



Paid Ads Marketing Proposal

Welcome to our proposal for a targeted paid ads marketing campaign tailored specifically for the online casino industry.

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Market Analysis Overview

→ Target Market Analysis

Our approach involves a comprehensive analysis of the target market based on demographic, culture, and preferred platforms.

Demographics :

- Focus on players with purchasing power.
- Target age range : Mobile user, primarily younger audiences who are comfortable with technology.

Culture :

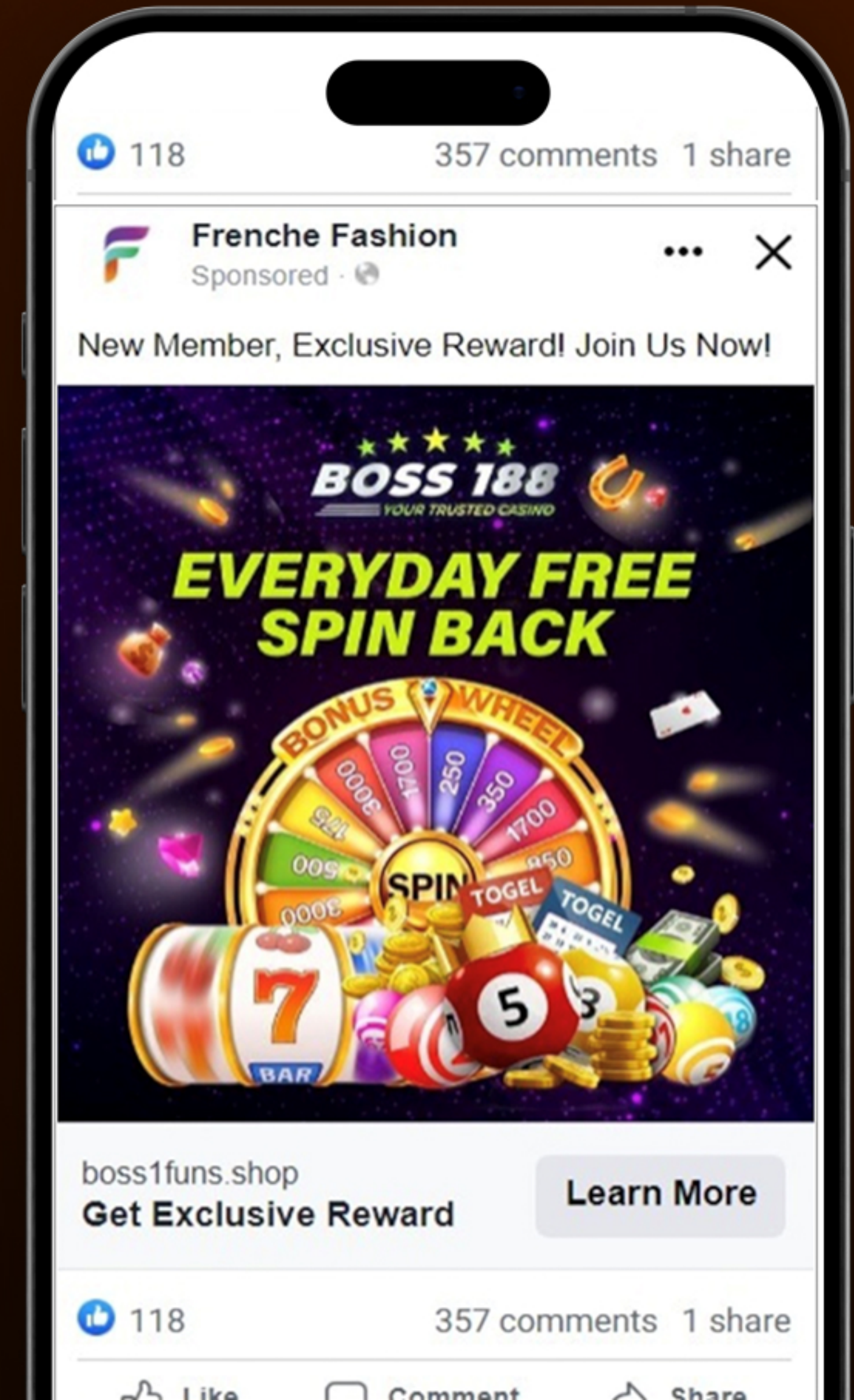
- Analyze popular sports and games relevant to the specific country to align our marketing efforts.

