Client Profile :

* **Name**: Editions Techniques de l’Ingénieur
* **Location:** Paris
* **Sales:** Secret
* **Number of employees:** 200
* **Goods and services offered:** This Company is selling access to an online documentary base. Those data are gathered by its engineers.
* **Key online marketing personnel:** François Emmanuel Piacentini, Myriam Moriquand
* **Age of the company:** 60 years
* **URL**: <http://www.techniques-ingenieur.fr/home.html>
* **Age of the website:** 8 years but the last version of the website was updated for 1 year
* **Management of the website:** the website is managed by the company itself.
* **Products sell online:** The Company sells all of its scientific articles online. Since peoples are buying less and less paperback, it changed its policy and go online.
* **Other important information:** Nothing

Market Analysis:

* **Current and potential Customers**: the targets are people who need high tech information. The company mainly has the engineering students and the university’s libraries. As a French website, the clients are French-speaking-person and usually live in Europe.

As potential customers, we’ll have high-tech companies which are working on Research & Development and every people who are interested about it.

* **Competitors:** We can’t really find a true competitor on the market because we are the only one who proposes those kinds of products.  
  The potential competitors are the website which propose scientific articles like :

<http://www.si.ens-cachan.fr/accueil_V2.php>

<http://www.sciencedirect.com/>

But still, those website aren’t on the exact same market.

* **View of the market :** Maturity
* The company has recently overcome to online activities. At the beginning, it used to sell its scientific articles in paperback. The current conditions and the Internet development pushed the company to adapt to a new consumers demand.
* In this field, les Editions Techniques de l’Ingénieur are the only one on the market. Their publications are recognized by all engineers.
* **Selling point:** Their articles are written by specialists to professionals. Those articles cover all the area of engineering.
* Seasonality of the goods: The Company publishes articles every day. Since the scientific community is always in activity, there is no seasonality.
* Other Relevant information : Nothing

Current Marketing:

* **Website use**: the website is the main product of the company. In fact, when the customers buy an access, they receive a login and a password which will allow them to connect to the base and so reach the article then want to read.
* **Website strength**: the main weapon of this website is the amount of information and contents. A customer has access to more than 4000 scientific articles.
* **Website Weakness**: the major weakness of the website can be it designs. Indeed, it’s not very attractive and it’s lacking of advanced features for the customers.
* **Website visibility** :
* Page rank : 8
* Back link : 1060
* Curent keywords : technique de l'ingénieur 20,56%, techniques de l'ingénieur 34,18%, technique de l'ingenieur 5,84%, editions ti 3,04%, les techniques de lingénieur 2,19%
* Online advertising: only exchange with others website.
* **Google Analytics** :
* Unique visitor : 1125
* Visitors : 1175
* Pages saw : 1,25
* Time spent on the website : 00:01:11
* Rate of rebound : 75%
* France and northern Africa
* **Emailing:** Emailing campaign frequencies are often. The company makes campaign every week.
* **Others marketing techniques:** None

**Conclusion**

The company is the online one on its market so we have to make a very accuracy Adwords campaign. Internet is the biggest source of information in the world so we can find everything. The problem is that there so much information that sometimes it’s very hard to find what we are looking for.

The targets will be the peoples who are looking for scientific information and make them subscribe to our services.

**PROPOSAL ADWORDS STRATEGY**

* **number of group of Adwords campaign and number of focus :** 11
* **focus of the campaign:** the different campaigns will focus on the various topics treated by the website : mesure d'analyse, procédés chimie bio agro, construction, energies, environnement, génie industriel, mécanique, sciences fondamentales, electronique et technique de l'information et de la communication, nano, matériaux.
* **keywords** : information ingénieur, informations, technique de recherche, techniques de recherche, cours pour ingénieur, cours ingénieurs, cours ingenieur, cour ingénieur, technique pour les ingénieurs, document pour ingénieurs, document ingenieur, documents ingénieurs, articles techniques ingénieurs, ingenieur, technique d'analyse, ressource ingénieur, ressources pour ingénieurs, articles d ingenieurs
* **negative keywords :** formations ingenieurs, logiciels ingenieurs, formation ingenieurs, recrutement ingenieurs
* **text for 2 adwords advertisements :**

Technique de l'ingénieur : Téléchargez plus de 4000 articles pour ingénieurs et futurs ingénieurs.

<http://www.techniques-ingenieur.fr/home.html>

Technique de l'ingénieur :Download more than 4000 articles for all the engineers and futurs engineers.

<http://www.techniques-ingenieur.fr/home.html>

Technique de l'ingénieur : La plus grande base de ressource documentaire pour ingénieurs.

<http://www.techniques-ingenieur.fr/home.html>

Technique de l'ingénieur : The greatest base of documentary resource for all engineers.

<http://www.techniques-ingenieur.fr/home.html>

* **weekly and daily plan of the budget:** 6,7$/day and 50$/week
* **network of the Adwords advertisements :** All availables websites and all type of networks : PC, computer desk, Iphone and other smartphone.
* **target of audience :** studiants in genius, engineer, profesor in genius... Men and women between 17 and 65 years old. Our target it's every people who are in the active life.
* **option of Ad serving :** The fact that the company is the only one on the market make it simple to configure. We should make our ads visible all the day : there will me no other as sot hey will be always the only results for the defined adwords.
* **keyword offered :** génie industriel, biochimie alimentaire, electrotechnique, generale, polytech, technique d analyse
* **geographical targeting :** France, Belgique, Suisse, Monaco, Quebec (French Canada) and French-speaking Africa ( Burkina-Faso, Benin, Algérie, Cameroun, Congo-Kinshassa, Congo-Brazaville Cap-vert, Comores, Cote d'ivoire, Gabon ,Gambie, Guinée, Guinée Equatoriale, Guinée-Bissau, Libye, Madagascar, Mali, Maroc, Mauritanie, Niger, Rwanda, Seychelles, Somalie, Sénégal, Tchad, Togo, Tunisie)
* **objective of impressions of CPC CTR and click:** our objective is to have 60 clicks and/or 100 impressions for each words. We will change our adwords each weeks and so improve our CTR.
* **proposed the metric ones with success:** the KPI will be the rate of transformation, and the rate of rebound. The rate of conversion about the articles download by the visitors.
* **other important information :** Nothing