



Hi!

I am Oleksandr Omelyanenko —
an experienced digital marketer.

I provide effective promotion of your business on Google,
Bing, Yelp, Facebook, TikTok and SMM.

My team and I are looking for projects to apply our long-
term expertise in digital marketing and offer some of the
best terms on the market, as well as increased
Google promo codes up to \$500
and Bing coupons up to \$250.



WE CAN EFFICIENTLY COOPERATE IN

- Google Ads
- Bing Ads
- Google Shopping / Google Merchant Center
- Bing Shopping / Microsoft Merchant Center
- YouTube Ads
- Google: Analytics / Tag Manager / Data Studio
- Facebook / Instagram Ads
- Facebook Pixel / Facebook API Conversions
- Social Media Marketing
- TikTok Ads / TikTok Pixel
- Yelp Ads
- Digital Analytics
- SEO
- Development of banners and creatives





Omelyanenko.pro is a **LEADING PARTNER AT GOOGLE PREMIER PARTNERS**

Benefits of cooperation with the leading Google Partner:

- Promotional credits up to \$500 for new clients
- Extended support from Google
- An opportunity to be the first to receive news about system updates
- Taking part in testing new tools





Omelyanenko.pro is a marketing partner of MICROSOFT ADS (BING + YAHOO)

Advantages of cooperation with the Microsoft Marketing Partner:

- Up to \$250 advertising bonus for new customers
- Extended support from Microsoft
- Ability to be the first to receive news about system updates
- Participating in testing new tools





Omelyanenko.pro is a **FACEBOOK (META) BUSINESS PARTNER**

Benefits of cooperation with Facebook (META)
Business Partner:



- Extended support from Facebook
- An opportunity to be the first to receive news about system updates
- Consulting with the personal manager
- Taking part in testing new tools