Platforms :

- Identify the most utilized social media platforms in the local market, including Facebook, Instagram, Youtube, and Google Search Engine Market (SEM) & Google Display Network (GDN).

Facebook Ads

- ➔ Leveraging Facebook's extensive user base for targeted ads.
 - Image/Video Ads showcasing promotion, bonuses, and popular games.
 - Carousel ads to highlight multiple offerings.
- ➔ Target Options : Interests, behavior, and demographics tailored to our audience.



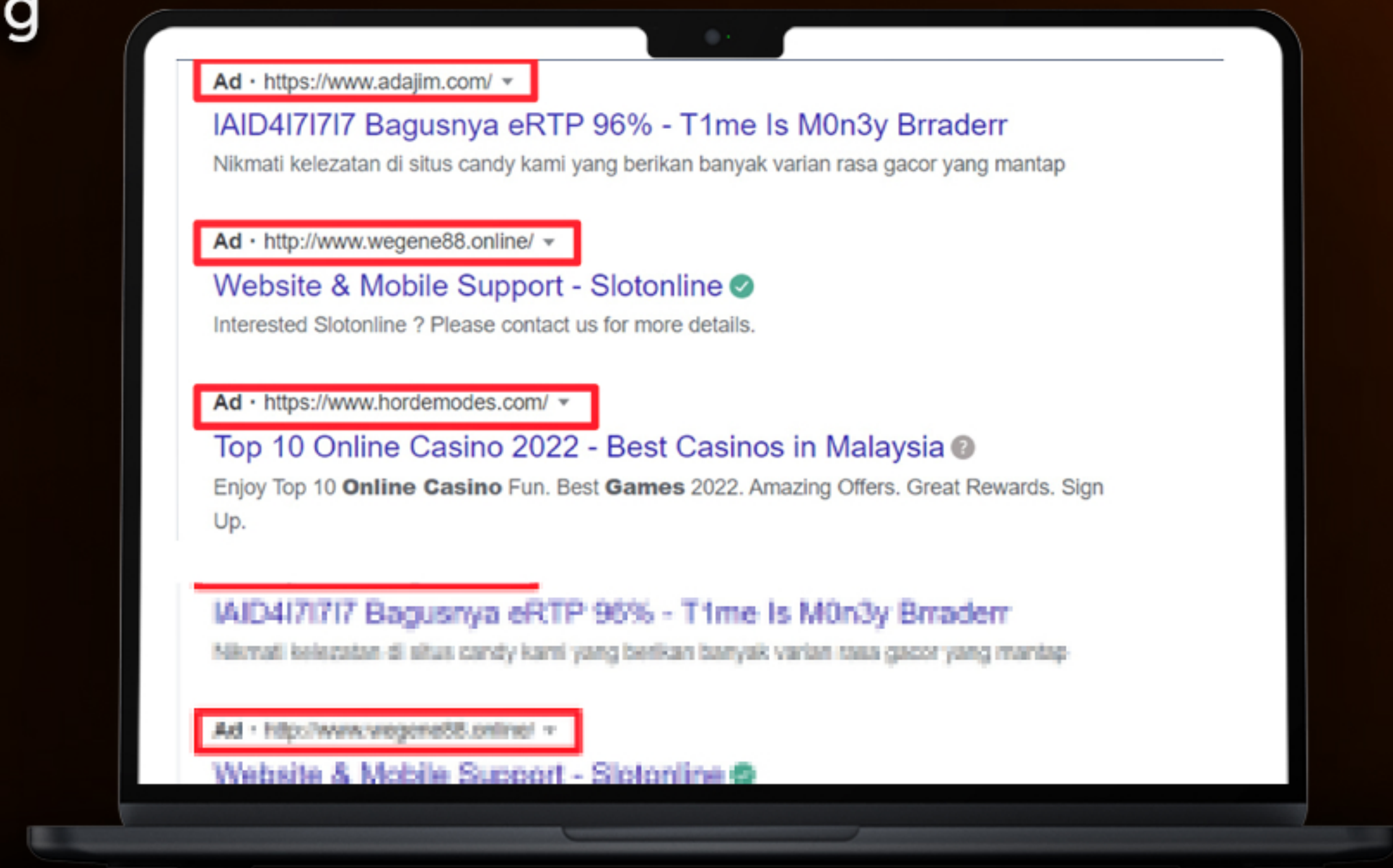


Google SEM (Search Engine Marketing)

→ Capturing intent-driven traffic through search ads by using the keyword.

