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**Advertising and promotion brief**

The brief is the starting point of our work together. The main purpose of the brief is the identification of unique and specific characteristics that differentiate your company, your product, your market niche and your audience. We want better understand you and your business to find the most effective solution.

**Please complete the following brief form and send it to us on e-mail** **info@abp.biz**

|  |  |
| --- | --- |
| **Your contact details** | Your name:Your e-mail:Telephone:More information: |
| **Advertised site (brand)***Enter the website url for which you plan* *an advertising campaign.* |  |
| **Advertising information page***If you need to develop an information page which will be advertising on the Internet, give a short description of it.* |  |
| **Graphic banner***Specify what types of banners are more acceptable for your advertising.****Attachment 1*** | SkyscraperRectangleBannerButtonHall of fameBrickRich media (individual format) |
| **Banners accommodation***Select the sources that will host your banners.* | Network of company sitesBanner network |
| **Short description of the plot of banner** *Please explain how you would like to see next banner.* |  |
| **Contextual advertising***If you plan to use contextual advertising, write the advertisement text.****Attachment 2*** | **Advertising 1**Title (25 characters):The text (70 characters):**Advertising 2**Title (25 characters):The text (70 characters):**Advertising 3**Title (25 characters):The text (70 characters): |
| **Advertisement video***If you need to develop the video give us it short description and plot.* |  |
| **Informers advertising***If you plan to use advertising in the form of informers enter your text for them.****Attachment 3*** | **Informer 1**Title (25 characters):The text (70 characters):**Informer 2**Title (25 characters):The text (70 characters):**Informer 3**Title (25 characters):The text (70 characters): |
| **Search engine optimization of existing website***To conduct search engine optimization write priority keywords (separated by commas).****Attachment 4*** |  |
| **Website traffic** *Specify the value of the average daily site traffic at the moment and the value to which you aspire.* |  |
| **The timing of the advertising campaign***Determine the start date of the advertising campaign and the completion date..* |  |
| **Additional comments** |  |

**Attachment 1**

Sizes of banners



Banner sizes specified in px, the values in brackets ( ) is the coefficient value. For example, the format Skyscraper in 2 times cheaper format Banner. The value is formed from the effectiveness of advertising and from its volume on the market. Although the Skyscraper format is more efficient than format Banner, it is cheaper because of the low reach.

**Attachment 2**

What is contextual advertising

Contextual advertising is text ads that are displayed to the user or search engines on pages of other sites similar in theme. Search engines contextual advertising works as follows: the user enters a search query and along with the search results in a well visible area of the screen displays your advertisements. In this case you have the ability to identify the target audience, specifying the interests of the user, region, time display, and other settings.

For example in the Yandex contextual advertising is as follows:





When you click on the ad the visitor is either on a website

or on personal page which contains additional information

for example:

One of the largest advertising companies in text

advertising are Yandex Direct and Google AdWords,

which together account for about 80% of this market.

Text ads are displayed based on the auction so the cost

of the advertising campaign largely depends on the

competition.

**Attachment 3**

What is informers advertising

This type of advertising effectively and inexpensively increase traffic to the website. Unlike contextual advertising in advertising on the widgets there is no possibility to select the audience, there is no auction principle. It affect the cost of such advertising. The cost clicks on those ads, usually 2-5 times lower than the shortcut banner.



Basically this advertisement takes place on the resources of the news portal type having a common theme but with a large attendance. The owners of the sites have the ability to control the appearance of the block of widgets, so they can be different format but as a rule it is a picture format 60х60 рх and small accompanying text.

**Attachment 4**

What is search engine optimization

After you publish the site on the internet it is necessary to conduct a number of activities to ensure that the site could be found through search engines and present in the major internet catalogs.

**1. Statistics**

In this phase will include the installation of the invisible visitor counter. The information obtained will serve as a starting point from which will be compared the outcomes of search engine optimization.

**2. The semantic core queries**

One of the most important steps is to define a list of search queries associated with the subject site for the purpose of further optimization under these requests. Using the statistics of search engine queries, and the analysis of competitors, need to make a list of the most preferred search queries, through which must come the target visitors and on which we will focus. List queries agreed with the customer. During the work, he expanded and improved. Each request is characterized by its own frequency (popularity). The frequency shows how many times a month this request from users.

**3. Search engine optimization of site pages**

At this stage, website optimization will be carried out painstaking work to saturate the pages of your site are keywords and phrases taken from the composed semantic kernel. The pages of your website are arranged and organized in such a way that the keywords and the phrase was in the most favourable places from the point of view of search engines and ease of use of the website the clients themselves.

Optimizing pages of the site creates favourable conditions for finding your page search engines optimization "tell" search engines that your page most likely corresponds to the request of the potential target visitor. That in turn will increase the flow of visitors.

Ideally all pages should be optimised to make such changes in the text, meta tags, titles so that the search engine considered what they best respond to a user request. This requires writing optimized texts and blocks.

**4. Prepared descriptions of the site to register to free internet catalogues**

Taking into account the subject site and oriented search queries will be prepared the texts of the links and necessary information for registration in the catalogs.

**5. Applying for indexing in search engines**

Necessary add that optimization measures will be taken not only by the major search engines such as Yandex, Google, Rambler, Yahoo, Bing, but also less well-known AltaVista, Bigmir, Meta, Owl, Mail, Nigma, Webalta, etc.

After the initial optimization of your site pages your site must register the site in those search engines systems. Website registration will allow you to tell search engines about the existence of your site before it will make search engine robots these search engines.

In a short period of time (from 2 weeks to 2 months, depending on search engine) after the filing of an application for registration search engines will index Your content and it will start to appear in search results for keywords and phrases asked by potential clients.

**6. Registration in catalogs**

Registration in catalogs will allow you to attract more visitors as well as information about your sites and appears on other sites. It will have an impact on increasing the credibility of your website. An important step is registration of a site in Yandex Catalog.