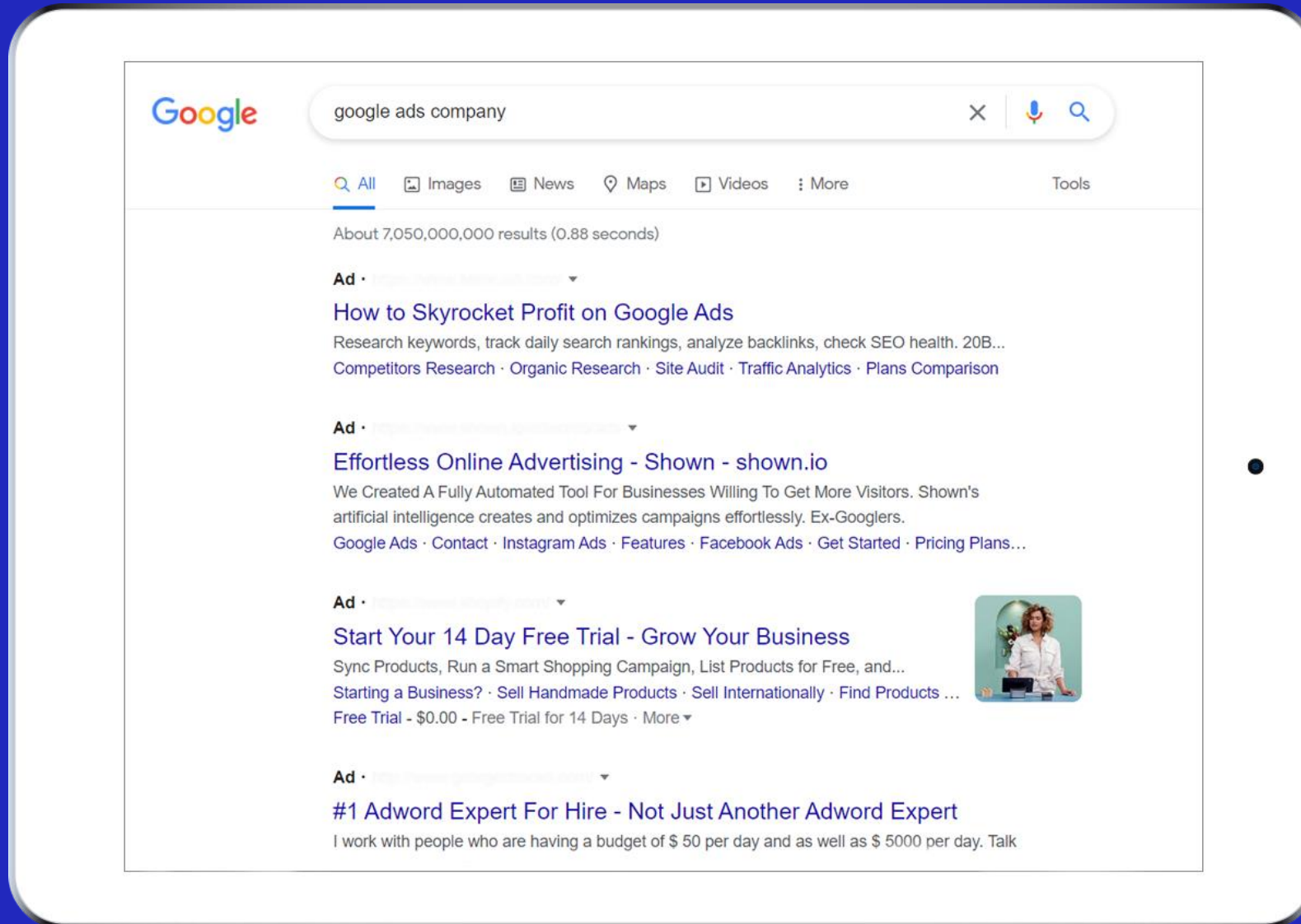
PRICE LIST



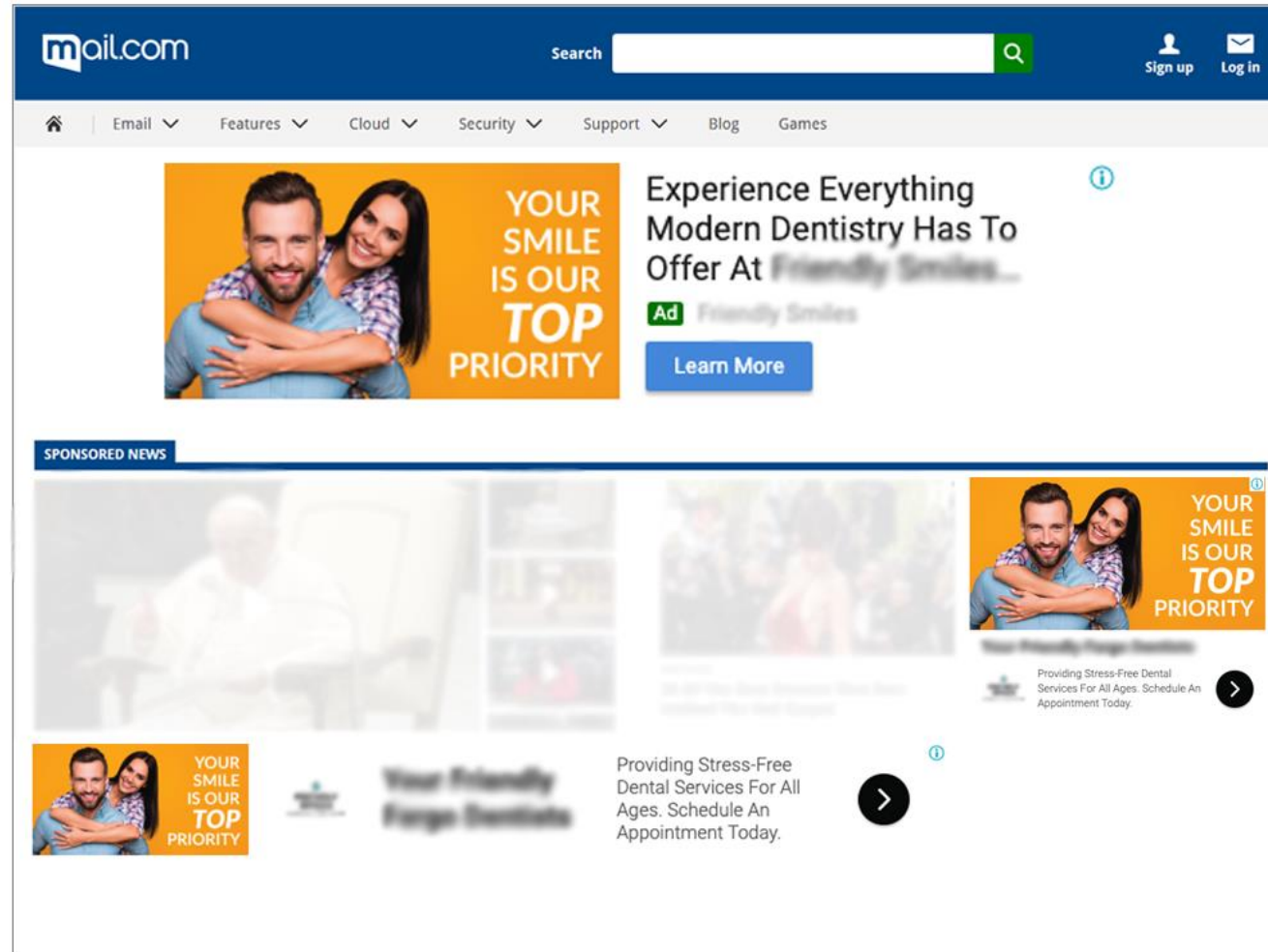


-  One of the most popular tools that advertisers around the world use to promote their businesses.
-  Google provides a wide range of promotion tools, so each advertiser can choose the one that will work effectively for his project, while using the latest developments in the field of performance tracking and optimization using artificial intelligence.

GOOGLE SEARCH CAMPAIGNS EXAMPLE



GOOGLE DISPLAY CAMPAIGNS EXAMPLE



GOOGLE ADS **SETTING UP**

INCLUDES:

- Building a promotion strategy
- Development of the ad account structure
- Analyzing the semantic core and negative keywords
- Creation of search ads and extensions
- Display campaigns (GDN) with various strategies in Google Ads
- Remarketing setup in Google Ads: remarketing in the search engine (RLSA), dynamic remarketing, standard remarketing
- Testing of automated strategies using AI
- Google Tag Manager & Google Analytics installation and configuration as well as conversions setup

Cost: from **499 \$**

* It is possible to get a bonus promo code worth up to \$500



GOOGLE ADS **DEVELOPMENT & OPTIMIZATION**

INCLUDES:

- Tracking data using Google Analytics
- Updating of negative keywords list
- Bid optimization
- Ad budget redistribution
- Implementation of automated and smart strategies
- Achievement of the actual cost per conversion and its cost gradual reduction
- Revision and further development of advertising campaigns
- New advertising strategies/tools testing
- Reporting on KPI
- Regular communication in the chat regarding the project




