



# ПРИВЕТ!

## DIGITAL MARKETING

### КАК СПЛАНИРОВАТЬ СВОЙ БЮДЖЕТ



ИТОГИ

SEO

планирование

платформы

цели



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спикер

# КОМУ И ЗАЧЕМ НУЖНО РЕКЛАМИРОВАТЬСЯ

ИТОГИ

SEO

планирование

платформы

ВЫСОКИЕ  
РЕЗУЛЬТАТЫ



НИЗКИЕ  
РЕЗУЛЬТАТЫ



НИЗКИЕ ЗАТРАТЫ

ВЫСОКИЕ ЗАТРАТЫ



1

Есть сформированный спрос

2

Есть органический трафик

3

Есть портрет аудитории

4

Есть измеримые цели



цели

спикер

● РЕКЛАМНЫЕ ПЛАТФОРМЫ И КОМУ ОНИ НУЖНЫ

**facebook**  
for business



INSTAGRAM  
FACEBOOK



Google Marketing Platform

▶ Display & Video 360

🔍 Search Ads 360

📊 Analytics 360

🔧 Data Studio

🔗 Optimize 360

✓ Surveys 360

📦 Tag Manager 360



YOUTUBE  
GOOGLE ADS



платформы

цели

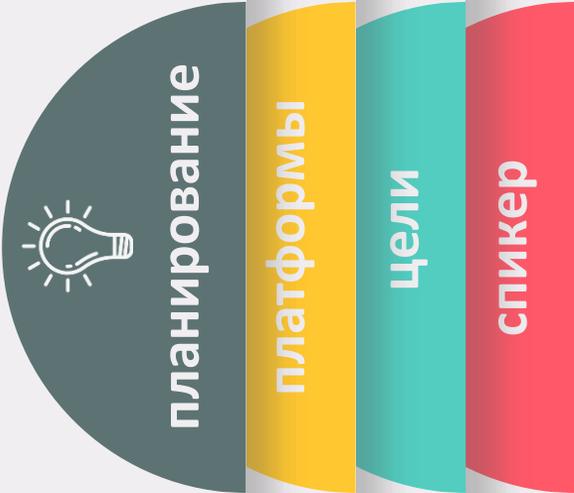
спикер

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The screenshot shows the Yandex word selection tool interface. At the top left is the Yandex logo with the text "Яндекс" and "подбор слов" below it. To the right of the logo are navigation links: "Директ", "Справочник", "Метрика", "Рекламная сеть", "Маркет", "Деньги", and "ещё". In the top right corner, there is a user profile "yurakuh" and a "Выход" (Logout) link. The main search area features a large input field with a "Подобрать" (Select) button to its right. Below the input field are three radio buttons: "По словам" (selected), "По регионам", and "История запросов". To the right of these buttons is a dropdown menu currently set to "СНГ (исключая Россию)". Below the search area is a text box with instructions: "Введите слово или словосочетание, обозначающее ваш товар или услугу, и нажмите кнопку «Подобрать»." followed by a paragraph explaining that the results will show search statistics on Yandex, including a preliminary forecast of the number of impressions per month. It also notes that numbers next to each query provide a forecast, and that a number next to the word "телефон" indicates the number of impressions for all queries containing that word, such as "купить телефон", "сотовый телефон", etc. At the bottom of the page, there is a language selector set to "Русский" and a footer with "Служба поддержки" and "© 2008–2021 ООО «Яндекс»". On the left side of the screenshot, there is a sidebar with a "YWA 1.8.2" header, a toolbar with icons for home, back, forward, and search, and a "SEMANTICA online-школа" advertisement with a "Подробнее о курсах" button and links for "SEO / Реклама / Контекст-маркетинг".



The screenshot displays the Google Ads 'All campaigns' overview page. The interface includes a top navigation bar with 'Google Ads' and 'All campaigns' labels, and a utility bar with icons for search, reports, tools & settings, and billing. A left sidebar lists various campaign types (Search, Display, Video, Discovery) and a list of active campaigns, including '01.1 Magento to Shopify migration - USA' through '07. Remarketing'. The main content area is titled 'Overview' and shows a 'NEW CAMPAIGN' button, a performance bar chart, and a line graph comparing 'Clicks' (blue) and 'Impressions' (red) from the 3rd quarter of 2009 to the 1st quarter of 2021. A tooltip for the 2nd quarter of 2017 shows 0 clicks and 0 impressions. To the right, a 'Recommendations' panel shows a 90.4% optimization score and a suggestion to 'Add structured snippets to your ads' for a +5.1% improvement. Below the graphs are two tables: 'Campaigns' and 'Search keywords', both with columns for Cost, Clicks, and CTR. The 'Campaigns' table shows a cost of \$4,080.92 with 840 clicks and a 5.20% CTR. The 'Search keywords' table shows a cost of \$2,443.03 with 382 clicks and a 10.74% CTR.

