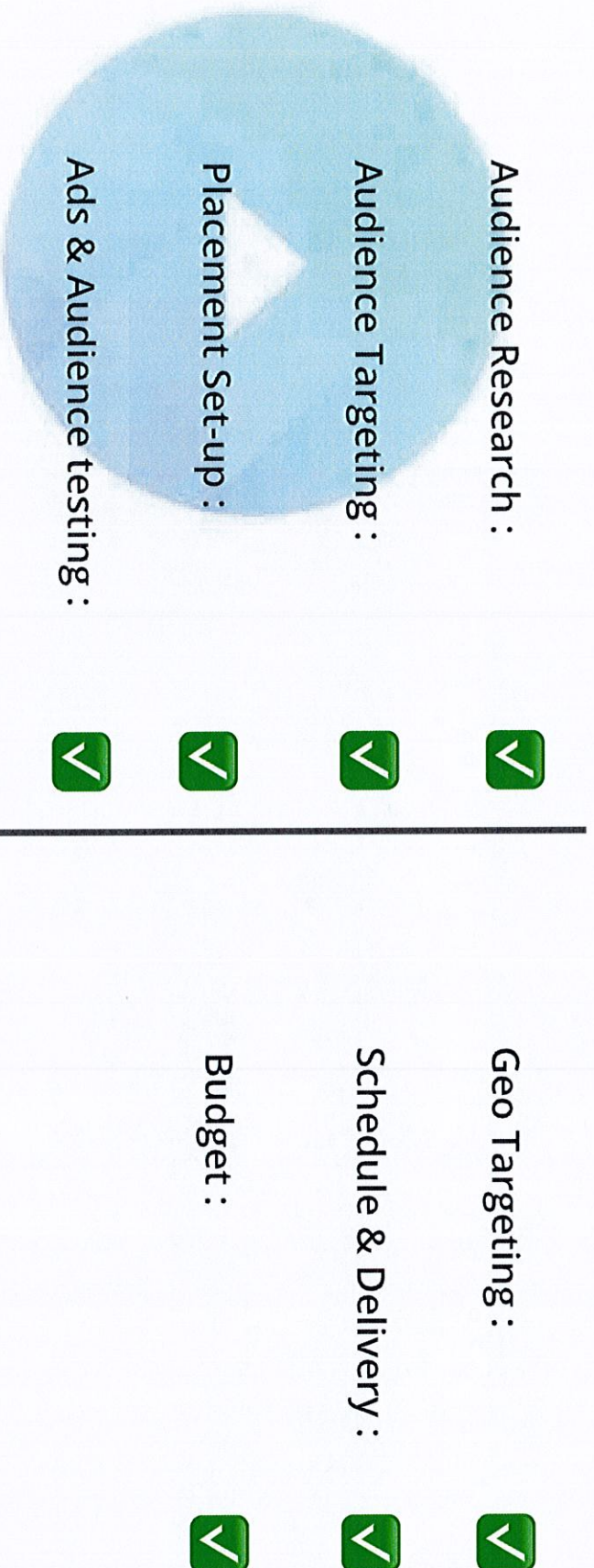




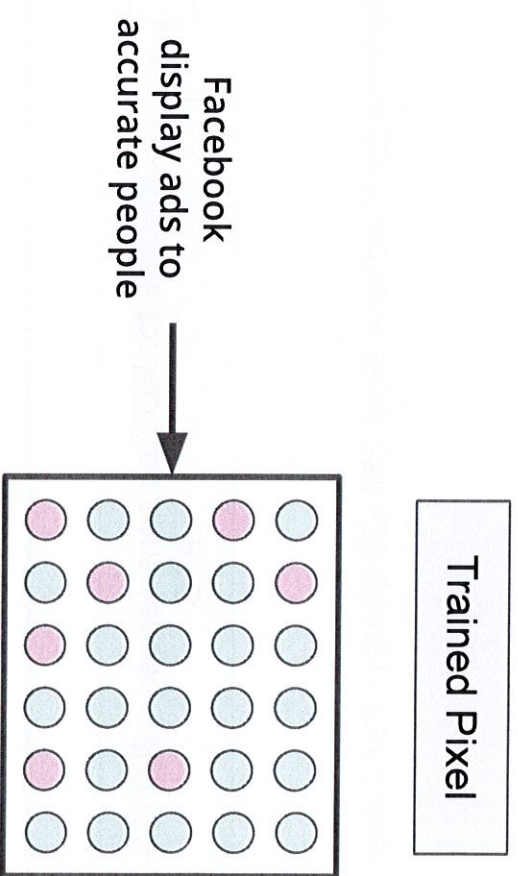
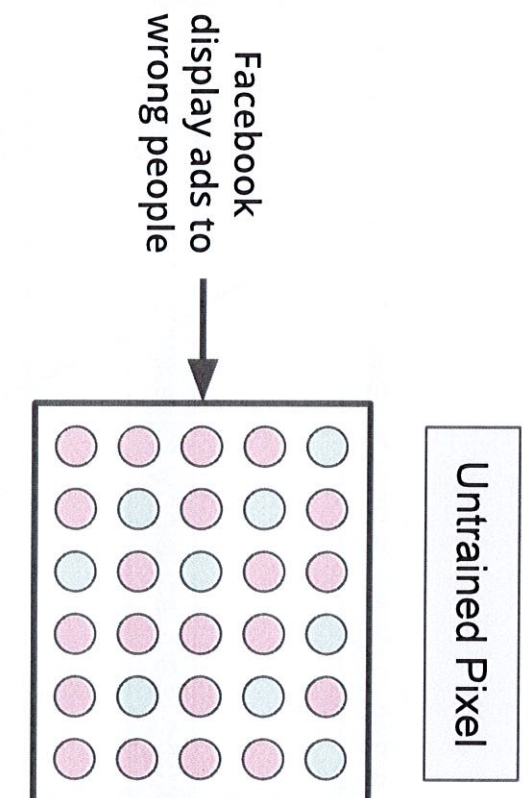
ARCADIUM

Acquisition Winning Strategy!