Cost: from **249 \$** /per month

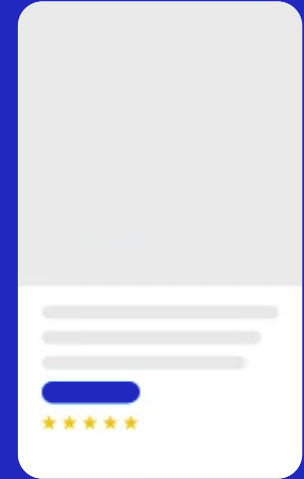




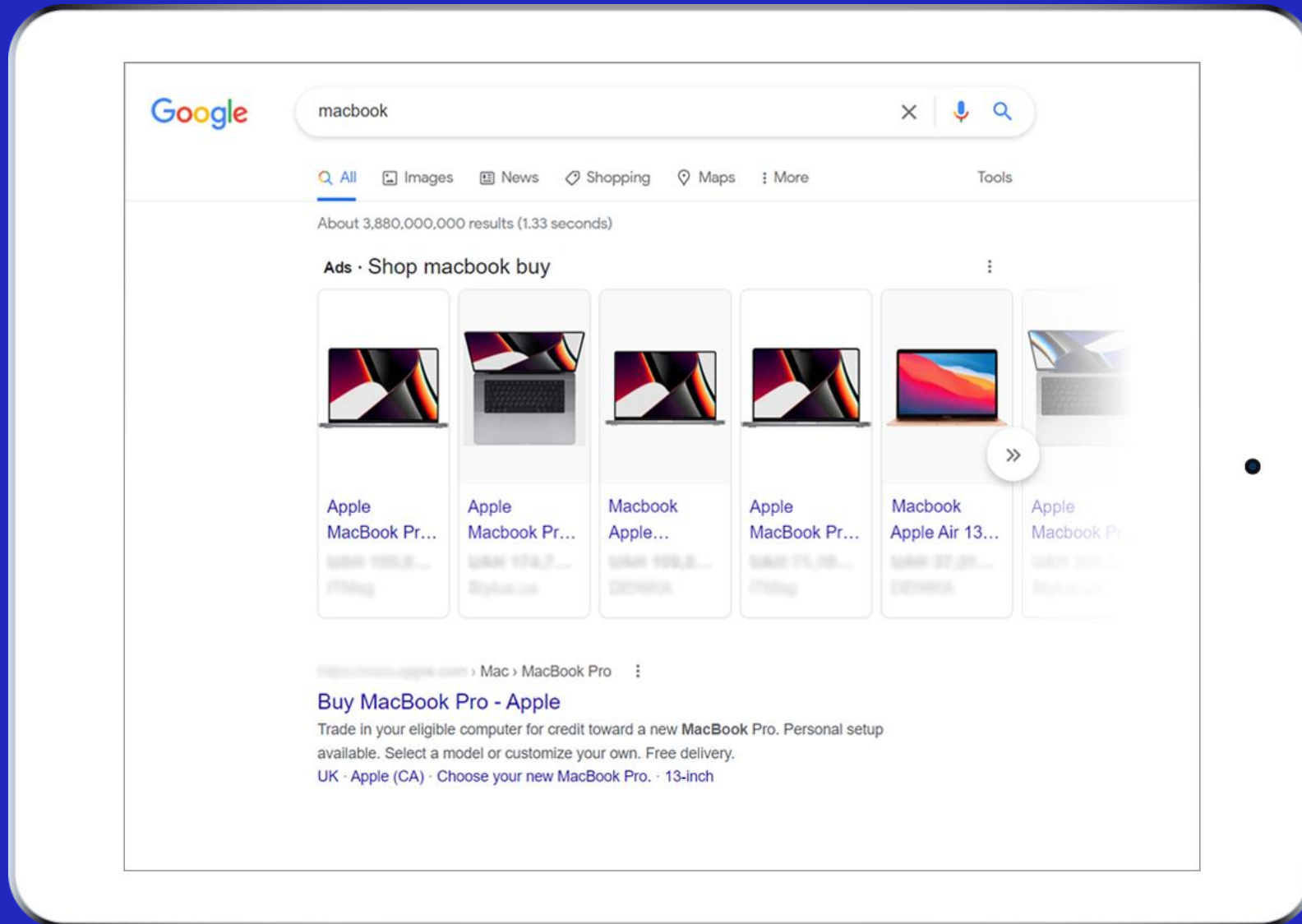
GOOGLE SHOPPING



-  Do you own an online store but are not getting enough sales or ROAS is low? Then Google Shopping Ads can change the situation.
-  With higher conversion rates, higher traffic engagement, and lower auction costs, your online store will start to operate cost effectively and make a profit.
-  Get more transactions with Product Campaigns, Performance MAX with AI, and Dynamic Remarketing.



GOOGLE SHOPPING CAMPAIGNS EXAMPLE



GOOGLE SHOPPING **SETTING UP**

INCLUDES:

- Promotion strategy planning
- Product Feed building
- Feed update in Google Merchant Center
- Dynamic remarketing setup;
- Smart Shopping campaigns setup using AI
- Merchant-remarketing setup
- Google Tag Manager & Google Analytics installation and configuration as well as conversions setup

Cost: from **399 \$**

* It is possible to get a bonus promo code worth up to \$500



GOOGLE SHOPPING DEVELOPMENT & OPTIMIZATION

INCLUDES:

- Tracking data using Google Analytics
- Bid optimization and ad budget redistribution
- Achievement of the actual cost per conversion and its cost gradual reduction
- Revision and further development of advertising campaigns
- Using Smart strategies
- Reporting on KPI
- Regular communication in the chat regarding the project

Cost: from 249 \$/per month

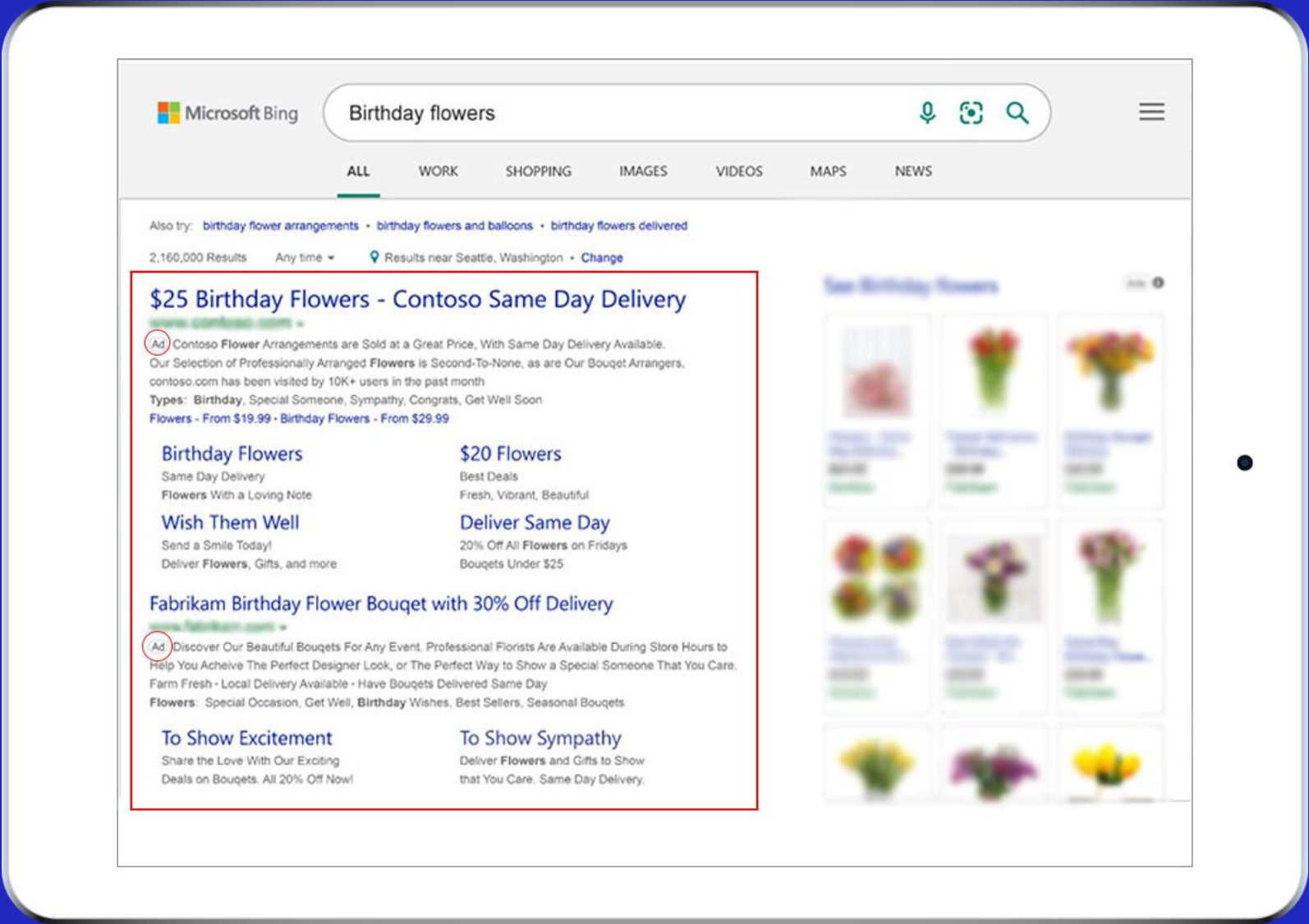


 Bing Ads is a pay-per-click (PPC) advertising platform that allows businesses and individuals to advertise on Microsoft properties, including Bing ads, Yahoo, AOL, and MSN.

 Why advertise on Bing?

- Less competition: in many areas, the cost per click and the final CPA are lower
- Reaching a new audience: almost 50 million people who are not represented in Google
- The audience at Bing is generally older and more financially secure
- Additional coverage of the audience with minimal resource consumption

BING SEARCH CAMPAIGNS EXAMPLE



BING DISPLAY CAMPAIGNS EXAMPLE

Microsoft

Search the web

Home News Coronavirus US News World News Local Science Technology Crime Politics

Personalize

Save up to \$400/yr. on wireless.

