Masterbook

Toyota – Kingdom of Bahrain
2013

مجموعة شركات
إبراهيم خليل كانو
EBRAHIM K. KANOO
GROUP OF COMPANIES

Executive Summary

The dynamics of the world we live in today portrays to us that the optimal method to proactively reach out and always be known and heard is through advancement in social and digital media; it is essential for Ebrahim K. Kanoo Group to become directly in contact with the local societies. Our analysis on the areas most needed for support helps us design the best strategies to create recognition to Ebrahim K. Kanoo Group as well as reaching proactively through carefully and confidentially planned media campaigns in the thousands of websites.

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Why Advertise Online?

The average time spent by an internet user in Bahrain is 72 minutes.

Online media Vs. Traditional media:

- Online media is dedicated to reach a wider range of audience with a more precise target than traditional.
- It's a less expensive way to advertise BIG.
- Its more user friendly.
- Flexibility: it's a great way to test the market on how successful the advertisement will be. Instead of going all the way to prints, and it will be too late to change anything.
- It is easier to track internet advertising results.

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Cost Model

Depending on the network, clients can choose to pay by:-

- Cost per Mile: - CPM means that clients pay for every 1,000 times their ad appears.
- Cost per Click: - CPC means that clients are only paying when their ad is clicked.

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Digital Media in Bahrain

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Digital Media in Bahrain

Utilizing Masterbook's skills will allow online users searching about cars in The Kingdom of Bahrain, to be directed to the landing page of Ebrahim K. Kanoo Group. The advantages that online digital media provides is through the ability to search for the individuals who are in interested in any given subject and immediately target and reach them, which will always result in a much more efficient method of reaching the population of interest. Masterbook has the necessary experience and services through the digital media to deliver a successful campaign to reach the goals of Ebrahim K. Kanoo Group.

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Digital Media in Bahrain

Currently, Bahrain has multiple sites of various aspects and content, none of which is advertised for online. In order to raise awareness and generate traffic to these sites, an online advertising presence must be planned and managed regularly.

In 2012 search terms relevant to cars or سيارات have increased as per to the chart in the next 2 slides which creates an opportunity to target users who look for these terms in Bahrain.

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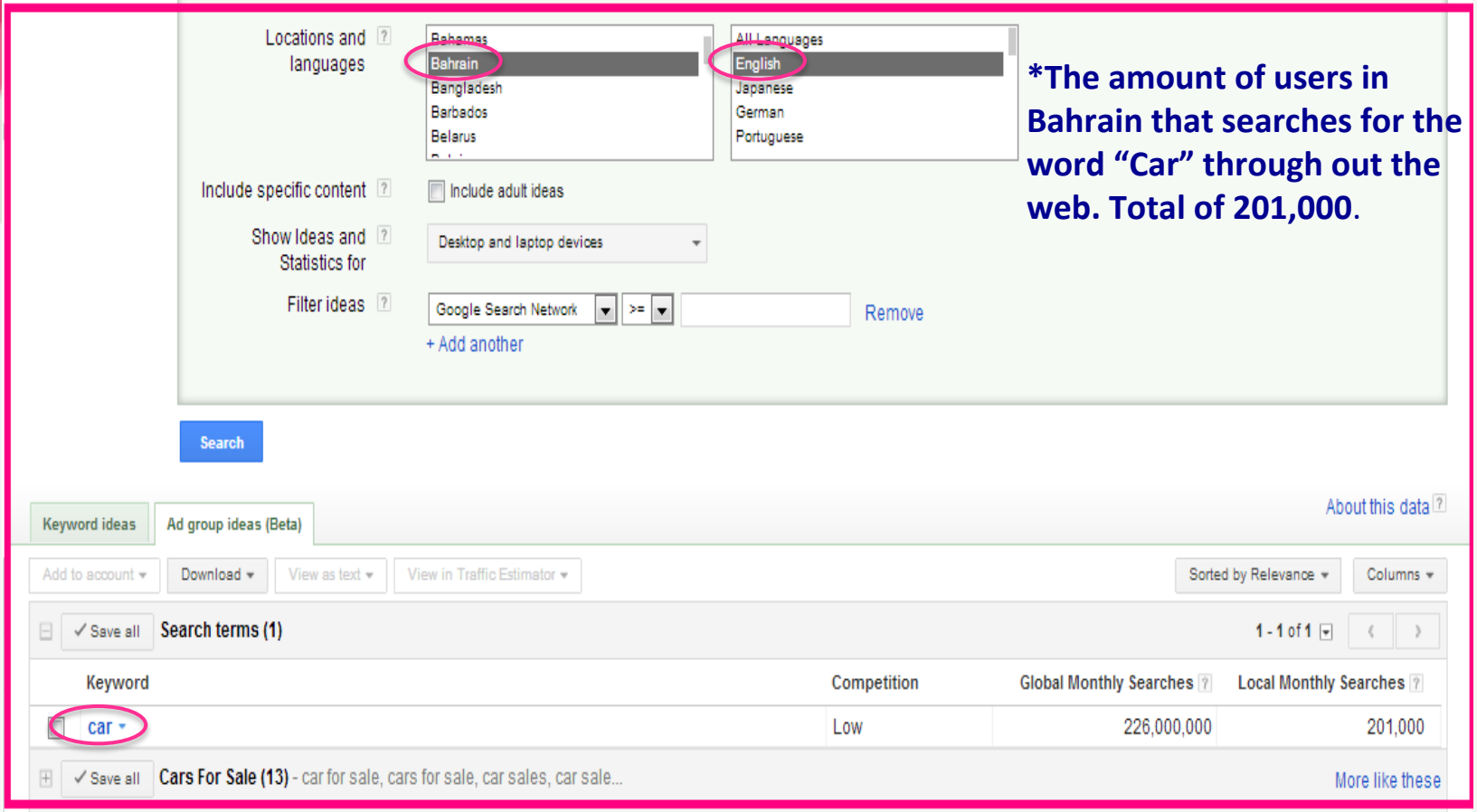
Digital Media in Bahrain



***The amount of users in Bahrain that searches for the word "Car" through out the web. Total of 201,000.**

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Digital Media in Bahrain

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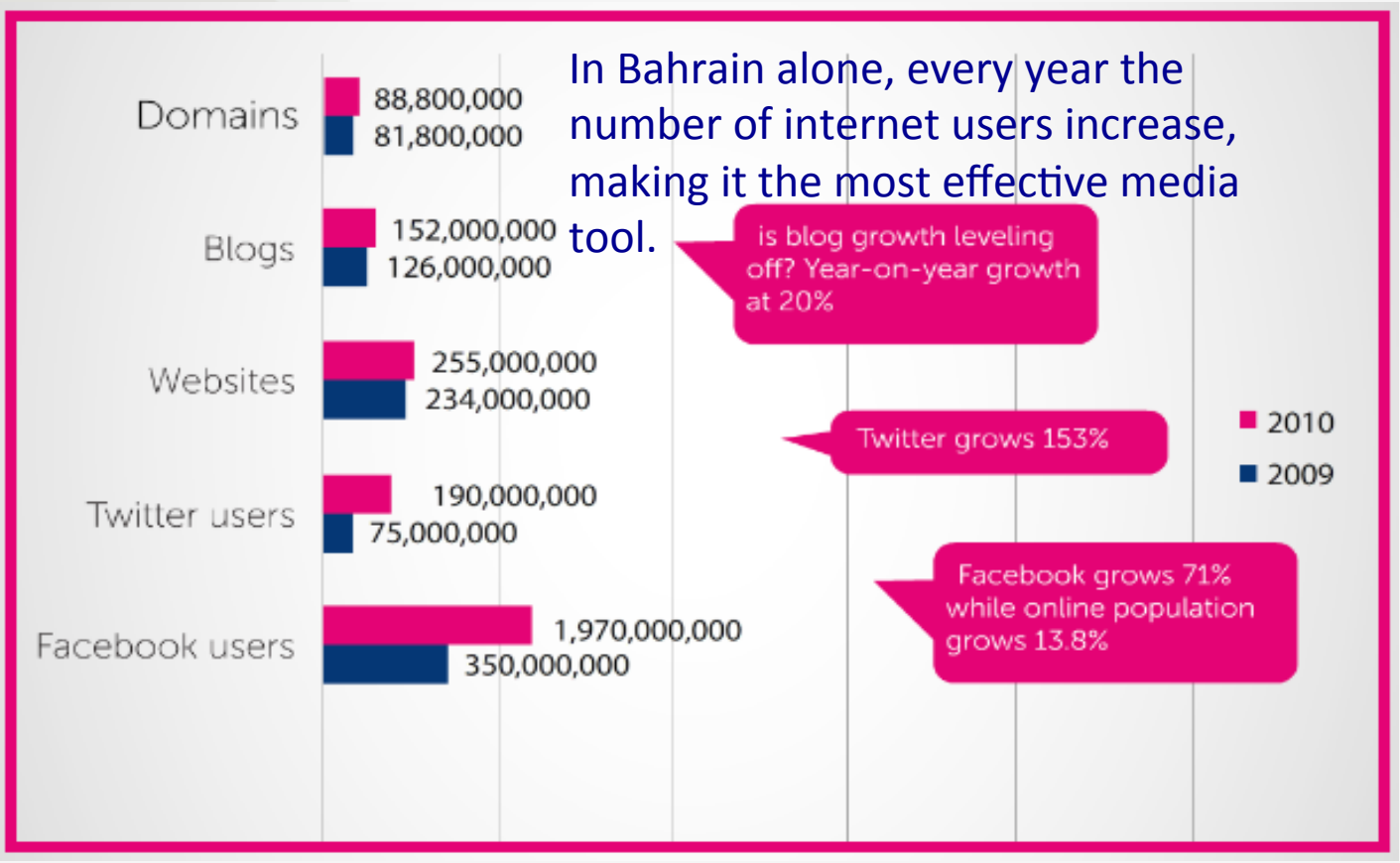
Digital Media in Bahrain