- Text ads targeting keywords related to online gambling and promotions.
- Emphasis on urgency and attractive to drive conversions.

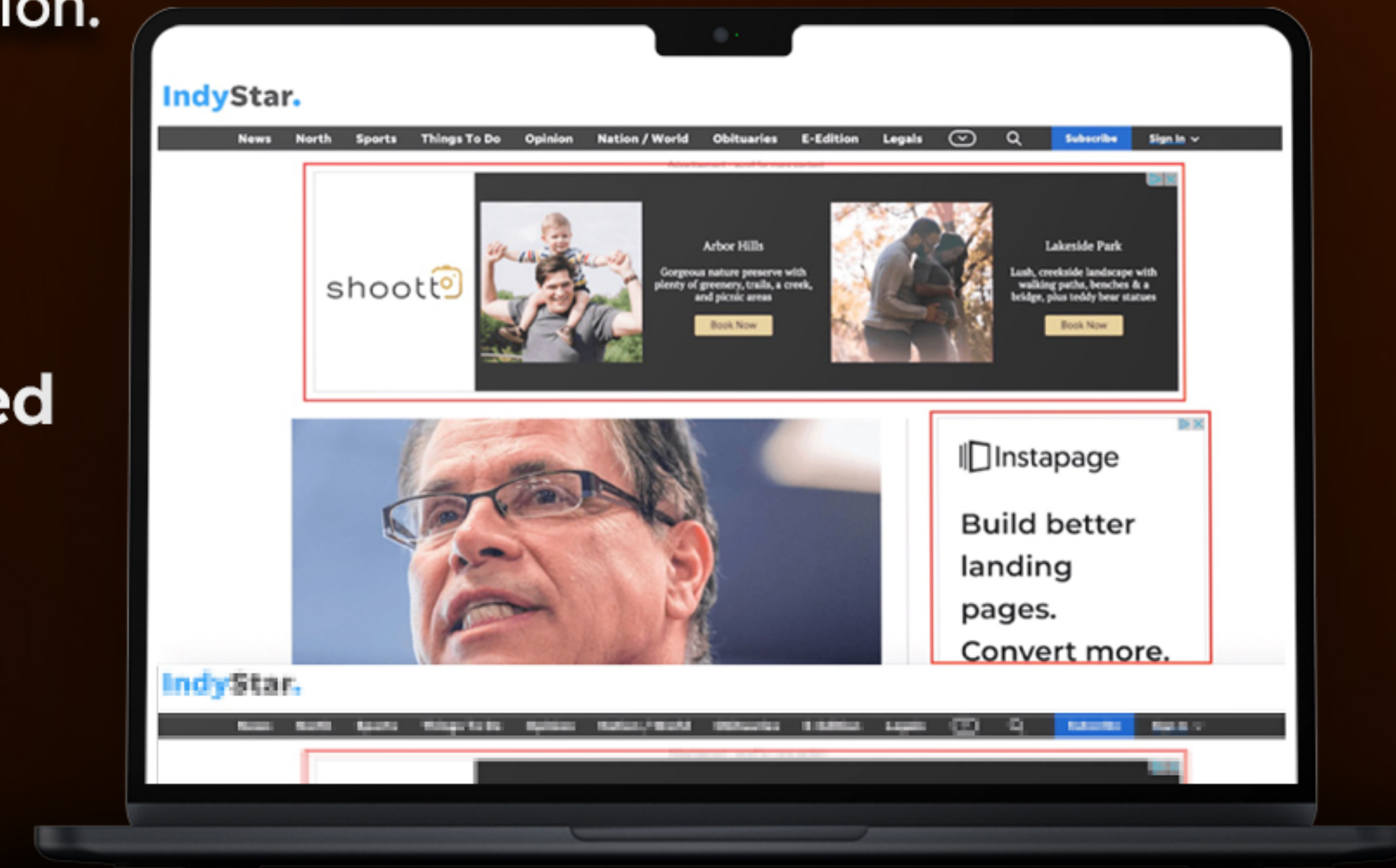
→ **Target Strategy : Geographic and demographic targeting to reach potential players.**





Google Display Network (GDN)

- Engaging user through visual display ads across a network of websites.
 - Banner ads featuring enticing visuals and calls-to-action.
 - Retargeting ads to re-engage visitors who did not convert.
- **Target Options : Contextual and audience-based targeting.**



YouTube Ads

→ Utilizing video content to engage potential players.

