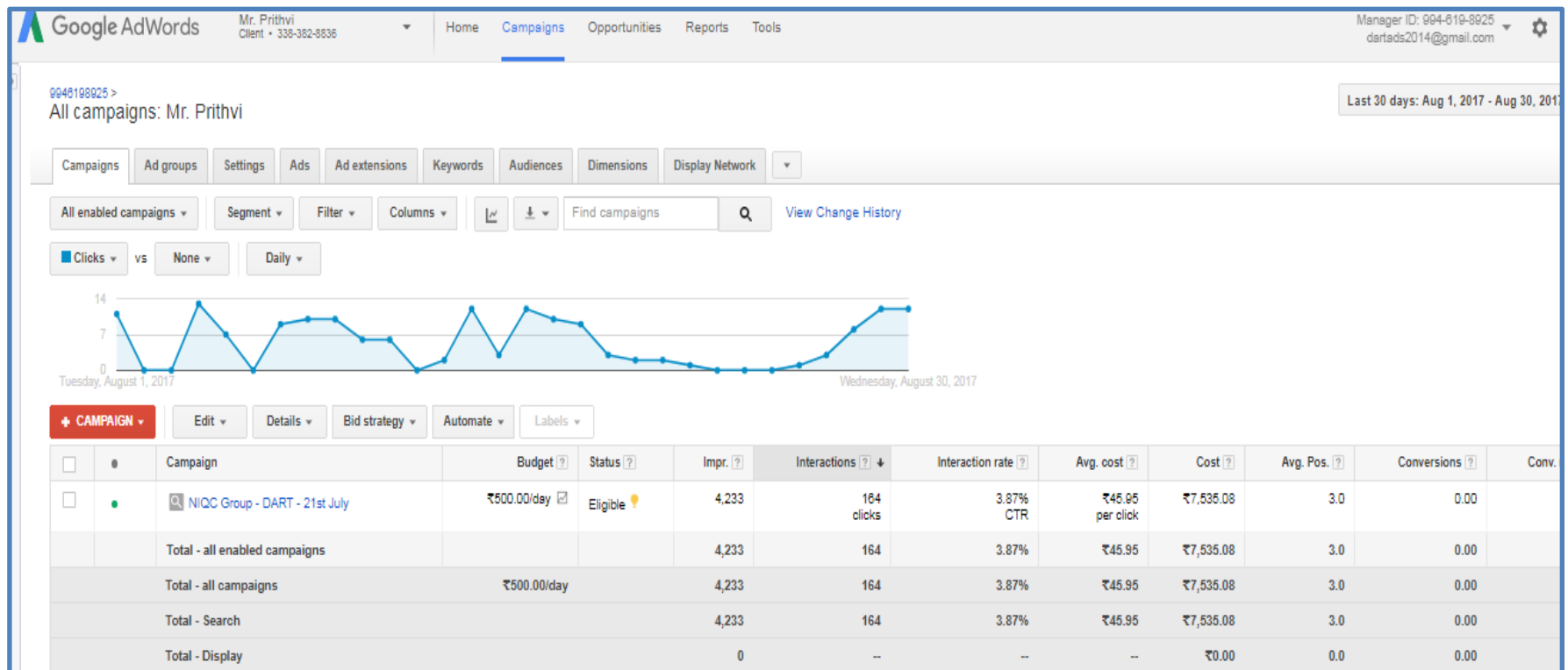
- Niqcgroup.com wants to promote Certificate and training programs to promote six sigma courses
- The campaign set up by NIQC was incurring higher cost with lesser return
- There were frequent issues with ads disapproval and non-qualified calls

DART' Contribution

- Created specific Ad Groups based on trainings offered with highlights of course
- Ad Extensions were placed rightly to get better visibility about courses and program
- Optimized ads and keywords based on our unique optimization methodologies
- Added Negative keywords to reduce non-qualified leads
- Targeted keywords and ads more for Bangalore based students.

Google AdWords – Campaign Overview

30 days Campaign performance



Social Media Paid Advertising

r



facebook. Ads

Linked **in** ads

Social Media Paid Advertising

Social media advertising places ads on social networking sites.

Social media advertising generates conversation about your brand, products, and partners.



Demographic segmentation is easy in social media ads.

Social media advertising helps in increasing the traffic.


Facebook Ad Copies – Desktop and Mobile Devices

Desktop Ad Copy


Desktop News Feed ▾ 1 of 2 < >




 **LMB Housing Services Pte Ltd**
Sponsored · · · · ·  Like Page

Your Home For a Few Months @Great Price






Monthly Serviced Apartments
Best Deals For Monthly Rental. Contact Now For Details.


