



SEOMARKET

Internet Marketing Agency

Commercial offer

of providing online PR services
for aukro.ua

aukro

Strategic Goals and Objectives

Goal

1. Brand awareness
2. Informing the audience about aukro key benefits
3. Increasing the number of visitors

Objectives

Maximum coverage of the target audience



Target audience

Gender

Male – 55%

Female – 45%

Age

18 – 24 (27%)

25–34 (33%)

35–44 (15%)

Regionality: Ukraine

Big Cities (priority):

Kyiv

Dnipropetrovsk

Donetsk

Kharkiv

Lviv

Odessa

Zaporizhzhya

Poltava



Option «Minimal coverage»

Sections on aukro.ua	* Sites for the articles placement	Coverage of site	Coverage of an article (in a 1 month after the article publishing)	Traffic to site	Price for placement
Image articles about aukro.ua (general) on Ukrainian largest sites	<ol style="list-style-type: none"> http://life.pravda.com.ua/ http://korrespondent.net/ http://kp.ua/ http://nv.ua/ http://ain.ua/ 	<ol style="list-style-type: none"> 1,6M 18,3M 2,6M 5,3M 4,4M 	<ol style="list-style-type: none"> 500 600 500 400 600 	<ol style="list-style-type: none"> 200 200 200 150 200 	<ol style="list-style-type: none"> 5 000 6 000 4 000 4 000 4 000
Auto/Moto	http://auto.tsn.ua/	80K	300	50	4 000
Phones/Smartphones	http://gloss.ua/	220K	200	50	4 000
Laptops/Computers/Tablets	http://www.smartphone.ua/	1M	300	70	1500
Home Appliances	http://hochu.ua/	1,3M	400	150	3 000
Sport/Health	http://sport.ua/	4M	300	50	4 000
Fashion/Beauty	http://ivona.bigmir.net/	3M	400	100	3 000
Goods for children	http://nashamama.com/	250K	400	100	400
Household/Leisure	http://natali.ua/	65 K	200	50	3 000
Collections/Antiquities	http://forbes.net.ua/	930K	400	100	6 500
Special projects	http://minfin.com.ua/	6,6M	400	100	6 000
Purchases+	http://lady.tochka.net/	1,4M	300	70	3 500
Total:	15 articles	59,8M	6200	1840	61 900
Writing of articles (15)					22 500
Agency`s work in a 1 month:					15 000
Total:					99 400

Option «Standard coverage»

Sections on aukro.ua	Sites for the articles placement	Coverage of site	Coverage of an article (in a 1 month after the article publishing)	Traffic to site	Price for placement
Image articles about aukro.ua (general) on Ukrainian largest sites	<ol style="list-style-type: none"> http://life.pravda.com.ua/ http://korrespondent.net/ http://kp.ua/ http://nv.ua/ http://ain.ua/ http://www.bigmir.net/ http://focus.ua/ http://obozrevatel.com/ http://www.liga.net/ 	<ol style="list-style-type: none"> 1,6M 18,3M 2,6M 5,3M 4,4M 14,1M 1,2M 16,7M 10,1M Всего: 74,3M	<ol style="list-style-type: none"> 500 600 500 400 600 700 500 500 700 Всего: 5 000	<ol style="list-style-type: none"> 200 200 200 150 200 200 70 70 200 Всего: 1 490	<ol style="list-style-type: none"> 5 000 6 000 4 000 4 000 4 000 5 500 4 000 4 500 4 200 Всего: 41 200
Image articles about aukro.ua (general) on regional largest sites	<ol style="list-style-type: none"> http://gorod.dp.ua/ (Днепропетровск) http://zik.ua/ru/ (Львов) http://24tv.ua/ (Львов) http://timer-odessa.net/ (Одесса) http://dozor.kharkov.ua/ (Харьков) http://atn.ua/ (Харьков) http://www.061.ua/ (Запорожье) http://poltava.to/ (Полтава) http://news.pn/ (Николаев) http://pravda.if.ua/ (Ивано-Франковск) 	<ol style="list-style-type: none"> 2,5M 3,6M 7,8M 600K 400K 1M 420K 300K 1,2M 160K Всего: 17,9M	<ol style="list-style-type: none"> 500 500 500 300 200 300 200 200 300 150 Всего: 7 650	<ol style="list-style-type: none"> 70 70 70 50 50 50 50 30 50 30 Всего: 520	<ol style="list-style-type: none"> 2 000 2 000 4 500 2 000 1 500 2 000 1 500 1 500 2 000 1 500 Всего: 20 500
Auto/Moto	http://auto.tsn.ua/	80K	300	50	4 000
Phones/Smartphones	http://gloss.ua/	220K	200	50	4 000
Laptops/Computers/Tablets	http://www.smartphone.ua/	1M	300	70	1500
Home Appliances	http://hochu.ua/	1,3M	400	150	3 000
Sport/Health	http://sport.ua/	4M	300	50	4 000
Fashion/Beauty	http://ivona.bigmir.net/	3M	400	100	3 000
Goods for children	http://nashamama.com/	250K	400	100	400
Household/Leisure	http://natali.ua/	65 K	200	50	3 000
Collections/Antiquities	http://forbes.net.ua/	930K	400	100	6 500
Special projects	http://minfin.com.ua/	6,6M	400	100	6 000
Purchases+	http://lady.tochka.net/	1,4M	300	70	3 500
Total:	30 articles	110,9M	16 250	2 900	100 600
Writing of articles(30)					45 000
Agency`s work in a 2 month:					26 000
Total:					171 600

