

**Your source of information  
on windows, doors, shading  
technology, gates and fences,  
winter gardens and pergolas,  
glass, machines and accessories**

**YOUR VISIBILITY MATTERS TO US**



[www.planetaoken.cz](http://www.planetaoken.cz)

1 / 2018

# Basic Info about the Project

In 2017, I, Ing. Jan Antonín (long active in the window and door business in CZ and SK) and Ing. Martin Lojda (long active in the IT world and e-marketing in CZ) decided to join our efforts and create capital- and staff-independent portal which will, in cooperation with experts of the given field, be a valuable source of information for general public. Thus, we established PlanetaOken, s.r.o., and a follow-up pilot program – the [www.planetaoken.cz](http://www.planetaoken.cz) portal.

Ing. Jan Antonín, Executive Director

## Vision

Our vision is to create field-oriented e-marketing dynamic environment for advertisers who aim at firstly the general public in the Czech Republic and later in other EU countries. Mainly, we target potential clients interested in windows, doors, shading, winter gardens and pergolas, gates and fences, glass walls, glass, machines and its accessories.

## Goal

The main goal of the portal is to bring quality and accurate information from the industry and provide companies with an opportunity to present their activities online at a place where they can be truly seen and where they can get transparent feedback.

As part of the sub-goals, we list the ongoing development of the portal's functionality in connection with the latest trends in e-marketing, requested client services and further, the launch of foreign portals with identical functionality and language mutations, as well as automatic translation of your articles.

## TRY SOMETHING NEW ON YOUR WAY TO MEET NEW CUSTOMERS!

We wish to help you build your corporate image so that the Internet generation of your potential clients becomes aware of you. It is a long-lasting issue which can take years. However, clients shift their attention towards online services and you cannot stay behind. Our team of programmers, graphic designers, editors and marketing specialists is ready to provide you with guidance and satisfy your wishes or issues.

## What will advertising bring you and how we differ from others

- You promote yourself as a modern and dynamic company which is not afraid of new trends, using portal marketing environment continuously adapting to your needs. Client feedback is important for you.
- You complete the link profile of your current web presentation with a partner that matters in the industry – important for SEO (search engine optimization) – we know the gimmicks that bring more visitors to your website
- As part of the yearly registration fee, you receive, free of charge, a quarterly analysis of key words that your potential clients search for, that way you can react ahead of them (e.g. with articles on a given topic on our portal)
- Exact online marketing targeting – compared to classic PPC advertisements, our portal is visited directly by members of your target group, where you have a chance to address them and put together a more personalized offer. Potential clients are given the opportunity to directly place an order and so the path to reaching the goal – another satisfied customer – is shortened.
- Visitors to our portal coming from classic search engines (seznam.cz, google.com) use particular key words which can be linked on our portal directly with your company (either in the form of an article, company profile, or a note in the discussion or in the vocabulary section).
- More and more clients step aside from the classic printed form and search information online – our portal goes towards such trends and provides visitors with well-organized information that can be found in one place. You are given an opportunity to address a new generation of clients to whom the classic form of advertising is very distant and

who solve everything on the Internet.

- The costs of online advertising are proportionally even lower than the classic form of advertising using flyer campaigns, trade shows or TV and radio spots. The outcome is not easily measurable. With us, through well-arranged statistics, you can find out how many people have visited your site or how many people have read your articles. Like that, you can see for yourself that your efforts have been addressed.
- You only pay for what you actually use – many of our services are charged on a day-by-day basis. That way, you have a chance to turn a service on or off at any time.

## COME AND JOIN US TO MOVE YOUR BUSINESS TO THE NEXT LEVEL!

## Audience

The number of visitors to the portal increases all the time. Now, already, the average time spent on our portal is over two minutes among new-coming visitors. We also steadily keep the bounce rate under 10%. We plan to increase the current number of approx. 100 visitors per day to 1000 by the end of the year and to further grow. The percentage of visits coming from organic search (e.g. Seznam or Google) exceeds 50% and is continuously growing.

We have been continuously working on the growing number of visitors and thus a better visibility of your company – based on feedback from key word search, we write attractive articles on given topics, we initiate discussions in the forum or advertise on social networks.

# Portal Areas

## Articles

### Technical Articles

–are longer articles on a particular topic where we guarantee the truth and accuracy, and are of high information value to the portal visitors. They are written by experts in the field, we require a minimum length of the text and a certain level of „readability“, so that they are interesting for readers. The public is given a chance to react to the article and complete it with new information or questions. All articles are graphically and text edited by our editors. Our team of copywriters (authors) will help you write an article on a given topic and, as part of our paid image database, we offer unique photos inserted to the article in a way that the copy rights are not infringed. To maintain the exclusivity and to be able ensure interesting topics, the number of articles is limited to 365 per year.

### Short Messages

–aim to briefly inform about the current state of things in the industry. Its format is a brief text note with an attached image and a link to more information. You can use these messages to notify your potential clients about new products, participation in trade shows, various special offers for clients etc. The number of short messages per year is not limited beforehand, so it is only your creativity that matters.