In Bahrain alone, every year the number of internet users increase, making it the most effective media tool.

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Our Services

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Services/ Products Overview

Knockbook provides a variety of services to agencies and direct clients such as:

Digital Media Planning

Media Buying and Advertising

SMO (Social Media Optimization)

Design and Animation

Full Reporting: Statistics and Analysis

Consultation

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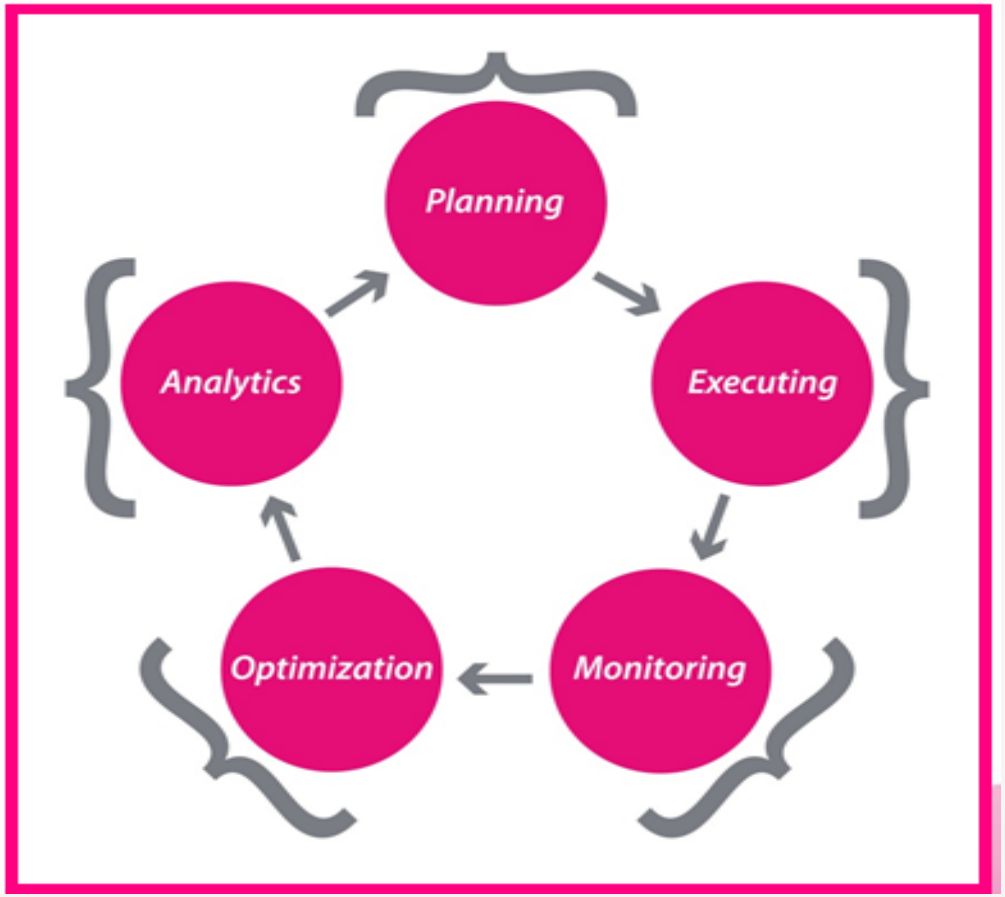
Masterbook Strategy



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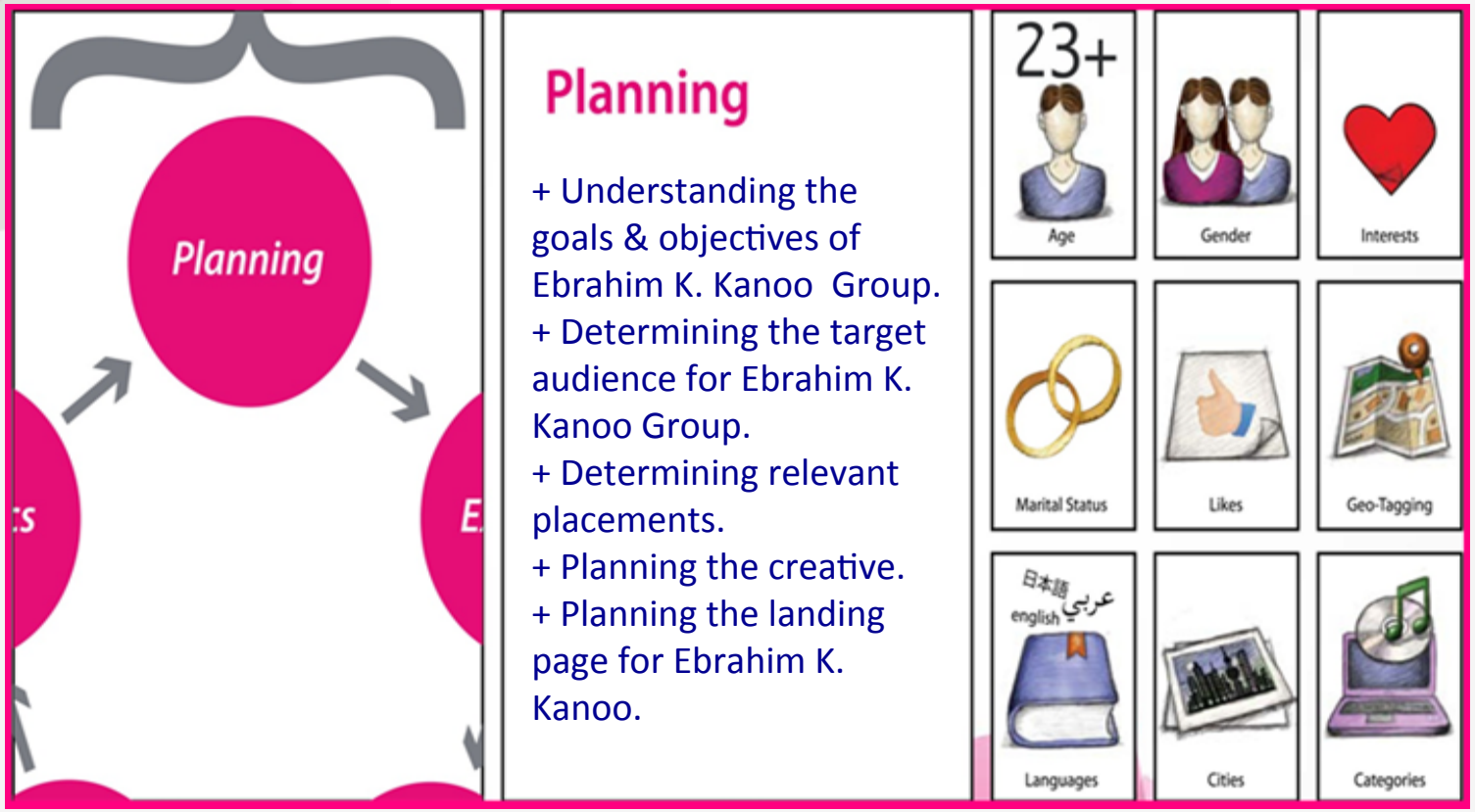
Masterbook Strategy