Facebook ads :



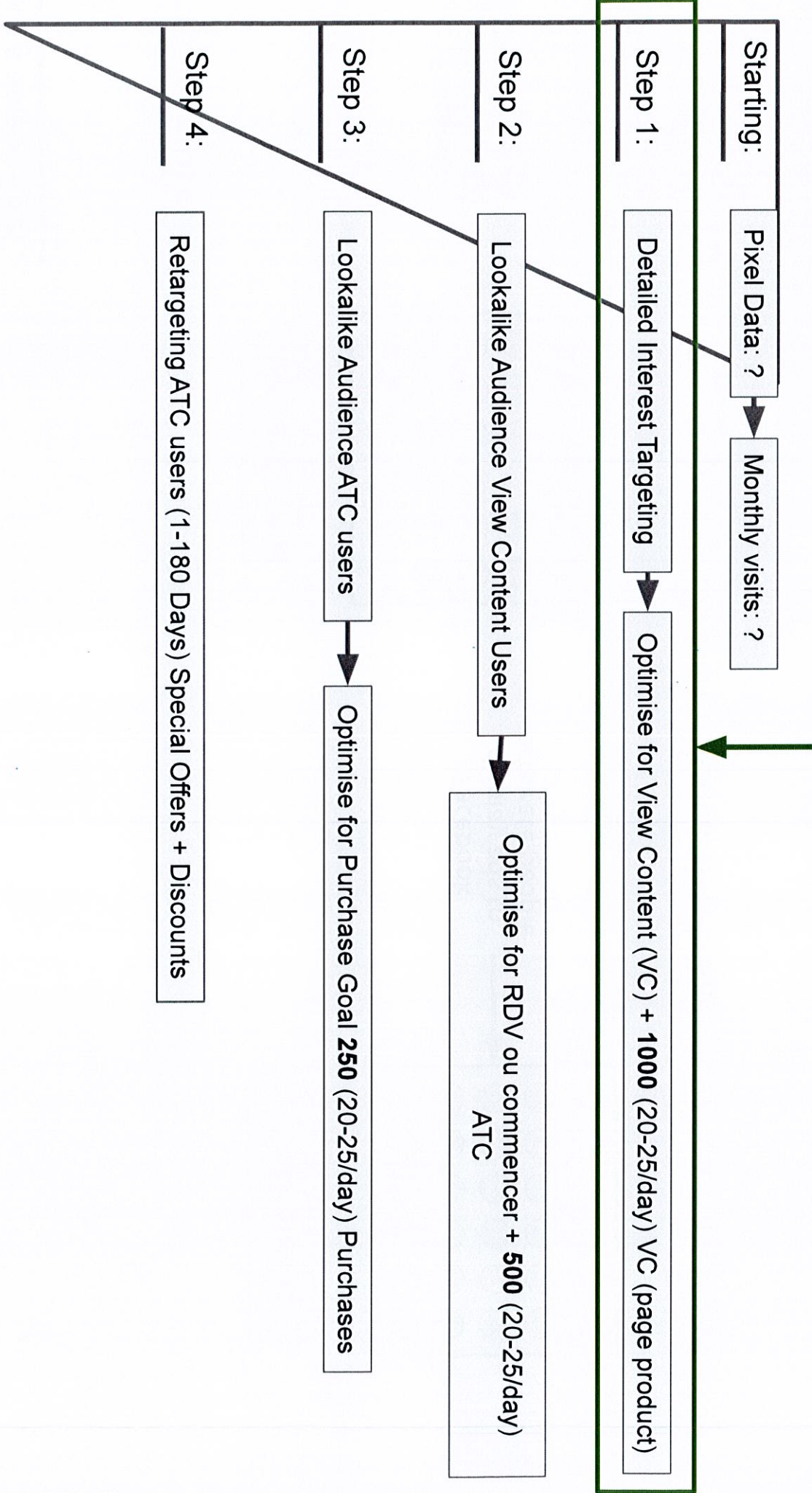
What's a trained Pixel :



