



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

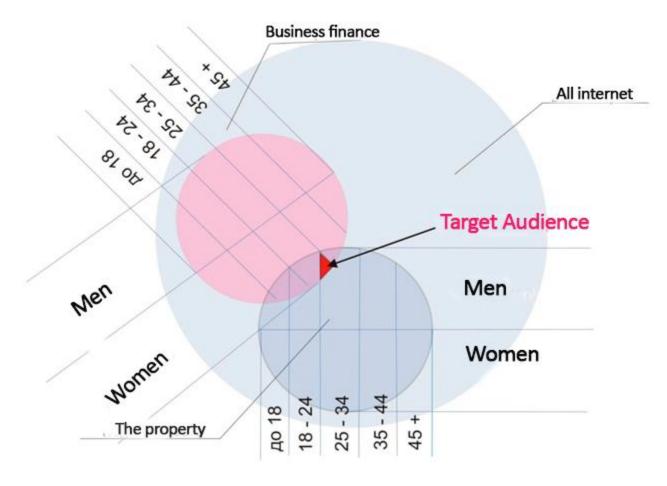
- An audience of active and young people
- Transparency of the result (access to statistics)
- Low price of contact with the consumer (the cheapest channel of communication)





The advantages of advertising on the Internet

• This is an accurate focus on the Target Audience



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Comparison table

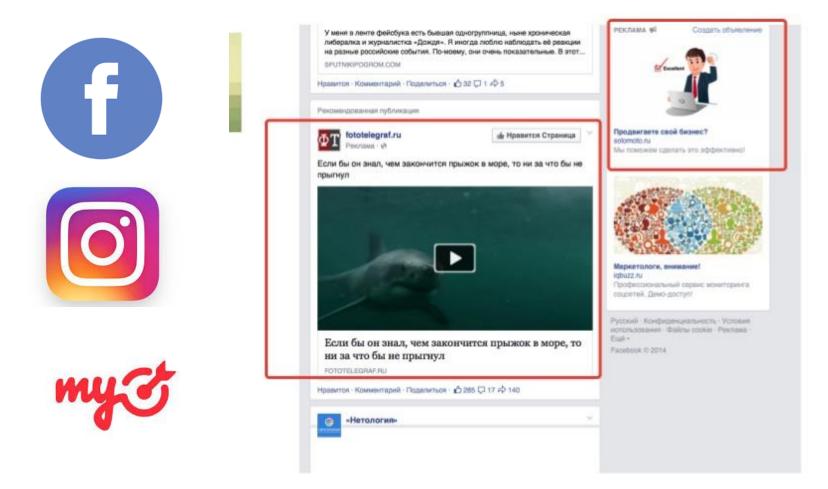
#	Name	TV	Radio	Outdoor advertising	Print media	Internet
1	Audience width	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
2	Payment for a contact					\checkmark
3	Payment for a result					\checkmark
4	Immediate launch of AC					✓
5	Online adjusments					\checkmark
6	Online monitoring					\checkmark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



- ✓ Social media targeting
- Contextual advertising
- ✓ PR in the Internet
 - SMM promotion
 - Word of mouth
- Search and neutralization of ne 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:

СООЗІС ЯНДСКС Найдётся всё

Rosets Donta Kapter Mapter Unstate Grone Reast Satterns root -Яндекс Duine кридитование малого и среднего бизноса More springer Orman Нациось Hadne **HICEPHA** 2 which provinces Cainty Copyrup Koea nno is enanuero fusuena a futeratura Escloribora Be6 Kappens Brace Same Honorty Dependent Schall aug * Daniel B Kevword 10-01 Mon crossesus Georgie I Bacturitor Alexad I Doltar GOOgl федитование малого бизнеса Edenta × Dover Креди "Revieworks 1 200 002 /0 24 HAROS Emploint + Stylet Respirational res Manua Все результаты Кредиты малону бизнесу - Кредиты ИП и предпритовы. Пизне transfel (Kaptunets Davisioner Bane BTE24 Денскимий кредит за 1 день Креди 44.374 miles Bisteo Rengert Cetaliance 2n 752000 ppl.1 Deva Meteneye aproprietors. Opomers. Кредиты малому бизнесу **Б** Новости SAID PL put (she Безниг авто, оборудованом, недалномости. Срок до 5 лит putty citilianis ry · Eur Залока на кредит Кредит для бизнеса Ру 9. Property samely up apaged Kpen Ege wcsats... Кридиты для малого бизнеся в банках России, кредитование малого бизнеса ... totato a vectorizato Saveta Креди a spinisteradd ru Какия банни всерьез развивания кридитование матого и среднего бизнеса ... Annie Eave «Orsputse Megad-Eave @artsport CDM.Eave entra Kpedert Divi Manoro Corpanitte anny conditionbusiness of - Conspansion space. Dispace **Entretca** МАЛЫЙ БИЗНЕС, КРЕДИТОВАНИЕ МАЛОГО БИЗНЕСА, КРЕДИТ ДЛЯ БИЗНЕСАН. Indexed Research Con Manuals Кред in the 18 фев 2008 ... Кредитование малого бизнеса для мютих предпритий стато тибина Becs, **Nytepwer** in Descellances as Asid Anath инструментом для ... Крядитование матого и сряднего бизнаса в Роспания ... Тально на русском Association of the second second ALC: NO. own handelburningen ful - Conjanonege unfall - Despace Перевод результатов AKE # Бизнес тан для хредита aber Разрабетаны баражентан для получения арадития в банкан РФ Все результаты Кредитование малого и средните бизноса - една из припрительно направления Konace obsoperate П Кред деятельности Происаконбанка по финансирование придприятий Theatwood sandocw www.pobanik.nu/small&mediumbusiwees/ - Coops-seept colors - Docorse Haven to effort and the senses. Recepts Harry РайффайзенБанс - Кредиты малому бизносу, устовитиреан and the service of th 6 для 2010 ... Обслуживания и кредитование предприятий малоге безие предплятных направлений работь ЗАО «Райфайсинбанк». Ми предпагае Curan howburn. Deprimenticity 1 contextual wate raiferoan nu basiness? - Connersional voters - Pourpeos NAME AND ADDRESS searching results advertising

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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



биллбордов, мега-бордов и сити бордов: 18 интернет изданий, топ 10 интернет-площадок. альные сети, а также реклама в поисковых сетях. Узнайте подробнее нажав на кнопку патная консультация»

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- Social media targeting
- Contextual advertising
- ✓ PR in the Internet
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- Search and neutralization of ne reviews
- Production of sites
- ✓ Design
- ✓ Mobile advertising



ΠΠ ΜΔRΚΕΤΙΝΓ

Production of banners

We are ready to make a banner of any complexity





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- ✓ Production of sites and banners
- ✓ Mobile advertising



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Advertising in mobile applications

Benefits:

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















goal.com







Our customers:



Blugher Phil











































































































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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