Savings compared to weighted average of top 3 carriers based on national pricing. Monthly internet required. Reduced speeds after 30 GB of usage. New. Actual savings vary.

xfinity

AdChoices

Microsoft Start + Follow

Share, Save and Hide Stories: Get More From Your Microsoft News Feed on Edge

Story by Microsoft • 1 day ago

React 12 Comments 34 Listen to this article Save Share

The Microsoft Edge browser strives to give you more control over the news, articles and videos that you see. That's why we've introduced new features to help make the most of your feed. Most story cards on the Edge browser feature a menu accessed by clicking on the "... " icon on the bottom right. Click on it to reveal four actions.

1. Share a selected story
See a story that you want to share with others on social media or by email? We make it easy. Click 'Share'.

Simple. Easy. Awesome.

Learn More

xfinity

AdChoices

MORE FROM INVERSE



BING ADS **SETTING UP**

INCLUDES:

- Building a promotion strategy
- Development of the ad account structure
- Analyzing the semantic core and negative keywords
- Creation of search ads and extensions
- Audience campaigns (banner ads) with various strategies in Microsoft Audience Network
- Remarketing setup (RLSA, dynamic remarketing, standard remarketing)
- Testing of SMART strategies using AI
- Google Tag Manager, Microsoft Analytics, Google Analytics installation and configuration as well as Universal Event Tracking (UET) tag and conversions/ecommerce setup

Cost: from **399 \$**

* It is possible to get a bonus promo code worth up to \$250



BING ADS DEVELOPMENT & OPTIMIZATION

INCLUDES:

- Tracking data using Microsoft Analytics, Google Analytics
- Updating the negative keywords list
- Bid optimization
- Ad budget redistribution
- Implementation of automated and smart strategies
- Achievement of the actual cost per conversion and its cost gradual reduction
- Optimization for required ROAS indicators
- Revision and further development of advertising campaigns
- New advertising strategies/tools testing
- Reporting on KPI
- Regular communication in the chat regarding the project development

Cost: from **199 \$** /per month



BING SHOPPING



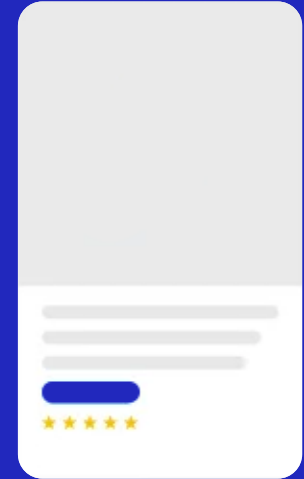
Bing Shopping Campaigns are a great way to show your products to engage with shoppers online, boost traffic to your website, and drive online sales.



With higher conversion rates, higher traffic engagement, and lower auction costs, your online store will start to operate profitably and make a profit.



Get more transactions with Product Campaigns, Smart Shopping Campaigns and Dynamic Remarketing.












BING SHOPPING CAMPAIGNS EXAMPLE

Microsoft Bing fishing tackle box

ALL SHOPPING IMAGES VIDEOS MAPS NEWS

67,100,000 Results Any time ▾

See fishing tackle box Ads

								
Plano Guide Series Tackle Bag Premium Tackle...	Plano Guide Series Tackle Bag Premium Tackle...	Jian Fast Arrive Fishing Accessories Kit S...	Origlam 157Pcs Fishing Accessories Tack...	Plano A-Series Tackle Bags Premium Tackle...	Plano Weekend Series Softsider Tackle Bag...	Saltwater Fishing Lures Surf Fishing Tackle Box, 157P...	SOONHUA Fishing Tackle Boxes, Box Professional ABS...	Sir Youite Box Piece Tack...
\$45.95	\$199.05	\$19.99	\$8.98	\$45.99	\$25.76	\$26.99	\$19.99	\$29.99
Amazon.com	Amazon.com	Amazon.com	Amazon.com	Amazon.com	Amazon.com	Amazon.com	Amazon.com	Amazon.com
Free shipping	Free shipping			★★★★★ 15	★★★★★ 2	Free shipping		★★★★★

Official Cabela's® Store | Tackle Storage at Cabela's® | cabela.com
<https://www.cabela.com/fishing/tacklerange> | Outside Fishing
At Cabela's you'll find the best selection of fishing gear, tackle, and more.

Fishing Tackle Supplies | Everything You Need to Start
<https://www.gamewatch.com/fishing>
At Gamewatch you'll find the best selection of fishing tackle, gear, and more.



BING SHOPPING **SETTING UP**

INCLUDES:

- Promotion strategy planning
- Microsoft Merchant Center store creating
- Product Feed building
- Dynamic remarketing setup
- Smart Shopping campaigns setup using AI
- Remarketing campaign setup
- Google Tag Manager, Microsoft Analytics, Google Analytics installation and configuration as well as Universal Event Tracking (UET) tag and conversions/ecommerce setup

Cost: from **399 \$**

* It is possible to get a bonus promo code worth up to \$250



BING SHOPPING **DEVELOPMENT & OPTIMIZATION**

INCLUDES:

- Tracking data using Microsoft Analytics, Google Analytics
- Bid optimization and ad budget redistribution
- Achievement of the actual cost per conversion and its cost gradual reduction
- Optimization for required ROAS indicators
- Revision and further development of advertising campaigns
- Using Smart strategies
- Reporting on KPI
- Regular communication in the chat regarding the project development

