

NITARO DIGITAL MARKETING

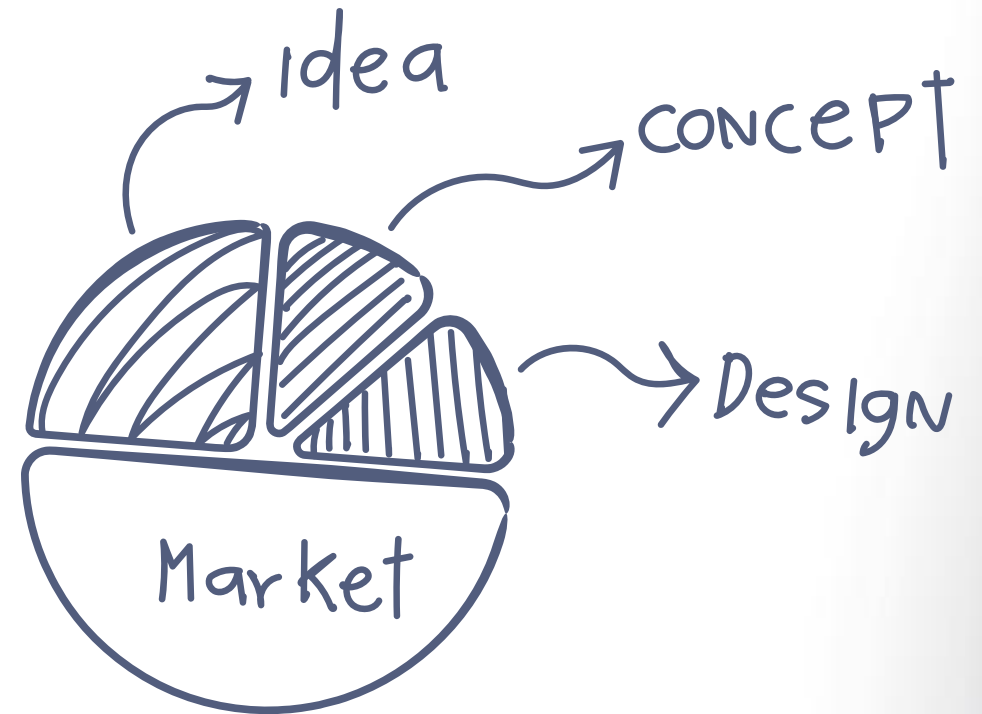
AGENCY CREDENTIALS 2018

www.nitaro.net

jk@nitaro.net 010-5133-0317

■ ABOUT US

- Online advertising agency in Seoul, Korea
- PPC | SEO | SNS | Influencer marketing
- Creative and result oriented
- Fluent in English, Dutch and Korean



SERVICES

Your company is unique, so your digital marketing strategy should be tailored to your needs!

ONLINE ADVERTISING SERVICES:



Pay per click (PPC)
Paid ads in Google / Naver / Daum / Facebook



Long tail semantic keyword analysis



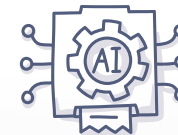
Search Engine Optimization (SEO)
Top ranking in Google / Naver / Daum



Content marketing

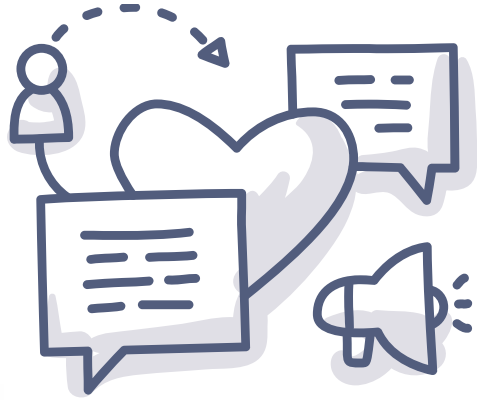


Social Media (SNS) Marketing
Instagram, YouTube (micro) influencer marketing



Web development

■ WHAT WE DO



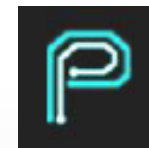
Google Ads, Analytics, Webmaster,
Facebook, Instagram, LinkedIn, Twitter,
Naver, Daum, KakaoTalk and Baidu.

Optional: remarketing / retargeting, competitor keyword research, company, market & competitor analysis, automation, translation (e.g. Korean, Mandarin, Cantonese, Japanese).

We started 10 years ago and our specialties are: education, tourism, startups, gaming, medical, blockchain, cosmetics / makeup.

PORTFOLIO

Our portfolio is here: www.nitaro.net/portfolio



PROJECT OUTLINE PPC

Long tail semantic keyword analysis

- Categorized by “root” keywords
- Naver related keywords
- Google related keywords
- Optional: competitor keywords

