

Promotion
of your online business
in Russia and worldwide



Fast facts about online advertising¹:

- **70% of customers** use the website of their potential supplier as a key information source when making decisions on cooperation
- **80% of customers** are looking for a contractor in the Internet by themselves
- **98% of customers** use Google when searching for a supplier of goods and services
- **81% of customers** do not check more than first 30 positions in the search results
- **30 — 40%** of companies outsource their online advertising to third-party contractors
- The conversion for context advertising is **30% higher** if its management is outsourced to third-party contractors
- **33% of marketing budgets** of small (up to 100 employees) and medium (up to 1000 employees) U.S. companies fall to the Internet advertising. For E-commerce this ratio reaches up to 60 %.

Why do you need us

We help you create and promote your business online, increase website visibility, attract targeted audience, improve conversion, increase sales and solve all your problems with your web presence worldwide as well as in the Russian-speaking segment of the Internet.

- Are there any opportunities we miss with our current website worldwide?
- Do we need to enter Russian-speaking market?
- Do our visitors like our site and how convenient it is?
- Who are our visitors and what do they search for?
- What do our competitors do in the Internet?

We know the answers!

With us your site will start developing your business instead of just reflecting it.

What we offer in particular

We offer full range of internet marketing services for your online business creation, promotion and support.

If you just plan to enter the Internet with your business or you want to power up your current web presence, we are here to help you.

Enjoy our special conditions for localizing and promoting your business in the Russian-speaking segment of the Internet.

Consulting and Website Audit

If you already have a website, it doesn't mean that you already have competitive advantage. Without targeted visitors and buyers it's just an ordinary yet-another-website, and not a tool to promote your business.

- How can we let our site sell more?

We know the answer!

We conduct complex analysis of your project structure and content and provide individual set of recommendations on improvement of the programmatic and graphic components of your website.

Our professionals will analyze your competitors and report on their online activities and results, develop plans for promotion and efficient advertising campaigns in the Internet, find and report advantages and weak points of your site and your competitors' websites with the goal of creating a successful project for your benefit and profit.

Website Development

The Internet is crowded with websites, but not all of them are optimized according to users' and search engines' requirements. Many sites have inconvenient structure, poor design and usability mistakes.

We develop sites that are already optimized for all requirements of search engines. With us you will get a modern marketing tool to attract new customers and partners and get additional revenue.

Search Engine Marketing and Optimization (SEM/SEO)

Search Engine Marketing is a set of measures to attract targeted visitors to the site from search engines.

We offer:

- Promotion of your website worldwide in **Google, Yahoo, Bing**
- Promotion of your website in the Russian-speaking segment of the Internet in **Google.ru, Yandex.ru, Rambler.ru, Mail.ru**

According to the reputable international marketing experts, SEM is one of the top five online marketing strategies in terms of ROI for past few years, and it is the second most effective communication channel (after email) between you and your potential customer. More than 60% of companies that actively promote their goods and services in the Internet do plan to double their SEO spending in the nearest future².

The first results are already visible within first two months of work



Promodo Code of Honour

- We do not sell positions for particular keywords in TOP 10, we aim at increase of your online sales, permanent improvement and further development of your website, targeted traffic increase, your satisfaction and prosperity
- We do not use spam, black hat SEO and other prohibited advertising methods. Our work is based on many years of experience from working with search engines and analyzing their algorithms. As a result none of our customers was ever banned or penalized in any other way
- We do not undertake projects if we do not believe they will be successful and we always tell it honestly to potential customers
- We value our reputation above all and we are proud to be Promodo

Social Media Marketing and Optimization (SMM/SMO)

Social Media Marketing is a set of measures to promote your website in social media.

Social Media Optimization is a set of measures to attract visitors to your website by optimizing your website for various social media.

We are ready to help you with:

- **FaceBook** advertising
- **Twitter** marketing
- Advertising in blogs
- Viral marketing

If you are interested promotion of your website in the Russian-speaking segment of the Internet, we can additionally help you with:

- Context advertising in social networks like **Odnoklassniki.ru, Vkontakte.ru**
- **Vkontakte.ru** groups promotion
- Advertising in **blogs**

Pay Per Click Advertisement

Context advertising with most popular search engines helps to get orders and sales easily and quickly. We can set up and launch the campaigns for you within 24 hours and correctly track their results.