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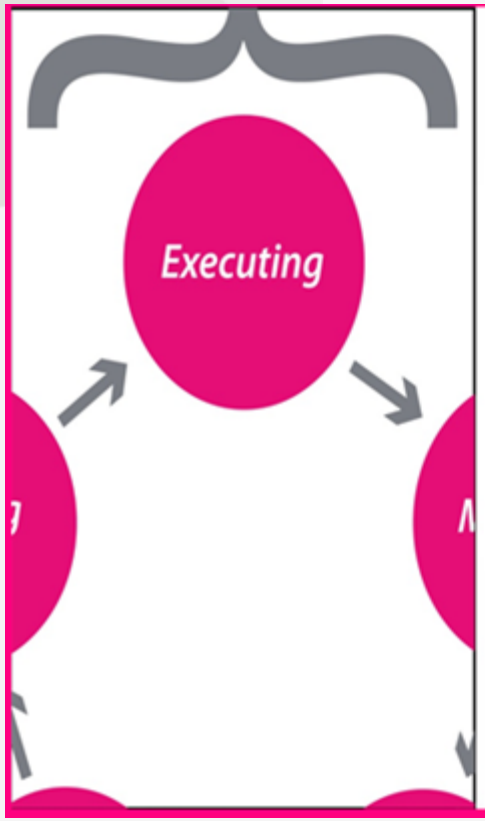
Masterbook Strategy



Executing

+ Masterbook will make sure that all the campaigns for Ebrahim K. Kanoo Group are running on all selected networks and all the placements are on time avoiding any errors.

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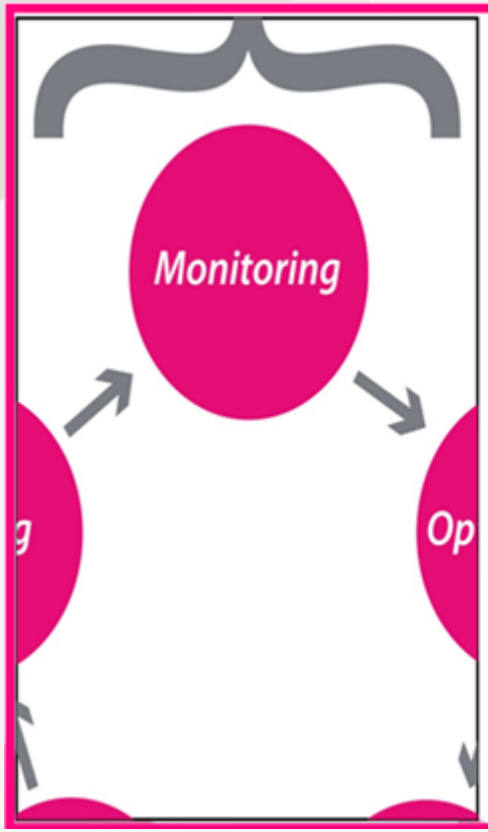
Masterbook Strategy



Monitoring

+ Masterbook team will determine:-

- The most successful placements that get exposure-clicks and conversation for Ebrahim K. Kanoo Group.
- The most successful landing page that acquires conversions and leads.
- Dealing with issues or problems that might occur during the campaign of Ebrahim K. Kanoo Group.

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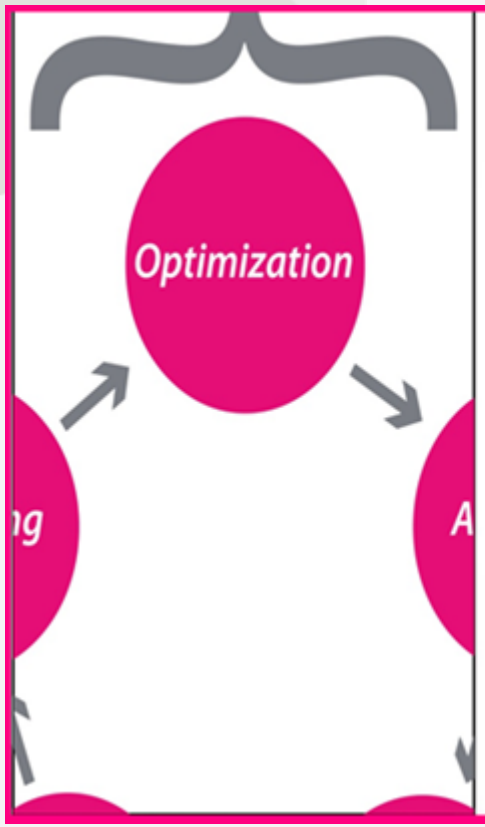
Masterbook Strategy



Optimization

+ The Masterbook team will focus on placements to get more exposure, clicks, or conversions. It all depends on the objective of Ebrahim K. Kanoo Group's campaign.
+ We reallocate budget on more successful-goal achieving networks.
+ We take corrective actions for anything that goes wrong.

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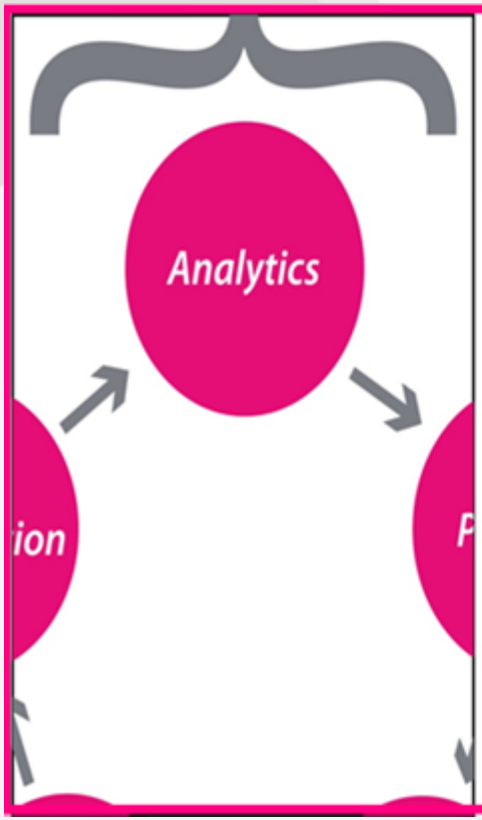

Analytics

+ Masterbook team will always monitor the results and attempt to continuously improve the potential areas of developments for Ebrahim K. Kanoo Group. The "lesson learned" strategy that we have adapted has proven fundamental in our growth and made us a trusted online advertising agency regionally.

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Google Search Engine

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Google Search Engine

Where you can target interested audience by keywords. It is a great tool for direct response advertising. You can choose to advertise for each line of product using various text ads to highlight all features and specifications.

•When a user enters a search query on Google, it scans keywords on each webpage in its index , to see if that page matches the user's query. With ads, Google scans the keywords that have been chosen to represent your line of product and show them at the very top or bottom.

•You can advertise to people searching on Google. Even if you already appear in Google's search results, AdWords can help you target new audiences who are potential buyers for your brand since you can choose exact phrases and keywords you want to trigger your text ads.