[HTTPS://SINGAPORE.LMBHOUSING.COM/FORMS/CONTACT-US](https://singapore.lmbhousing.com/forms/contact-us) 


 Like  Comment  Share

Mobile Ad Copy


 **LMB Housing Services Pte Ltd**
Sponsored · · · · ·  




Your Home For a Few Months @Great Price



Monthly Serviced Apartments 

<https://singapore.lmbhousing.com...>

 4

 Like  Comment  Share

Facebook PPC Campaigns – Website Clicks



Facebook Ad Copy - NIQC



Mobile News Feed ▾

1 of 9



**Noble Institute of Quality
Certification - NIQC**

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Class.



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Class.



niqcgroupp.com

**Six Sigma Training Bangalore
- NIQC™ Group**

[CONTACT US](#)

FB Ads Campaign -NIQC

<div><div>+ Create</div><div><div><div><div></div><div>Duplicate</div><div></div></div><div><div></div><div>Edit</div><div></div></div><div><div></div><div></div><div></div><div></div></div><div>Rules ▼</div></div><div>Columns: Performance ▼</div><div>Breakdown ▼</div></div></div>									
	Campaign Name		Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	
<input checked="" type="checkbox"/>	Traffic - Email List - Custom Audience		● Not Delivering Account Spending Limit F	112 Link Clicks	966	6,199	₹8.71 Per Link Click	₹975.30	
<input checked="" type="checkbox"/>	Lead generation - NIQC DART		● Not Delivering Account Spending Limit F	48 Leads (Form)	8,464	11,337	₹77.04 Per Lead (F...	₹3,697.99	
<input type="checkbox"/>	Post Engagement - NIQC DART - 20th Sep		● Inactive	438 Post Engag...	2,098	2,167	₹0.75 Per Post En...	₹326.71	
▶ Results from 3 campaigns ⓘ				—	11,000 People	19,703 Total	—	₹5,000.00 Total Spent	

Facebook Dash Board



Facebook Ad Copy - Customized Just For You



Desktop News Feed ▾

3 of 14



Customized Just For You

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👍 Like Page

Friends are siblings God never gave us. Buy this beautiful BFF Keychain for your best sibling!



CUSTOMIZEDJUSTFORYOU.COM

Click now to get FREE SHIPPING and 30% OFF!

customizedjustforyou.com

Shop Now



Customized Just For You

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👍 Like Page

Friends are siblings God never gave us. Buy this beautiful BFF Keychain for your best sibling!



FB Ads Campaign - Customized Just For You

David

4

Search

Discard Drafts

Review and Publish (1)

Customized Just For You (228263...)

Search

Filters

+ Add filters to narrow the data you are seeing.

Lifetime: Apr 9, 2018 – May 17, 2018

Account Overview

Campaigns

Ad Sets

Ads

1 selected

+ Create

Duplicate

Edit

More

Rules

Columns: Performance

Breakdown

Export

	Campaign Name	Delivery	Res...	Reach	Impres...	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	
<input type="checkbox"/>	<input checked="" type="checkbox"/> BFF Since Keychain - Dart ...	Active	16 Link Cl...	819	826	\$0.38 Per Link C...	\$6.06	Ongoing	16	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> BFF Since Keychain - Dart	Active	— Purcha...	39	40	— Per Purch...	\$0.68	Ongoing	—	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Conversions_Custom Penni...	Active	— Purcha...	4	5	— Per Purch...	\$0.00	Ongoing	—	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Custom Keychains - Dart	Active 3 Ad Sets A	— Compl...	1,347	1,896	— Per Comp...	\$8.09	Ongoing	5	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Mothers Day Moon Sales	Active	— Purcha...	14,437	22,647	— Per Purch...	\$171.44	Ongoing	129	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Mothers Day Moon Sales	Active	— Purcha...	14,437	22,647	— Per Purch...	\$171.44	Ongoing	129	—	
	Results from 8 campaigns (Excludes deleted items)			79,378 People	124,036 Total	—	\$1,012.53 Total Spent		1,340 Total	— Total	

Facebook Dash Board

Frequency ⓘ ▼

1.53

Unique Link Clicks ⓘ

1,330

Reach ⓘ

85,148

Amount Spent ⓘ

\$1,076.53

1.53 Frequency



Age and Gender

Age

Gender

Reach ▼

Amount Spent ▼

Women

82.00% (69,821)

