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An advertising agency you can *rely on!*



BNE
ADVERTISING

About BNE Advertising

BNE Advertising is an online advertising agency designed to help companies promote their products, services and web-sites online.

By using a wide range of online promotion techniques such as search engine marketing, display advertising and promotion in social networks, together with our unique online advertising methodology, **BNE Advertising** can guarantee that your products and services will be visible online and will resonate with your target audience wherever they are.



Eitai Ben-Natan

BNE Advertising was established in 2011, by Eitai Ben-Natan. From 2006–2010, Eitai worked at Google EMEA (Ireland) as both a media planner and an online advertising campaign manager, managing more than 70 client accounts from a wide range of industries such as automotive, consumer electronics, education, gaming, and more.

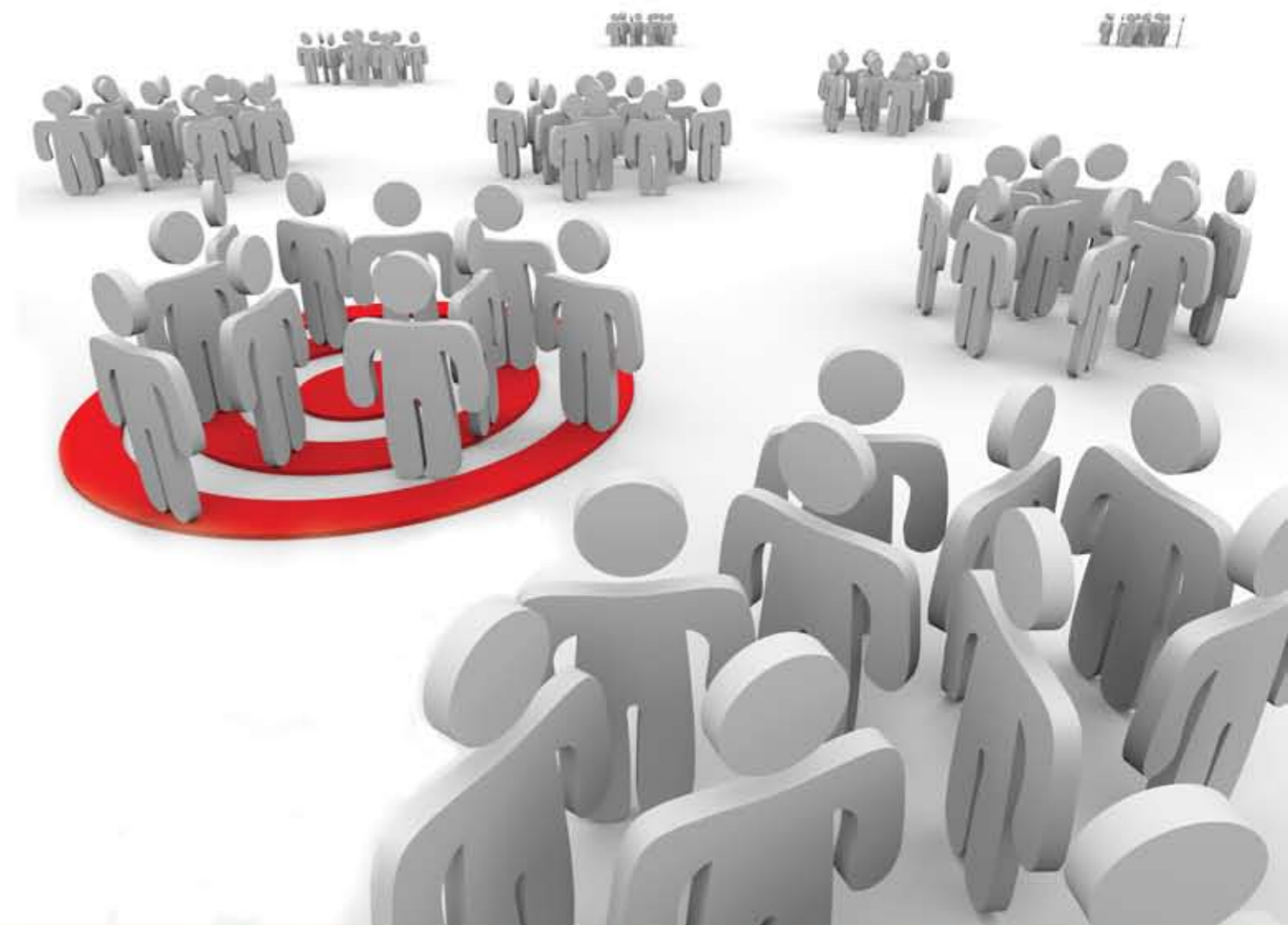
Eitai is also a Cardiff University Graduate (2001) with a BSc degree in Business Studies.

