



agencja
wizerunku.pl

MARKETING OFFER

MARKETING OUTSOURCING

We are **for you**, marketing is for **your customers!**

www.agencjawizerunku.pl

WHAT DO WE OFFER?

We are a 360° Agency - what does that mean?

Under the term 360° marketing are broad marketing activities carried out in many fields. They must be **consistent and integrated with each other** to achieve the desired effect, such as increasing brand awareness among the audience.



- ✔ Comprehensive advertising services
- ✔ Google ADS, YouTube oraz Facebook ADS
- ✔ Social Media Support
- ✔ Photo shoots and production of video spots
- ✔ Collaboration with Influencers
- ✔ Graphic design
- ✔ Content marketing - creation and distribution of content
- ✔ Building and taking care of websites, applications, and E-Commerce platforms.
- ✔ Conversion measurement and analytics
- ✔ Audit of advertising activities



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WHO ARE WE?

Agencja Wizerunku is a team of 18 specialists

For the past 7 years, we have been creating an external advertising department for our clients, providing marketing outsourcing. We comprehensively serve companies, taking care of their image, increasing recognition and supporting sales.



Kamil
CEO
SM Specialist



Krystian
Managing partner
Head of design



Karolina
Office
Manager



Zuza
Content
Manager



Kamil
Category Manager
E-commerce



Ola
Graphic
Designer



Iza
SM
Specialist



Basia
SM
Specialist



Gabrysia
Account
Manager



Adam
Foto & Video
Creator



Ania
Content
Manager



Mikołaj
SEM
Specialist



Kasia
Internet
Analyst



Ewa
WordPress
Developer



Patryk
WordPress
Developer




Wiktoria
UI/UX
Specialist



Damian
Programmer
AI Specialist



Renata
Reporter



WHY US AND COMPREHENSIVE OUTSOURCING



Access to the latest tools and trends

The agency is up to date with technological innovations and changes in search engine algorithms.




Professional approach

The agency will take care of every detail, from market analysis to reporting results.



Peace of mind

You can focus on running your business while the agency handles marketing.



WHY US AND COMPREHENSIVE OUTSOURCING



Comprehensive service

The agency will provide you with a full range of marketing services, from strategy to implementation.

You don't need to hire specialists in social media, content marketing, ad campaigns, SEO, graphics, video and even programmers.



Costs

An agency's fee is usually half the salary of one experienced specialist. For the same price (or even less!), you gain access to the knowledge and skills of a dozen experts in different fields.



Effectiveness

The agency will ensure that all marketing activities are consistent, which will translate into better results. Campaigns on Facebook, Instagram, TikTok and Google will work together, reinforcing the message and increasing reach.

NUMEROUS PARTNERSHIPS



Hybrid

OFFER

DEFINING **TARGET GROUP**

1. Why? (Why will they come to you?)
2. What (What will you offer?)
3. Who? (Who will it be?)
4. When? (When will they come to you?)
5. Where? (Where can they find you?)



AIDA ADVERTISING STRATEGY



ATTENTION

At this stage, we draw the attention of the recipient, raising the issue of appropriate choices for them



INTEREST

In this step we arouse the interest of the recipient.



DESIRE

With this message, we convince that our products or services meet the expectations and needs of the recipient



ACTION

With this announcement, we launch sales actions



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RANGE OF SERVICES IN SOCIAL MEDIA

Social Media is the key to success.

