

dossier 2017

online marketing for the pig sector



pig333.com
swine professional community

swine professional community / technical content & social network



Pig

pig333.com
3tres3.com
3trois3.com
3tres3.com.pt
3tre3.it

3trzy3.pl
pig333.cn
3drei3.de
pig333.ru
3tres3iberico.com

Pork

carne.3tres3.com
carne.3tres3.com.pt
carndeporc.cat





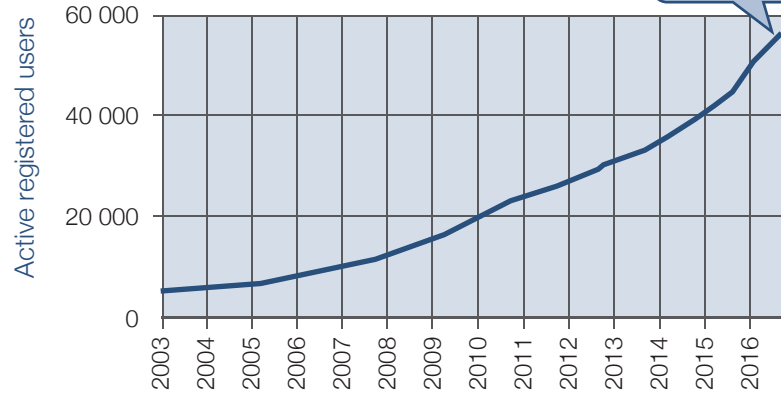
USERS 333

26 sep 2015
25 sep 2016



sales@pig333.com

56 467
September 28, 2016



users by country	
Spain	16 406
Mexico	5 801
Colombia	4 369
France	3 813
Italy	2 420
Argentina	2 192
Portugal	2 063
Venezuela	1 721
Philippines	1 598
Peru	1 421
China	1 309
Poland	1 073
Ecuador	969
Chile	882
USA	821
Brazil	757
United Kingdom	477
Germany	452
Canada	438
Bolivia	330
Russia	329

users by activity	
Veterinarians	11 612
Producers	10 039
Students	8 600
Agronomists	5 076
Educators	2 687

users by continent	
Europe	29 692
South America	12 908
North America	7 861
Asia	7 423
Africa	769
Oceania	189

	annual visits	page views
3tres3.com	1 325 890	2 878 483
pig333.com	299 633	650 150
3trois3.com	276 250	773 969
3tres3.com.pt	171 275	309 329
3tres3iberico.com	80 804	146 779
3tres3.it	96 959	274 478
3trzy3.pl	78 478	139 160
pig333.cn	-	-
3drei3.de	20 790	43 567
pig333.ru	21 859	61 311
carndeporc.cat	14 275	32 447
carne.3tres3.com	16 149	48 574
Total	2 402 362	5 358 247

Geotargeting: We have an international focus but we see marketing as a local tool. We have the capacity to show publicity to each user according to their country of origin, or the country where they connect.

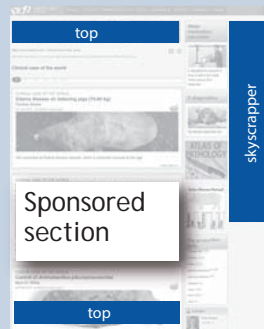
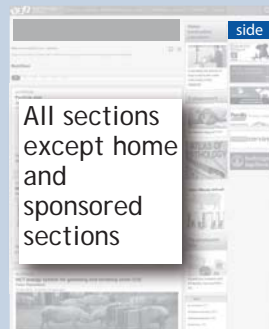
Behavioural Marketing: We can show one type of publicity or another, based on the professional activity or interests of the user, for example: a different banner for veterinarians and for non-veterinarians.

HOME

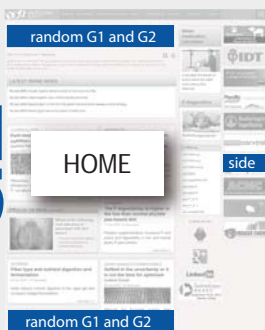


Size and position: the large size of the advertisement and its positioning on the webpage helps increasing clickthrough, branding, and conversions.

G1



G2



G3



G4



Banner sizing

XXL banner: 1.000 x 200 px
jpg/gif. Animated or static.

XL banner: 620 x 160 px
jpg/gif. Animated or static. Maximum size (responsive).

Top/Bottom banner: 840 x 110 px
jpg/gif/swf (for swf banners send fla files with rasterized text). Animated or static. Maximum size (responsive).

Side banner: 160 x 65 px
jpg/gif. Static.

