



Hello

This is the Digital Marketing Proposal from Webzilla.



About Us

Webzilla Limited

- Digital Marketing Agency in Auckland

Webzilla is a New Zealand Company, specializes in Web Development, Digital Marketing, Hosting and Maintenance Services.

At Webzilla we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget.

Our company consists of a group of young and enthusiastic Chinese people. We believe that we know Mi Store better than others and we love your corporate culture.

We are an experienced and talented team of passionate consultants who live and breathe search engine marketing.

We have developed beautiful websites and search strategies for leading brands to businesses across many industries in New Zealand and worldwide.

During lockdown, before the official tracing app come out, we provided free services to over 200 businesses, letting their customers scan the QR codes to create a private digital diary. We believe it is our duty to help businesses get ahead of the virus and quickly break the chain of transmission.



We Picked 3 of Our Projects

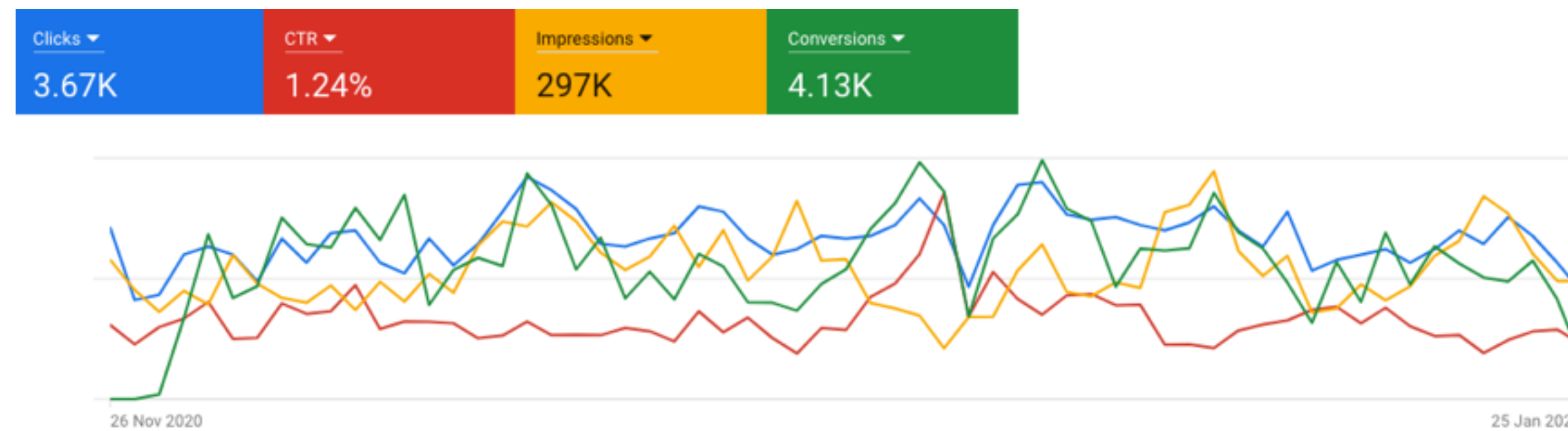
Auckland Car Dealer

Our client is a car dealer base in Auckland.

Their main service is selling second hand cars, mainly from Japan.

Audience	Type
Cars & Vehicles	In-market audience
Cars & Vehicles > Motor Vehicles Motor Vehicles (Used)	In-market audience
Cars & Vehicles > Motor Vehicles > Motor Vehicles (By ... Hatchbacks (Used)	In-market audience
Cars & Vehicles > Motor Vehicles > Motor Vehicles (By ... Sports Cars (Used)	In-market audience
Cars & Vehicles > Motor Vehicles > Motor Vehicles (By ... Compact Cars (Used)	In-market audience
car dealers auckland	Custom intent audience: auto-created
Vehicles & Transportation	Affinity audience
Cars & Vehicles	In-market audience
Cars & Vehicles Motor Vehicles	In-market audience
Cars & Vehicles > Motor Vehicles Motor Vehicles (Used)	In-market audience

Status	Level	Bid adj.	Imp.	Interactions	Interaction rate	Avg. cost
Eligible	Ad Group	—	66,090	461 Clicks	0.70%	NZ\$0.30
Eligible	Ad Group	—	61,353	427 Clicks	0.70%	NZ\$0.33
Eligible	Ad Group	—	9,115	61 Clicks	0.67%	NZ\$0.38
Eligible	Ad Group	—	5,134	28 Clicks	0.55%	NZ\$0.32
Eligible	Ad Group	—	3,519	12 Clicks	0.34%	NZ\$0.42
Eligible	Ad Group	—	920	4 Clicks	0.43%	NZ\$0.51
Eligible	Campaign	—	256	18 Clicks	7.03%	NZ\$0.52
Eligible	Campaign	—	204	11 Clicks	5.39%	NZ\$0.52
Eligible	Campaign	—	187	10 Clicks	5.35%	NZ\$0.54
Eligible	Campaign	—	158	10 Clicks	6.33%	NZ\$0.52