Online Advertising Explained

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of **delivering marketing messages** to attract customers.

BNE Advertising specialises in the following two forms of online promotions:

- Search Engine Marketing
- Display Advertising



Search Engine Marketing

Search engines such as Google, Yahoo, and Bing are Internet platforms that connect Internet-users with site owners.

What search engines do is to list websites with content that matches the search queries entered by Internet-users.

In all major search engines the search results pages are divided into two sections, Organic Search Results and Paid Search Results.

See Figures 1 & 2

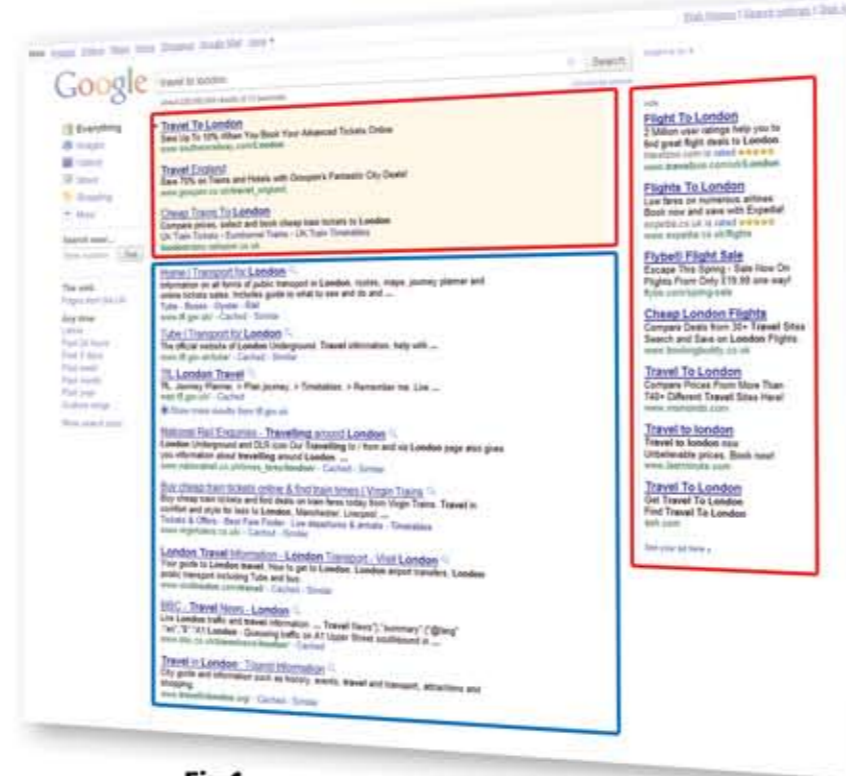


Fig 1.
Google search result page.

