

**PUNCH**  
DIGITAL MARKETING  
**AGENCY CREDENTIALS**  
**2020**



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# ABOUT

Punch Digital Marketing is an online advertising agency located in Seoul, South Korea. At Punch Digital Marketing we provide you with excellent marketing services tailored to the wants and needs of your business. Because every organisation is different! We want to hear your story and amplify it, so you can get the most out of your business and grow it accordingly.

The main services we offer are Pay Per Click (PPC) advertising, Search Engine Optimisation (SEO), social media (SNS), influencer and content marketing.

**At Punch Marketing we believe that creativity should have its natural flow** by creating ideas, conceptualising and designing them in a manner that suits our customers but also the market best.

**Entering a new market requires guts and persistency.** That is why at Punch Digital Marketing we believe in the saying 'Stay Gritty'. New opportunities arise when you are courageous and resolving. With this in mind we help our customers making the right choices to grow and expand in the market by applying right marketing tools suitable for your business.

**Our marketing agency consist out of an international diverse team, driven to give our customers the best results possible.** Within our team we have members who are fluent in Korean, English and even Dutch, serving customers from all over the world! One of our main features is that we help you reach the most suitable Korean audience for your business. We have been delivering digital marketing success since 2007 and are specialised in startups, hightech, toursim and education.

# WHAT ONLINE MARKETING WE DO

Digital marketing is expanding with the rise of technology and is part of our daily lives. More and more people are making use of digital marketing services everyday.

Our main services consist of PPC, SEO, and social media. Besides the main services, we also offer optional services that could help tailor your customer base if you are new to the Korean market.

**So how do people become aware of your business?** There are different kind of marketing practices, however we specialise in online marketing. The Korean market is very technology minded and therefore it is no surprise that digital marketing is the most effective and efficient way to reach out to the Korean market.

## Optional Services



Remarketing / Retargeting



Competitor Market & Keyword Analysis



Competitor Keyword Research



Translation  
(e.g. English to Korean,  
Chinese, Japanese )



Automation

# SERVICES



## Pay Per Click (PPC)

**PPC, also known as Pay Per Click or Search Engine Advertising / Marketing (SEA / SEM)** is a service that helps you attract more customers to your website through search engines / portals such as Google, Naver and Daum. These portals hold no secret for us, as we make campaigns of low cost per click (CPC) and high click through rates (CTR), with more people seeing your website!

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## Long tail semantic keyword analysis

Keywords, the foundation for a good marketing campaign and digital marketing strategy. To ensure the right and most effective keywords are used for your service / product a long tail semantic keywords analysis is essential. **We do an in-depth analysis** where we look at what keywords are most suitable, the search frequency, search behaviour of the audience and if there are any content gaps, comparing them with the competitors of your business. The outcome of the analysis will not only be used for SEO, but also for social media posts, meta tags, blog posts, etc.

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## Search Engine Optimisation (SEO)

Whether it is Google, Naver or any other search engine, portal or shopping website, there are algorithms that decide the amount of traffic that is sent to your website. **We make sure you get the traffic you deserve, ensuring you a good ranking in Google, Naver and Daum.**

# SERVICES



## Social Media Marketing (SNS)

When it comes to social media (e.g. Facebook, Instagram, Band, KakaoTalk, or Naver Blog) **We are exporters that know how to keep your audience interested and engaged with the right content.** Influencer (micro) marketing is also a tool to drive more traffic to your website / app.



## Content Marketing

**Creating the right content for your audiences and timing is what we find important.** People want to read about your company! We therefore advice on what, how and when to publish to attract a massive amount of people to your site. Creating content is therefore one of our guilty pleasures!



## Web Development

Having a good website is the key for a good and suitable marketing campaign. Responsive mobile sites and reliable web hosting will help you rank higher in search engines and drive more visitors to your site. **We can help develop the right landing page and get more conversions** by advising how to design your webpage, stimulating people to take action on your site.