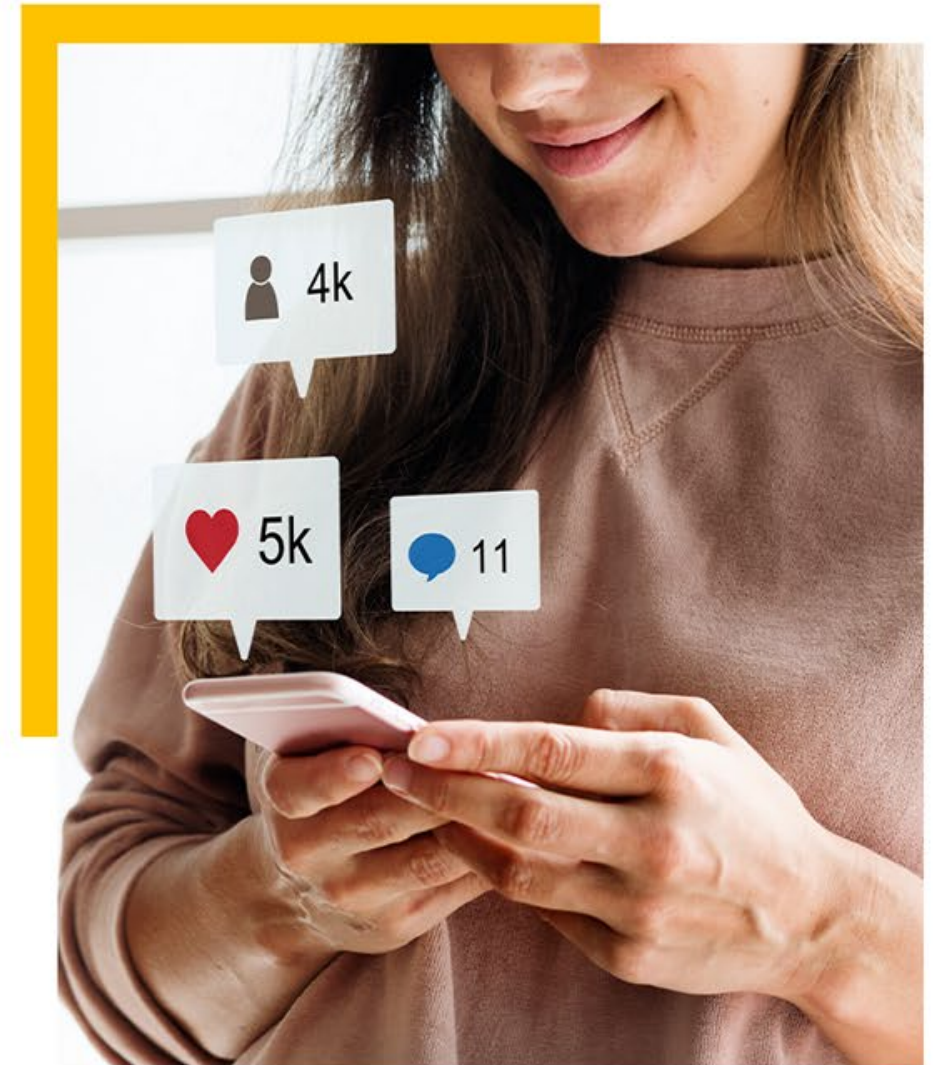
Just 5 years ago it was said: "You're not on Google? - You don't exist."

Today we can say the same about social media.

Your company certainly has a message, some content that you want to convey to your customers. Social Media is the best place for such activities.

What do we offer?

- ☑ Facebook + Instagram posts.
- ☑ Unlimited access to our database of photos and stock databases.
- ☑ Preparation of post schedule and promotion calendar.
- ☑ Support of paid advertising campaigns including dynamic remarketing and lead campaigns.



Posts can be created in
Polish, English and German



SOCIAL MEDIA ADVERTISING

On Facebook, in addition to offer ads, you can also distribute more advanced, substantive materials that will educate about products and services and build an expert brand image.

This action, moreover, allows you to get higher positions in Google search in organic results (not ads, but free).





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CONTENT MARKETING

A company blog is an increasingly popular tool used in online marketing.

It represents one of many channels to reach your audience and allows you to communicate with them. So it's worth seeing the potential in it and using it to gain more targets - on several levels at the same time.

By doing so, you increase your chances of getting a better position in search results. And, after all, this is where potential customers who are looking for support direct their first steps. If you take care of the quality of your content, you will succeed in generating not only more traffic, but also more conversions.

How do we operate?

1. Key phrase analysis

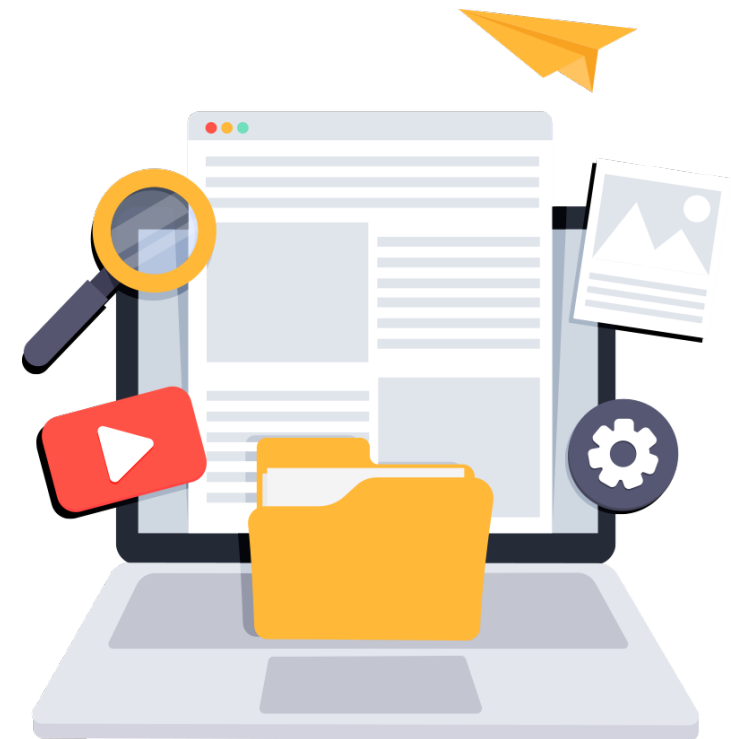
- we check what keywords and slogans the target audience is searching for.

