

digital

Sitepromotion

Online-Marketing-Pakete

A woman with long brown hair, wearing a blue and white striped button-down shirt, is looking intently at a laptop screen. She has black-rimmed glasses resting on her chin. To her left, a man with a beard and glasses is partially visible, looking towards the laptop. To her right, another man is partially visible, gesturing with his hand. The background is a bright, modern office setting with a lamp and shelves. A pink horizontal bar is overlaid across the middle of the image, containing the word 'Konzept' in white text.

Konzept

Ganzheitliches Online-Marketing

Advertising

Budgetierung und Schaltung
von Anzeigenkampagnen

Optimization

Kontinuierliche Verbesserung von
Ranking und Konversionen

Content

Erstellung, Erweiterung und
Verbreitung von Inhalten

Reporting

Monitoring und Auswertung
mit regelmäßigen Berichten

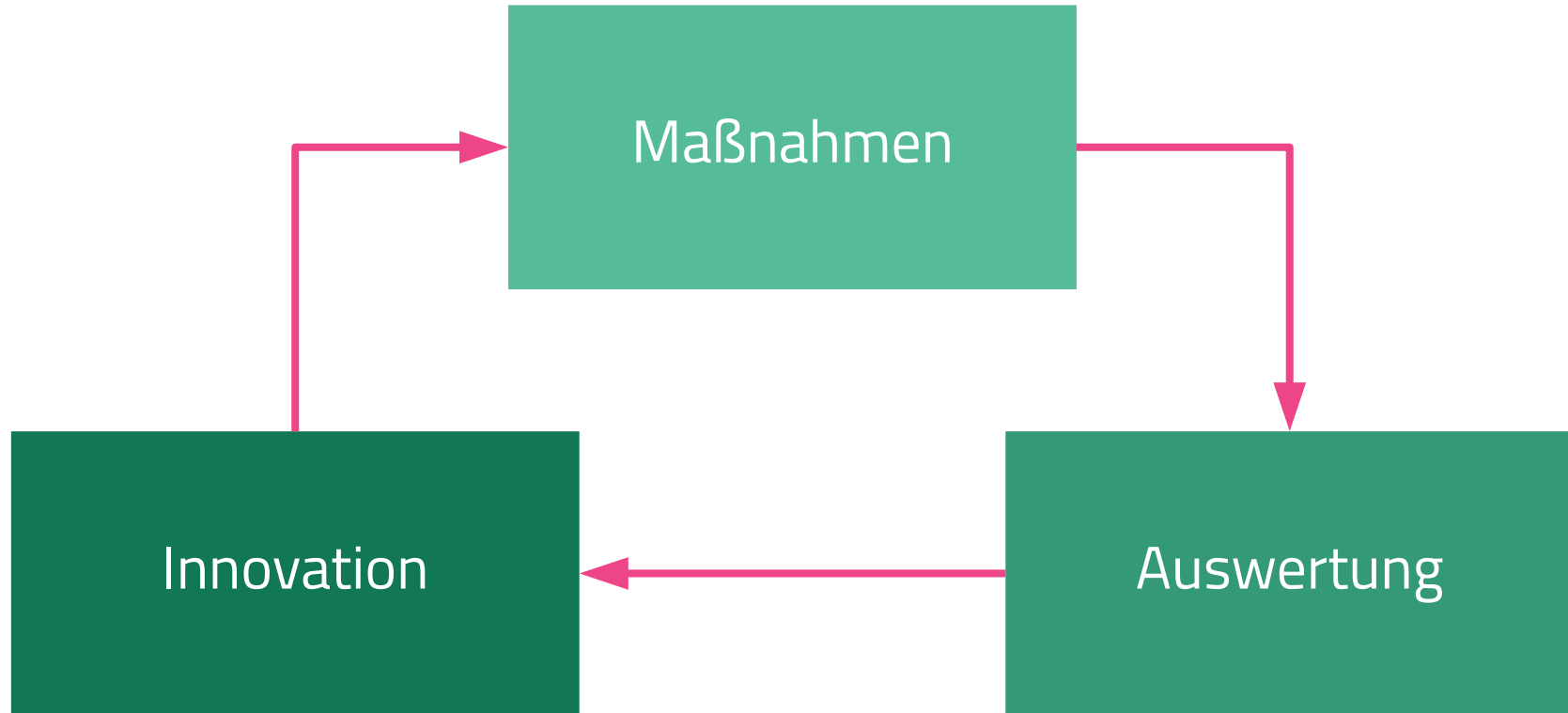
Ausrichtung am konkreten Bedarf

wigital



Umsetzung als iterativer Prozess

wigital



Monitoring für hohe Transparenz

- Voraussetzung: Messbarkeit von Erfolgen
- Auswertung Google Ads / Facebook Ads
- Auswertung über die Webanalyse
 - Quellen und Besucherverkehr
 - Zielgruppen und Nutzerverhalten
 - Zielerreichung und Konversionen
- Überwachung des Rankings
- Regelmäßige Kennzahlenberichte

A photograph of three business professionals in an office setting. A woman in a pink striped shirt is on the left, looking at a laptop. A man with glasses and a beard in a white shirt is in the center, looking towards the laptop. A man with a beard in a dark shirt is on the right, looking towards the center. A semi-transparent pink horizontal bar is overlaid across the middle of the image, containing the word 'Lösung' in white text.

Lösung

Pakete für individuelle Anforderungen

	Stage I	Stage II	Stage III	Stage IV	Stage V	Stage VI
Advertising	1	2	3	5	8	10+
Optimization	● ○ ○ ○ ○ ○ ○ ○	● ● ○ ○ ○ ○ ○ ○	● ● ● ○ ○ ○ ○ ○	● ● ● ● ○ ○ ○ ○	● ● ● ● ● ○ ○ ○	● ● ● ● ● ● ● ●
Content	○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○	● ○ ○ ○ ○ ○ ○ ○	● ● ● ○ ○ ○ ○ ○	● ● ● ● ● ○ ○ ○	● ● ● ● ● ● ● ●
Reporting	Quartal	Quartal	Monat	Monat	Woche	Woche
Tagesbudget (€)	5-10	10-20	20-40	40-80	80-160	160-320
Monatsbudget (€)	150-300	300-600	600-1.200	1.200-2.400	2.400-4.800	2.400-4.800
Monatshonorar (€)	59,-	149,-	359,-	769,-	1.279,-	2.199,-

Stage I

Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

Advertising

1 Kampagne

Reporting

Quartalsweise

Tagesbudget

5-10 €

Monatshonorar

59,- €

Stage II

Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

Advertising

2 Kampagnen

Reporting

Quartalsweise

Tagesbudget

10-20 €

Monatshonorar

149,- €

Stage III

Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

Advertising

3 Kampagnen

Reporting

Monatlich

Tagesbudget

20-40 €

Monatshonorar

359,- €

Stage IV

Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

Advertising

5 Kampagnen

Reporting

Monatlich

Tagesbudget

40-80 €

Monatshonorar

769,- €

Stage V

Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

Advertising

8 Kampagnen

Reporting

Wöchentlich

Tagesbudget

80-160 €

Monatshonorar

1.279,- €

Stage VI

Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

Advertising

10+ Kampagnen

Reporting

Wöchentlich

Tagesbudget

160-320 €

Monatshonorar

2.199,- €

wigital

Weitere Fragen?

info@wigital.de
www.wigital.de