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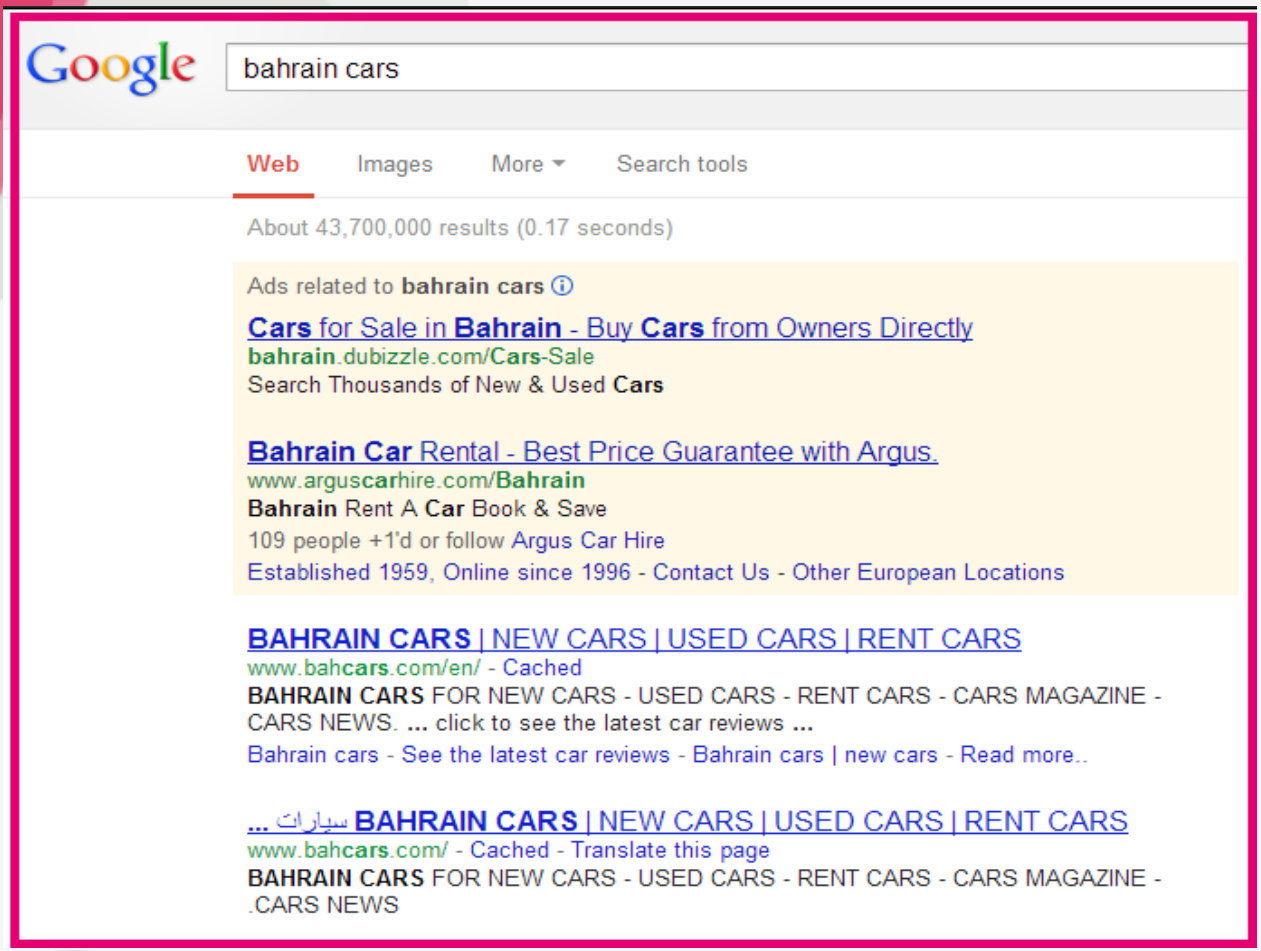
Digital Media in Bahrain



+ When searching for cars in Bahrain through Google Search Engine, you will notice that none of Ebrahim K. Kanoo Group cars are showing, which means losing a huge amount of potential buyers in the market.

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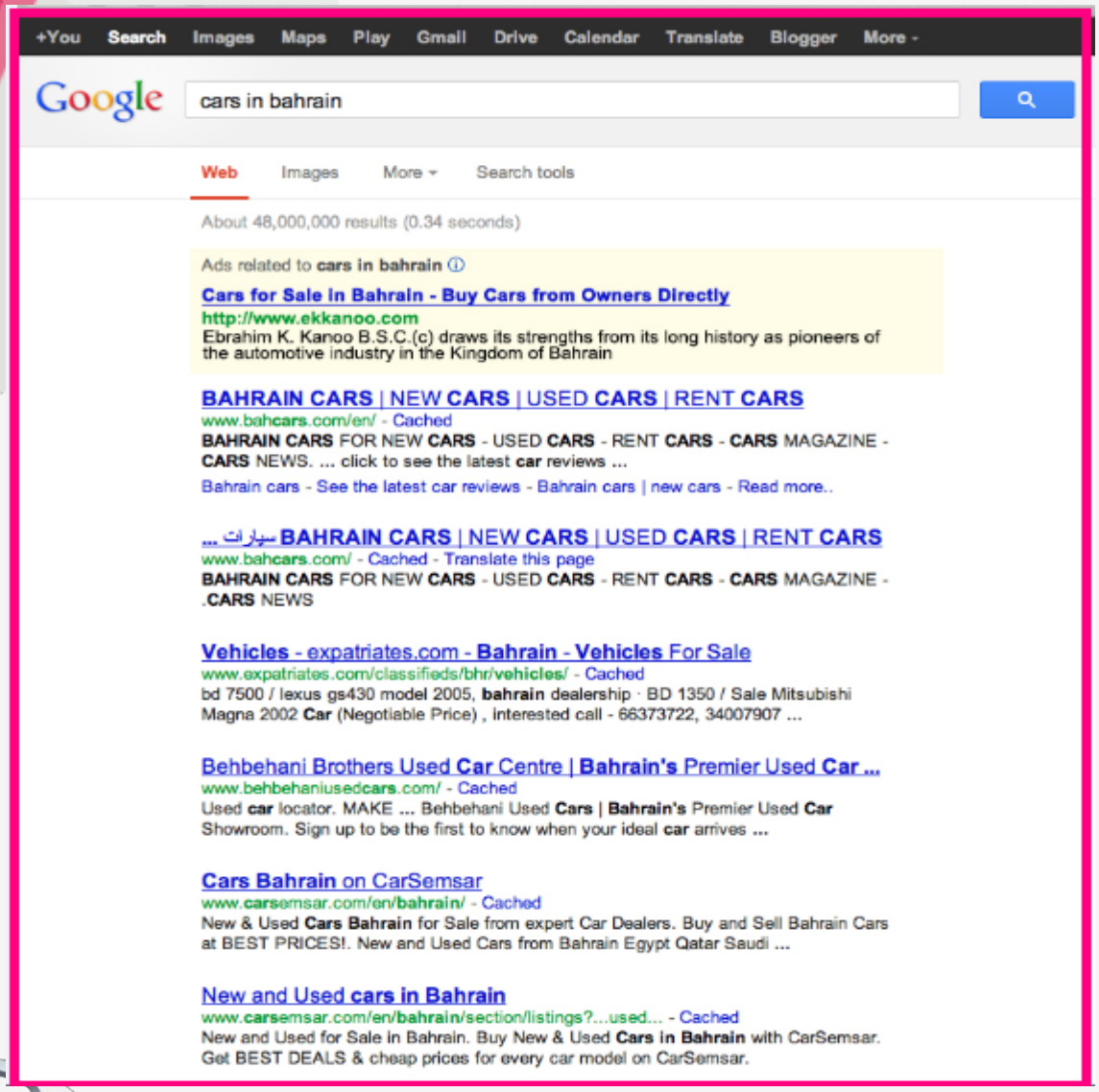

+ On the hard, being active online means being on the top of the list to all the potential buyers searching for cars in Bahrain. This is exactly how it will look when being active online. (please see image on the left)

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Google Network

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Google Network

GN is a large group of websites, such as email programs, Social and blogs; In other words, this network allows the ads to appear in all geo/ product/ services related websites. This network is very important given that it is highly effective in reaching target audience in more places, more often. Basically, you ads reach users who are looking for/interested in your services or products given the category targeting tool.

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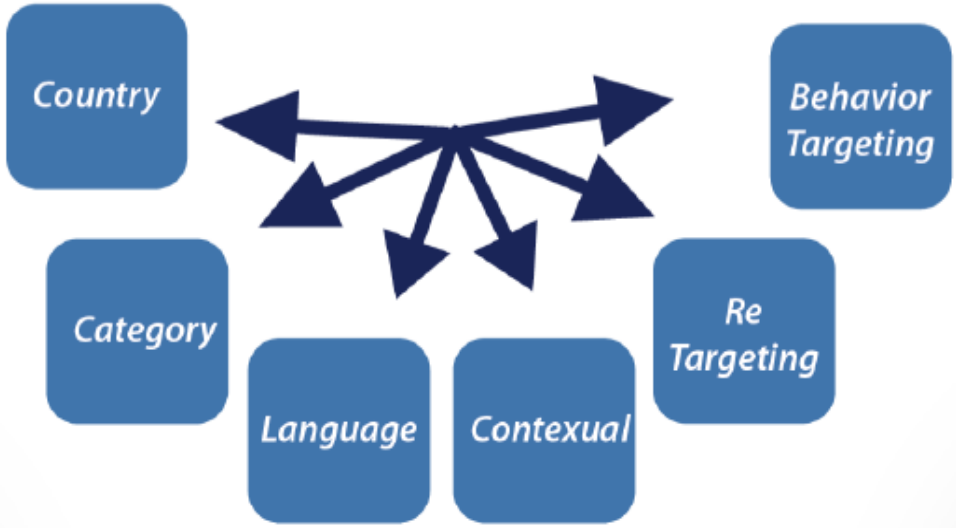
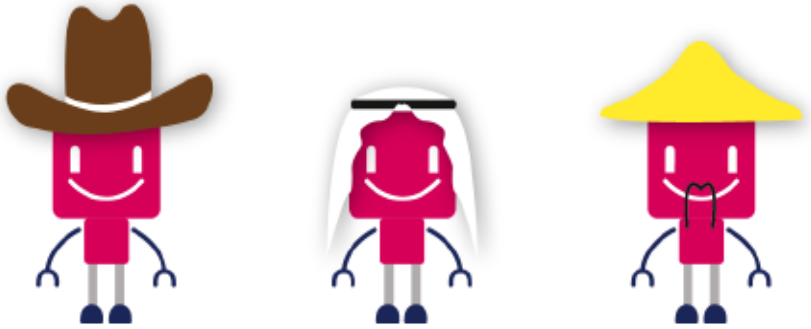
Targeting


Country
Behavior Targeting
Category
Re Targeting
Language
Contexual

Country

You can target different regions around the country where you want your product to be exposed



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Language

On the Google Network, the system looks at the language of the webpage and shows ads targeting that language.

