



Digital Services

Online Advertising



# Digital Services

## Online advertising

In today's world, online advertising is essential, and our competitors know it. Our market is specific and therefore needs a specific approach that external agencies might struggle to find, leading to questions of cost efficiency. So we developed an internal advertising team that is ready to support you.

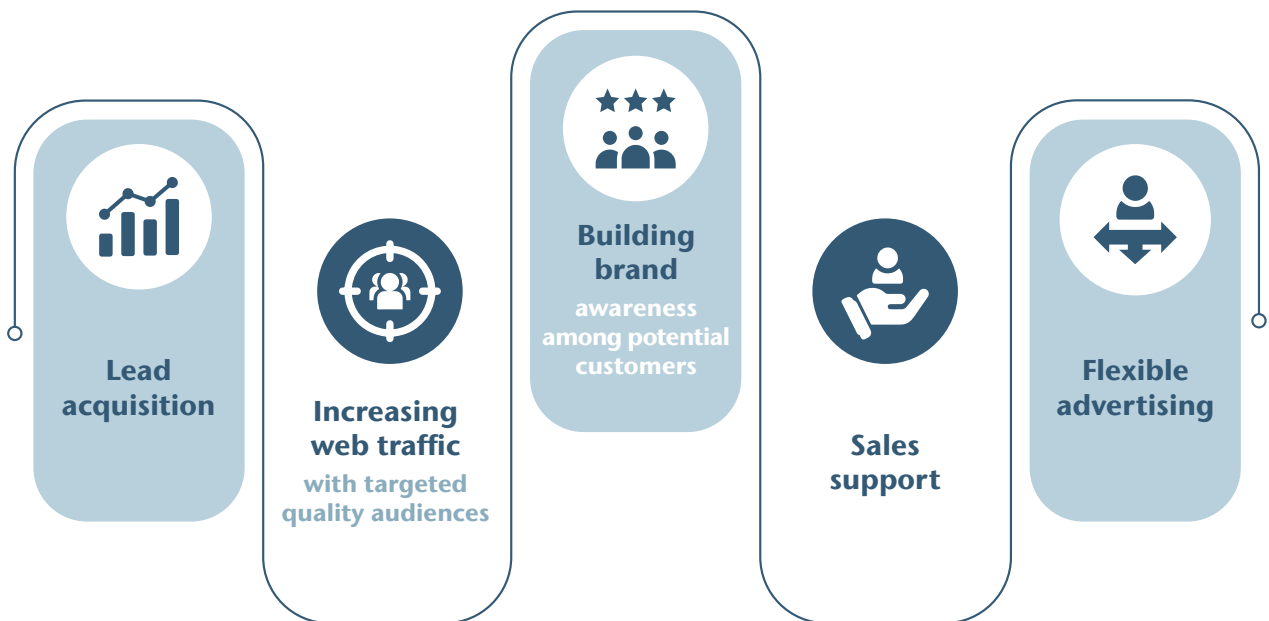
Our team is committed to enhancing brand awareness, sales performance and other goals by using a variety of online advertising tools structured according to your specific goals and local market needs.

'Online' means more than a Google search. For a business, the online environment is the easiest way to reach a high number of customers in a short time.

Through our global experience with campaigns for ACO sales organisations worldwide, we can prepare precision campaigns that will fulfil its purpose and help you achieve your goals.

## Online advertising tools

The flexibility of online advertising tools is almost infinite, but the most common goals we focus on include:



## Advertising platforms

There are a variety of advertising platforms, and our goal is to choose the right ones for the right task. Options include:

■ Google and YouTube ads



■ Facebook and Instagram ads



■ LinkedIn ads



## Full service online advertising project coverage

We offer full service, online advertising project coverage that consists of:

- Developing the campaign strategy
- Advertising account set-up, linking, tag and conversion setup (Google Ads, Facebook Business manager, Google Tag Manager, LinkedIn Business Manager)
- Keyword analysis
- Content creation
- Landing page preparation and implementation
- Campaign implementation
- Campaign maintenance, optimisation and reporting
- Campaign evaluation

We are able to cover any and all aspects of a campaign, always with full transparency and the emphasis on achieving the goals of the sales organisation. Time required for a full-scope campaign is approximately 40 hours. Campaigns for products from ACO CZ are **free of charge**.

## Campaign topics which are fully prepared and ready for localization:

### Building Drainage



[buildingdrainage.aco/  
building-drainage](https://buildingdrainage.aco/building-drainage)

### Grease Management



[buildingdrainage.aco/  
grease-management](https://buildingdrainage.aco/grease-management)

### ACO Grease Capture



[buildingdrainage.aco/  
aco-grease-capture](https://buildingdrainage.aco/aco-grease-capture)

### Access Covers



[buildingdrainage.aco/  
access-covers](https://buildingdrainage.aco/access-covers)

### Drainage for Breweries



[buildingdrainage.aco/  
breweries](https://buildingdrainage.aco/breweries)

### Drainage for Wineries



[buildingdrainage.aco/  
wineries](https://buildingdrainage.aco/wineries)

Each campaign will be customised to meet local requirements and goals. If you haven't found a topic you would like to promote, we can prepare a new campaign according to your needs.

**Contact us if you have questions.**

**Together we can prepare a precision campaign that will fulfil its purpose and help you achieve your goals.**

We look forward to our cooperation.



#### Contact

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Every ACO product supports  
the ACO WaterCycle



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- ACO gully
  - ACO channel
  - ACO pipe
  - ACO vacuum
- 



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ACO. we care for water