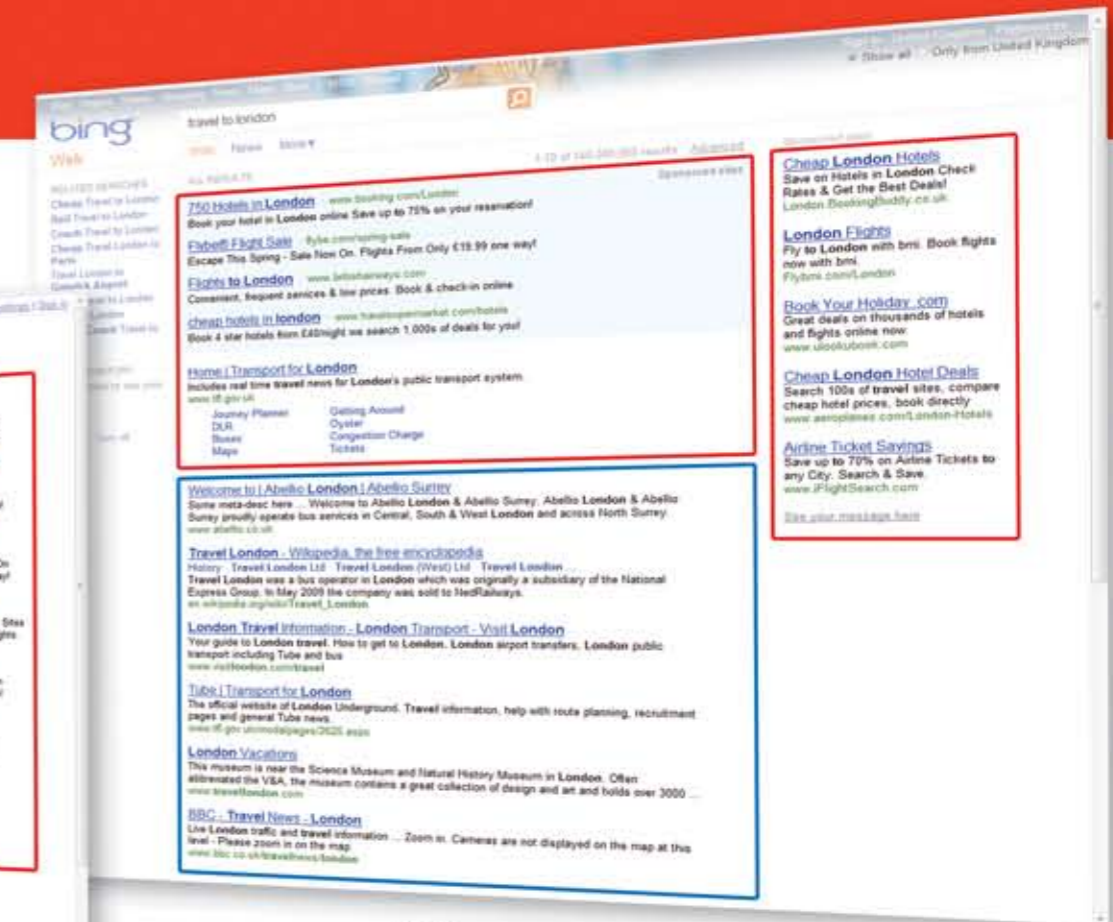


Fig 2.
Bing search result page.



Organic search results

Refers to the list of websites indexed automatically by the search engine and listed according to the level of relevance of the content of the site to the search queries in question.

Paid search results

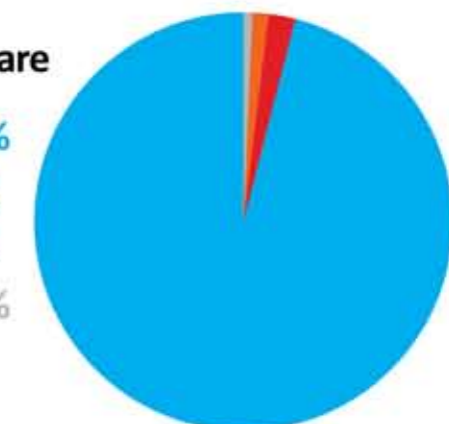
Refers to a search result that is actually an advertisement that is placed on the search results page above or next to the other listings, usually sectioned by a slight background colour.

It is vital for site owners who wish to promote their website, products or services online, to pay close attention to their Search Engine Marketing (SEM) activities so as to ensure visibility on search results pages so that relevant search queries are directed to their site.

BNE Advertising provides a wide range of Search Engine Marketing services ranging from Search Engine Optimization (SEO) to paid search results campaigns on all major search engine portals.

UK Search Engine Market Share

Google 94%
Yahoo 3%
Bing 2%
Others 1%



Display Advertising



The Internet is filled with a wide range of websites covering all walks of life – news sites, sports sites, gaming sites, music sites, shopping sites and more. Display Advertising refers to the display of adverts (text ads or rich-media ads) directly on selected web sites.