Cost: from **199 \$** /per month



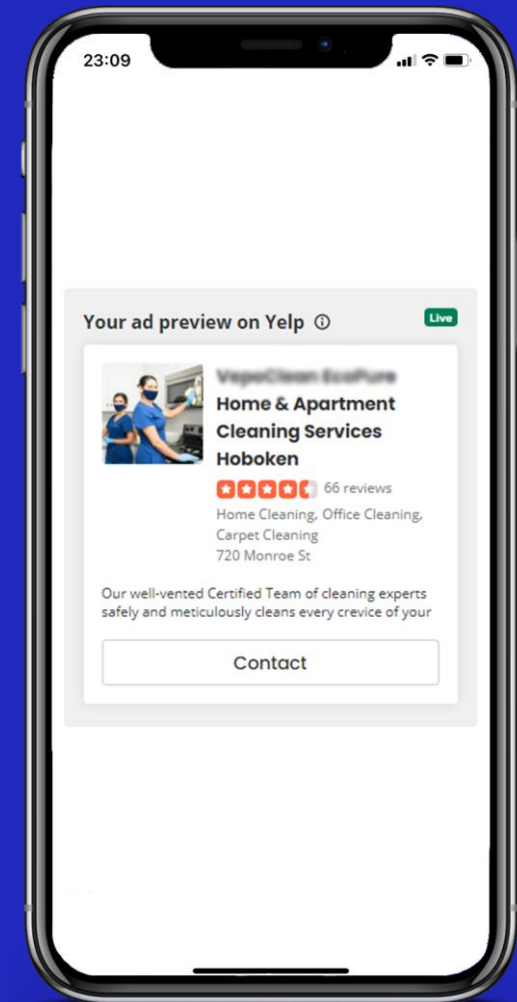
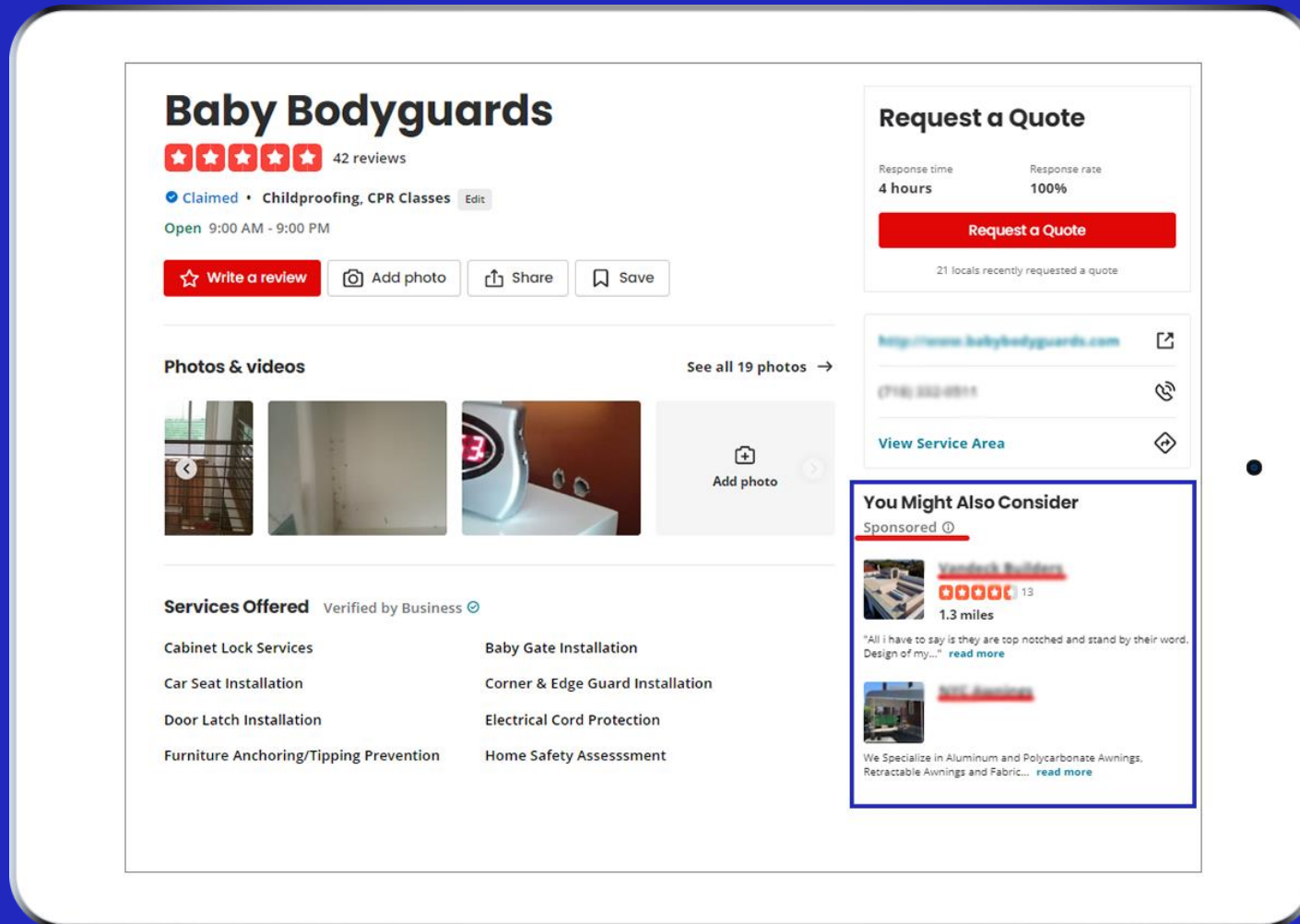


✿ The ultimate goal of Yelp advertising is to generate more leads and increase revenue for your business. Yelp displays ads on its platforms - website, mobile site, and app. Targeted ads on Yelp appear in the "Sponsored Results" section above the organic results in the Yelp search bar. They look like a natural part of search results.

- ✿ Ad copies contain
- Images
 - Popular or most viewed reviews
 - Contact information



YELP ADS CAMPAIGNS EXAMPLE



YELP ADS **SETTING UP**

INCLUDES:

- Optimizing the Profile (once you have registered and claimed your Yelp Business Page, our team will review and if needed optimize your page in order to seem more credible and legitimate to online users)
- Give recommendations regarding page upgrades to a standard Yelp Page (when required)
- Analyzing and adding the keywords and negative keywords to make sure the ad is shown only to potential customers
- Writing ad copy that highlights what is unique about the brand
- Location-based targeting and daily average budget setup

Cost: from **399 \$**



YELP ADS **DEVELOPMENT & OPTIMIZATION**

INCLUDES:

- Tracking data and performance using built-in tools
- Budget adjustment
- Ad copy updating and fine-tuning
- Regular communication in the chat regarding the project

Cost: from **199 \$** /per month



TARGETED ADS ON SOCIAL MEDIA



Modern projects and technology development require modern solutions that's what social networks have been created for, and now they can help your business reach a new level.

Facebook, Instagram, Twitter, LinkedIn — do not neglect them and think that these channels are useless. These social networks have taken a fairly large place in the life of your potential audience, many of whom spend most of their time on social networks, which is an excellent placement for displaying the activities of your business. And flexible targeting options, different creative formats and AI technologies will help you optimize and scale the desired KPIs.