- In-stream ads before relevant content.
- Bumpers ads for short, impactful messages.

→ **Target Strategy** : Showcase game features, tutorials, or promotions.

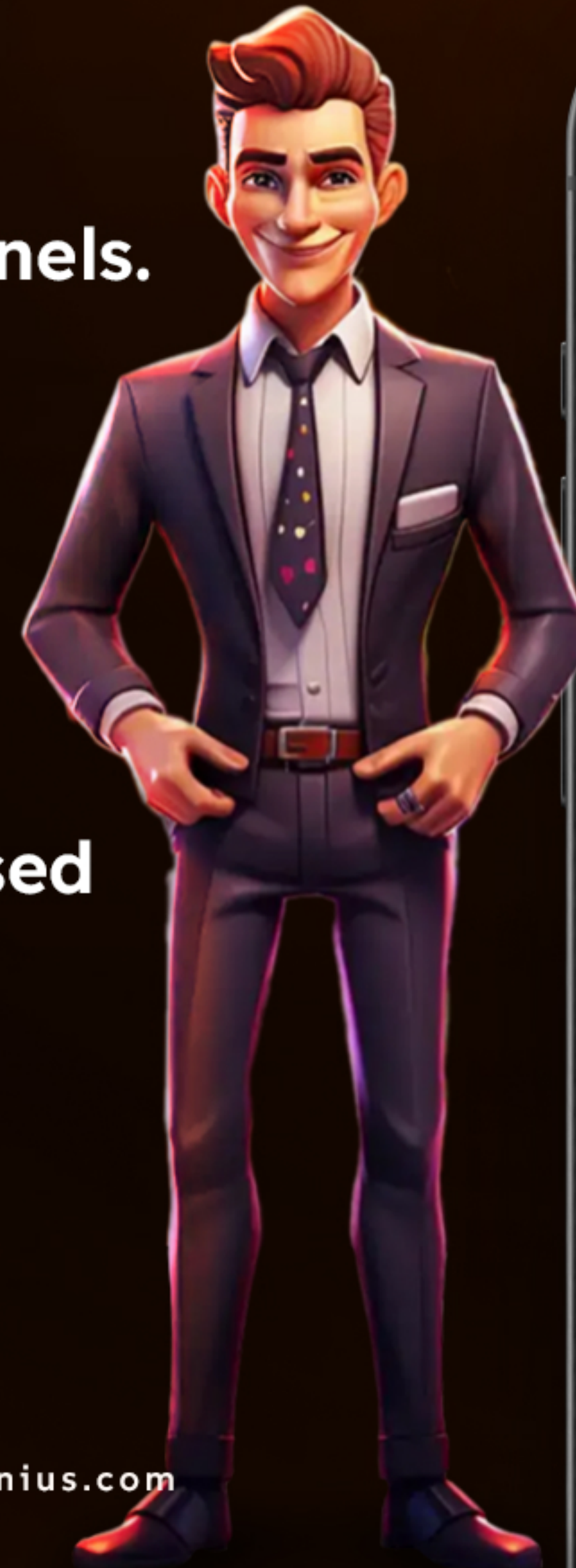


Telegram Ads

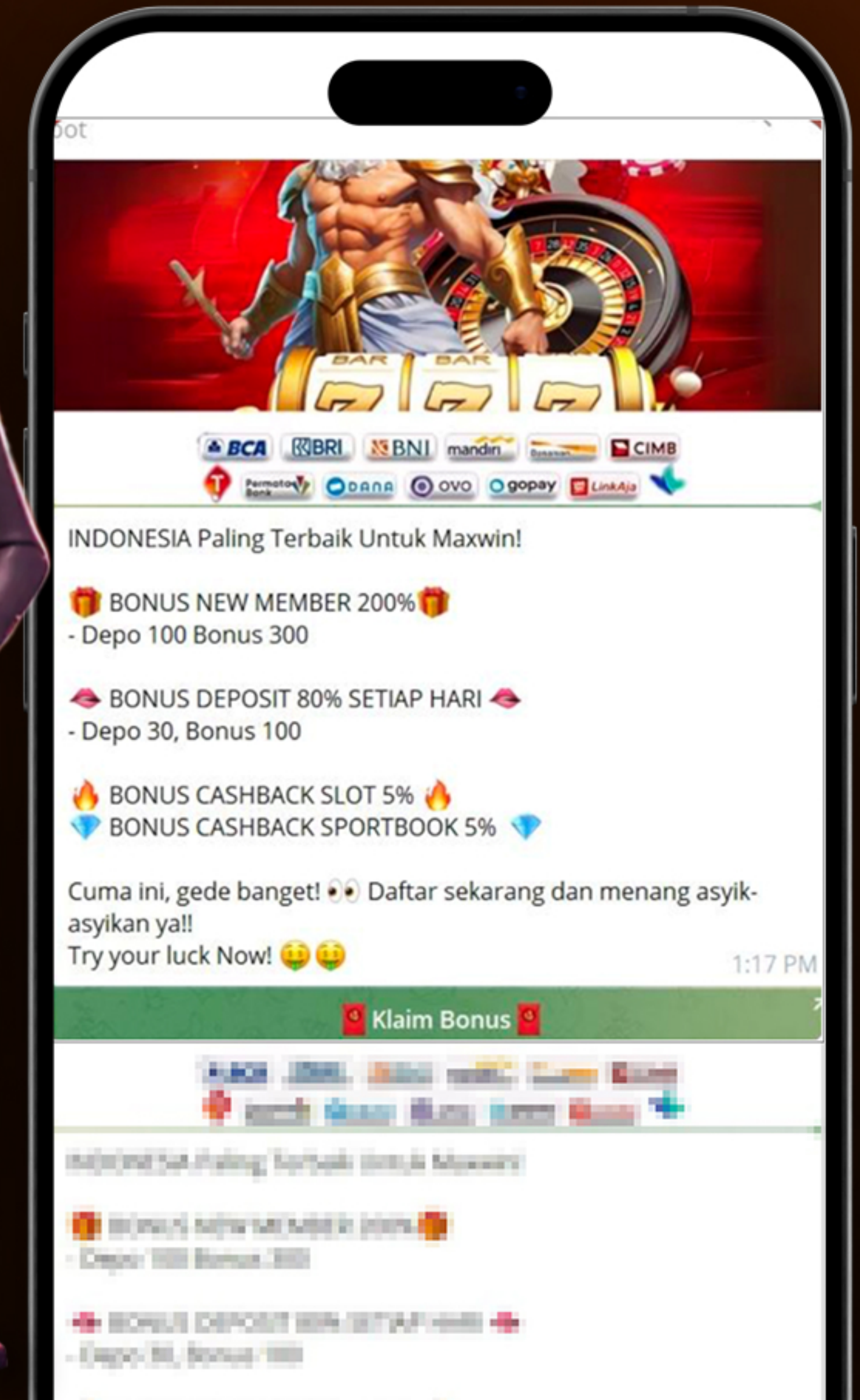
➔ Reaching users in private groups and channels.

- Sponsored messages in relevant channels.
- Engaging content promoting exclusive offers.

➔ **Target Strategy : Focus on community-based targeting for higher engagement.**



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Creative & Content Strategy

Engaging Visuals:

- We will create high-quality visual that capture attention and showcase the excitement of online casino gaming and current promotions.
- Use vibrant colors and dynamic graphics to enhance engagement and interest.

Strong Call-To-Action Button :

- Incorporating compelling CTAs that encourage players to take action, such as :
 - Visiting the website
 - Registering for an account
 - Claiming bonuses and promotions
- Clear and concise messaging to drive conversions.

Mobile Optimization :

- Ensuring all ads are optimized for mobile devices, as the majority of our target audience accesses social media and the internet via smartphones.
- Responsive design to provide a seamless user experience across all device, maximizing engagement and interaction.



Expected Result & Key Performance Indicators (KPIs)

➔ Increase Website Traffic :

- Aim for a measurable increase in daily website visits through targeted ad campaigns.

➔ Boost Registrations :

- Track the number of new user registrations resulting from the ads.

➔ Enhance Brand Awareness :

- Building brand recognition and positive and positive associations among the target audience in the target market.

➔ Compliance with Google Rules & Regulations :

- Minimize downtime by proactively managing ad content and responding to feedback promptly.



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Thank You!

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