Ad Sets 55706570 (55706570) 1 Ad With Errors Updated just now Discard Drafts Review and Publish (6)

**Warning**  
The credit card used for this ad account has expired. Please go to **Billing** to update your payment method.

**Additional Information**  
Due to a technical issue, you were billed incorrectly for some of your ads. We have resolved the issue and refunded CA\$0.43 on 2021-02-04 to the payment method on your ad account 55706570. For those receiving credit memos, they will be issued with your invoice at the end of the month. We appreciate your accommodation for the inconvenience this refund may have caused.

Search and filter Last 7 days: Feb 8, 2021 – Feb 14, 2021  
Note: Does not include today's data

Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Results	Reach	Impressions	Cost per
New Ad Set	Ad Off	Lowest cost <small>Link Clicks</small>	\$20.00 <small>Daily</small>		7-day click or ...	<small>Link Click</small>			
Results from 1 ad set					7-day click or ...	<small>Link Click</small>	People	Total	

ИТОГИ

SEO

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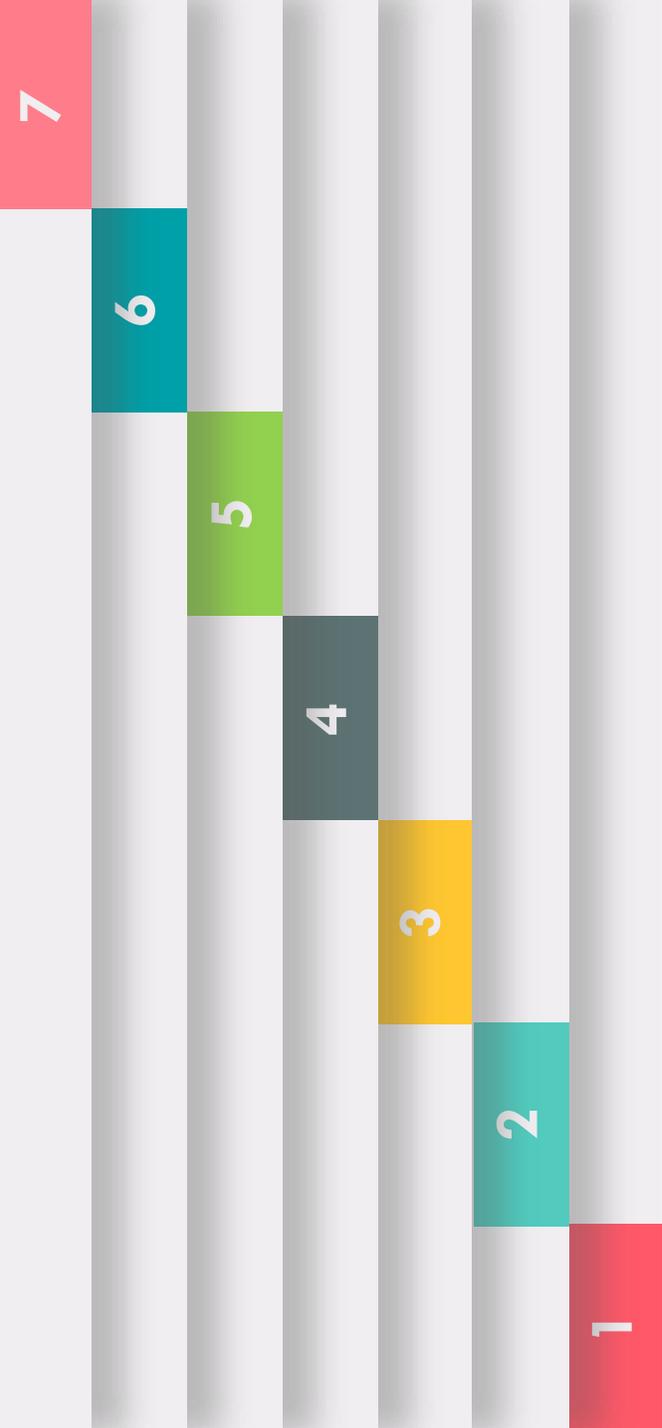
платформы