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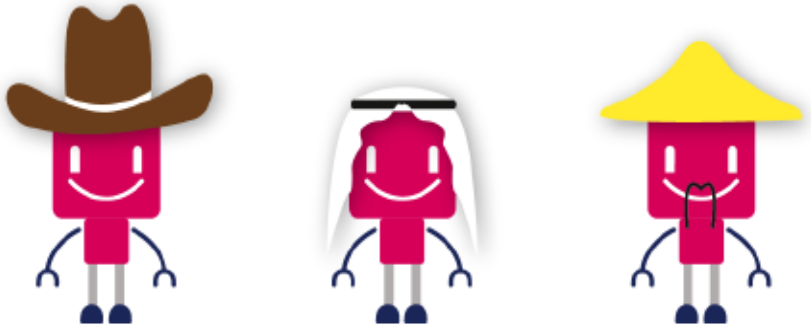
Country

You can target different regions around the country where you want your product to be exposed



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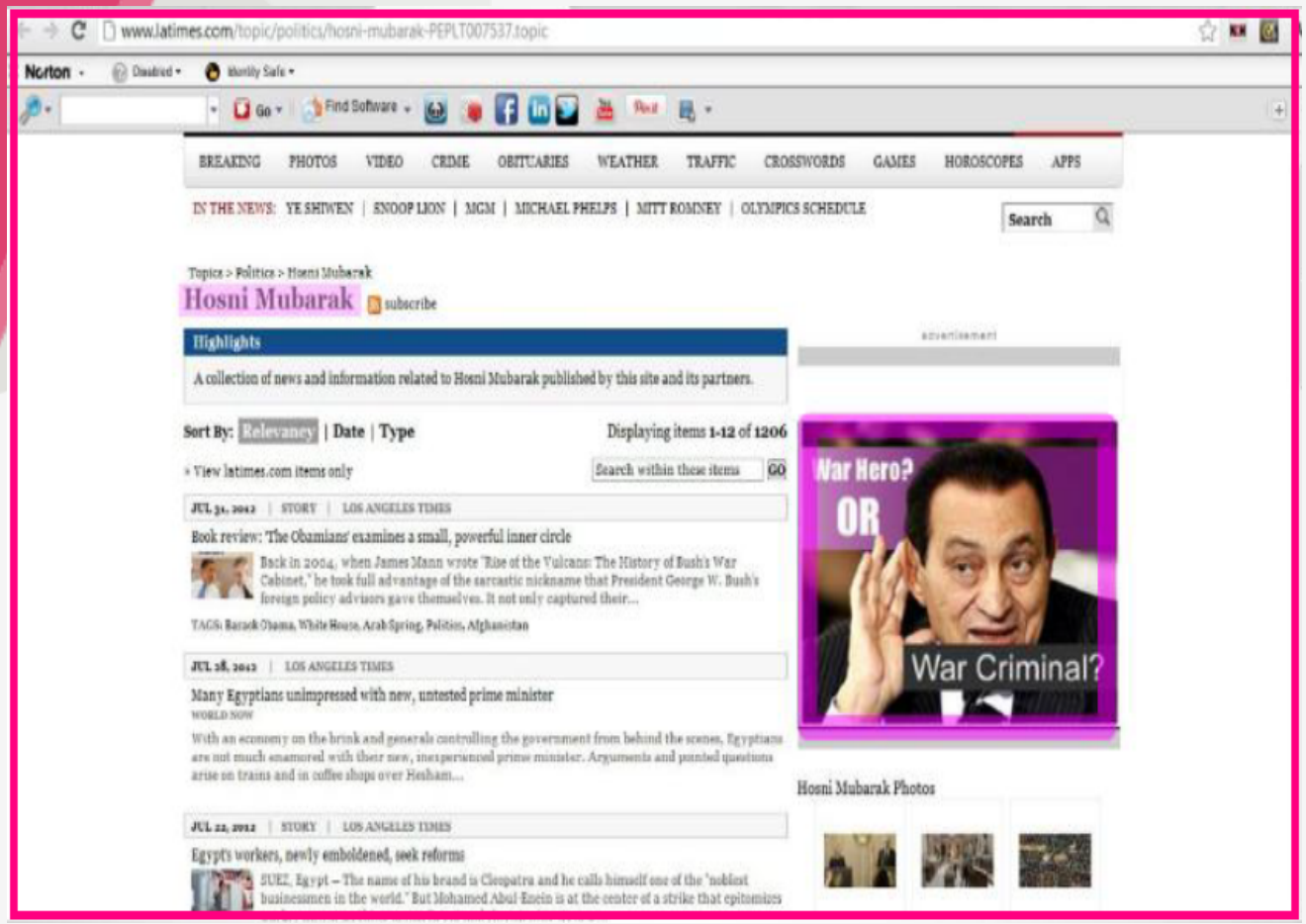
Contextual



+ Contextual targeting method is a great way to reach out to the online users in Bahrain. Contextual advertising is targeted advertising that typically occurs on a banner or pop-up ad on a website. Contextual ad systems target advertising to a specific user based on the keywords on the page he or she is visiting.

An example of a campaign that was managed by Masterbook for Al Arabia Channel using the Contextual method. (See image above).