The logo for Google AdWords, featuring the word "Google" in its multi-colored font and "AdWords" in a blue sans-serif font below it.The logo for Yahoo! Marketing Solutions, featuring the word "YAHOO!" in a red, stylized font and "MARKETING SOLUTIONS" in a smaller, blue sans-serif font below it.The logo for Microsoft Advertising adCenter, featuring a blue circular icon with a white ring and the text "Microsoft Advertising adCenter" in a blue sans-serif font.

We offer:

- Context advertising with most popular search engines **Google, Yahoo, Bing worldwide**
- Context advertising with most popular search engines in the Russian segment of the Internet: **Google.ru, Yandex.ru, Rambler.ru**

Our company has the status of a **Google Qualified Company** and is **Yandex authorized agency**.



We will develop the convenient structure of your Ad campaigns, compose relevant keywords and Ad texts, provide analysis and monitor results.

Our professionals will integrate Google Analytics (free analytical and statistical tool from Google) with your Ad campaigns to get clear reports about the efficiency of different measures.

We are also working permanently on improvement of the quality of all campaigns to get higher clickability and decrease advertising cost.

Web Analytics

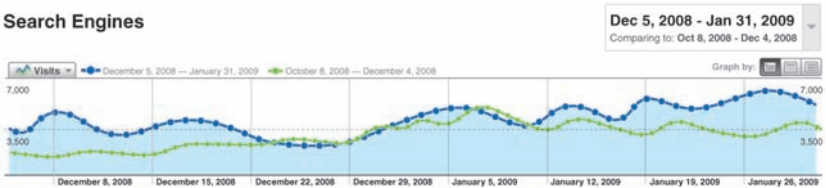
Every marketer wants to know the efficiency of each method of attracting targeted audience. With Google Analytics we can even measure the output of various SEO activities.

With Google Analytics you will be tracking applications via online order forms, requests via email and even... phone calls!

Our analysis will help you:

- **Eliminate weak points of your website:** too complicated order form, too long visitors path with too many clicks, incorrect landing page and many more
- **Determine the cost per each buyer:** calculating the cost required to attract a buyer will help us to adjust the campaign with the best output

Search Engines



Search sent 238,714 non-paid visits via 24 sources

Site Usage	Goal Conversion	Ecommerce	Views: [Table Icon] [List Icon] [Line Icon] [Area Icon]			
Visits 238,714 Previous: 180,307 (32.39 %)	Revenue \$16,217.11 Previous: \$11,336.61 (43.05 %)	Transactions 523 Previous: 371 (40.97 %)	Average Value \$31.01 Previous: \$30.56 (1.48 %)	Ecommerce Conversion 0.22 % Previous: 0.21% (8.48 %)	Per Visit Value \$0.07 Previous: \$0.06 (8.05 %)	

- Calculate the number of phone calls or orders placed via contact form from your website
- Get detailed information on geography of visitors, traffic sources, traffic volume and many more...

Why Promodo?

- Transparency of methods and budgets, joint decision making
- High quality of the search traffic

- Stability of results, risk level decrease for the customer
- Complex approach to website promotion (website audit, usability analysis, code and content optimization, context advertising)
- Efficient usage of customer's budget thanks to combination of various promotion methods and context advertising
- Highly qualified consulting and detailed reporting

Our Awards and Certificates



Promodo Company is a European Internet Marketing Company headquartered in Kharkov, Ukraine with a branch office in Moscow, Russia. Our team of professionals with more than 5 year of successful experience in the Internet marketing will help your online business prosper.


Among our customers there are dozens of companies from USA, Ireland, Spain, Israel, Thailand, Belorussia, Ukraine and Russia:

NameCheap.com, DreamlandJewelry.com, ClonCom.com, Evaphone.com, SoftAge.ru, Itransition.com, Digi-Sign.com, UaLadys.com, TeamDev.com, InetGiant.com, Brocompany.com and many more.

What would you need to work with us?
Good spirits and a desire to cooperate with Promodo!

pro modo

With the help of us you will get comprehensive promotion in the Internet, provide successful Ad campaigns with individual advertising strategy and gain maximum profit!



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