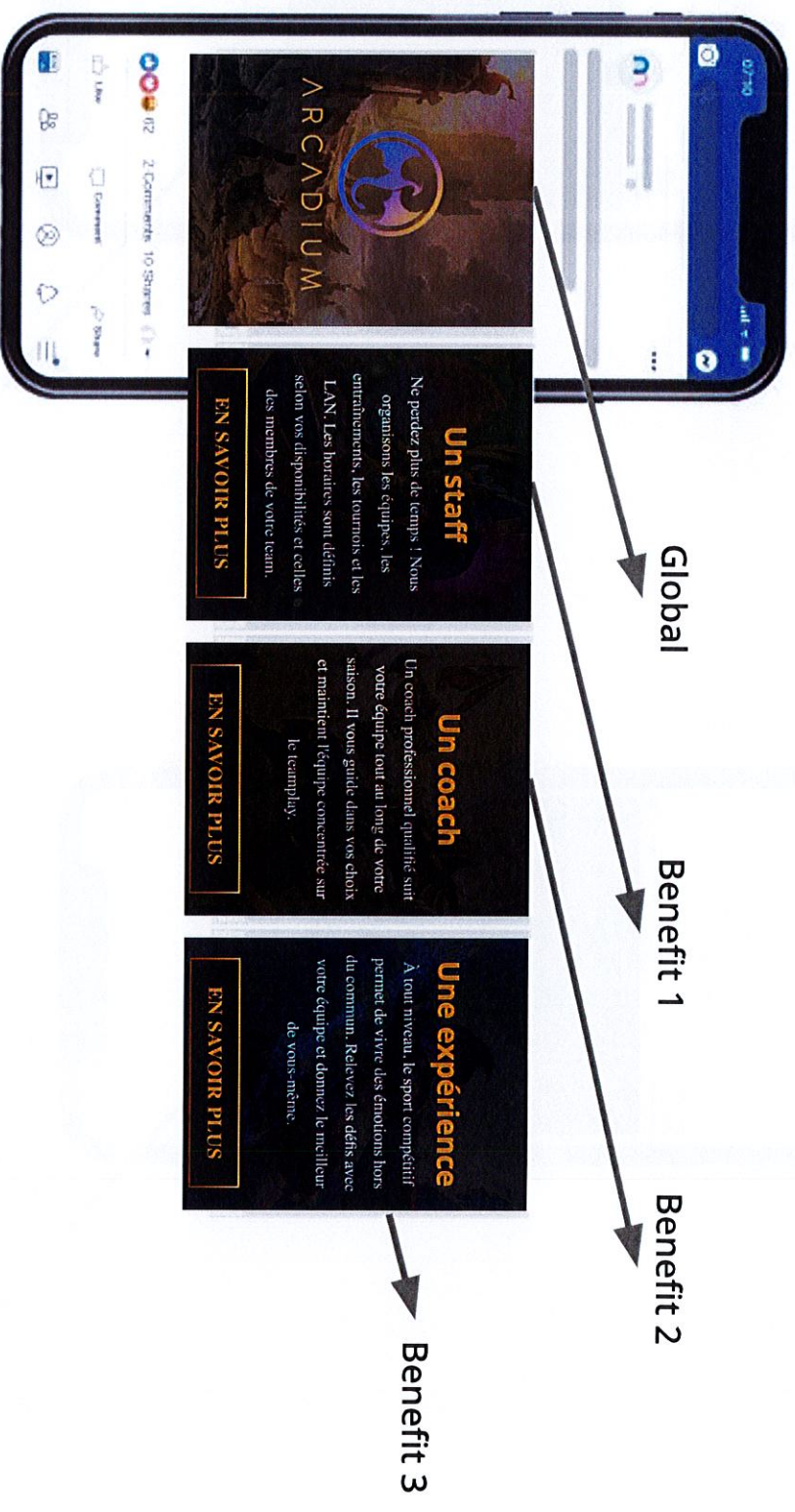
Goal : Improving the targeting thanks to the trained Facebook Pixel

Facebook Funnel strategy :

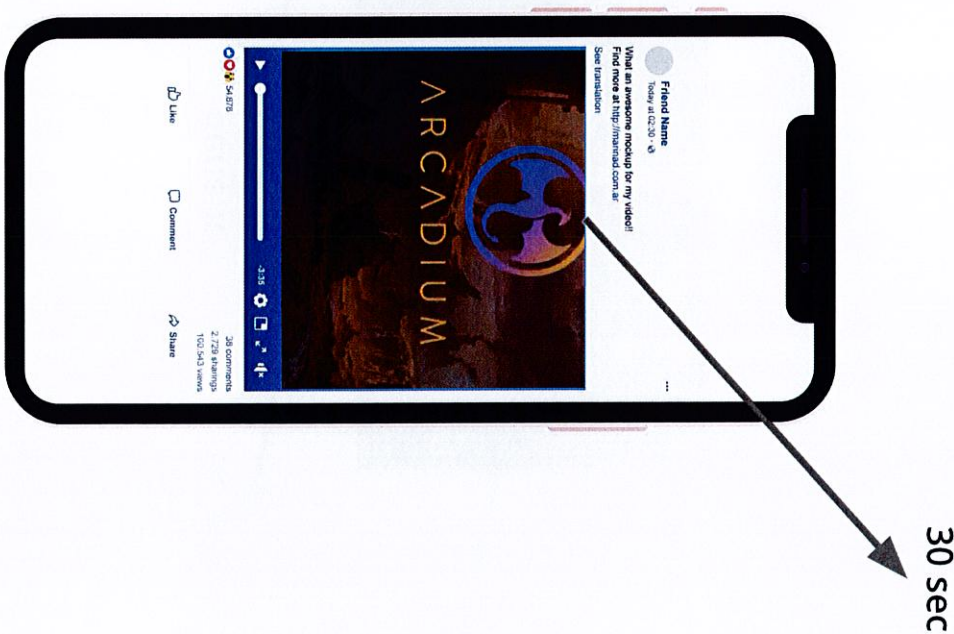
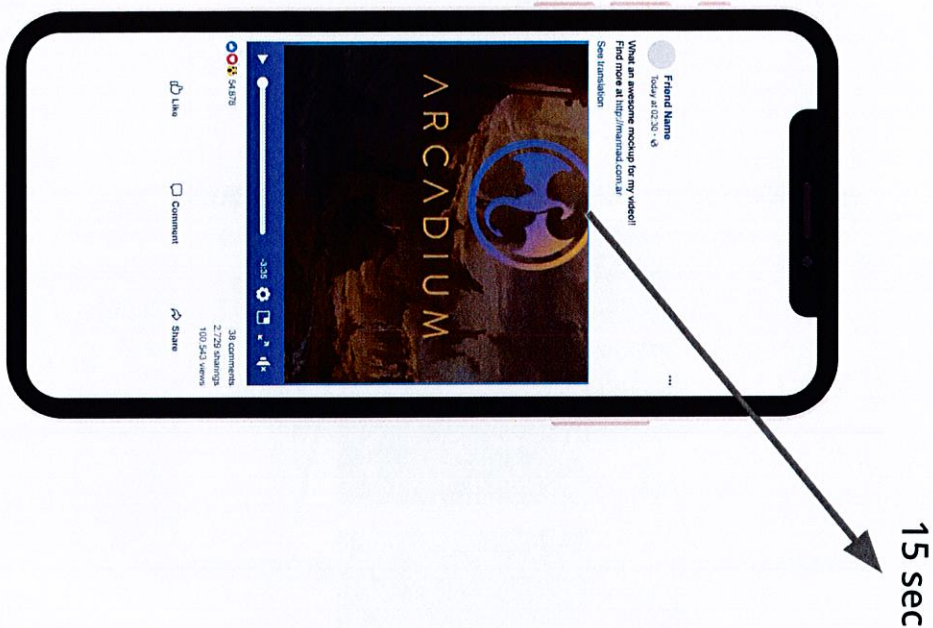
First Week