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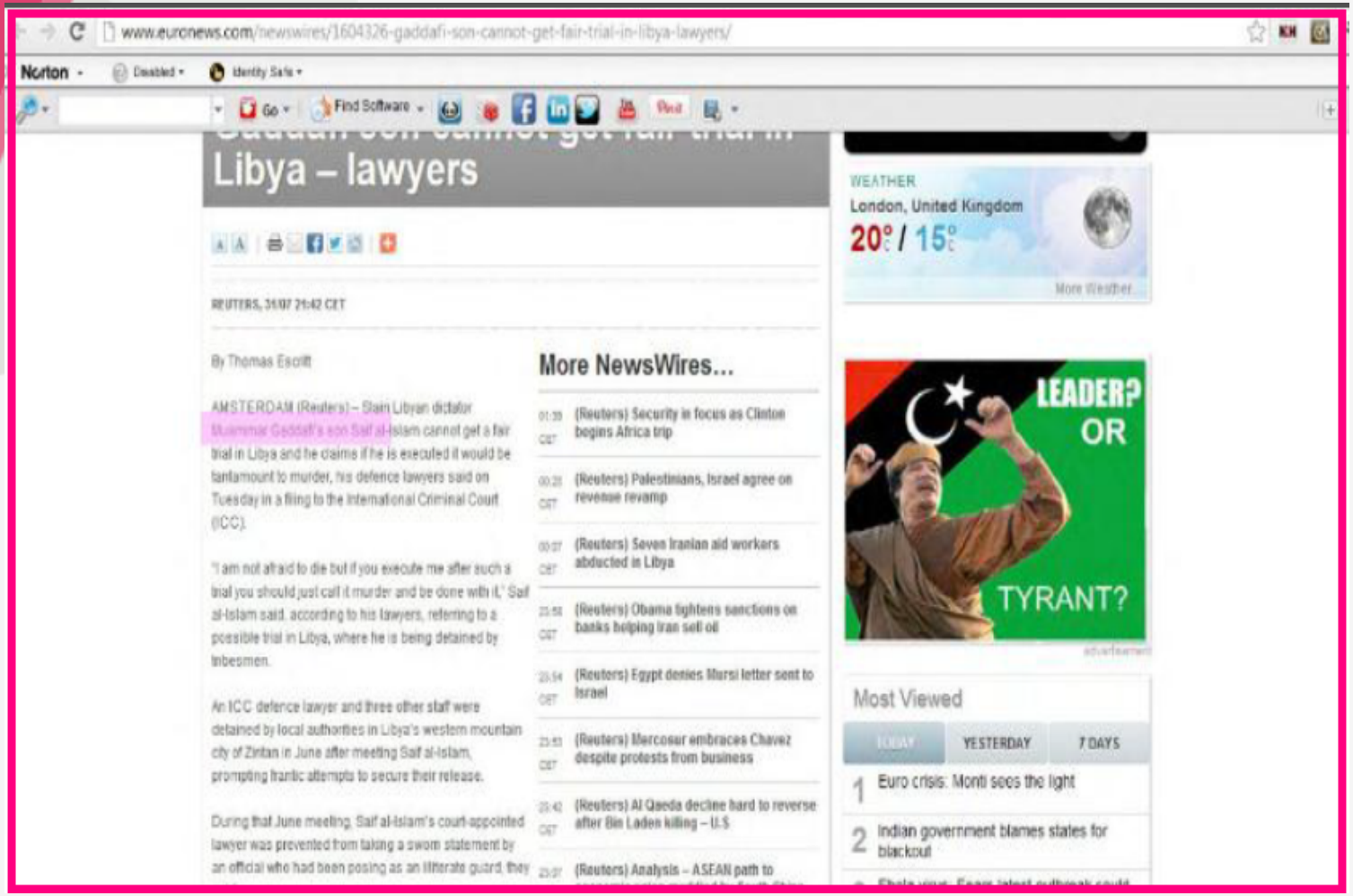
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By Thomas Escritt
AMSTERDAM (Reuters) – Slain Libyan dictator Muammar Gaddafi's son Saif al-Islam cannot get a fair trial in Libya and he claims if he is executed it would be tantamount to murder, his defence lawyers said on Tuesday in a filing to the International Criminal Court (ICC).
"I am not afraid to die but if you execute me after such a trial you should just call it murder and be done with it," Saif al-Islam said, according to his lawyers, referring to a possible trial in Libya, where he is being detained by tribesmen.
An ICC defence lawyer and three other staff were detained by local authorities in Libya's western mountain city of Zintan in June after meeting Saif al-Islam, prompting frantic attempts to secure their release.
During that June meeting, Saif al-Islam's court-appointed lawyer was prevented from taking a sworn statement by an official who had been posing as an illiterate guard, they
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Category (Cars)

An example of a campaign that was managed by Masterbook for Al Sayer group (Toyota 86) using the Category targeting method.

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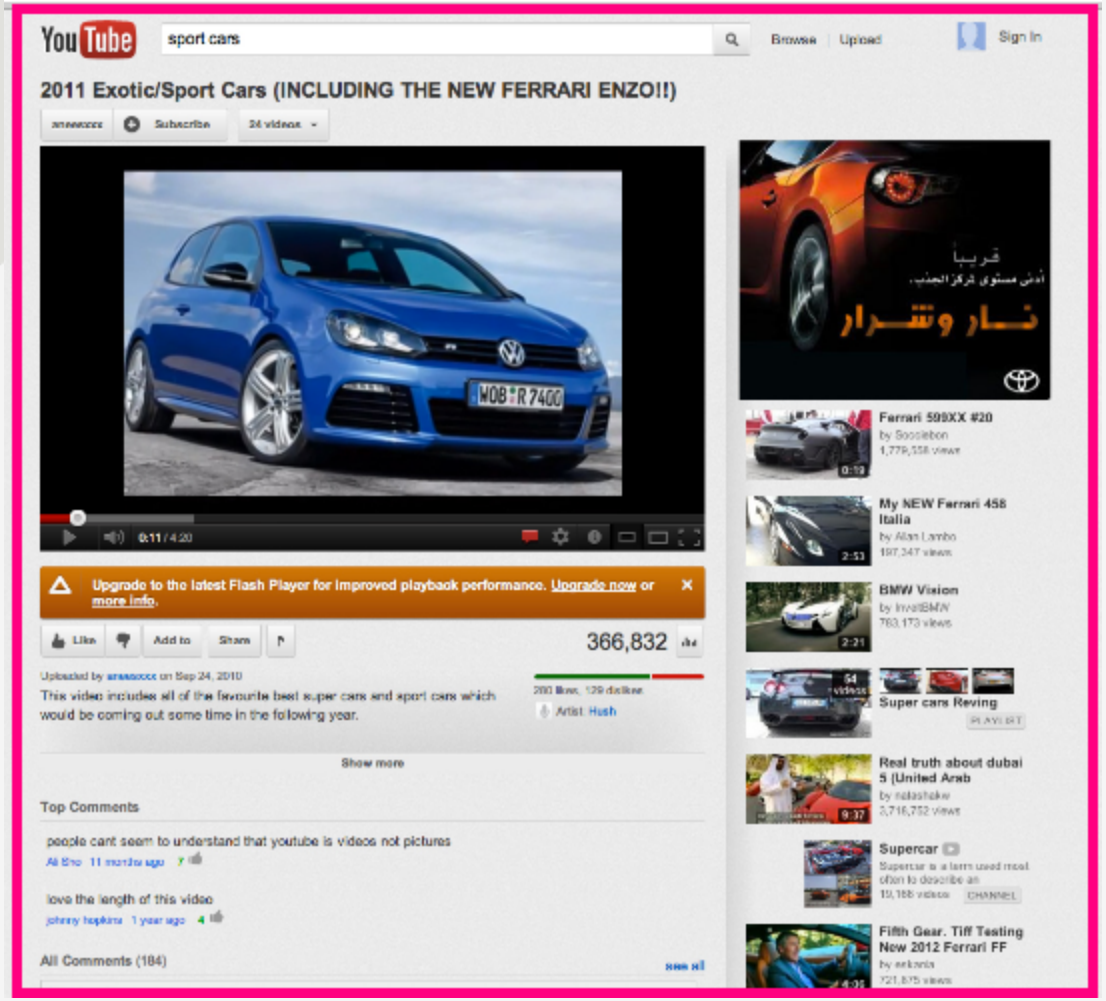
Category (Cars)



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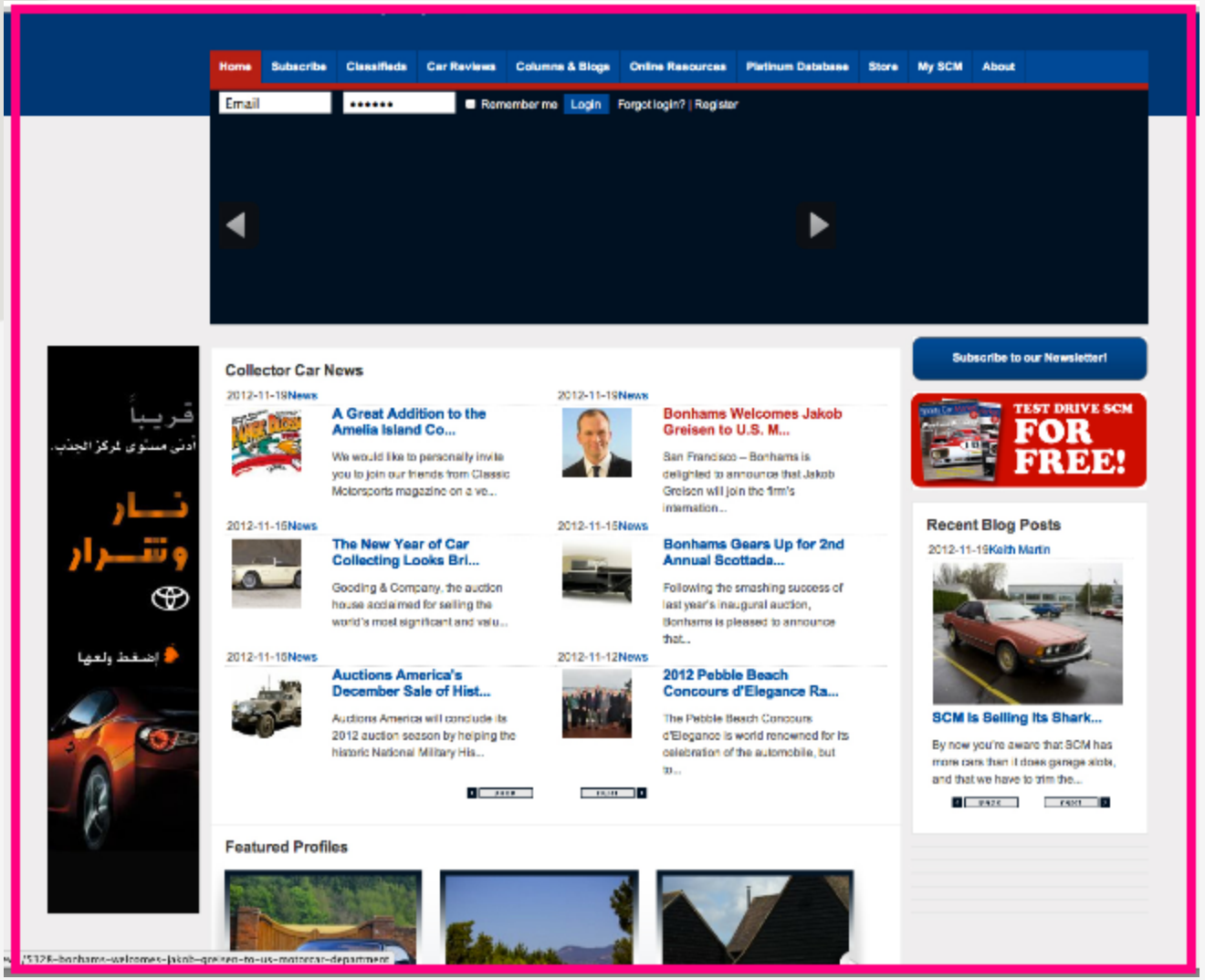
Category (Cars)



