

Interest Marketing

Challenging
Competition



OPAL INFOTECH



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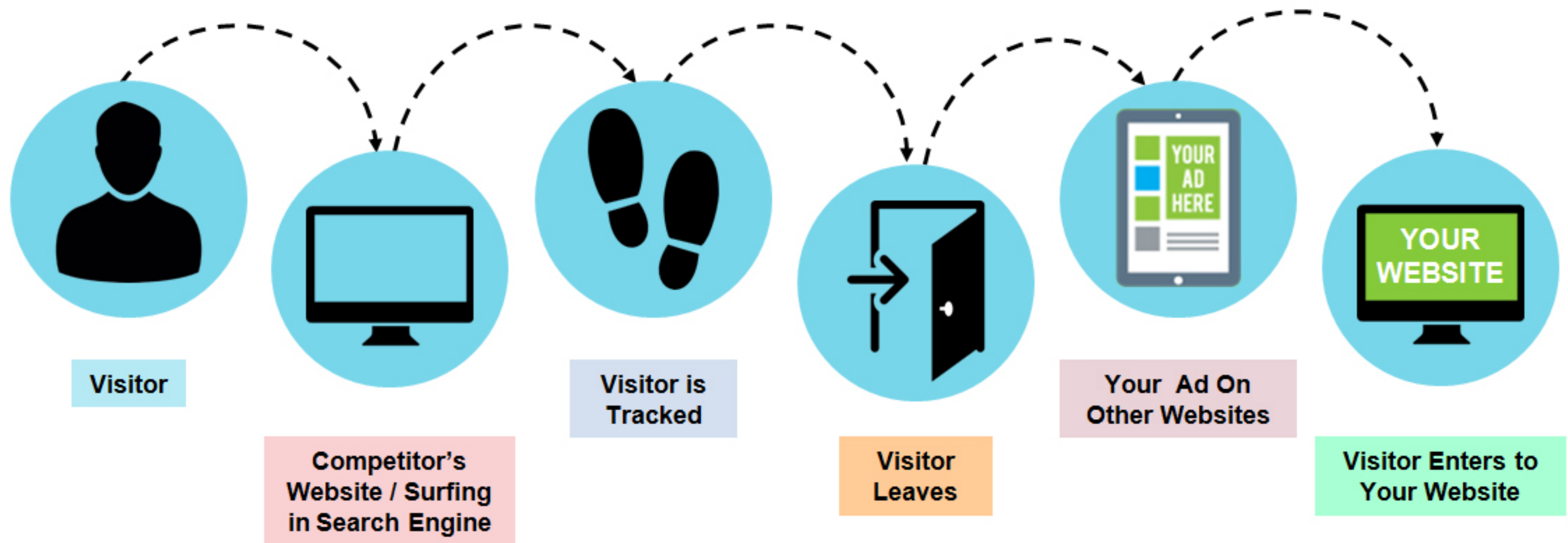
Do You Know?



- ▶ Who can be your potential customer?
- ▶ Who is searching for the information related to your business?
- ▶ Who is visiting your competitor's website, may be for finalizing deal?

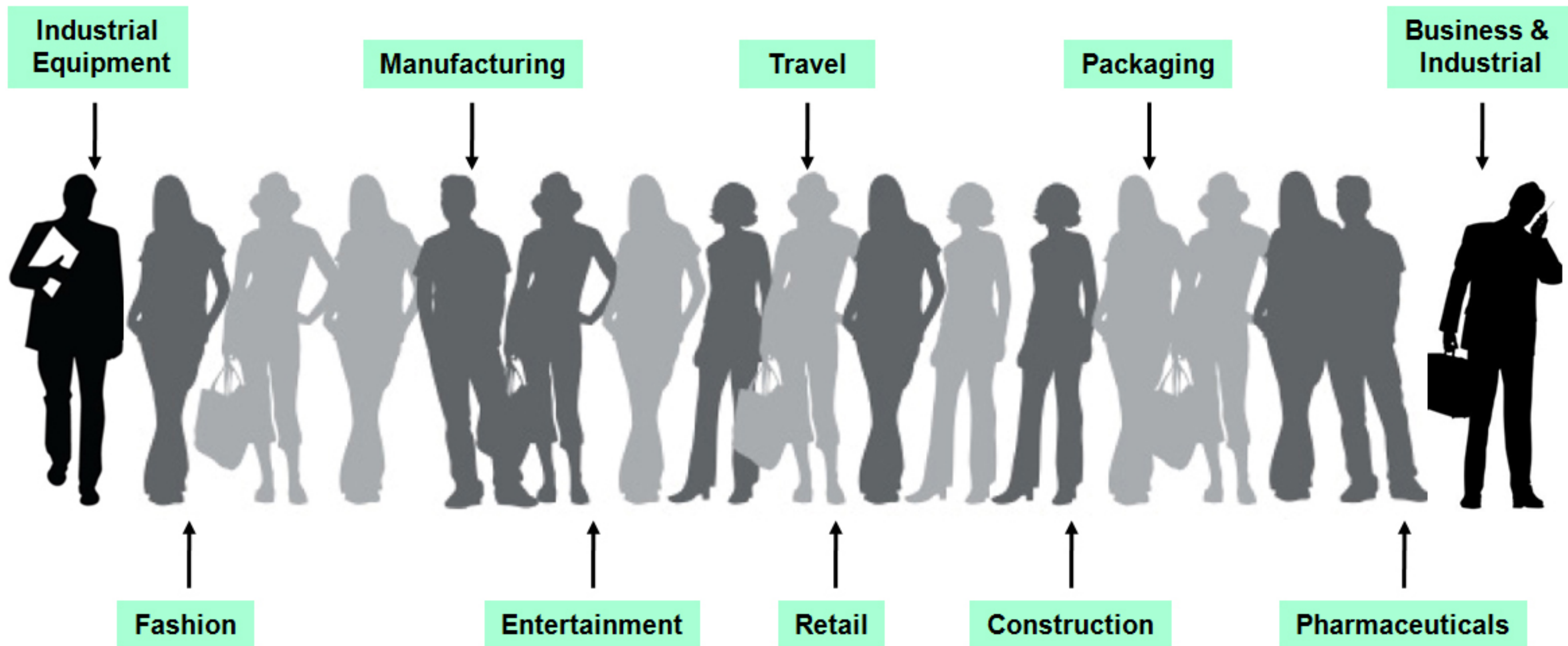
Google has Answer

Interest Marketing



What is Interest Marketing?

- ▶ It is a targeting tool that connects you with people whose interest relates to your product or service.



Who can see your AD's?

- ▶ Audience using predefined keywords
- ▶ Audience viewing predefined websites



Where can they see your AD?

- ▶ On millions of Google Partner websites



How Opal Infotech can help you?

- ▶ Creating tailor made campaign
- ▶ Design engaging banners of different sizes
- ▶ Research on your competition
- ▶ Geographic, Demographic and Language selection
- ▶ Exclusion of keywords and placements
- ▶ C.P.E (Cost Per Engagement) monitoring
- ▶ Optimizing campaign





OPAL INFOTECH

- ▶ Web Solutions Since 1999
- ▶ An ISO 27001:2005 and ISO 9001:2008 company
- ▶ Google Certified Partner
- ▶ Complete Web Solution including;
 - Web Designing and Development
 - Mobile Compatible Website
 - Google AdWords
 - Search Engine Optimization (SEO)
 - Social Media Optimization (SMO)
- ▶ Presence in 45+ Countries with more than 950 clients



Thank You