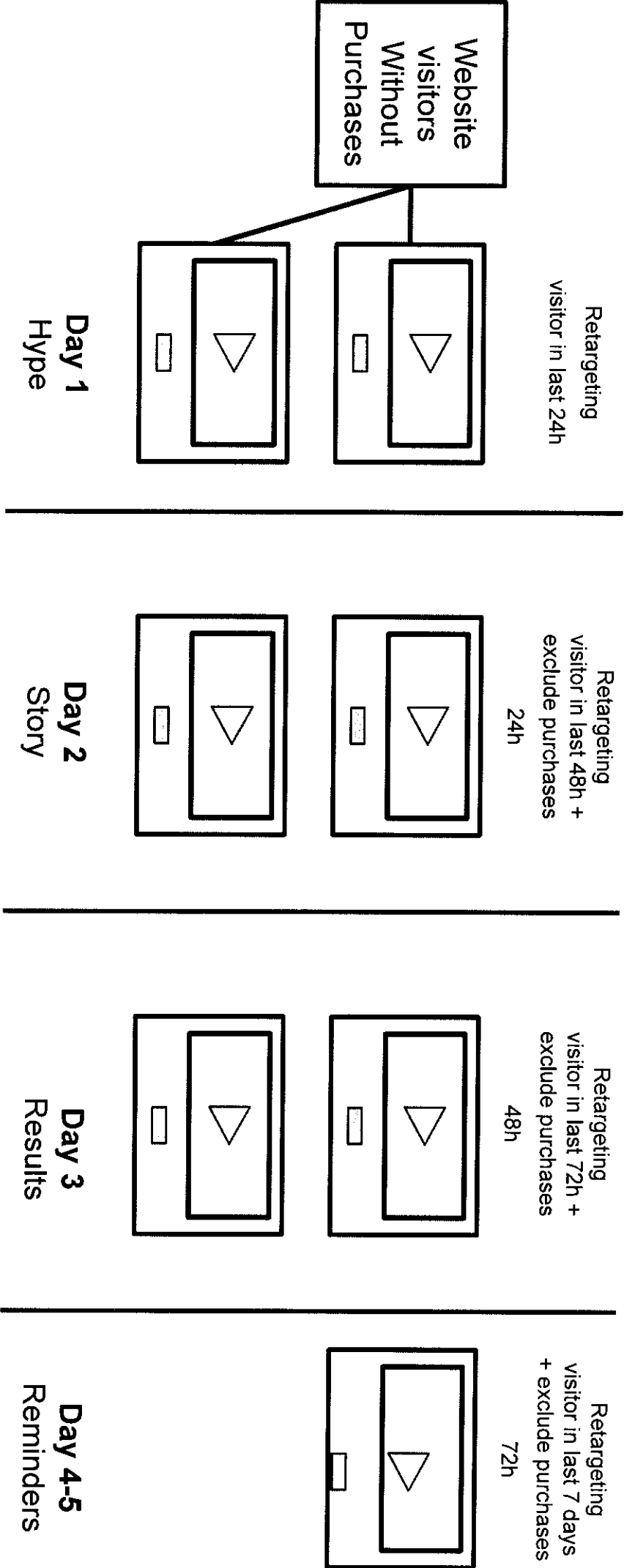
Ads Format : Facebook Carousel



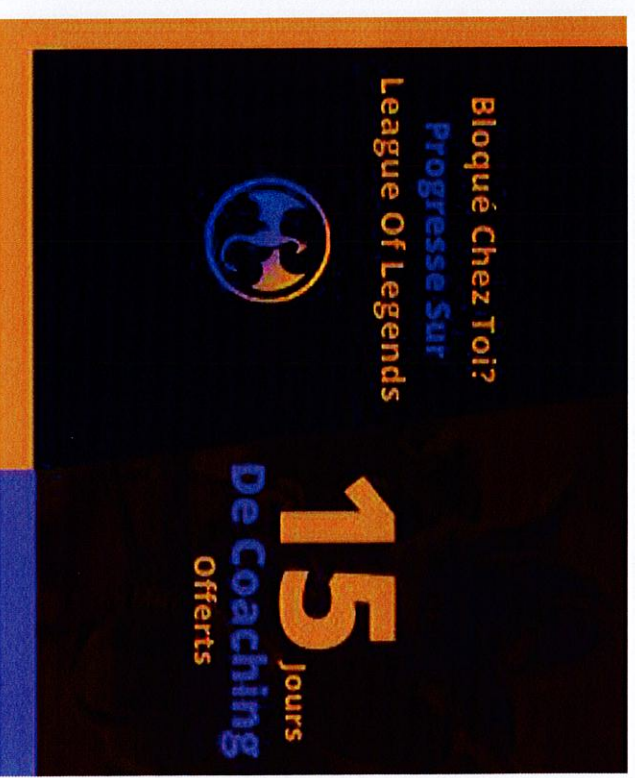
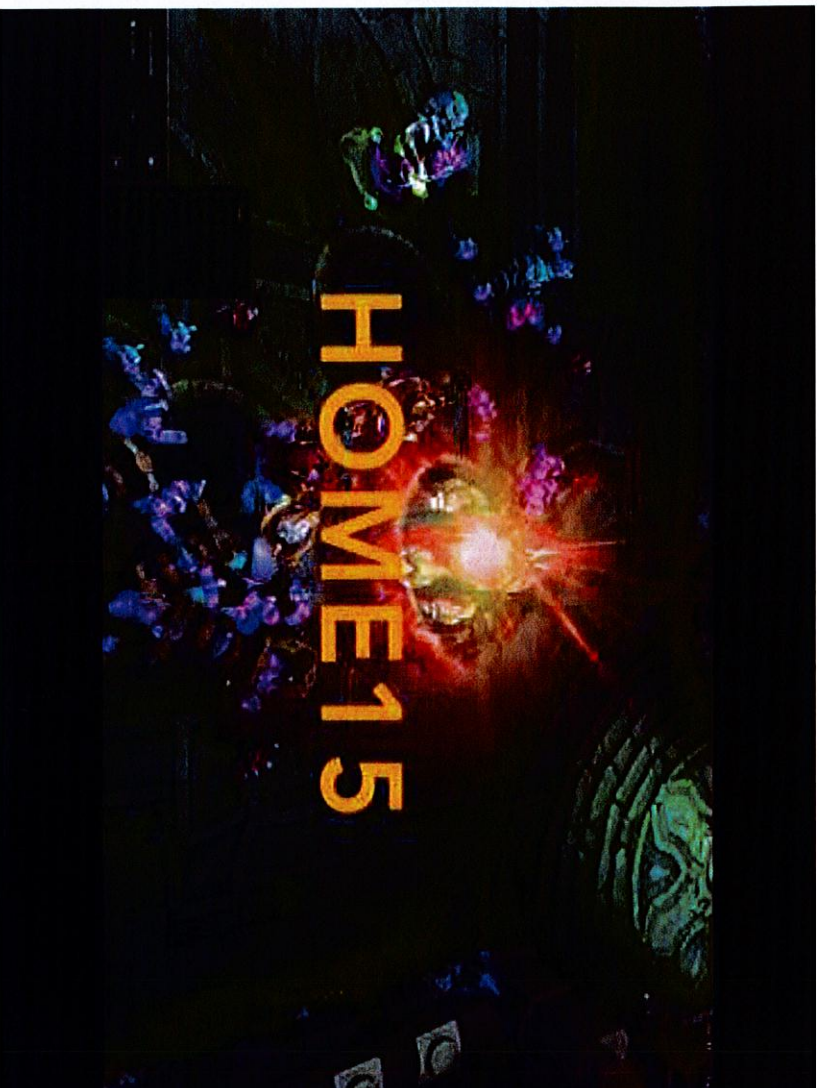
Ads Format : Facebook Video



Facebook Sequential Retargeting



Video & Creatives Facebook Ads



Google Ads :

Ads :



New Keywords :



Keyword Match Types :



Campaign Structure :



Audience Targeting :



Schedule & Delivery :



Bidding & Budget :