цели

спикер







**Что выбрать:  
агентство,  
фриланс или  
себя?**



# АГЕНТСТВО

ГАРАНТИИ



ВРЕМЯ



ЦЕНА



# ФРИЛАНС

## ГАРАНТИИ



## ВРЕМЯ



## ЦЕНА



# ДЕЛАТЬ САМОМУ

ГАРАНТИИ

ВРЕМЯ

ЦЕНА



# ЧТО МОЖНО СДЕЛАТЬ САМОМУ

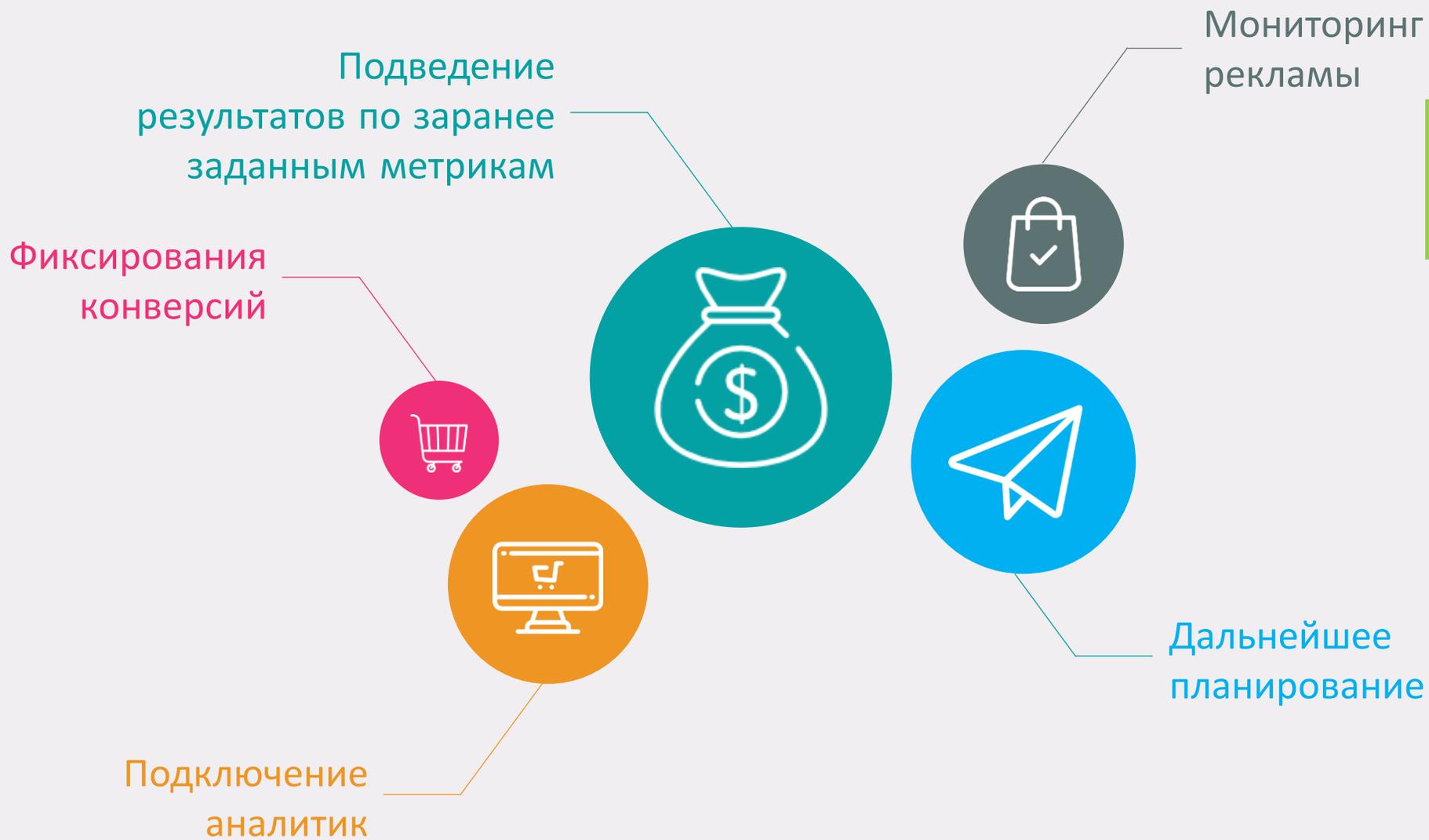
## РЕКЛАМА

- 01 Подобрать ключевые и минус слова
- 02 Написать текста объявлений
- 03 Подобрать аудитории
- 04 Спланировать и заранее сформулировать метрики
- 05 Запустить

## SEO

- 01 Проверить сайт по чек-листам
- 02 Определить семантическое ядро
- 03 Обозначить план трафика и сроки
- 04 Выдавать задания по чек-листу
- 05 Просить публиковать ссылки без nofollow

# НА ЧЕМ НЕЛЬЗЯ ЭКОНОМИТЬ



5

4

3

2

1

# ЛАЙФХАКИ

Google



Google для  
некоммерческих  
организаций

Facebook



НДС Facebook

СМИ



Просите ставить  
полезные  
ссылки

6

5

4

3

2

1



# Спасибо за внимание!

## Время вопросов



<https://ads.google.com/home/tools/keyword-planner/>



<https://wordstat.yandex.ru/>



<https://www.facebook.com/ads/planner>



<https://www.process.st/checklist/new-facebook-ads-creation-checklist/>



<https://backlinko.com/seo-checklist>



<https://www.vazooky.com.au/r/google-ads-guide/>



<https://vk.com/ads>