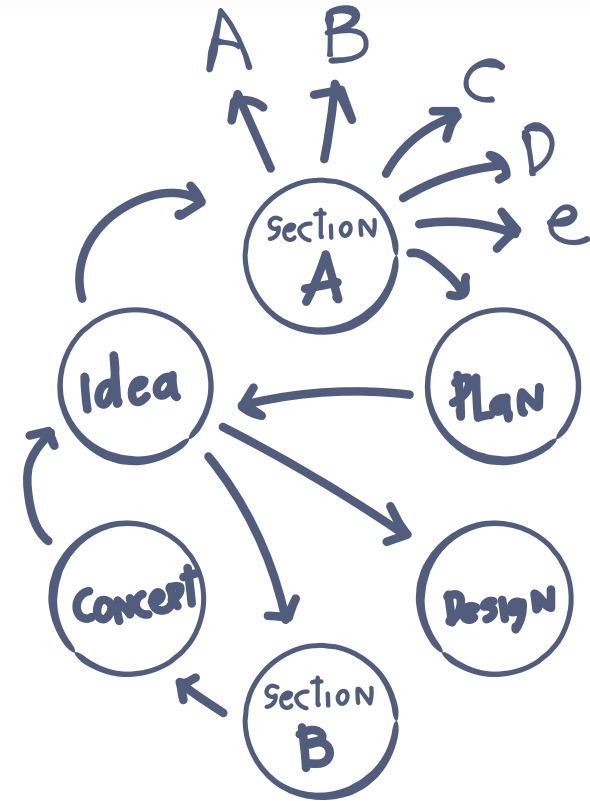
Naver / Google / Daum conversion tracking

Google / Daum remarketing

Timeline

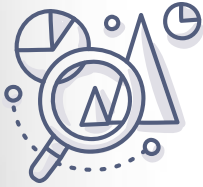
1. In the first week of running the campaign: campaign will be monitored daily, after that once a week
2. Non performing keywords will be paused daily in the first week, after that once a week
3. New keywords will be added daily in the first week, after that once a week
4. Bids will be adjusted daily in the first week, after that once a week

Reports (CTR, CPC, etc.) will be sent monthly / weekly



PROJECT OUTLINE SEO

SEO audit



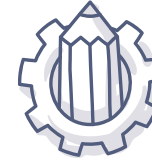
1. Crawl
2. Meta / tracking tags
3. SERP
4. Traffic
5. Backlinks
6. Site speed
7. Mobile friendliness
8. Possible penalties (and removal / disavow)

On site SEO



1. Meta tags
2. Copywriting
3. UX / UI design
4. Internal linking
5. Anchor text
6. Optimize landing page
7. Conversion optimization

Content marketing



1. Content gap analysis
2. Skyscraper technique
3. Infographic, video, etc.

Link building

1. (Competitor) backlink analysis
2. White hat link building

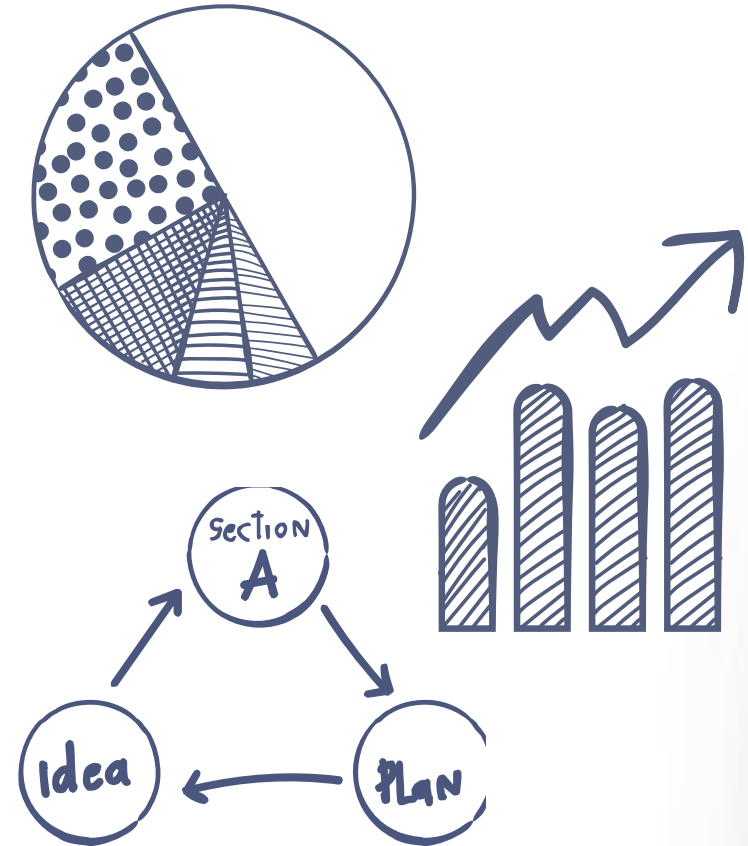
Web development



1. SSL
2. Local cloud hosting (AWS, Digital Ocean)
3. Optional: PPC landing pages / click funnels

PROJECT OUTLINE SNS

1. Instagram, Facebook, Naver, Daum, etc.
2. Daily / weekly posting
3. Unique, custom made content
4. Strategic use of keywords / hashtags
5. Blogs
6. Infographics
7. Strictly white hat, no robots involved



■ CASE-1

1. Online Service Provider in USA

14.3%
REGISTRATION
RATE

749 KRW
0.64 USD
COST PER CLICK

■ CASE-2

1. B2B agency in Korea

+10%
CTR

+6%
Conversion rate

■ OUR USP

- Use of latest techniques
- Custom made, flexible strategy

■ PRINCIPLES

Values

- Diversity
- Sustainability
- Achievement

We want to tell your story and amplify it!



■ CONTACT US

Ask us about the digital marketing strategy to help reach your organization's goals. Contact us now for a free consultation!

- Email: jk@nitaro.net
- Website: www.nitaro.net
- Phone: 010-5133-0317