

# wigital

## wigital.marketing

Online-Marketing-Pakete



Konzept

# Ganzheitliches Online-Marketing

## Advertising

Budgetierung und Schaltung  
von Anzeigenkampagnen

## Optimization

Kontinuierliche Verbesserung von  
Ranking und Konversionen

## Content

Editierung, Erweiterung und  
Verbreitung von Inhalten

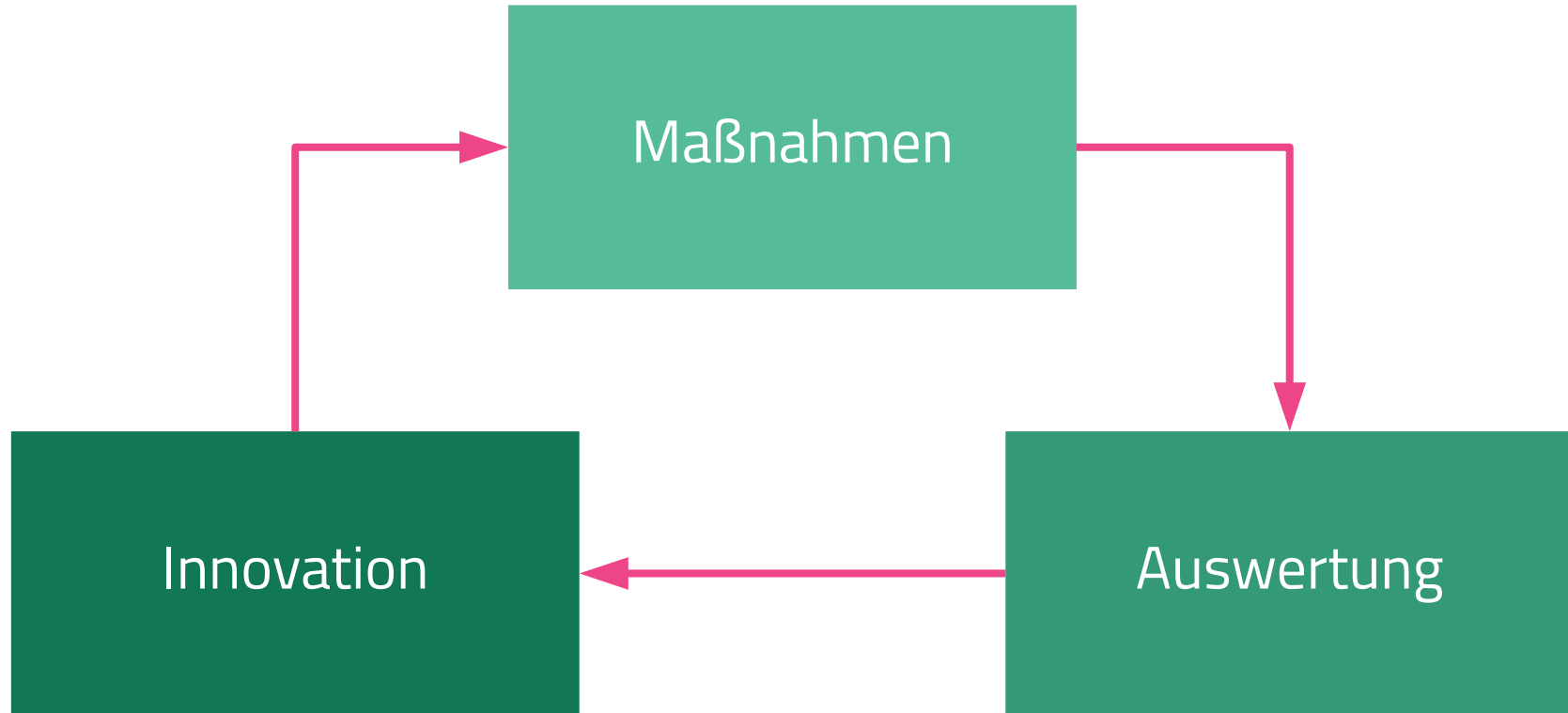
## Reporting

Monitoring und Auswertung  
mit regelmäßigen Berichten

# Ausrichtung am konkreten Bedarf



# Umsetzung als iterativer Prozess



A photograph of three business professionals in an office setting. A woman in a pink striped shirt is on the left, looking at a laptop. A man with glasses and a beard in a white shirt is in the center, looking towards the right. A man with a beard in a dark shirt is on the right, looking towards the center. A bright pink horizontal bar is overlaid across the middle of the image, containing the word 'Lösung' in white text.

Lösung

# Pakete für individuelle Anforderungen

	Stage I	Stage II	Stage III	Stage IV	Stage V	Stage VI
Advertising	1	2	3	5	8	10+
Optimization	● ○ ○ ○ ○ ○ ○ ○	● ● ○ ○ ○ ○ ○ ○	● ● ● ○ ○ ○ ○ ○	● ● ● ● ○ ○ ○ ○	● ● ● ● ● ○ ○ ○	● ● ● ● ● ● ● ●
Content	○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○	● ○ ○ ○ ○ ○ ○ ○	● ● ● ○ ○ ○ ○ ○	● ● ● ● ● ○ ○ ○	● ● ● ● ● ● ● ●
Reporting	Quartal	Quartal	Monat	Monat	Woche	Woche
Tagesbudget (€)	5-10	10-20	20-40	40-80	80-160	160-320
Monatsbudget (€)	150-300	300-600	600-1.200	1.200-2.400	2.400-4.800	2.400-4.800
Monatshonorar (€)	<b>59,-</b>	<b>149,-</b>	<b>359,-</b>	<b>769,-</b>	<b>1.279,-</b>	<b>2.199,-</b>



# Stage I

## Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

## Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

## Advertising

1 Kampagne

## Reporting

Quartalsweise

## Tagesbudget

5-10 €

## Monatshonorar

59,- €



# Stage II

## Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

## Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

## Advertising

2 Kampagnen

## Reporting

Quartalsweise

## Tagesbudget

10-20 €

## Monatshonorar

149,- €

## Stage III

### Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

### Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

### Advertising

3 Kampagnen

### Reporting

Monatlich

### Tagesbudget

20-40 €

### Monatshonorar

359,- €

# Stage IV

## Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

## Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

## Advertising

5 Kampagnen

## Reporting

Monatlich

## Tagesbudget

40-80 €

## Monatshonorar

769,- €

# Stage V

## Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

## Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

## Advertising

8 Kampagnen

## Reporting

Wöchentlich

## Tagesbudget

80-160 €

## Monatshonorar

1.279,- €

# Stage VI

## Optimization

- Tracking
- OnPage
- HTML-Code
- PageSpeed
- A/B-Testing
- OffPage

## Content

- SEO-/Produkttexte
- Landingpages
- Social Media
- Blog
- Newsletter
- Influencer

## Advertising

10+ Kampagnen

## Reporting

Wöchentlich

## Tagesbudget

160-320 €

## Monatshonorar

2.199,- €

# wigital

## Weitere Fragen?

Merle Litfin  
[m.litfin@wigital.de](mailto:m.litfin@wigital.de)