85.15% (\$916.65)

Age

13-17
18-24
25-34
35-44
45-54
55-64
65+

Men

17.55% (14,943)

14.44% (\$155.42)

30% 20% 10% 0% 0% 10% 20% 30%

Hour

Reach ▼

Amount Spent ▼

10%

5%

0%

12 AM

6 AM

12 PM

6 PM

Facebook Ad Copy - Advantage Rockhampton



Desktop News Feed ▼

3 of 4



**Advantage Screens and Blinds
Rockhampton** posted an offer.

Sponsored · 🌟

👍 Like Page

◆ IS YOUR HOME CRIMSAFE ? 🙋 ◆

If you have been thinking about installing Crimsafe Security Screens or Crimsafe Security Doors -NOW is the time to act! ... [See More](#)



**Advantage Screens and Blinds
Rockhampton** posted an offer.

Sponsored · 🌟

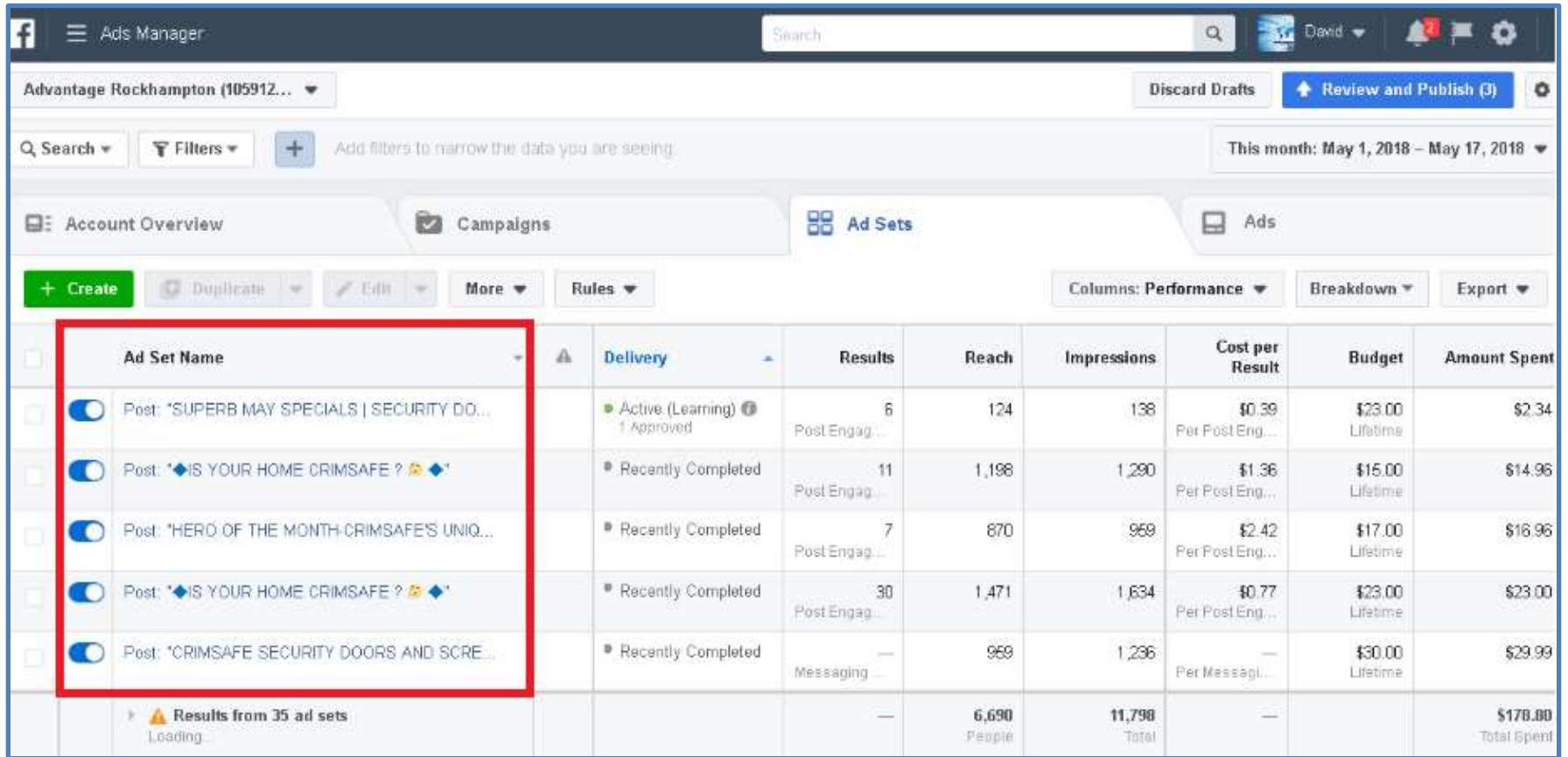
👍 Like Page

◆ IS YOUR HOME CRIMSAFE ? 🙋 ◆

If you have been thinking about installing Crimsafe Security Screens or Crimsafe Security Doors -NOW is the time to act! ... [See More](#)



