



I DO MARKETING

About us

I DO MARKETING is the first advertising agency in Kyrgyzstan specializing in the Internet.

We work in the market of Kyrgyzstan since 2008

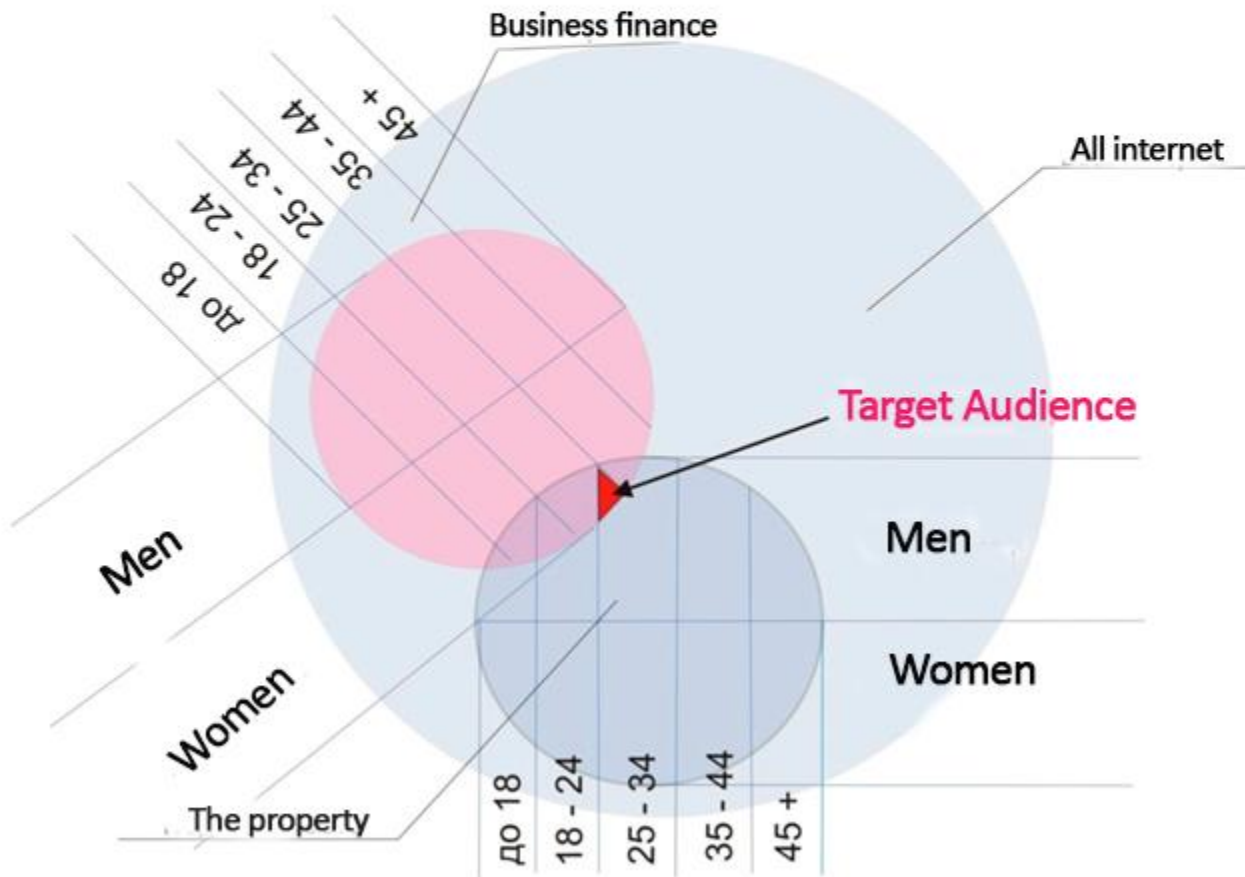
The advantages of advertising on the Internet

- An audience of active and young people
- Transparency of the result (access to statistics)
- Low price of contact with the consumer (the cheapest channel of communication)



