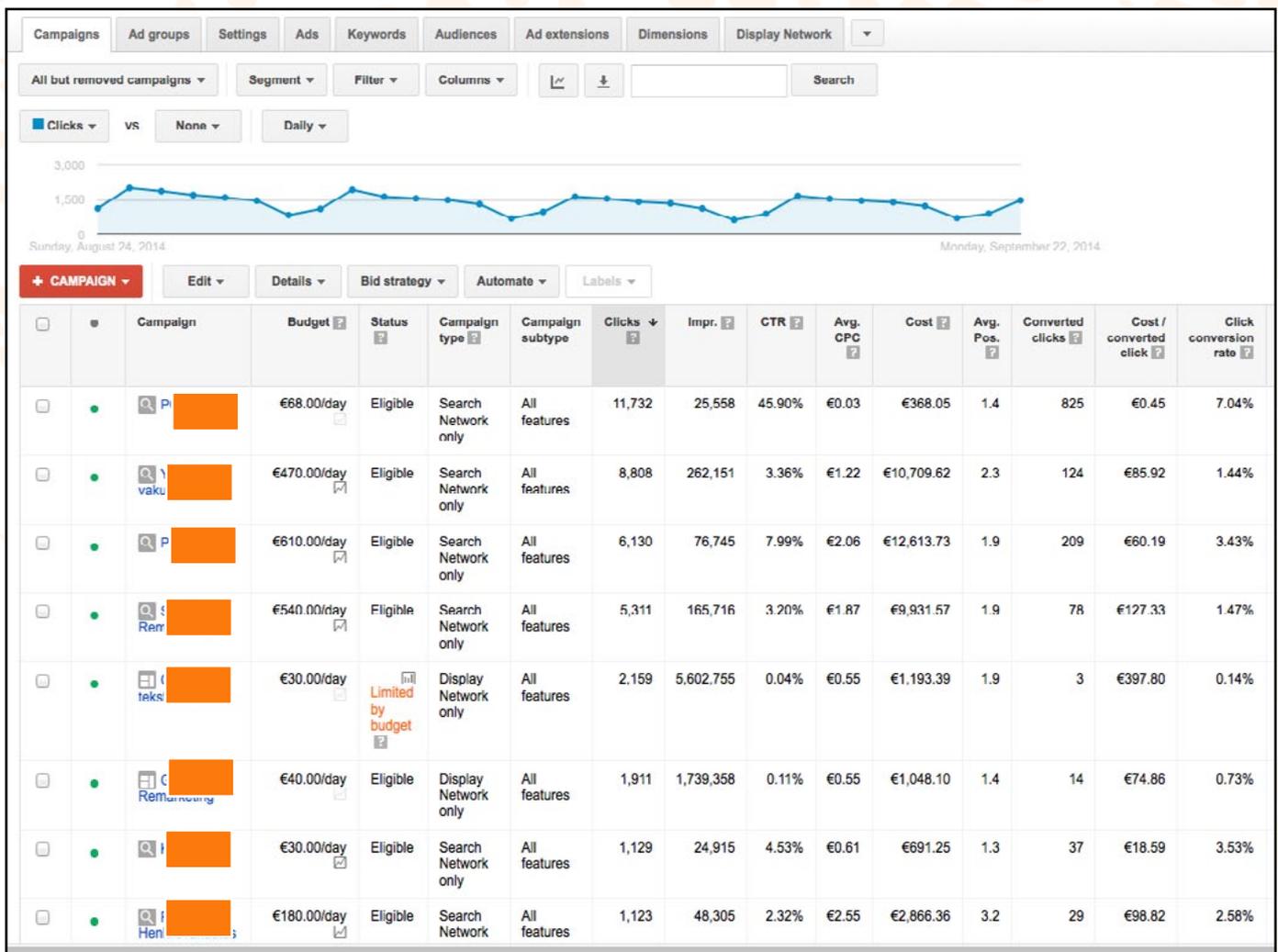


## Digital Marketing Audit Let's fix your digital marketing!

Digital marketing gets more complicated by the day. Instead of just running simple campaigns and measuring cost per click, the task is to continuously optimize marketing over a multitude of tools and to measure the real business that you get from the campaigns over the whole customer life cycle.

The starting point of good digital marketing is to select the right tools and get the right settings in place so that you can track and optimize your marketing spend.

**Quru Digital Marketing Audit** is a service package for setting up and auditing your digital marketing tool set and campaigns.



A typical digital marketing audit consists of the following components:

1. A startup meeting where we define the targets for your web business and marketing campaigns
2. Checking the Google Analytics and WebMaster Tools profiles and updating them as needed
3. Auditing your Google Adwords account, linking it to other tools and suggesting improvements to campaign settings
4. Checking marketing activities against a set of analytics parameters and reviewing previous marketing activities
5. Preparing a marketing plan and budget
6. Defining the first set of keywords and ad texts to be used as the starting point of campaigns
7. Suggestions of potential display campaigns and planning ads according to agreed profiles and segments.

### **Deliverables:**

- Lists of suggested keywords on the target languages and instructions for their use in marketing campaigns
- List of improvement suggestions for marketing accounts and campaigns settings
- A marketing plan with suggestions for campaign tools and ad content.

### **Requirements from the customer:**

- Providing Quru with access to marketing accounts and analytics tools.

**Price:** Typically 2 000 to 3 000 euros (VAT 0%), depending on the marketing campaigns.

## **About Quru**



We have one goal: To make our clients a billion

Think of us as digital detectives. We forensically examine every clue to enable you to save or make more returns on your advertising spend. Everyone using the Internet leaves a digital fingerprint or a trail. We help you understand what the trails mean, what your customers are looking for and guide you about what you need to change and why.

- We drive your business with a very quick ROI.
- We will build you a team that can analyze the value of the whole Internet journey of your customers.
- We handle your reports and manage your online and tagging tools.
- We are not after an easy cut of your marketing money, we build long-lasting partnerships .
- Our world-class team has over 100 years of experience from Internet business development and can support any analysis tool you pick.
- With us, you can outsource the operational without worries so that you can concentrate on strategy and planning.