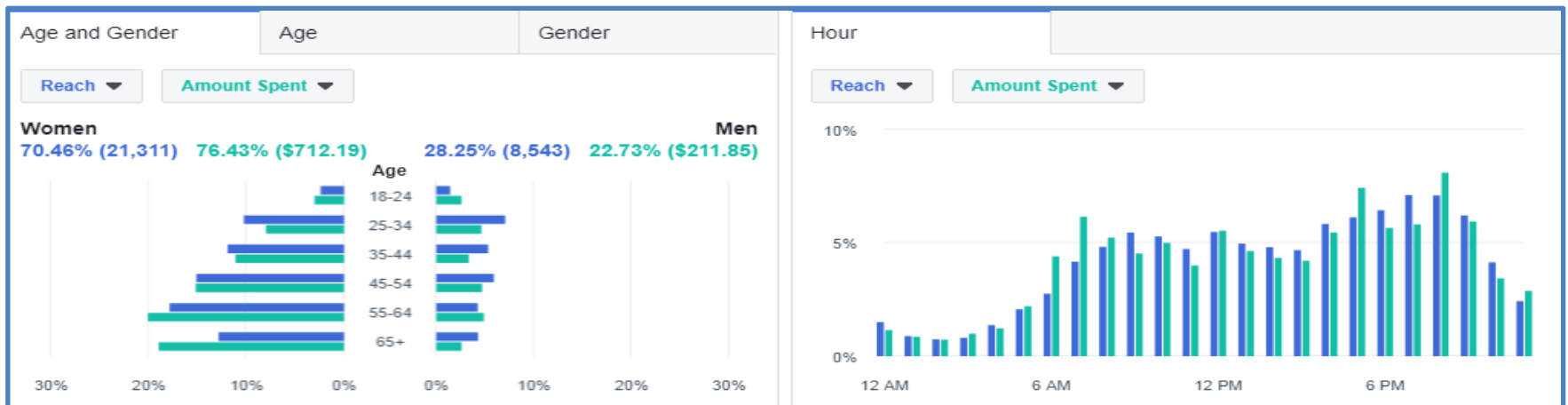
FB Ads Campaign - Advantage Rockhampton



Facebook Ads Manager interface showing the 'Advantage Rockhampton' campaign. The 'Ad Sets' tab is selected, displaying a table of ad sets. A red box highlights the first five ad sets. The table columns include Ad Set Name, Delivery, Results, Reach, Impressions, Cost per Result, Budget, and Amount Spent. The total for all 35 ad sets is \$178.80.

Ad Set Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent
Post: *SUPERB MAY SPECIALS SECURITY DO...	Active (Learning) 1 Approved	6 Post Engag...	124	138	\$0.39 Per Post Eng...	\$23.00 Lifetime	\$2.34
Post: *◆IS YOUR HOME CRIMSAFE ? ◆*	Recently Completed	11 Post Engag...	1,198	1,290	\$1.36 Per Post Eng...	\$15.00 Lifetime	\$14.96
Post: *HERO OF THE MONTH-CRIMSAFE'S UNIQ...	Recently Completed	7 Post Engag...	870	969	\$2.42 Per Post Eng...	\$17.00 Lifetime	\$16.96
Post: *◆IS YOUR HOME CRIMSAFE ? ◆*	Recently Completed	30 Post Engag...	1,471	1,634	\$0.77 Per Post Eng...	\$23.00 Lifetime	\$23.00
Post: *CRIMSAFE SECURITY DOORS AND SCRE...	Recently Completed	— Messaging ...	969	1,236	— Per Messagi...	\$30.00 Lifetime	\$29.99
▶ ⚠ Results from 35 ad sets Loading...			6,690 People	11,798 Total	—		\$178.80 Total Spent

Facebook Dash Board



Weekly Report

Weekly Report gives an overview of account. It includes our recommendation to further improve campaigns and contains statistics on