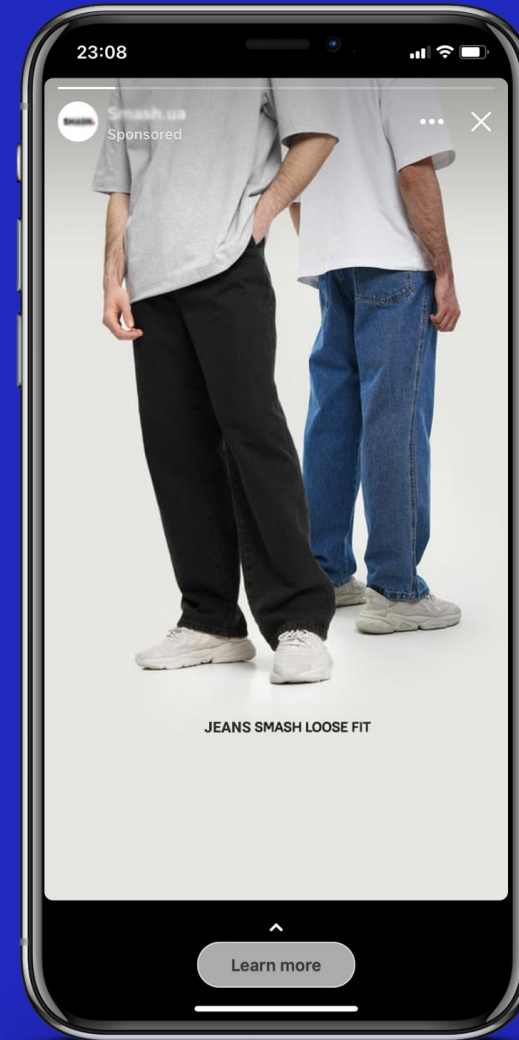


TARGETED ADS CAMPAIGNS EXAMPLES

FEED FACEBOOK

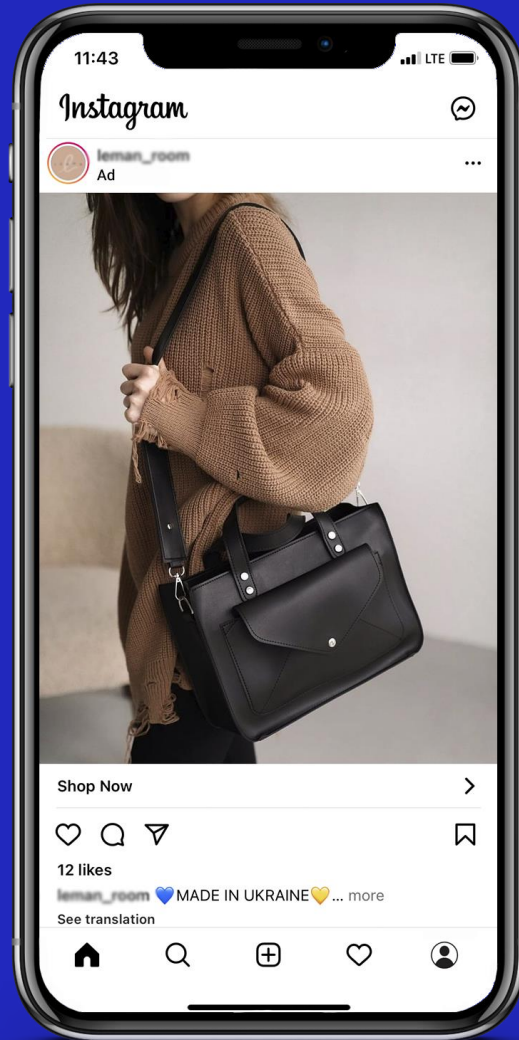


STORIES FACEBOOK

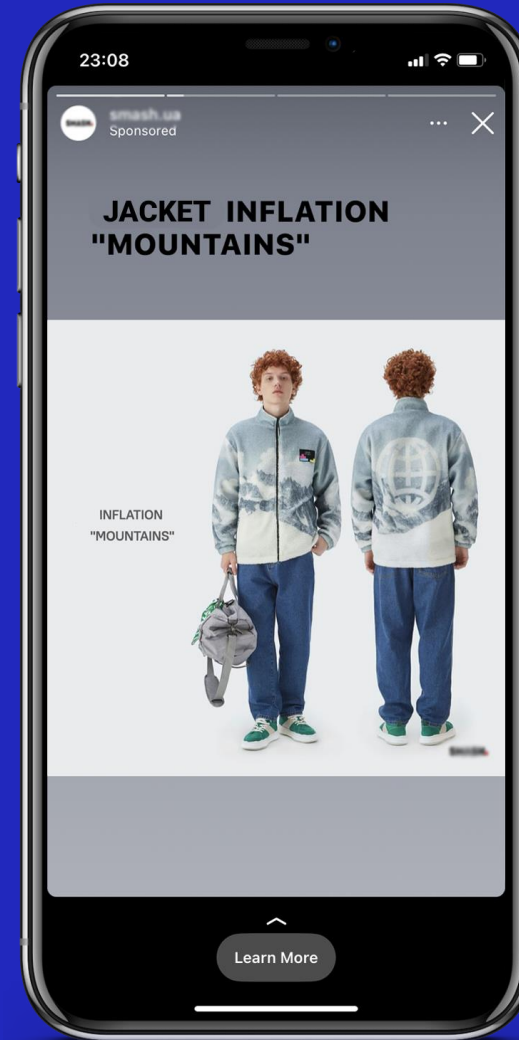


TARGETED ADS CAMPAIGNS EXAMPLES

FEED INSTAGRAM



STORIES INSTAGRAM



TARGETED ADS **SETTING UP**

INCLUDES:

- General promotion strategy building and audience analyzing
- Development of the ad account structure
- Launching the targeted ad campaigns using different types of objectives
- Preparation of ad creatives (text, banners, video)
- Google Analytics & Facebook Pixel + API Conversions installation and configuration as well as main conversion events setup
- Retargeting campaigns setup and audiences accumulating
- Taking into consideration all the new requirements for iOS while ads & analytics accounts setting up

Cost: from **499 \$**



TARGETED ADS DEVELOPMENT & OPTIMIZATION

INCLUDES:

- Tracking data using Pixels, Google Analytics
- Ad budget redistribution
- Achievement of the actual cost per conversion and its cost gradual reduction
- Revision and further development of advertising campaigns, new creatives testing
- Implementation of the latest proven advertising tools
- Cooperation with Facebook Ads moderators when needed
- Reporting on KPI
- Regular communication in the chat regarding the project

Cost: from **249 \$** /per month





TIK TOK ADS

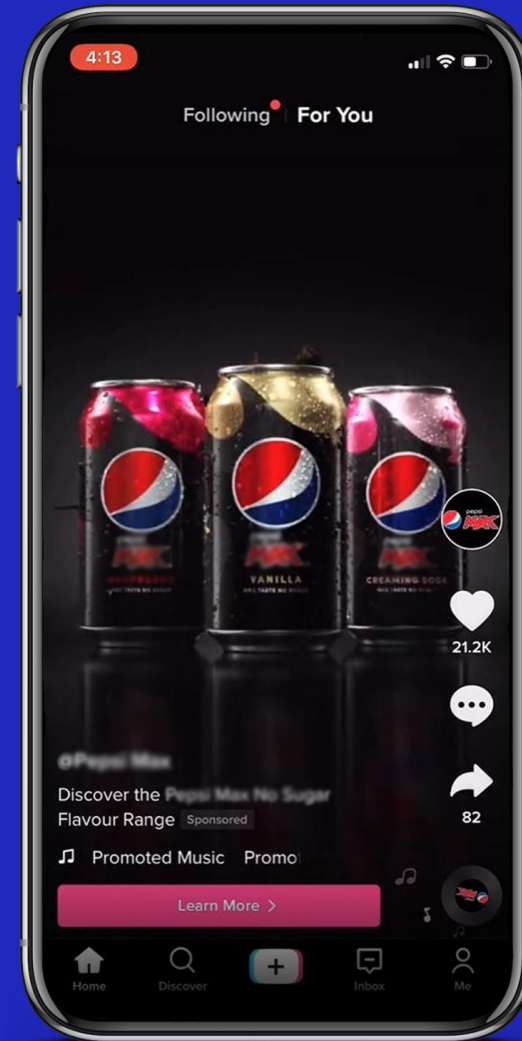
Поиск

Do you think TikTok is only for teenagers who won't buy your products, get interested in your services, and don't subscribe to your service? Not at all!

TikTok is now used by a very wide audience of different ages, so this tool breaks all records in terms of the influx of active advertisers, as well as the effectiveness of advertising campaigns. All you need is captivating content that can interest your target audience.