The advantages of advertising on the Internet

- This is an accurate focus on the Target Audience



Comparison table

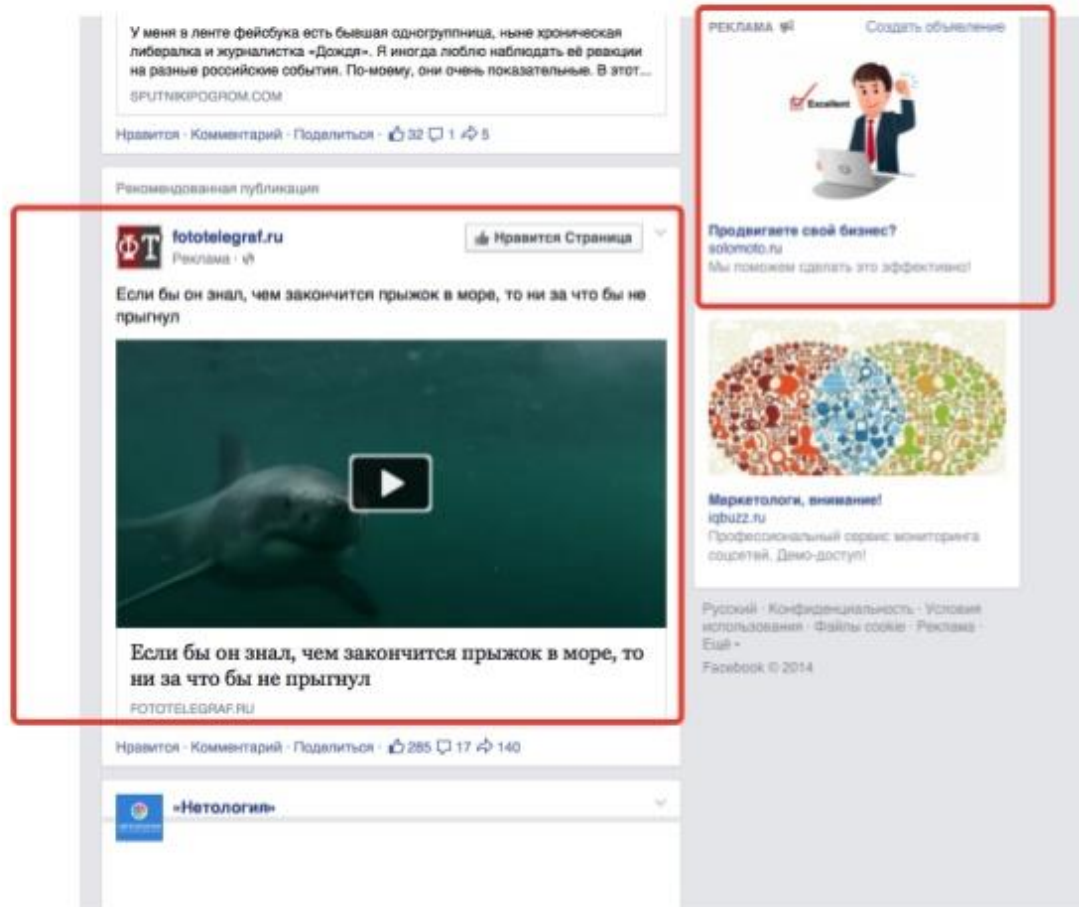
#	Name	TV	Radio	Outdoor advertising	Print media	Internet
1	Audience width	✓	✓	✓	✓	✓
2	Payment for a contact					✓
3	Payment for a result					✓
4	Immediate launch of AC					✓
5	Online adjustments					✓
6	Online monitoring					✓
7	Online results					✓

What we do:

- ✓ Social media targeting
- ✓ Contextual advertising
- ✓ PR in the Internet
 - SMM promotion
 - Word of mouth
 - Search and neutralization of negative reviews
- ✓ Production of sites and banners
- ✓ Mobile advertising



Social media targeting



Show your ads to users in social networks.

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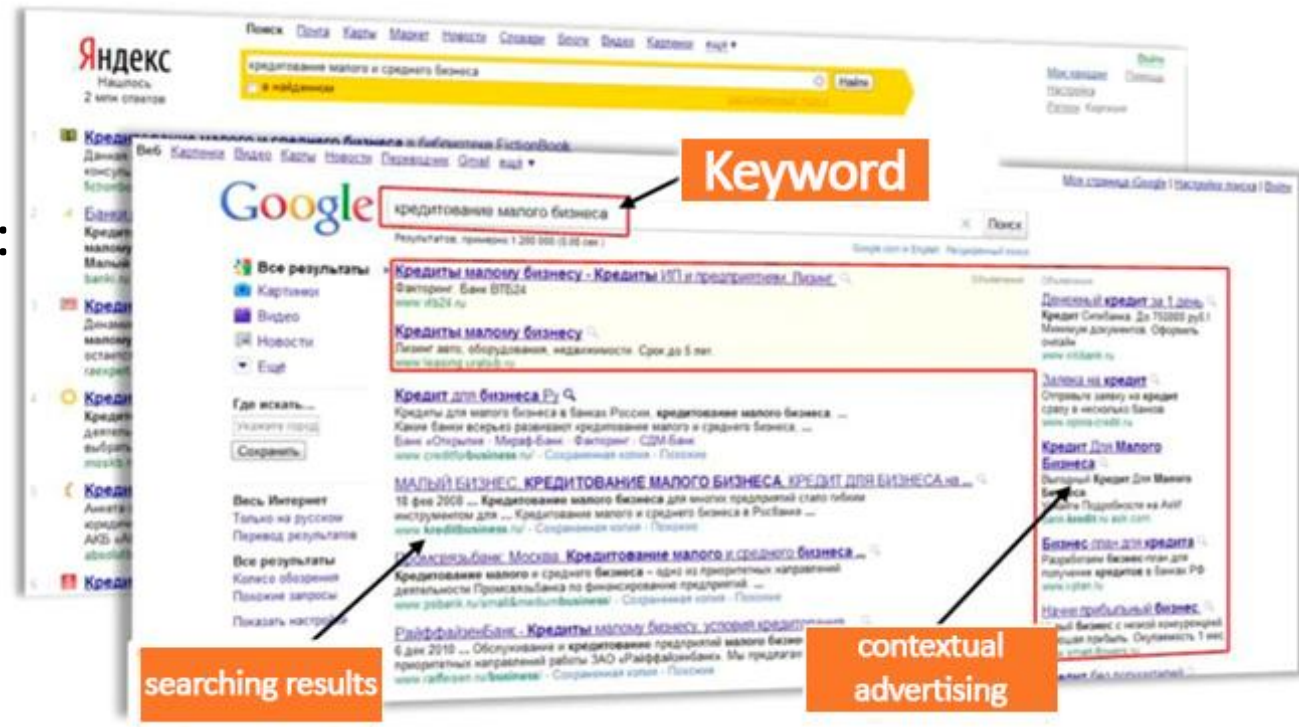
Contextual-search advertising