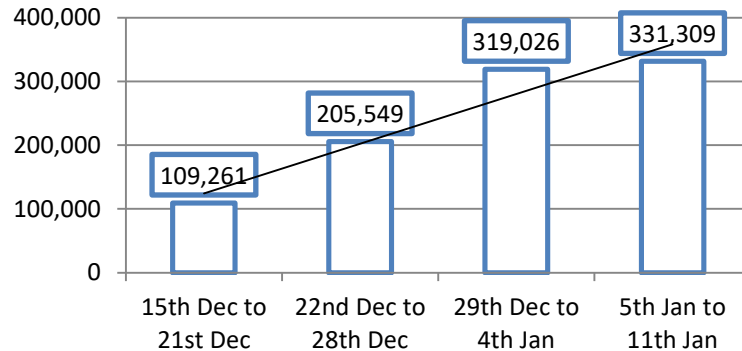
- Number of clicks
- Average Position
- Impressions
- CTR
- Average CPC
- Conversion Metrics

Specimen Weekly Report

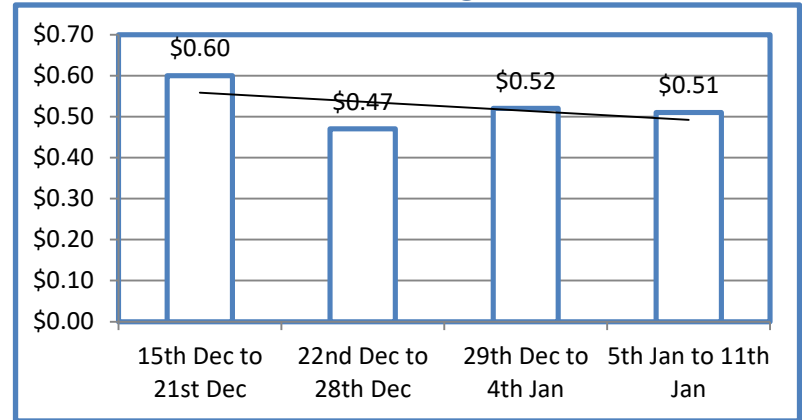
Campaign Report						
Date	Impressions	Clicks	CTR	Average CPC	Cost	Average Position
Sep 26th -02 Oct	220,217	1772	0.80%	\$0.09	\$151.32	3.1
Oct 3rd-Oct 9th	218,841	2158	0.99%	\$0.10	\$225.47	4.3
7th Nov - 17th Nov	130,783	1541	1.18%	\$0.15	\$229.69	1.2
18th Nov- 24th Nov	111414	1224	1.10%	\$0.10	\$120.82	1.2

Specimen Weekly Report

Impressions

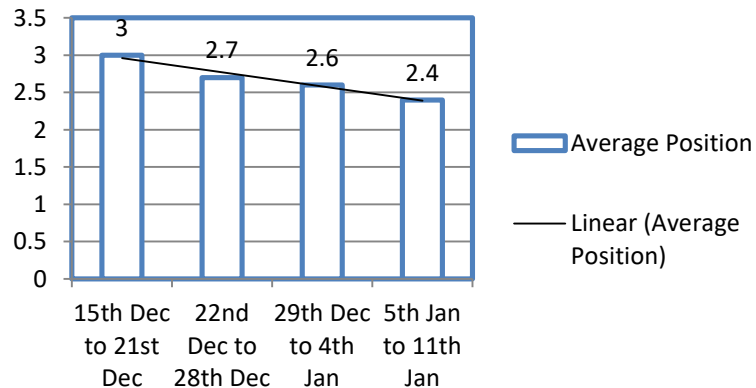


Average CPC

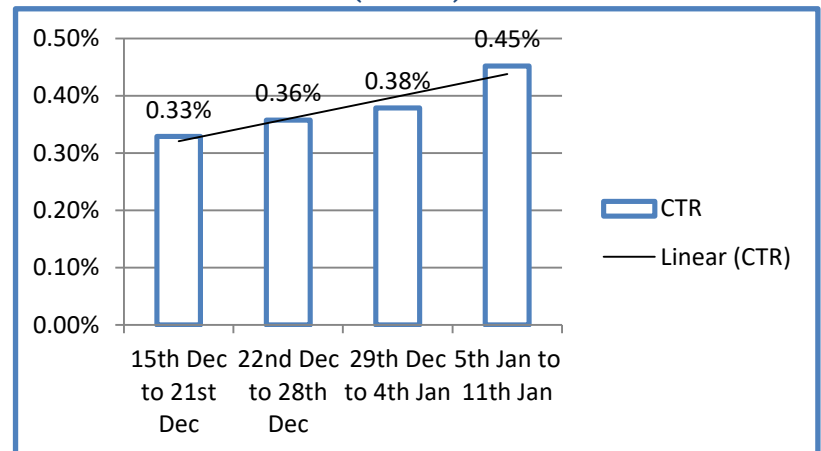


pa

Average Position



Click through Rate (CTR)



Getting Started - Next Steps!