TIKTOK ADS CAMPAIGNS EXAMPLES



TIK TOK ADS **SETTING UP**

INCLUDES:

- Landing page analysis and providing recommendations for passing the moderation
- Ad account structure development and growth strategy
- TikTok Pixel implementation and configuration as well as conversion events setup
- Set up of the target audience (according to demographics, interests, behavior) and lookalike audience
- Retargeting campaigns
- Testing the performance analysis of creatives (video is provided by the client or recorded by our team on individual terms)
- Launching targeted ads with different types of strategies depending on the final campaign goals

Cost: from **499 \$**



TIK TOK ADS **DEVELOPMENT & OPTIMIZATION**

INCLUDES:

- Tracking data using TikTok Pixel and Google Analytics
- Cost optimization and Ad budget redistribution
- Achievement of the actual cost per conversion and its cost gradual reduction
- Further development of advertising campaigns
- New creatives testing
- Implementation of the proven advertising tools
- Communication with TikTok moderators when needed
- Analysis and providing up-to-date statistics
- Reporting on the main indicators of KPI
- Regular communication in the chat regarding the project

Cost: from **249 \$** /per month



CATALOG SALES CAMPAIGNS ON SOCIAL MEDIA



Not getting enough transactions in your online store? There is a way out — shopping ads on Facebook & Instagram.

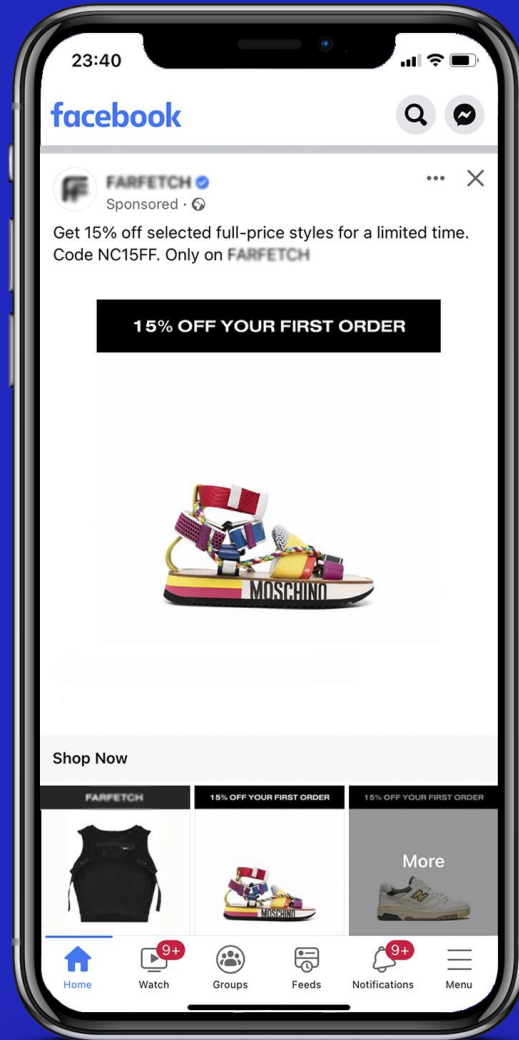
This tool is a good analogue of the Google Shopping tool. The main differences are in placements for displaying ads, as well as in selecting an audience for displaying ads.

The tool is fully automated: all you need to do is set up product feed synchronization with your website, set up conversions in Facebook Pixel, implement the correct settings for advertising campaigns, and wait for the first results, which over time can be optimized for ROAS. Artificial intelligence from Facebook, which is rightfully considered one of the technology leaders on a par with Google, helps with this.

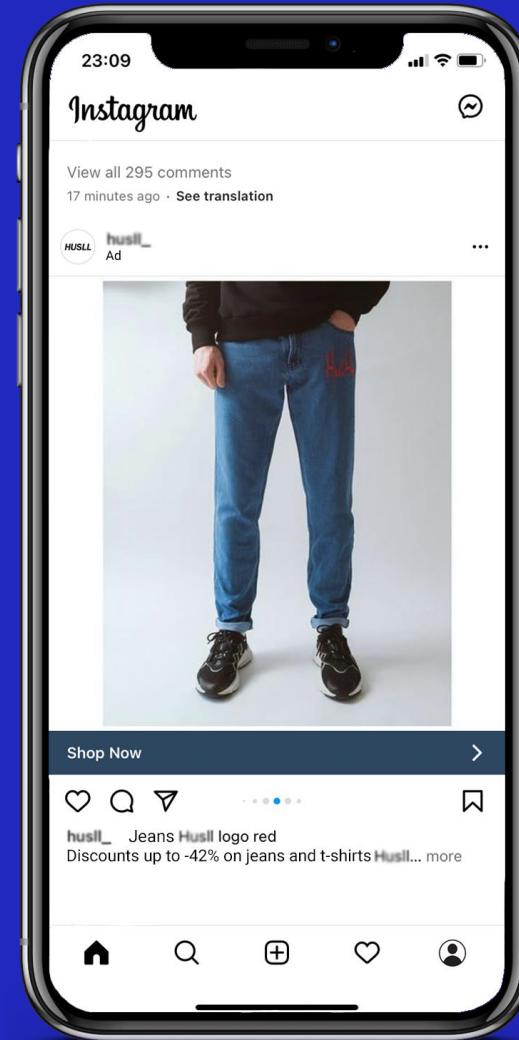


FACEBOOK & INSTAGRAM SHOPPING EXAMPLES

FACEBOOK SHOPPING



INSTAGRAM SHOPPING



FACEBOOK & INSTAGRAM SHOPPING **SETTING UP**

INCLUDES:

- Product Feed Building and its uploading to Business Manager Facebook
- Target audience identification
- Development of the ad account structure
- Creating the lookalike audience based on website visitors, customers or clients database
- Dynamic remarketing setup
- Google Analytics & Facebook Pixel + API Conversions installation and configuration as well as main conversion events setup
- Retargeting campaigns setup and audiences accumulating
- Taking into consideration all the new requirements for iOS

Cost: from **399 \$**



FACEBOOK & INSTAGRAM SHOPPING DEVELOPMENT & OPTIMIZATION

INCLUDES:

- Analyzing data using Google Analytics and Facebook Pixel
- Cost optimization and ad budget redistribution
- Achievement of the actual cost per conversion and gradual reduction of its cost
- Revision and further development of ad campaigns
- Implementation of the latest proven advertising tools
- Cooperation with Facebook Ads moderators when needed
- Providing up-to-date statistics
- Reporting on KPIs
- Regular communication in the chat regarding the project