Showing text ads depending on the user's interests on:

Google

Яндекс

Найдётся всё



Example of a successful advertising campaign

A task:

Increase in sales.

Decision:

1. Placement - google
2. Geotargeting - Kyrgyzstan
3. Obvision-proctology, urology, gynecology

Achieved goals:

1. Inquiries for the month 2629
2. Clicks 181
3. High CTR 6,88%
4. Customers increased by 20 %



SEO (Search Engine Optimization)

- SEO is a comprehensive service for search engine optimization and promotion, the main task of which is to increase traffic from search engines.



How do we do this?

- Optimization occurs on requests (keywords) that users enter in the search bar. SEO allows you to tailor the site to these requests and bring it to the TOP. Our goal is to turn the client's site into a business tool with which you can effectively solve marketing problems.



Stages of SEO:

- Selection of requests for website promotion
- Website Optimization
- Preparation of the technical assignment
- Increase the credibility of the site
- Monitoring website traffic and conversion

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PR in Internet

Promotion in social media (SMM)

- A strategy that encourages consumers to share advertisements with each other
- The type of advertising that involves, which is looked at their own will



PR in Internet

Word of mouth

- Rumption of rumors with the help of word of mouth
- Creating information noise in the network, to increase brand awareness



PR in Internet

- search and neutralization of negative reviews
- patrolling reviews about the company in all forums and portals and leveling negative reviews



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Production of sites

We are ready to offer you
the development of sites.

Ours works:

www.tv1.kg

www.whiteleopardtravel.com

www.sms.ro.kg



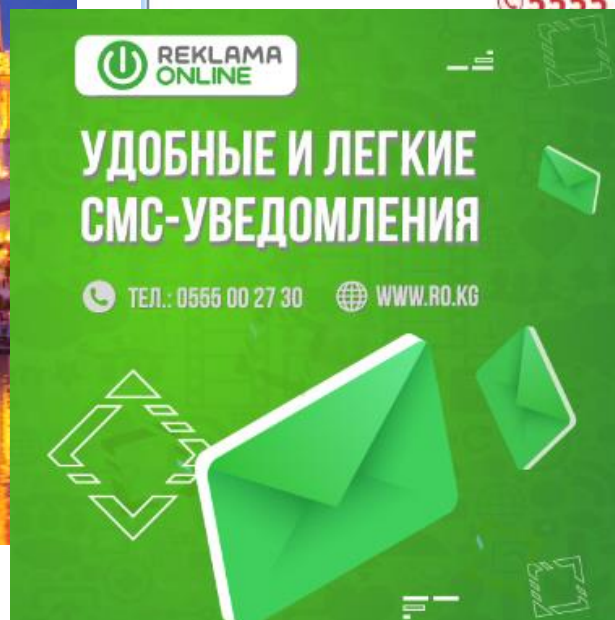
What we do:

- ✓ Social media targeting
- ✓ Contextual advertising
- ✓ PR in the Internet
 - SMM promotion
 - Word of mouth
 - Search and neutralization of negative reviews
- ✓ Production of sites
- ✓ Design
- ✓ Mobile advertising



Production of banners

We are ready to make a banner of any complexity



What we do:

- ✓ Social media targeting
- ✓ Contextual advertising
- ✓ PR in the Internet
 - SMM promotion
 - Word of mouth
 - Search and neutralization of negative reviews
- ✓ Production of sites and banners
- ✓ Mobile advertising



Advertising in mobile applications

Benefits:

- short distance between the advertiser and the consumer
- high penetration rate
- dear and high-quality audience



Our customers:



Our strengths:

- single window principle (more than 40 resources in a package)
- the existence of many years of experience in developing advertising campaigns (more than 500 realized media plans)
- transparency of the result (post campaign and analytical report)

We will be glad to cooperate with you!

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