# SOME OF OUR CLIENTS

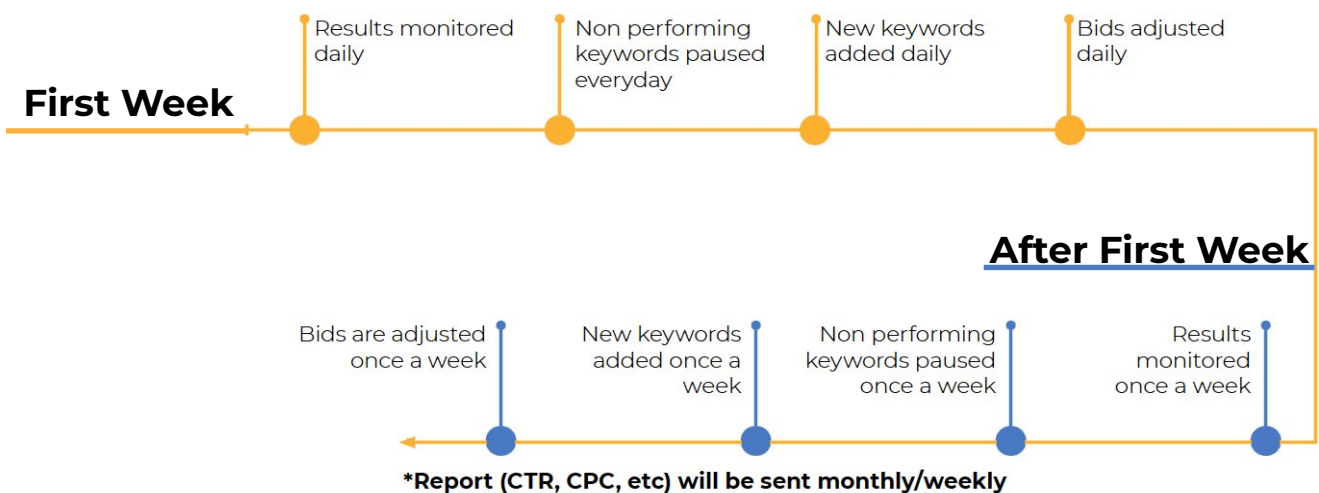
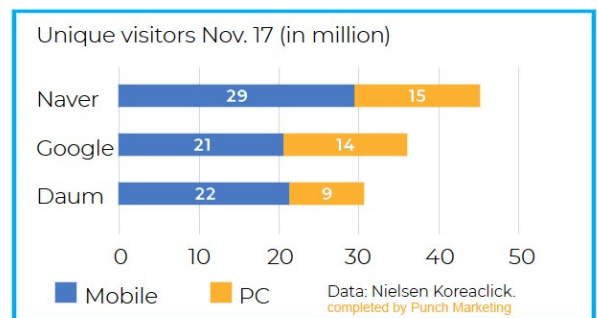


# PROJECT OUTLINE PPC

Each marketing project is different in its own way. However when it comes to PPC, all campaigns go through the same process, whether the objective of the campaign is to generate more clicks or conversions.

Before the start of the campaign a long tail semantic keyword analysis is performed where keywords are categorised by seed keywords. After that related keywords are collected in Naver and Google and optionally competitor keywords can be identified.

When we set up a PPC campaign we monitor the results daily in the first week and adjust things to the campaign if needed. After the first week the campaign will be monitored weekly. Besides setting up a campaign we also offer remarketing, retargeting, conversion tracking and landing page optimisation.





# PROJECT OUTLINE SEO

SEO is not just about ranking on the first page of Google, Daum or Naver. It is about optimising your website in a way that people (UX / UI) and search engines can easily understand the content of your website and use it for appropriate search terms, related to your service or product. Search engines crawl your website looking for the right information, and if they cannot find this your webpage might not even appear in the search results, causing your website to miss out on traffic.

Don't worry! We have the solution. We look at all aspects of your website to make sure that your website is not blocked by search engines, and that you get the traffic you deserve. We make use of SEO audit, market analysis and competitor analysis. We look for additional content gaps and make sure your website is good to go to rank high in Google, Naver and Daum! Please do know that it takes 3 to 6 months to see SEO results.

## SEO Services

### SEO Audit

- Crawl
- Meta / tracking tags
- SERP
- Traffic
- Backlinks
- Site speed
- Mobile friendliness
- Possible penalties  
(and removal / disavow)

### On site SEO

- Meta tags
- Copywriting
- UX / UI design
- Internal linking
- Anchor text
- Optimizing landing page
- Conversion optimization

### Link Building

- Backlink analysis
- White hat link building

### Content Marketing

- Content gap analysis
- Skyscraper technique
- infographic, video, etc.

### Web Development

- SSL
- Local cloud hosting  
(AWS, Digital Ocean)
- Optional PPC landing  
pages / click funnels











# PROJECT OUTLINE SNS

SNS, known as social media in western terms is quite different in Asia. Different platforms such as KakaoTalk, Naver Blog, KakaoStory, Band, etc. are actively used by Koreans. It might be hard to understand what steps to undertake when trying to reach the Korean audience on these platforms. Social media is a powerful tool to reach the Korean market. At least 84% of the Korean population make active use of social media on their phone alone!