2. Content strategy

- on the basis of it we create a schedule of cyclic posts, send topics for 6 posts ahead.

3. We create content and send it for verification.

4. **We post** or give instructions for publication with highlighted headlines and sub-linked products from the offer.





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GOOGLE ADS

Google Ads makes it easy to showcase your company's unique features so you can reach customers looking for the products or services you offer.

We will customize your ad to the results you want. Regardless of the advertising goal you choose, Google Ads can provide you with comprehensive assistance.



We will increase the number of calls to your business.



We will increase the number of visits to your store



We will encourage users to visit your site.

GOOGLE ADS



What exactly do we do?

We break it down into stages!

1. Development of advertising strategy.
2. Preparation of the campaign.
3. Launching search ads on the web.
4. Launching the campaign on the advertising network.
5. Launching ads on YouTube.com
6. Launching remarketing campaign (Social Media + YouTube + Banner advertising).
7. Regular monitoring and optimization of campaigns.

CAMPAIGN EXTENSION

In addition to Google search campaigns, we launch banner campaigns in the advertising network, for example: on portals with topics similar to our offer or targeted by user interests.

In addition, a remarketing campaign is launched, targeting users who have previously visited our website.

Cost per click for banner and remarketing campaigns are typically lower than in a search engine.

The cost per click is then about **PLN 0.1**.



A budget of PLN200 allows for **2,000 website visits**



A budget of PLN400 allows for **4,000 website visits**



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BING ADS

Why you should advertise in Bing Ads?

Less competition, lower costs: Bing Ads has less competition than Google Ads, resulting in lower cost-per-click (CPC) and higher ad visibility.

Reaching a unique target audience: Bing users are often affluent and educated people, such as executives, corporate employees and CEOs. This is an ideal target group for premium products and services.

Growing popularity: Bing is steadily increasing its share of the search engine market. It now handles more than 15% of searches in the US and has growing popularity in other markets.

Statistics:

38% of Bing users have an income of more than \$400,000 a year.

45% of Bing users are college educated.



Bing Ads is an effective advertising platform that allows you to reach a unique and wealthy target audience at a lower cost than Google Ads. Bing's growing popularity and integration with Microsoft products make it an attractive option for advertisers.

66% of Bing users use the search engine for business purposes.

Bing handles 1/3 of searches on Windows computers.

PROGRAMMATIC

The most precise advertising system in the world, unrestricted by any regulations!

How does the system “know” to whom to display an ad?

This uses for example behavioral targeting - based on user behavior. Among other things, cookies that record the user's browsing history and interests help in determining them.

In addition, they help determine the best time (e.g. time of day) to publish an ad and inform about the type of device a user uses.





WE ONLY IMPLEMENT **PROVEN SOLUTIONS**

EVERY MONTH

We generate a professional landing page targeting the local market

EVERY QUARTER

We launch a dedicated seasonal promotion

SALES MANAGO



Customer profiling



Marketing automation



Contact monitoring

Certyfikat SALESmanago
Marketing Automation

PROFESSIONAL



Izabela Mokrzyńska

Ukończyła kurs SALESmanago Marketing Automation Specialist i posiada wszystkie umiejętności potrzebne do tworzenia kampanii automatyzacji marketingu i obsługi systemu SALESmanago Marketing Automation.

22305247

Nr

23.05.2024

Data certyfikatu

Grzegorz Białewicz

PREZES ZARZĄDU

Podpis

BENHAUER
Sp. z o.o.
ul. Grzegorzowska 21
31-532 Kraków
NIP: 676-244-77-54

ADVERTISING CAMPAIGN SCHEME





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PRICE OFFER

Below are the estimated costs of a monthly advertising campaign, including comprehensive support. We would like to remind you that **a whole team of specialists** is working for you, and we are creating an external advertising department for you.

- ✔ We handle your **Social Media comprehensively** - we publish posts daily
- ✔ We implement extended **analytics** and monitor the activities of your competitors
- ✔ We prepare **graphic materials** - ad kits, company materials, advertising materials. Including flyers, catalogs or banners
- ✔ We maintain the **website** and create regular content for it
- ✔ We support **Facebook ADS, Google ADS, Bing ADS, Programmatic** campaigns
- ✔ We plan **advertising campaigns** and take care of the promotion calendar
- ✔ We design and implement **1 landing page** per month
- ✔ We handle **LinkedIn** profiles comprehensively

Comprehensive advertising service is a very wide package of activities at a price of 5900 PLN net/month.

However, you must be aware of the funds deposited into your Google and Facebook accounts:

Recommended budget for Google ADS campaigns (including YouTube ads) - **PLN 1500 PLN/ month.**

Suggested budget for Facebook ADS campaign - **1000 PLN / month.**

These budgets will allow us to reach **more than 250,000 recipients** each month.
Your potential customers.

THEY TRUSTED US







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CONTACT US

kamil@agencjawizerunku.pl

+48 690 013 155

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