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Category (Cars)

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Retargeting & How it Works

Behavioural targeting is imperative because:

Driving traffic to your website Identifying visitors for Retargeting: Identifying your past visitors as they surf the web
The consumer returns to your site to convert. Retargeting your past website visitors all over again!

If the user did not reach the Goal Thus

The ADs will reappear in every catagory that is possible to remind users to go check the website again.

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Re-Targeting & Behavioral

Re-Targeting

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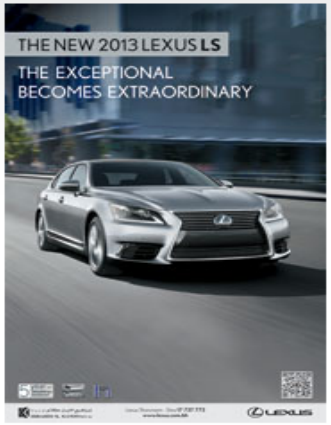

WELCOME TO EBRAHIM K. KANOO B.S.C.(c)

Ebrahim K. Kanoo B.S.C.(c) draws its strengths from its long history as pioneers of the automotive industry in the Kingdom of Bahrain. Established in 1952, Ebrahim K. Kanoo B.S.C.(c) is the exclusive

Latest News

The New 2013 Lexus LS is Launched in Bahrain

In an exquisite event and under the patronage of H.E. Dr. Hassan Abdulla Fakhro, Minister of Industry and Commerce, Ebrahim Khalil Kanoo, the sole distributor of Toyota and Lexus in the Kingdom of Bahrain, unveiled the new

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Re-Targeting & Behavioral

Re-Targeting Cont…

You've invested time and money into every person who visits your web site. On average 98% of the visitors who browse your site will leave without converting – whether that conversion is an action as simple as joining an e-mail list or as complicated as buying a Toyota sports car. Don't let your investment in those customers disappear! These are your most valuable prospects- they have already shown interest in what you have to offer by visiting your website. So how do you make sure that those customers don't forget about you?

How Does Retargeting Work?

STEP ONE: A single line of code is added to your website page(s). Prospects receive a non-invasive anonymous cookie containing no personal or identifiable information, spyware, or adware whatsoever. At the same time, custom banner retargeting ads are created for the campaign which will be presented to you for approval. These are customized specifically for your brand and will encourage visitors to return to your website.

STEP TWO: When a visitor comes to your site via organic or paid search, tv, print or direct traffic, they may convert or they may leave without converting into a lead or sale. Each prospect is uniquely identified. This allows us to distribute targeted online advertising pieces to those prospects who did not convert while they visit thousands of websites across the Internet.

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Re-Targeting & Behavioral

Re-Targeting Cont…

STEP THREE: Retargeting ads are then delivered to those prospects across the Internet's largest retargeting advertising network. You can also restrict your search retargeting placement to specific types of branded content sites if you wish.

After they've visited your site and continue browsing the web, they will see your ad banners everywhere!

STEP FOUR: After being reminded of your services by seeing ad banners up to 7 times throughout many websites, the prospect returns to your website!

STEP FIVE: Through banner ad advertising, behavioral retargeting, and targeted internet marketing you will continue to build brand awareness and increase conversion rates 24/7!

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Extended Network

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Extended Network

Choose to advertise on thousands of relevant websites across GCC. Websites from all categories that have partnered with third party servers so that your campaigns can get exposure on many premium and highly visited pages. Different levels of targeting are available with Masterbook extended network which makes it an excellent choice for any branding campaign.

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Extended Network Sample Websites