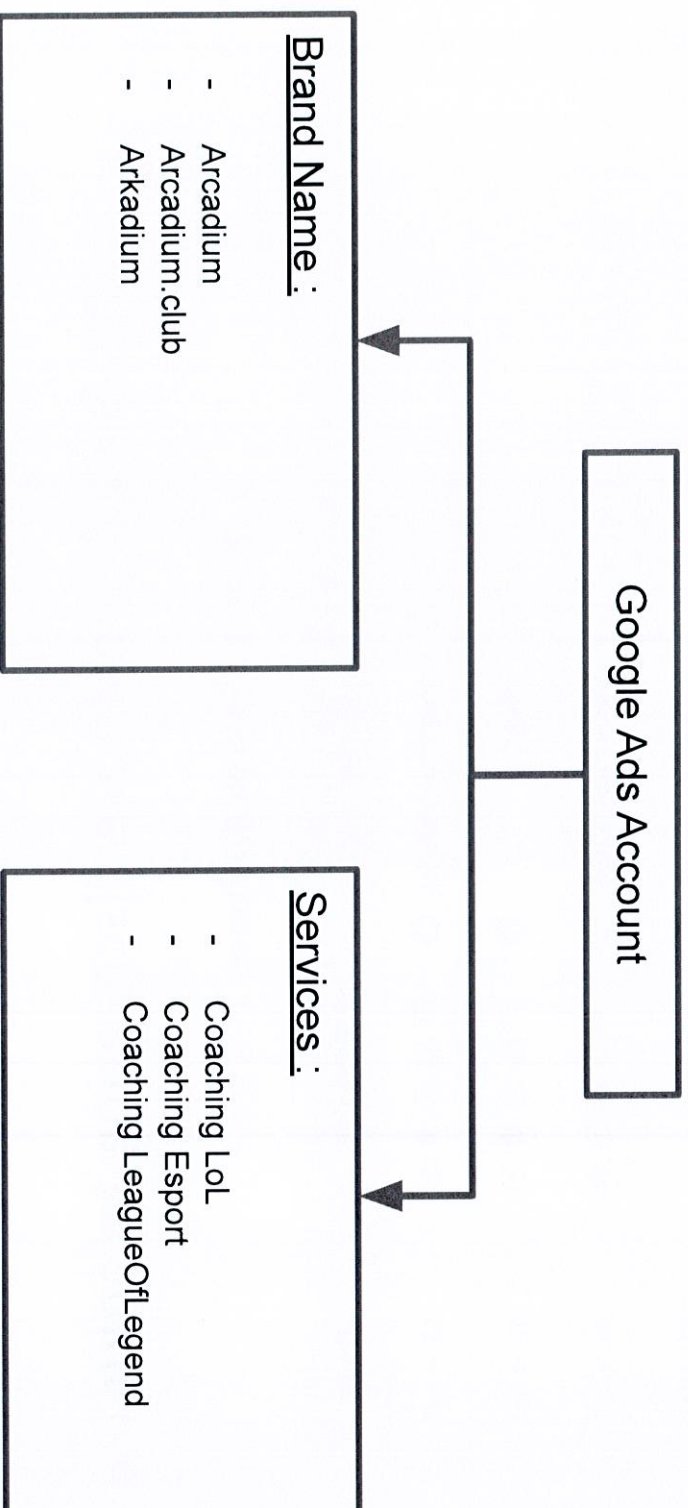
Example : Arcadium.club

This is how people are discovering Arcadium on google :

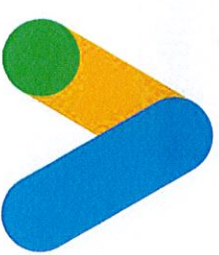
Organic Search Positions 1 - 8 (8) ⓘ

☐ Keyword	SERP Features	Pos.
> ☐ progresser dans lol		53 → 53
> ☐ coach lol		42 → 42
> ☐ coaching lol gratuit		20 → 20
> ☐ equipe lyon espoir		42 → 42
> ☐ arcadium		23 → 23
> ☐ coach espoir		35 → 35
> ☐ league of legends coaching		23 → 23

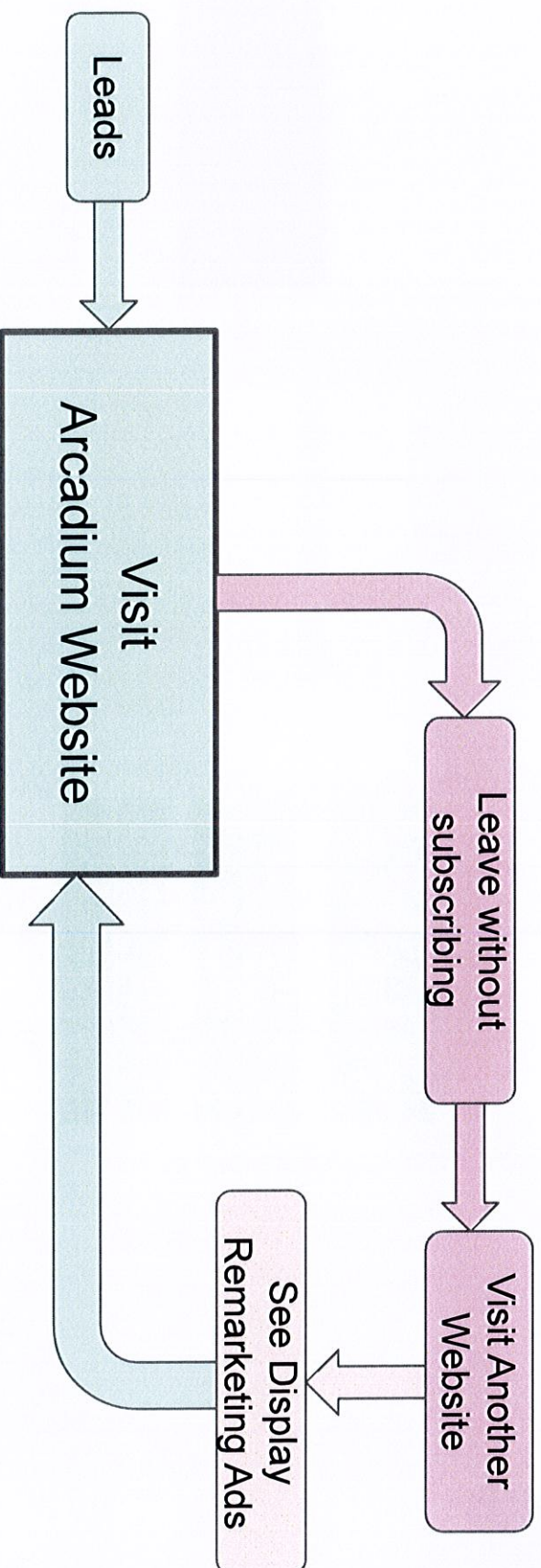
Google Ads Structure :