Skyscraper banner: 160 x 750 px (just for G1)
jpg/gif/swf (for swf banners send fla files with rasterized text). Animated or static.



pig333.com figures

26 sep 2015
25 sep 2016



sales@pig333.com

visits	299 633
exclusive visitors	178 367
page views	650 150
page views/visit	2,17
average time spent on the site	2:06

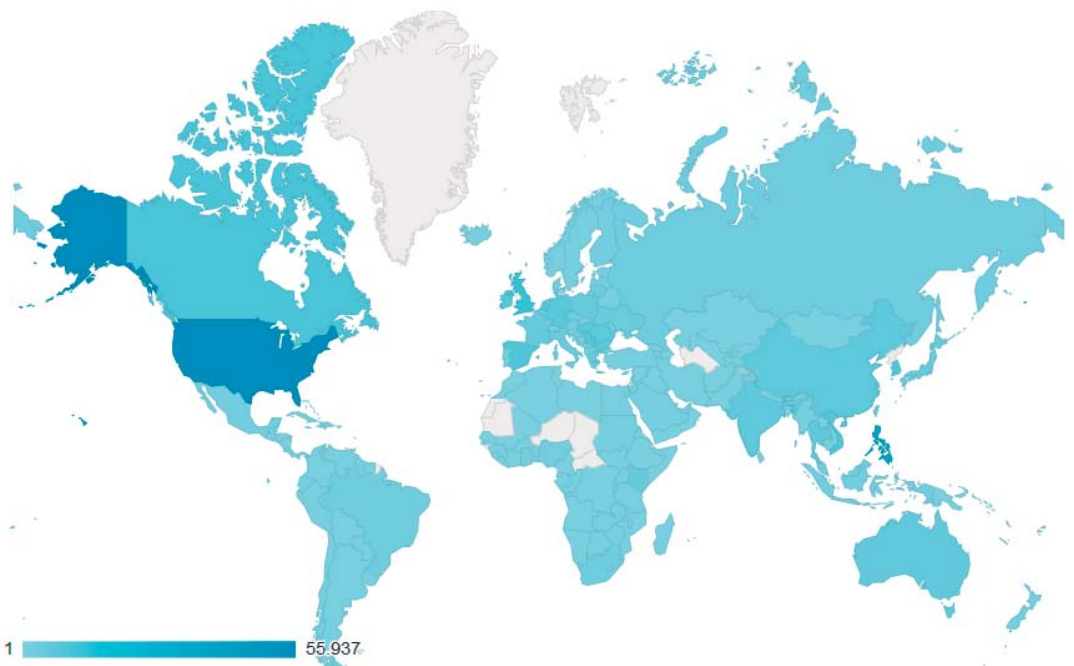
registered users with English language	
Philippines	1 578
USA	640
United Kingdom	444
China	322
Vietnam	310
India	272
South Korea	267
Romania	265
Canada	237
Total	7 944

country	visits
USA	55 937
Philippines	38 961
UK	11 764
Canada	9 580
Spain	8 262
South Korea	7 999
Vietnam	7 933
Serbia	7 284
Ireland	6 874
Bulgaria	6 456



Advertising rate 2016 - 2017

XL: home page only:	450 €/month
XXL: home page only (dashed weeks):	300 €/week
G0: home page only:	250 €/week
G1: 1.600 €/month, (content according to estimate)	
G2: High navigation	1.100 €/month
G3: Mid navigation	500 €/month
G4: Low navigation	250 €/month





SERVICES



333GUIDE

- Increase the notoriety of your brand in the web.
- Your brand and products are better positioned.

Annual subscription: 175 €

Product: 95 €



MAILINGS

- Sending publicity to registered users.
- Our users DDBB is segmented by language, activity and country.
- Detailed statistics in the customers' area.

Preparation of mailings: 250 €

Price per address is 0.40 €



SURVEYS

- Online survey service.
- Sales and Marketing | Human Resources and professional training | Quality | Client satisfaction...
- Detailed statistics in the customers' area.
- Likely booster with telephone survey (price to be negotiated).

Basic service 2 200 €

(10 questions, 1 mailing, 1 language and online report)





CONTENT SYNDICATION

- You can add 333 content to your website.
- The content is automatically updated.

Pig prices: 40 € /month (1 country) - **95 € /month** (world)

News: 200 € /month

Agenda: 50 € /month



TRAINING (CLASSROOM AND ONLINE)

- Open courses.
- CReSA-IRTA Campus (Epidemiology, diagnosis and control of the diseases caused by PCV2 and Technical basis for controlling PRRS)
- Campusal (How can we improve our treatments in swine production).



CORPORATE GIFTS

- Gadgets y products for the pig and pork production.
- Products from our shop.
- Add your logo to the gift.



Our own creative agency

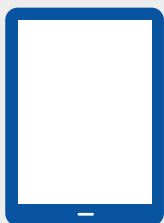
addits by 333, with more than 10 years of experience in the agro-livestock sector, offers all the advertising services your brand may need.



CREATIVE AGENCY



addits@3tres3.com



ON-LINE DESIGN AND PROGRAMMING

- Static and animated banners.
- Web sites and landing pages.
- Apps: iOS and Android.
- Audit, web analytics and SEO and SEM consulting.

Banner: 110 €



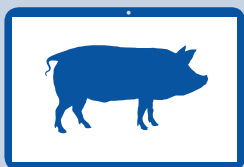
OFF-LINE CREATIVITY

- Branding and corporate identity.
- Packaging design.
- Advertising campaigns: printed materials, print ads, POS communication.
- Naming, market research.



PRESS OFFICE

- Writing and reviewing press releases and reports.
- Sending to media (general and specialized press).
- Clipping service.
- Community Management Service (price per hour / month).
- Translation of technical articles (10 languages).



333TV (PIG TO PORK TELEVISION)

- Production of videos, commercials and interviews.
- Own recording studio.
- Dubbing and / or subtitling in 10 languages (native speakers).
- Professional Photo (studio or in situ).