Sports	News	Entertainment	Society	Cars
kooora.com	alwatan.kuwait.tt	abyat.com	en-maktoob.yahoo.com	www.cargeneral.com
forum.kooora.com	arabic.cnn.com	9gag.com	indiansinkuwait.com	kuwait.q8car.com
espn.go.com	finance.yahoo.com	youtube.com	ask.com	
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Senate 51 for control
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GOP
51
2
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DECISION ★ 2012
Full results
Electoral vote
303 Obama
206 Romney
Popular vote
50%
48%
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Rep. 45
Ind. 2
House balance
Dem. 176
Rep. 226
Ind. 0
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Gas Lines: Still Pain, Some Relief
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Futures Gain on Victory
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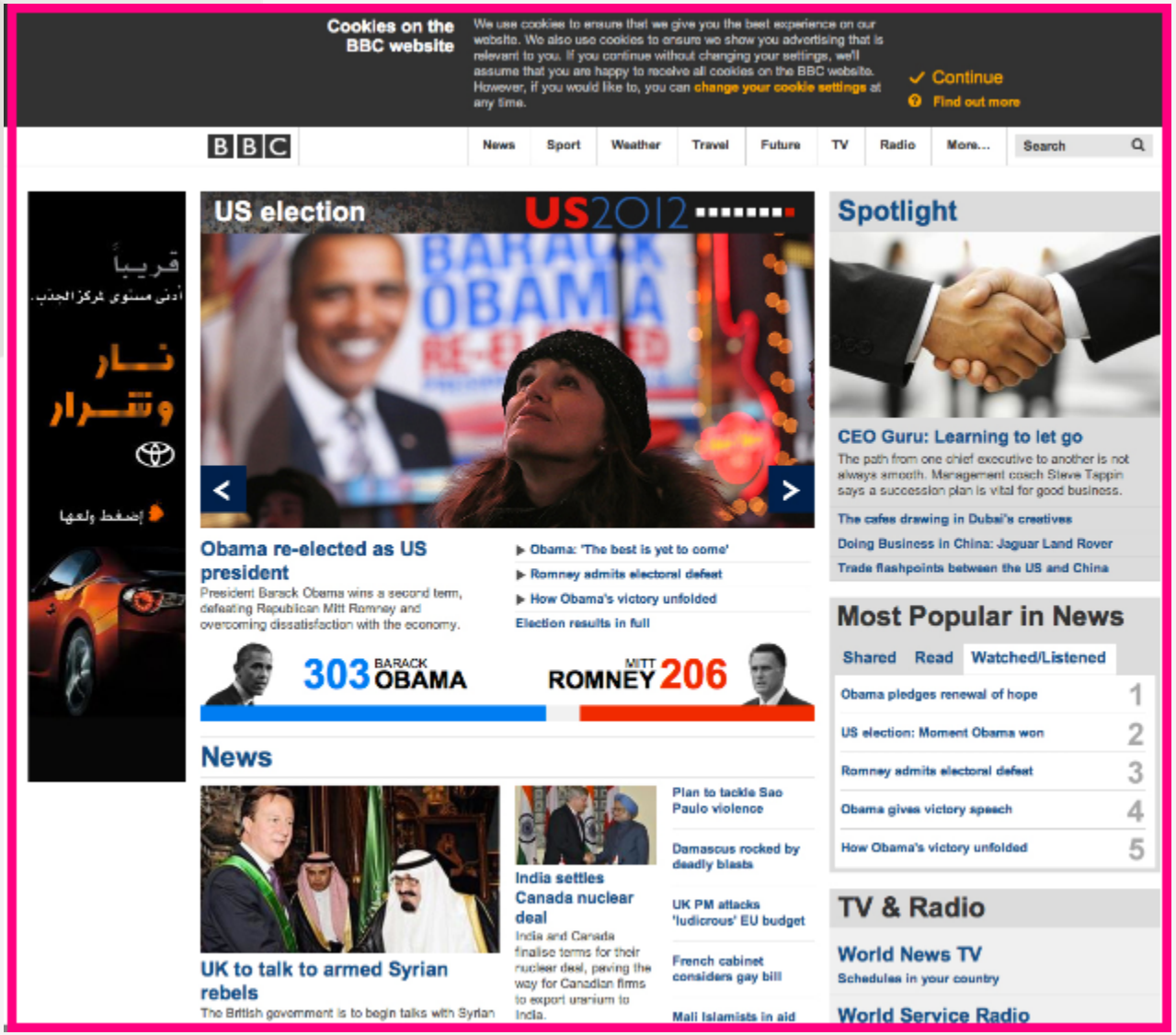
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Obama re-elected as US president
President Barack Obama wins a second term, defeating Republican Mitt Romney and overcoming dissatisfaction with the economy.
Obama: 'The best is yet to come'
Romney admits electoral defeat
How Obama's victory unfolded
Election results in full
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MITT ROMNEY 206
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UK to talk to armed Syrian rebels
The British government is to begin talks with Syrian
India settles Canada nuclear deal
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UK PM attacks 'ludicrous' EU budget
French cabinet considers gay bill
Mali Islamists in aid
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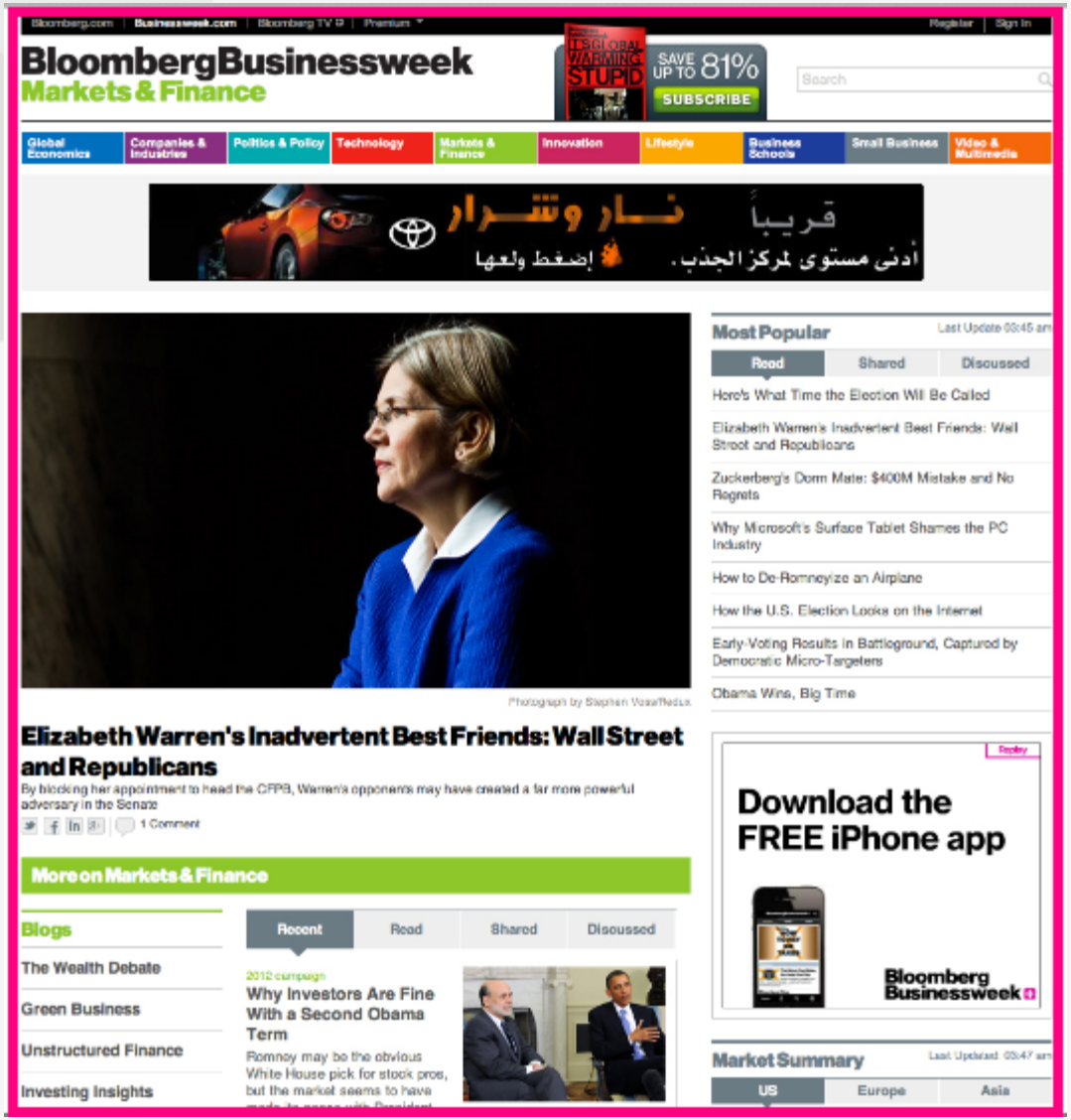
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Objectives

- BRANDING & AWARNESS
- INCREASE MARKET SHARE
- DATABASE

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BRANDING & AWARNESS

Masterbook will develop an advertising strategy on all suggested online advertising channels mentioned to create all the branding and awareness for Ebrahim K. Kanoo Group. For example, a full strategy will be developed to target online users worldwide with a detailed structure of all suggested keywords and placements.

Advertising strategy includes deciding on a target market based on:

- Search queries
- Physical location
- Categories
- Contextual
- Language (OS and websites content)
- Online behavior
- Demographics (age, gender, marital status, etc)
- Interests
- History of websites visited (remarketing)

Each of Ebrahim K. Kanoo Group campaign will have a different unique strategy to create a huge awareness, and exposure. This is because each audience segment has different interest, and Masterbook knows the perfect way to reach out to those different audience segments.

INCREASE MARKET SHARE

When it comes to increasing market share, it is a battle with all the other automotive competitors in the same market place in reaching the top, and then staying on top of the online presence. The competition is always fighting fiercely to increase their market share of customers. Products & services change; but, good sales, marketing, and advertising is the one thing that remains vital in building/retaining a company today. For that reason, it is one of the most important aspects of an organization to consider when thinking about ways to increase market share online. It must be taken seriously, with the implementation of a strategic online marketing plan of attack.

Ebrahim K. Kanoo Group on the web will be taken very seriously. Your online presence and overall success is going to be our optimal goal. We consider our customers as a partner in our ongoing role of providing the correct marketing tools and shares on the Internet; for improving their brand image and brand reach into various horizontal and vertical markets, along with improvement to their entire web presence. We are committed to increasing relevant search engine traffic, leads, customers, sales, revenue, plus improving the bottom line for our clients with the implementation of good sales, marketing, and advertising strategies, based on market conditions to build and promote microsites designs that work. With our online knowledge and technical know-how, our marketing, and advertising expertise, our continued education of the ongoing evolution of the Internet and how it relates to business and our customers, we promise to grow Ebrahim K. Kanoo Group presence to the highest standards.

Masterbook

DATABASE

Thanks to the re-targeting method, Masterbook will be able to collect the required database essential for Ebrahim K. Kanoo Group. Collecting and disseminating the computers cookies will allow us to track and follow all the online users who showed interest on Ebrahim K. Kanoo Group products. Upon following the online users our assessment team will be able to know the following:

- Age Group
- Gender
- Martial status
- Financial standard
- Interest

Knowing these information will make it easier to target/retarget the exact audience segment that Ebrahim K. Kanoo Group are reaching out to. Whether it was a sports car for teenagers, or a luxury car for adults, having the database will be a extremely beneficial for Ebrahim K. Kanoo Group to initiate direct contact with.

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Conclusion

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Conclusion

To conclude, the online world today can no longer be ignored. The private and public sectors are observing a major shift in shaping the public opinion through useful tools such as targeted media campaigns and social media networking. Today, the amount of investment in the online business is exponentially increasing due to the benefits it provides to those who are interested in having the upper hand.

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Thank You

Prepared By
Masterbook Business Development Team

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