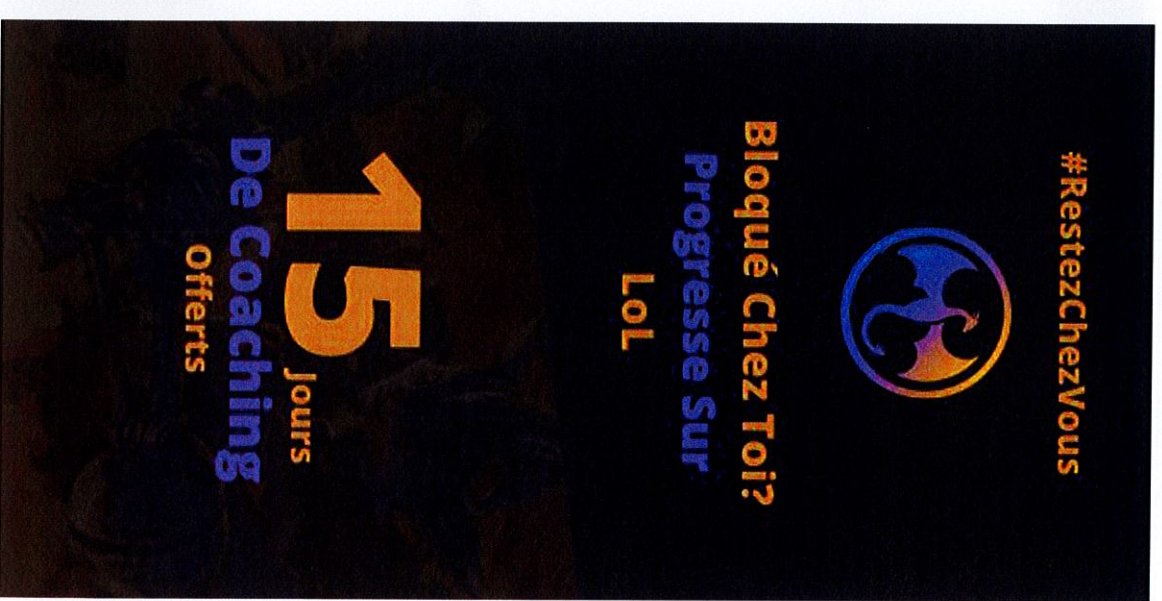
Google Ads - Match Type Segmentation



Google Ads Display Retargeting



Google Ads Display Remarketing Creatives



Example



Youtube Ads :

Skippable Video :



True View :



In Stream Ads:



Cards :



Audience Targeting :



Schedule & Delivery :



Bidding & Budget :



Example



Influence Marketing

Name: SKYYART GAMING

Topics: Gaming / League of Legends

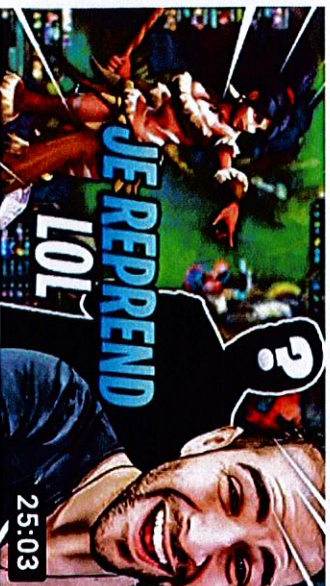
Subscribers: 168 000

Average views / video: 200k



SKYYART Gaming
168K subscribers

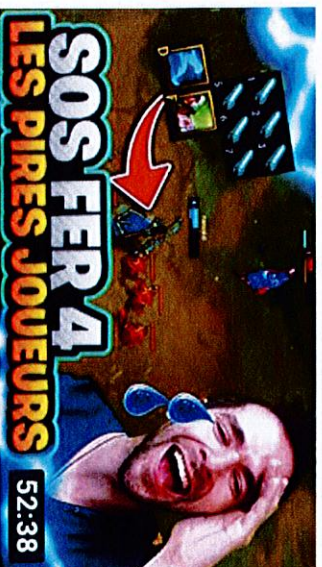
Example: SKYYART



🔥 JE REPREND LEAGUE OF LEGENDS APRES 1 AN, EMISSION
CHAQUE LUNDI NOW ! Skyyart

SKYYART Gaming • 200K views • 1 year ago

Je reprend Lol chaque lundi ici : <https://www.twitch.tv/skyyart> SOUTIEN MOI Code : SKYYART pour
participer à la Ps4/Xbox ...



🔥 LE RETOUR Du SOS FER 4 !! Les PIRES JOUEURS JAMAIS VU,
100% DÉBILE MDR ! (Skyyart Lol)

Skyyart • 216K views • 2 months ago

Installe Raid gratuitement ✓ Mobile: <https://clik.cc/rlb27> ✓ PC: <https://clik.cc/csU17> Et reçoit un
bonus spécial . Disponible ...

Influence Marketing

Name: GotagaTV

Subscribers: 2.13M

Topics: Gaming / League of Legends

Average views / video: 150k



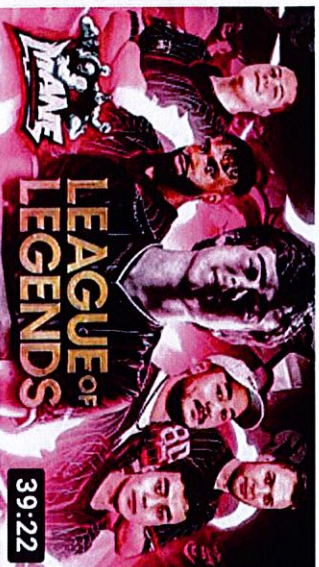
Example: GotagaTV



EN MODE NINJA AVEC LES MANE SUR LEAGUE OF LEGENDS !!!