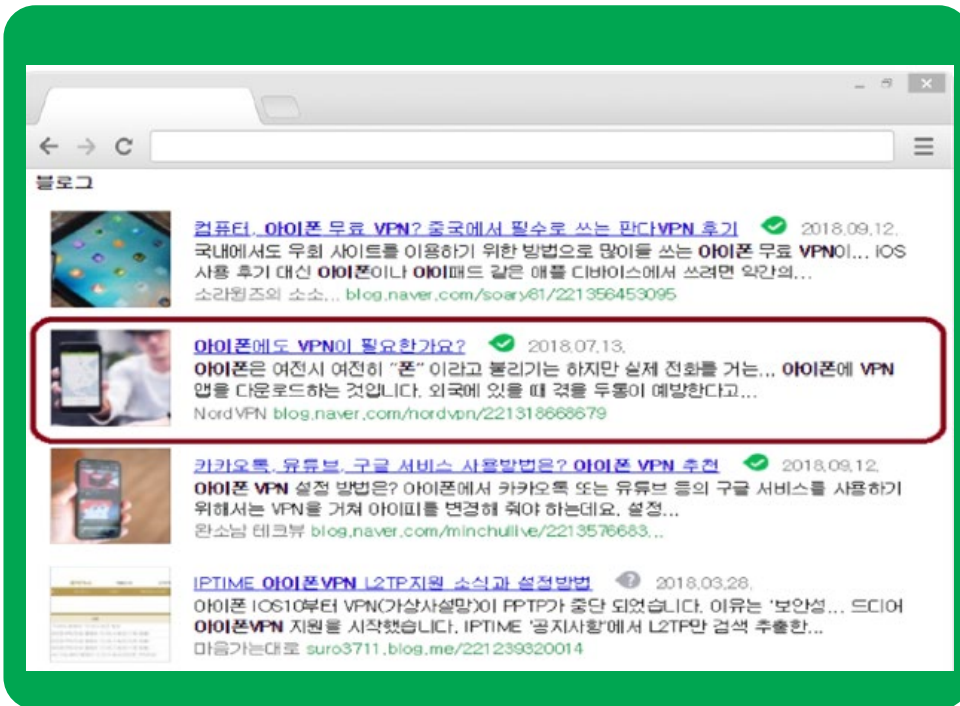
When creating a personalised marketing strategy we create unique content for the SNS channel of your choice. The content created will not only be customised and custom made, but also strategically designed with the right keywords and hashtags, so that views increase and your audience finds your posts, related to your topic / service / product.



## Top 10 Social Media Apps in Korea

-  KakaoTalk
-  Band
-  Facebook
-  Snow
-  Daum Cafe
-  YouTube
-  KakaoStory
-  Instagram
-  Naver Cafe
-  Line

# CASE STUDY: NAVER BLOG



In Naver, Korea's number 1 search engine.

We managed to rank second of the first page with the keyword **'iPhone VPN'** on Naver blog.



We also managed to rank first page third results with the keyword **'Android VPN'**

# CASE STUDY: NAVER BLOG



With the keyword **'China VPN'** we managed to rank first page.



For the keyword **'VPN Speed'** we managed to rank first page again, but as fourth result.

# CASE STUDY

# ONLINE SERVICE

# PROVIDER USA

Attracting and obtaining new Korean customers can be hard, especially when you do not speak the language. Here is an example of one of our clients, a service provider in the USA. Their request to us was to make their service known to customers in Korea and attract them to their service. We provided the right marketing tools suitable to the client to attract more customers from Korea and eventually led to signing up for their services.

## Challenge

Attracting new customers, however website is not in the Korean language

## Solution

Making use of long tail semantic keywords with a strong and immediate buyer intent

## Result

- 14,3% conversion rate (The average e-commerce is between 1-5%)
- 0,64 USD cost per click (CPC)

## Why Punch Digital Marketing?

Having a small budget and not being able to speak the language, Punch Digital Marketing was the right fit for this company. With our service offerings in English, and being able to offer a flexible strategy made this client want to work with us.



# CASE STUDY: B2B AGENCY KOREA

The following company is an agency located in Korea that focuses mainly on Business to Business (B2B). The request we received of this client was if there is a possibility to create more leads to their website and thereby also increase their brand awareness towards businesses.

Punch Digital Marketing provided this client with a specific and custom made strategy that would help them to gain more leads.

## Challenge

Creating no leads but having no brand recognition

## Solution

- Customized ads
- Conversion tracking
- Dynamic long tail semantic keywords

## Result

- + 10% CTR
- + 6% Conversion rate (Google ads average is 2,35%)
- Signed deals worth 40.000 USD

## Why Punch Digital Marketing?

Because of our result oriented and problem solving nature, we came up with a perfect PPC strategy that suited the needs of the company.



# CONCLUSION

Making our customers happy and helping to achieve their company goals is something we find important and find pleasure in. Staying up to date by scanning the market and using the latest techniques so we can help you even better is our specialty. We deliver our service up to your standards, coming with a custom made flexible strategy based on your business. We cannot emphasise enough on how different and unique each business is. We listen to your wants and needs and build from there.

**Punch Digital Marketing is diverse by offering multiple services, delivered by a cultural diverse team, putting high importance on creativity, sustainability and achieving to deliver high-end services with results you could only dream of.**

-  **Believes in Diversity:** different people from different backgrounds together are more creative and tackle the biggest problems
-  **Punch makes use of the latest technologies:** digital marketing is new and changes everyday
-  **Strives for achievement and growth:** we help you achieve your goals and growth
-  **We deliver custom made specific strategies:** tailored to the wants and needs of your company.
-  **Is sustainable in service offering:** we think and do long term, have a flexible working culture and flat in hierachy

# CONTACT

Ask us about a personalized digital marketing strategy to help reach your organization's goals with our free consultation!

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# PUNCH MARKETING AGENCY CREDENTIALS

