

Online marketing

We are looking for more.



ONELIO®

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Efficient

Reach your target group, where they are searching for you.

Today the search engine optimization can be indicated as one of the most important elements of an effective online marketing. A high presence of your website in the search results of major search engines guarantees a large number of visitors.

The right optimization is very important for your Website, otherwise it might happen that your website is listed far down in the search results, mentioned in lists of results of wrong search terms or, after a short peak phase, it disappears from the top positions of the right keywords.

In a sophisticated optimization the structure of your website is strengthened and the link popularity extended so that top positions on Google and others can be saved to your relevant keywords and long term guaranteed.

TROUGHOUT GERMANY
180 MILLIONEN
SEARCHES PER DAY

Sophisticated

Upgrade your sales.

Search engine marketing, also called keyword advertising, refers to a form of online advertising in which advertisements are shown on search result pages of search engines. By far the largest provider in this area (market share > 90%) is Google with its Google AdWords™ program.

Using the search engine marketing you can reach potential customers precisely when they are looking for your product or service. You decide who is able to see your advertisement and you only pay for potential customers who visit your website. Corresponding data acquisition programs (Tracking- Programs) make the success of your advertising

measurable and you have an absolute cost control – unbeatable advantages compared to other advertising efforts. The establishment and the continuous optimization of your keyword advertising campaigns will reduce your costs and increase your sales figures and profits sustainable.

Already advertising at Google AdWords™ and want to know if your campaign features untapped potentials? We offer a free and non binding analysis of your Google AdWords™ account. We get the most out of your campaigns.



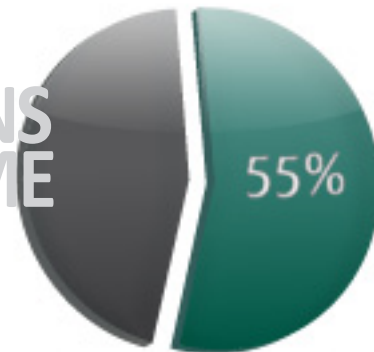
Search engine marketing

Google Adwords™

Advantages

- Good and direct positioning in the search results from Google, these can be reached by internet users when they are looking for your product or service.
- Unlike many other advertising models Google AdWords™ is working with a performance related billing based on cost- per- click model, which means that you only pay when your ad is actually clicked.
- The reach of your advertisement can be set flexibly. It is possible to show your ads for example only in a small district of Berlin or a city in the Sauerland. Of course your ads may also be available worldwide.
- Quick advertising introduction within a few hours your ads are already switched.
- High range of advertising. More than 80% of web-users employ Google. You can use the Keyword guided advertising in almost all areas.
- You can set your advertising budget flexibly. You decide how much money you invest in advertising. Even with the smallest advertising budget of only a few euros per day, you can promote successfully.
- Google AdWords™ is a flexible system. Changes in the advertising campaign can be made any time.
- At any time of day detailed reports for the effectiveness of your ads are available.

55% OF
GERMANS
CONSUME
ONLINE



Conclusive

Our service package without hidden costs

- Personal initial interview with object definition
- Set up/ optimization of your Google AdWords™ account
- Configuration and optimal structuring of campaigns and ad groups
- Research of target group compatible keywords and testing of lesser known keywords from term room to discover niche markets for you
- Create effective and more unerring adverts
- Determination of purchase relevance of your ads and improvement of click rates with A/B- split tests
- Monitoring your count activity, i.e. control of your budget and correction of your ad positions
- Set up of tracking software for continuous optimization/ control (ROI success control)
- Monthly or, on request, weekly or even daily evaluations and success examinations of Google AdWords™ campaign

Lucent

Prices for Google AdWords™ marketing

For us the success of your Google AdWords™ campaign is at the forefront. Therefore we judge ourselves on the success of the AdWord™ campaign. That is why we don't want you to bind with long term contracts to us, but to convince

you with our extensive services and a successful cooperation. We offer the right level of pay scale for each advertising budget. Our scope of services is identical in all scales.

Your Google budget	Costs for our monthly service	One-time setup rate
0 € - 499 €	99 €	99 €
500 € - 999 €	149 €	149 €
1.000 € - 1.999 €	199 €	199 €
2.000 € - 4.999 €	9 % of your budget	199 €
5.000 € - 9.999 €	7 % of your budget	199 €
10.000 € - 19.999 €	6 % of your budget	199 €

From an advertising budget of 20.000 € you will receive an individual offer.

Please just ask!

We will gladly make you an offer for a one-time optimization of your Google AdWords™ account.

Of course, we can also offer a performance-based remuneration.

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