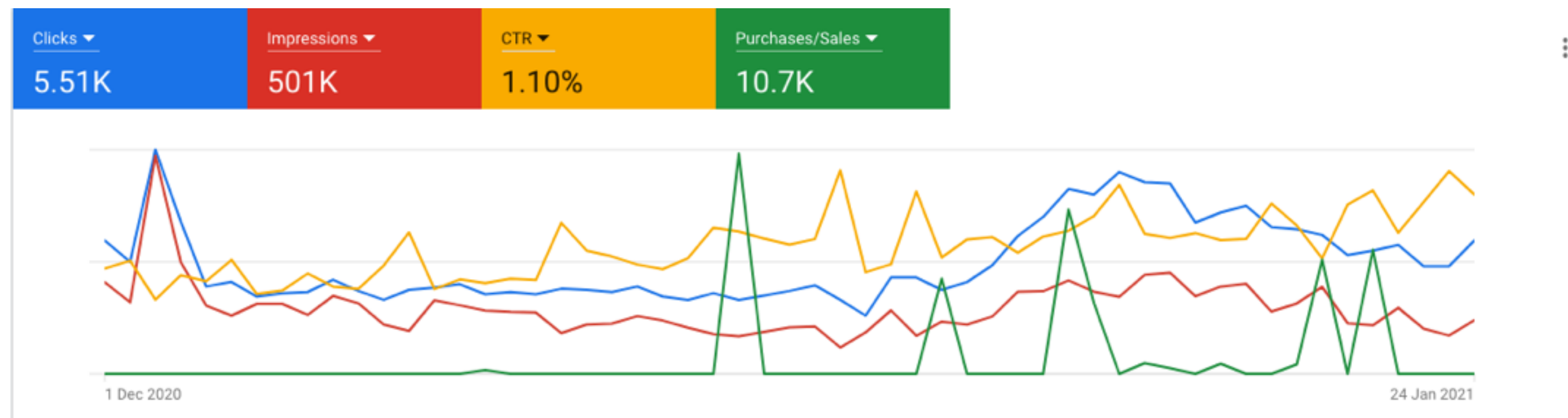
We target on specific audience, demographics, ad schedule etc to make sure our client can spend their budget where they can be put to best use.

Furniture Retailer

Our Client is a furniture retailer in Auckland and has a few years history in this industry.

We help our client increase their brand awareness as well as generating sales.

We use website conversion tracking to see what the audience is interested in and created a re-marketing campaign to keep the customers.

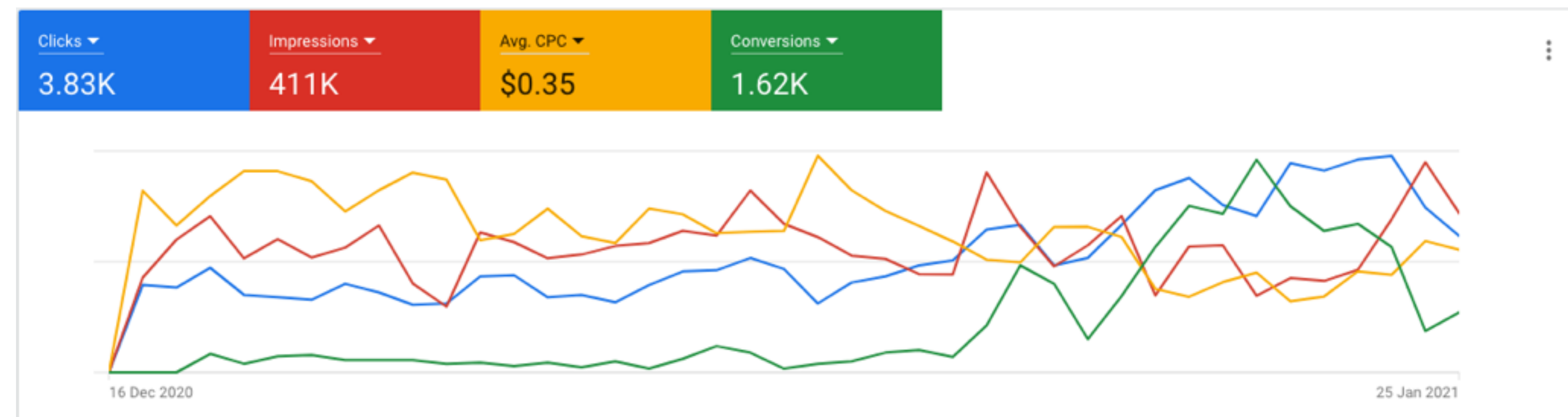


Indoor Playground



Our Client owns a newly opened kids indoor playground in Auckland.

By doing Google Ads and Facebook Instagram Ads, their playground reached full capacity during school holidays.



Service Lists

Search Engine Marketing

Google Advertising (including all types)

Social Media Advertising (Facebook , Instagram , WeChat)

Search Engine Optimization

SEO Audit

Custom Strategy

On-Page & Off-Page Optimization

Thank you for your time.

Please feel free to contact us on info@webzilla.co.nz