Cost: from **249 \$** /per month

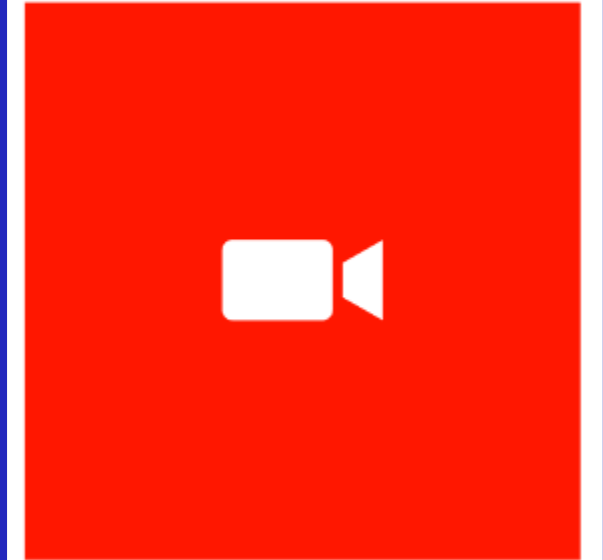




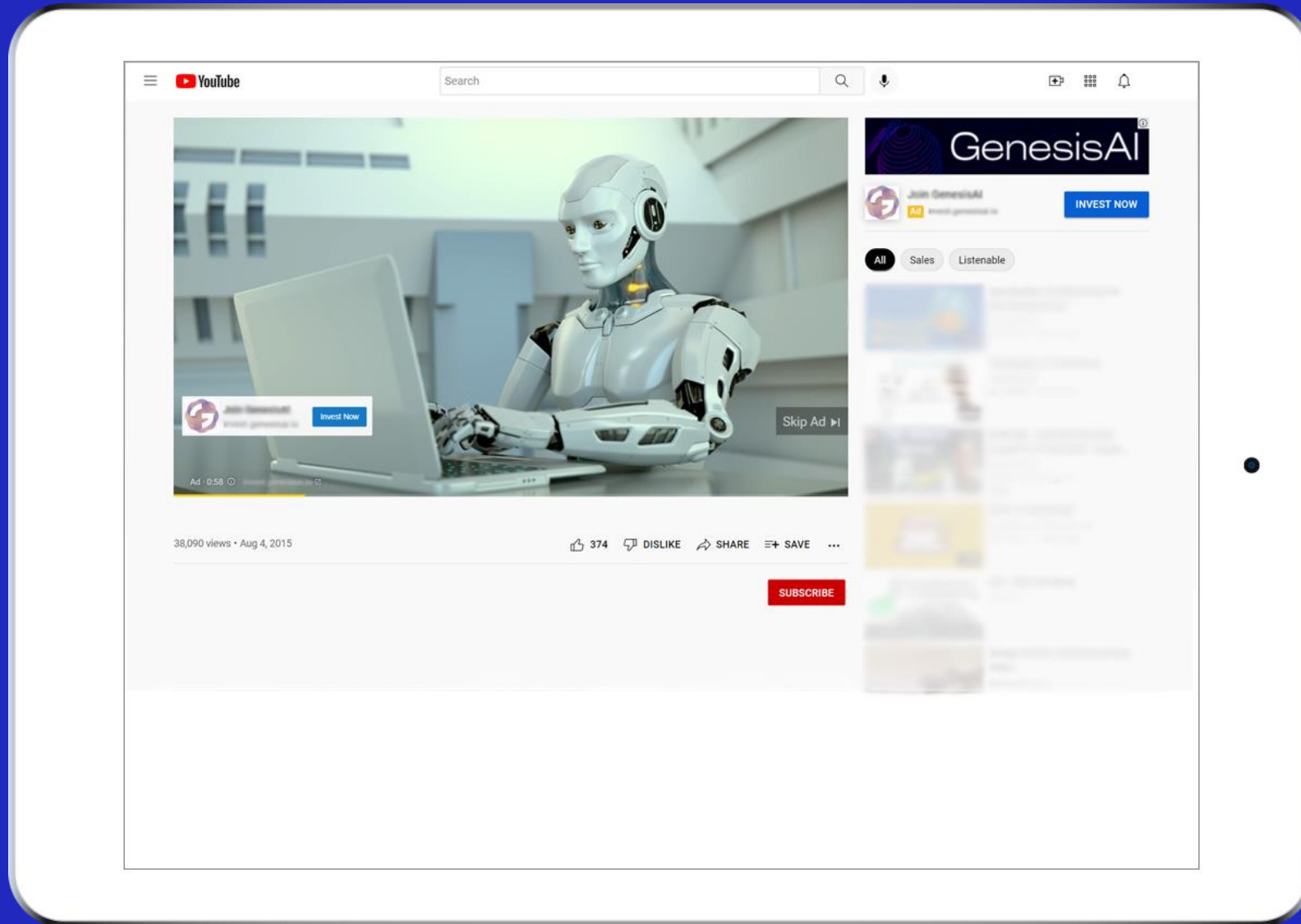
YOUTUBE ADS

YouTube is the second search engine in the world in terms of search queries after Google, which undoubtedly provides ample opportunities to reach the target audience.

In most cases, YouTube is used as a branding tool and to increase awareness, but through it you can also build a sales funnel or additionally convert (squeeze) a potential audience. To make full use of this traffic source, you will need to take care of the presence of at least one commercial.



YOUTUBE ADS CAMPAIGNS EXAMPLE



YOUTUBE ADS **SETTING UP**

INCLUDES:

- Video ads TrueView In-Stream
- In-feed video ads
- Outstream video campaigns
- Bumper Ads (Pre-roll)
- Video remarketing with various strategies
- Google Tag Manager & Google Analytics, YouTube Analytics installation and configuration as well as conversions setup
- Building a promotion strategy
- Development of the ad account structure
- Target audience identification

Cost: from **399 \$**




* It is possible to get a bonus promo code worth up to \$500





DIGITAL ANALYTICS



-  Web analytics is a system for measuring, collecting, analyzing, presenting and interpreting information about website visitors in order to improve and optimize them.
-  In fact, most of the success of an advertising campaign does not depend on the initial settings, but on the correct and timely digital analytics of the results, which will help identify weaknesses or potential areas for their subsequent optimization and scaling.
-  As a rule, Google Analytics (Universal, 4) and Facebook Pixel (API Conversions) are the main tools for analysis, but tracking and optimization using Bing Analytics, Twitter Pixel, LinkedIn Insight Tag, TikTok Pixel, as well as custom reporting is also possible in Google Data Studio and Microsoft Power BI to analyze data from different sources in a convenient way.



SERVICES DIGITAL ANALYTICS

INCLUDES:

- Audit current web analytics settings
- Installing analytics codes on the website
- Set goals/conversions
- Ecommerce setup
- Facebook Pixel integration with Conversions API
- Preparation of technical specifications for custom solutions
- Building individual reports in BI systems

Cost: **Individually**





SEO



Search engine optimization is a set of measures for internal and external optimization to raise the position of the site in the results of search engines for certain user requests, in order to increase network traffic and potential customers and subsequent monetization of this traffic.

SEO Audit

from **299 \$**

Technical SEO optimization

from **349 \$**

SEO optimization during development

from **499 \$**

SEO promotion

from **999 \$** /per month



CONTACTS



www.omelyanenko.pro



+380 96 882 97 81 (Telegram, WhatsApp, Viber)



omelyanenko.marketolog@gmail.com

Alexander Omelyanenko

Director of Digital Marketing



[Facebook](#)



[Instagram](#)



[LinkedIn](#)