At **BNE Advertising** we specialize in creating display campaigns to generate sales and leads online, ensuring that your ads will show up on websites relevant to your target audience.

Display Advertising also serves to supplement your company's Search Engine Marketing (SEM) activities by creating awareness of your product range and/or services on offer.

Methodology

BNE Advertising Methodology consists of five crucial steps to ensure the success of your online promotional activities.

In general, the steps fall into two categories:

Business Understanding - Strategy and Analysis.

Campaign Execution - Planning, Delivery and Reporting.

The BNE 5 Step process...



5 Step Process

Strategy

On the strategy side we're going to look into the following:

- What is your current business model?
- What are your business plans for the next year, and for the next three and five years ahead?
- Who are your clients and how do you reach out to them?
- What promotional channels do you use and which ones work best for you?
- What are the recent developments in your industry, and how might they affect your business?

Analysis

We're going to conduct a more thorough analysis on your current situation taking into account the input provided in the strategy section.

We're going to conduct the following:

- **Web-Site Analysis.** How many people visit your site and how do they arrive there (search engines, referring sites)? From which geographical places do they come (city, country, region)? Which pages on your site are the most visited? How easy is it to navigate and find information in your site? How does your site traffic compare to similar sites in your industry and region?
- **Market Demand Analysis.** How many people are actually looking for the products or services your company offers? How do they usually find information about these products or services? What is the level of competition around the products?



Planning

Once we have a better understanding of your business's current situation we can then develop a plan for your online promotional activities.

- **Promotional Channel Plans.** What will be the most suitable promotional channels for your business? - Search Promotion, Display Promotion, Onsite to Offsite Promotion, Third Party Distribution?
- **Search Query Keywords Plan.** Which keywords should be utilized for both organic and paid search results in order to ensure the visibility of your site on search-engines' results pages?
- **Media Plan.** Which media should be targeted as part of your online promotional activities? - web-sites, social networking sites, gaming sites, instant messaging platforms, video pages, mobile phone sites, etc?
- **Ad-Copy Development Plan.** What promotional message should we use that will resonate with your target audience? What ad-format should we use - text, image, rich-media?
- **Budget Allocation Plan.** How much budget should be allocated to your online promotional activities as a whole and how would that budget be distributed between the different promotional channels?
- **Success Metrics Plan.** How should we measure the success of your business's online activities - should it be based on the amount of additional traffic to your site or on the numbers of leads and sales generated through your site?

5 Step Process

Delivery

Once we have a signed-off plan in place, the only thing remaining will be to translate the plan to an actionable promotional campaign.

At this point **BNE Advertising** will do all the work for you and will liaise, on your behalf, with all the relevant staff involved in the online promotional activities for your company.

We'll also establish a well-defined communication plan between **BNE Advertising** and key contacts in your company for reporting purposes and to stay informed of any changes that might occur with your company's plans and strategies that may need to be accommodated.

Reporting

BNE Advertising will constantly monitor the campaign's performance and check it against the plan that was agreed upon.

Both weekly and monthly progress reports will be sent to the client to inform them on progress made with the online campaigns.

At this point **BNE Advertising** will also optimize the campaign's performance to ensure achievement of the success metrics set up in the planning phase and the successful alignment of the campaign results with the client's overall business strategy.



Our Services

SEO Setup -

Website Optimization, Keywords Research, Link Building, Site Submission and Web Analytics.

SEO Management & Maintenance -

Keywords Mining, Links Exchange, Monthly Reporting.

PPC Campaign Setup -

Campaign Strategy, Keywords Research, Ad-Copy Development (text), Landing Page Creation, Deep Linking and Campaign Implementation.

PPC Campaign Management -

Ongoing Campaign Management & Optimization, Landing Page Analysis & Optimization, Monthly Reporting and Status Updates.

Other Services -

We offer additional services such as web-site design, rich-media & banners ad creation, site content development, Site & PPC campaigns, content localization and more.

If you require any of these services talk to one of our representatives to discuss your options and be given a full quotation.