GotagaTV • 209K views • 1 year ago

Petite soirée Chill avec les potes MANE ! Akytio, Carbon, Je joue Zed NINJA ! -> Télécharger Fortnite ici: ...



NOTRE PREMIER PROJET DE 2020 !

GotagaTV • 187K views • 3 months ago

Voilà notre premier projet de l'année. Faire la Lyon esport avec les MANE et notre coach Chap Je joue sur console avec une ...

Pricing & Objectives:



7 000€ HT (0% VAT)/Month



350 Customers

2 Months



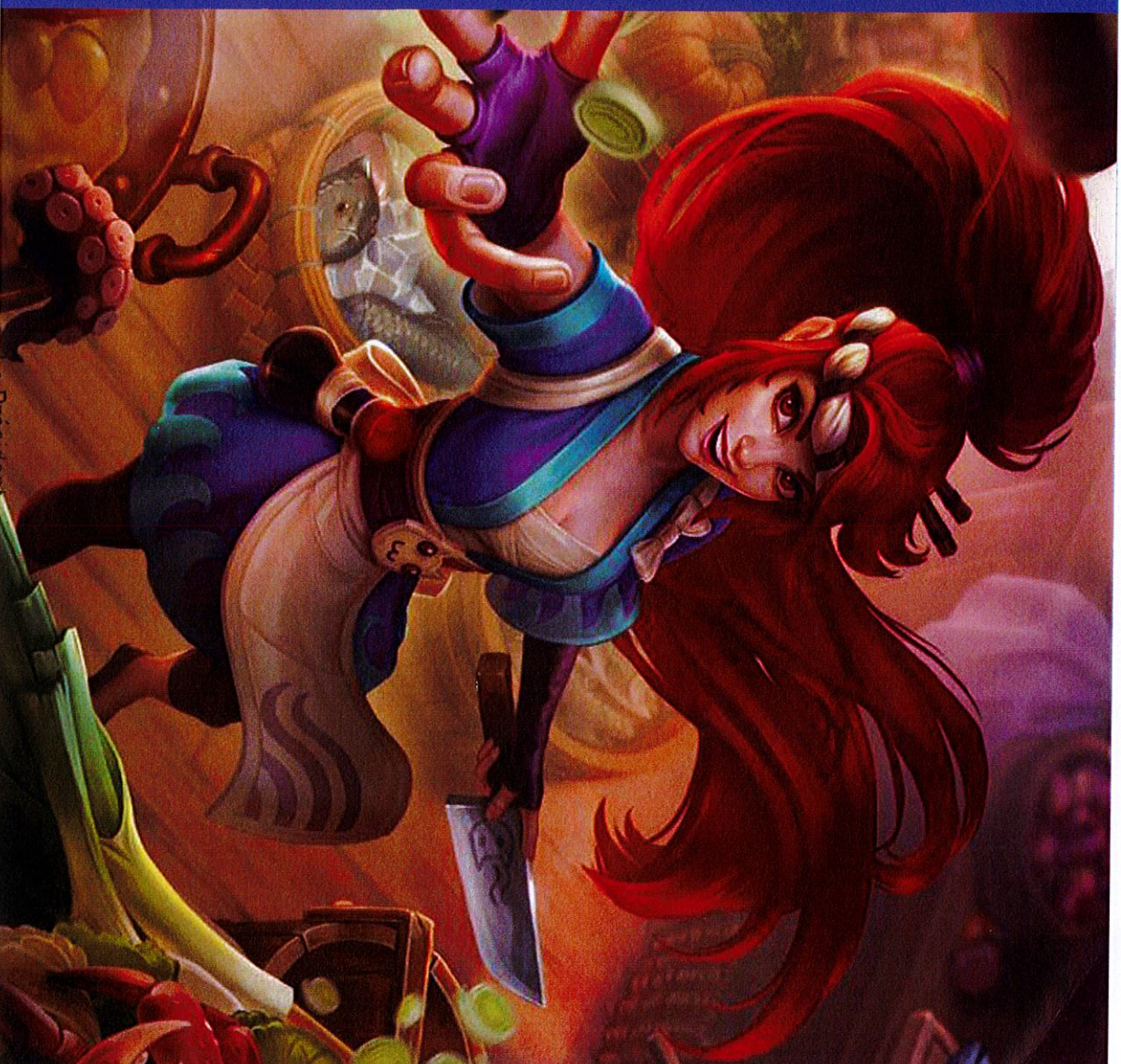
Facebook/Instagram Ads: 5000 € HT



Google/Youtube Ads: 2000 € HT



Influence Marketing: 7000 € HT



Incubateur d'entreprises innovantes

iniziè

Maison du Parc - ZI Erbajolo - 20600 BASTIA

Siret : 798 482 097 00010

Le Président

de l'Incubateur de Corse - iniziè

OK

Alexandre VINCIGUERRA

Ben pour
14000 €

Package:



SEO Competitors Benchmark :



Facebook/Instagram Ads :



Google/Youtube Ads:



Influence Marketing:



Ongoing Management :



Ad Copy + Content Creation :



Weekly Report :



Thank you!



Arthur Backouche

Digital Marketing Manager

arthur@arthurbackouche.com

ABN: 80 338 551 980