*Duration– 2 month

Option «Maximal coverage»* Part

Characteristics of an article	Sites for the articles placement	Coverage of site	Coverage of an article (in a 1 month after the article publishing)	Traffic to web-site	Price for placement
Image articles about aukro.ua (general) on Ukrainian largest sites	1. http://life.pravda.com.ua/	1. 1,6M	1. 500	1. 200	1. 5 000
	2. http://korrespondent.net/	2. 18,3M	2. 600	2. 200	2. 6 000
	3. http://kp.ua/	3. 2,6M	3. 500	3. 200	3. 4 000
	4. http://nv.ua/	4. 5,3M	4. 400	4. 150	4. 4 000
	5. http://ain.ua/	5. 4,4M	5. 600	5. 200	5. 4 000
	6. http://www.bigmir.net/	6. 14,1M	6. 700	6. 200	6. 5 500
	7. http://focus.ua/	7. 1,2M	7. 500	7. 70	7. 4 000
	8. http://obozrevatel.com/	8. 16,7M	8. 500	8. 70	8. 4 500
	9. http://www.liga.net/	9. 10,1M	9. 700	9. 200	9. 4 200
			Всего: 74,3M	Всего: 5 000	Всего: 1 490
Image articles about aukro.ua (general) on regional largest sites	1. http://gorod.dp.ua/ (Днепропетровск)	1. 2,5M	1. 500	1. 70	1. 2 000
	2. http://zik.ua/ru/ (Львов)	2. 3,6M	2. 500	2. 70	2. 2 000
	3. http://24tv.ua/ (Львов)	3. 7,8M	3. 500	3. 70	3. 4 500
	4. http://timer-odessa.net/ (Одесса)	4. 600K	4. 300	4. 50	4. 2 000
	5. http://dozor.kharkov.ua/ (Харьков)	5. 400K	5. 200	5. 50	5. 1 500
	6. http://atn.ua/ (Харьков)	6. 1M	6. 300	6. 50	6. 2 000
	7. http://www.061.ua/ (Запорожье)	7. 420K	7. 200	7. 50	7. 1 500
	8. http://poltava.to/ (Полтава)	8. 300K	8. 200	8. 30	8. 1 500
	9. https://news.pn (Николаев)	9. 1,2M	9. 300	9. 50	9. 2 000
	10. http://pravda.if.ua/ (Ивано-Франковск)	10. 160K	10. 150	10. 30	10. 1 500
		Всего: 17,9M	Всего: 7 650	Всего: 520	Всего: 20 500
Auto/Moto	http://auto.tsn.ua/	80K	300	50	4 000
	http://delo.ua/auto/autonews/	1M	500	100	3 500
	http://www.autocentre.ua/	860K	300	100	2 000
Phones/Smartphones	http://gloss.ua/	220K	200	50	4 000
	http://kiev.vgorode.ua/	2M	400	100	2 000
	http://platfor.ma/	240K	200	70	3 500
Laptops/Computers/Tablets	http://www.smartphone.ua/	1M	300	70	1 500
	http://www.bagnet.org/news/tech/	900K	200	70	2 000
	http://bit.ua/category/tech/	330K	500	200	3 000
Home Appliances	http://hochu.ua/	1,3M	400	150	3 000
	http://nashkiev.ua/	550K	300	100	2 000
Sport/Health	http://sport.ua/	4M	300	50	4 000
	http://hnb.com.ua/	370K	200	50	1 000
	http://news.join.ua/sport/	1,3M	400	100	1 500
	http://news.online.ua/sport/	670K	300	70	2 000

Option «Maximal coverage»* Part

2

Sections on aukro.ua	Sites for the articles placement	Coverage of site	Coverage of an article (in a 1 month after the article publishing)	Traffic to web-site	Price for placement
Fashion/Beauty	http://ivona.bigmir.net/ http://glianec.com.ua/ http://www.dress-code.com.ua/	3M 460K 350K	400 300 200	100 100 50	3 000 2 000 2 000
Goods for children	http://nashamama.com/ http://mama.ua/ http://mamaclub.ua/	250K 60K 170K	400 150 200	100 50 50	400 1 000 1 500
Household/Leisure	http://natali.ua/ http://www.accbud.ua/	65 K 140K	200 150	50 50	3 000 2 000
Collections/Antiquities	http://forbes.net.ua/ http://apostrophe.com.ua/ http://statuspress.com.ua/	930K 3,5M 110K	400 500 300	100 100 50	6 500 5 000 2 000
Special projects	http://minfin.com.ua/ http://for-ua.com/ http://from-ua.com/	6,6M 220K 830K	400 200 200	100 40 40	6 000 3 000 2 500
Purchases+	http://lady.tochka.net/ http://www.i.ua/	1,4M 24,2M	300 1000	70 300	3 500 5 000 (one week on the main page of site)
Total for sections:		143,4M	10 100	2 680	87 400
Total (with sites from Part1)	50	235,6M	22 750	4 690	149 100
Writing of articles					75 000
Agency's work in a 3 month:					35 000
Total:					259 100

Feature

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While preparing articles we take into account **features of an each media platform** (in this way we trying to minimize an advertising character of articles)

All articles contain **necessary communication messages**, which were previously coordinated with Client (rebranding, advantages for the target audience etc)

Articles about sections on site aukro.ua we host in appropriate sections on a media platforms (for example, «Fashion and beauty» we host on <http://lady.obozrevatel.com/fashion/>)

We track intensively an **article effectiveness** by adding into articles call-to-actions and channels for a feedback

We try to publish articles **without label «For publicity purposes»**

We add into the articles all necessary **SEO-attributes** (titels, alts, keywords, relinking etc)

Result

S	Minimal	Standard	Maximal
Coverage of sites	59,8M	110, 9M	235,6M
Coverage of articles	6 200	16 250	22 750
Traffic on site	1 840	2 900	4 690

1. Brand traffic growth
2. Conversions growth



Any questions? 😊

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