



## Digital advertising

We're focused on your  
business growth



# A complex approach...

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## SOCIAL MEDIA Management

direct contact, activity  
and engagement



## INFLUENCE

Marketing

Effective methods to  
attract customers

## TARGETED

Advertising

TA selection.  
Maximum result

# Effective Digital Advertising

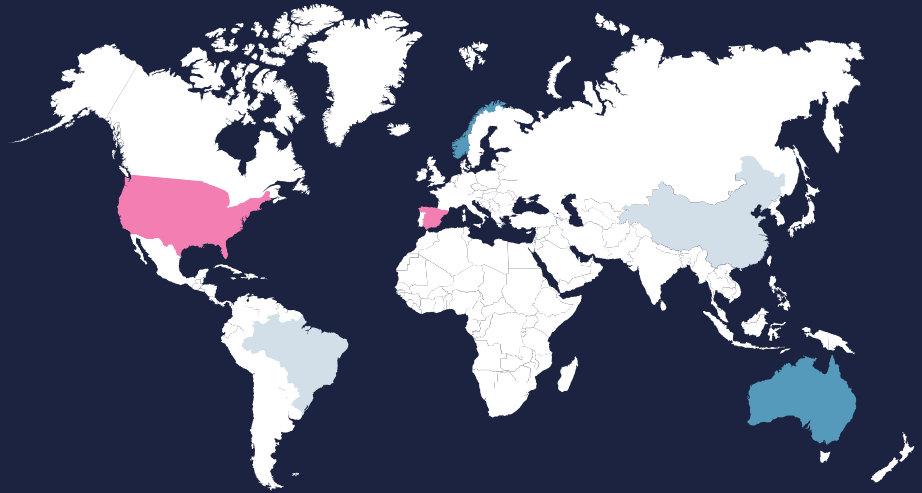
We make **perfect digital advertising based on a deep analysis of the target audience for the growth of your sales!**

- **Working on a marketing plan for the advertising campaign**
- **Making creative concepts and Media planning**
- **Advertising placements with bloggers and celebrities, campaign management**
- **Collaborations, implementation of joint projects with influencers**

# No borders for advertisement!

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Launch an advertising campaign for any target audience in any region of our planet - **It's easy!**





# Development of a marketing plan for the advertising campaign

The project begins with the formation of the **goals, objectives and opportunities** of the advertising campaign!



- Product and market research and analysis
- Performance indicators Identification: KPI
- Promotion strategy and methodology
- Promotion channels defining
- Budgeting and time management

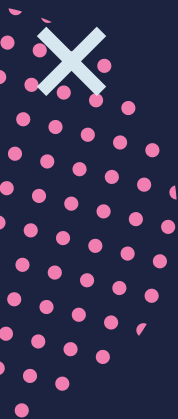
# Making creative ideas:

## Media planning

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**The media plan will show exactly** how the advertising campaign will work; **it will allow** to highlight the points!

- The format of interaction with the audience
- Creative idea creating and content formulating
- Working on technical task
- Adapting the idea to the chosen platform
- Relevant influencers selection
- Personalization of content for the influencer



# Advertising placements with bloggers and celebrities, campaign management

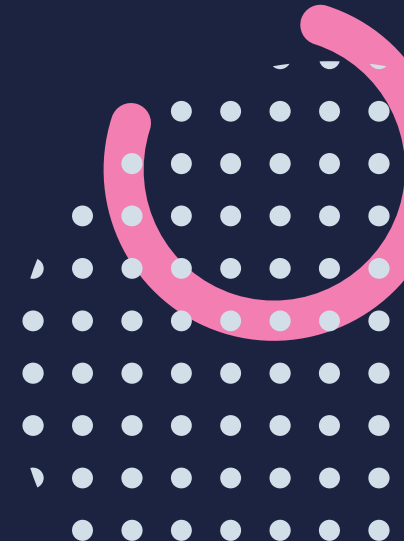
**Influencers based advertising maximizes coverage of the target audience. Proper accounting of an advertising campaign allows to achieve the best results in a short time.**

- Coordination the terms with the influencers (bloggers)
- Content creation management
- Publications coordination and statistics collecting
- Statistical indicators analyzing, KPI
- Paperwork and financial management

# Collaborations: joint advertising campaigns implementation

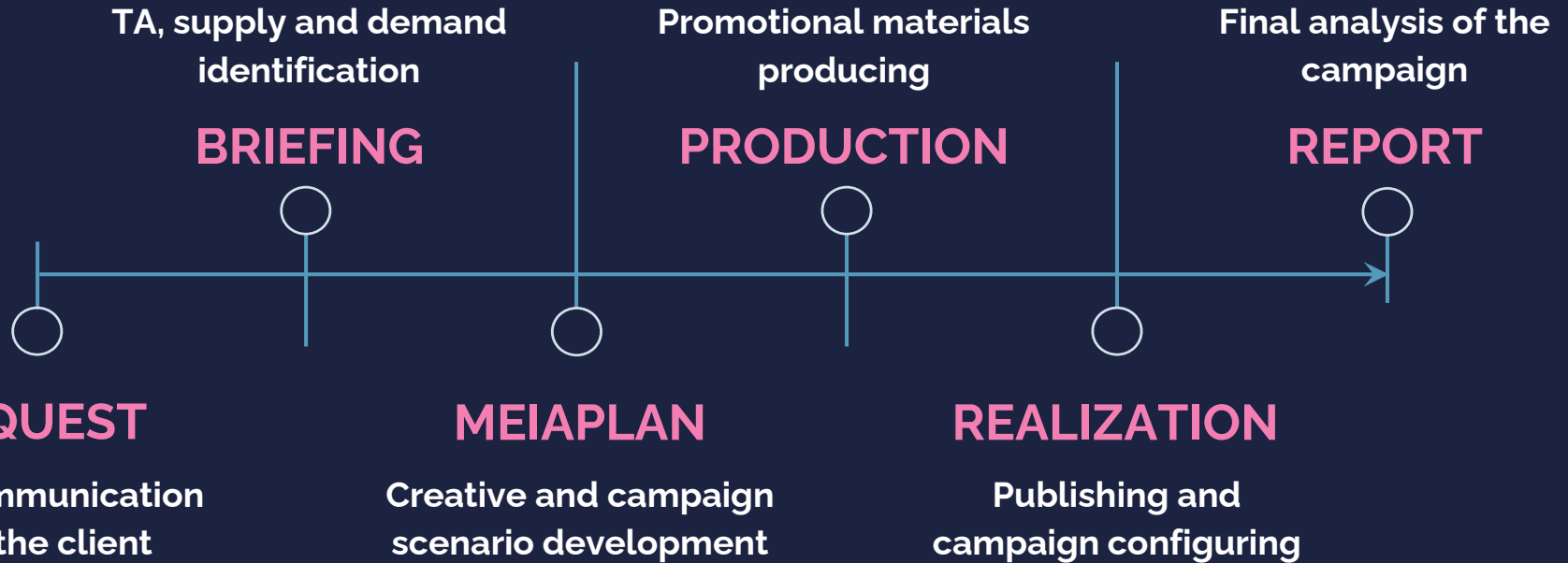
**Mutually beneficial cooperation with additional audience attracting increases the effectiveness of the advertising campaign**

- Creating a media plan for collaboration
- Attracting interested influencers
- Agreement of the terms and format of the collaboration
- Coordinating of content creation process
- Management of a joint advertising campaign





# How does it work?





DIGITAL ADVERTISING COMPANY

Any questions? Find Us 

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