- Confirmation of project
 - Sharing the domain details, target market/keywords. Confirming the mode of payment of our charges and agree on compensation
- Planning phase
 - Conveying the precise objectives of your campaign
- Building campaign
 - We will generate keyword lists, Ad texts, Campaign structure
- Activation of your campaign
 - Going live online
- Evaluating the results
 - Review the weekly report and track the results



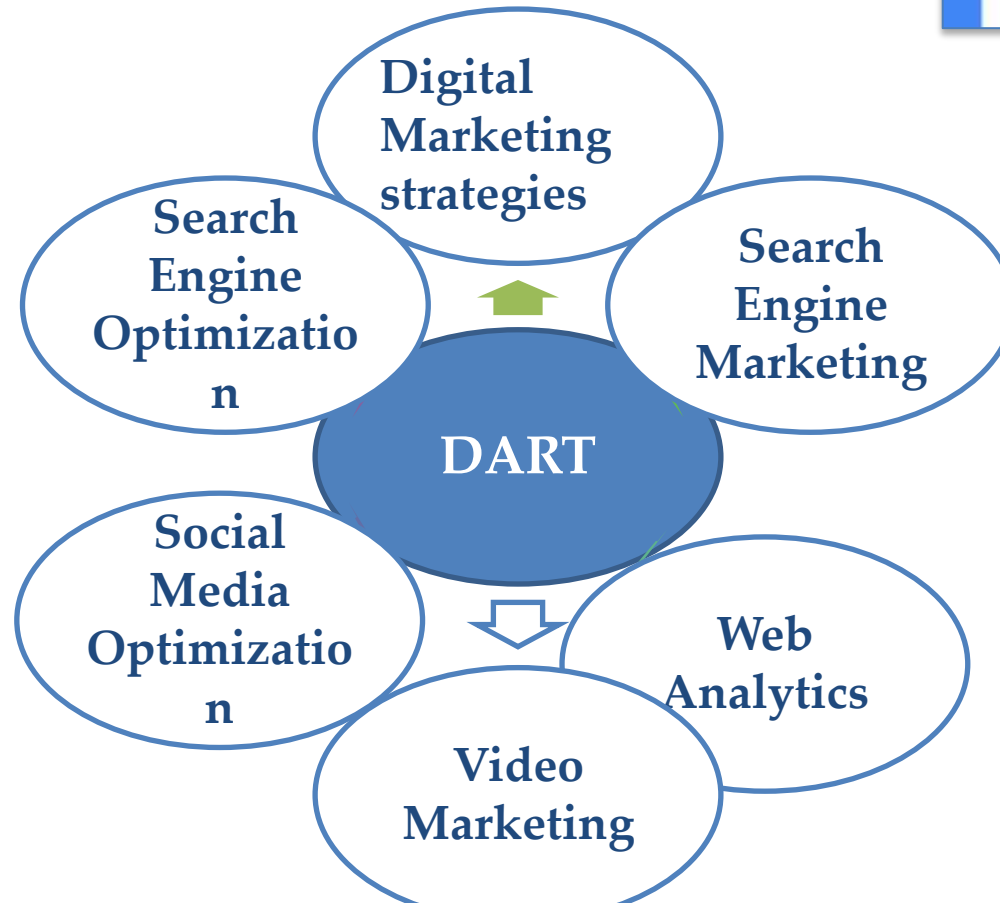
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DIGITAL MARKETING: Search Engine marketing (SEM), Social Media Optimization (SMO), Search Engine Optimization (SEO).

ANALYTICS: Search Analysis, Web Analysis, Market Analysis, Keyword Depth Analysis, Digital Marketing Advisory Services

REMARKETING: Targeted Audience Remarketing, Mobile Targeted, Brand Remarketing, Product/Service Remarketing.

TARGETED MARKETING: Hyper-local Mobile Display Advertising, Local Awareness Ads, Radius Targeting Ads



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www.dartconsulting.co.in/digital-marketing-management.html

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