### Advantages for you

- Your brand or product is communicated in a friendly way for the awareness of the readership
- Readers connect your company with a topic which you write about, you thus gain more credibility and become well-known as an expert in the field
- Your commercial articles are shared on social networks (Facebook, Twitter) and can be viewed by a large number of people.

### Objective references – company rating

Based on orders actually carried out, your clients (retail, as well as wholesale) have a chance to evaluate the performance of the order in a couple of points (and the performance of your sub-suppliers, mounters, sales people etc.) and publish this information. Based on such evaluations, rating is displayed

on the portal about your company which can provide valuable information for your potential clients about your credibility and customer satisfaction. It can be one of the decisive factors when looking for a supplier to deliver an order.

The genuinity of such order evaluation is assessed directly by you, therefore there is no risk of such mechanism being misused to damage your reputation.

You have a chance to directly insert a link to a form personalized for your company to your offer software, and so simplify the process of order evaluation for your customers or to link to your portal directly from your website in the form of a banner, or to send also a preprepared PDF presentation including motivation for evaluation together with your offers and contracts for work.

## Company Profile

Any company doing business in fields relevant to the scope of the portal has a chance to register their company profile, whether or not the company is a production or a business company, or alternatively a foreign company within the EU. On each Company Profile tab, you can find key information on the company itself, its business premises, evaluation, offers or orders, published articles, discussions, products, or tags and certifications such as Czech Active Capital or ECO Company.

### Classification to Business and Production Companies

Based on the economic data (revenues from own products or services, or sales of goods), upon the registration, we can record at what percentage a particular company is a production or business company, which is a common question when requesting products and services.

#### Tag: Czech Active Capital

#### – Company Accentualization

Companies can obtain the tag if they meet the criteria, such as the seat of the company being in the Czech Republic, the company owner being a private person or legal entity from the Czech Republic, and the company having a certain minimum number of employees. Such

criteria indicate a company that employs workers in the Czech Republic, pays taxes in the Czech Republic and also the ownership shares are kept in the Czech Republic. The possession of such tag is an important indicator for clients who prefer local production and companies. The tag is within the portal promoted in a number of ways and companies possessing it can be prioritized by clients when creating demands.

#### Tag: ECO Company

#### – Company Accentualization

For a company which builds on eco thinking and cares about its eco footprint, this tag is essentially a must. Based on the registration form (filled in by the Executive Director or a Board Member) the advertiser proclaims in what areas of business the company uses e.g. renewable resources, etc. – this form is then published in the company profile and, based on evaluation, the company receives the ECO Company tag.

At neck breaking speed, the number of clients who respond to eco-friendly issues and care about production-generated environmental burden is growing. You now have a unique chance to show that the sustainable development really matters to you and that you are not inattentive of ecology.

## LET US DO THE HARD WORK FOR YOU!

### Supply / Demand

These sections aim to efficiently sort out particular demands and purposefully distribute offers of individual advertisers.

#### Supply

Is intended for advertisers who wish to offer their products and services (promotional sales events, trigger prices, etc.) to all users and visitors to the portal. The Supply section is graphically different from the Article section and is not subject to the 365-offers-per-year limit. The promoted Supply section is automatically linked with Facebook and due to key words efficiently searchable in search engines. The list of all offers is also displayed in your Company Profile.

## Demand

Upon the activation of service, users of the portal are able to send you demands for your products or services.

The demand side can filter advertisers based on certain criteria, such as the products offered, the region, whether it is a manufacturer or a seller only, whether the advertiser possesses the Czech Active Capital or ECO Company tags or the ranking of the advertiser, etc. For more accurate targeting of the demand, up to five advertisers can be addressed at the same time.

Particular demands are sent to advertisers directly by email (and in a copy to logged-in users) and are archived in your company administration for further use or inspection.

## Jobs

Job offers in particular industries, as well as demands placed by advertisers – companies. This way, you get an overview of labour conditions in the market, or else you can find the right, already trained worker or

mounting team with free capacity, or on the other hand you can offer your production or mounting capacity based on your current workload.

## Second-Hand Goods Shop

It is a section where you can on a large-scale advertise factory rejects, which to a lesser extend, appear in any production or sales company, and thus look for their buyer. We offer efficient filtrations based on Industry Goods, specific full text search based on the product type or advertisement reproduction to other advertising servers.

## Discussion Forum

A place, where people (your potential or current customers) discuss their inquiries or issues. Topics are clearly sorted into categories based on each industry and query type. In case of activation of the additional service Key Word Monitoring, we are able to immediately notify you on the appearance of the words in comments, so that you can quickly respond to the discussed issue.

## Company Economic Data

On the tab of each registered company (within the EU), updated economic data (revenues, number of employees, profit or loss, economic rating) for the last three years is recorded on our portal, all that based on verified data by COFACE – the European number one in business risk insurance with more than 70 years of experience.

Such data is not visible to general public, it is only available to members who activated the Economic Data View service.

## Products

It is an extensive tree of products sorted out based on industry categories and divided according to product parameters. In connection with the Demand section, it is possible to demand a particular product or industry and thus provide an immediate connection with a potential customer. We do not limit the number of products entered, it is only up to you how extensive portfolio of products or services you offer.

# How to order services (price list)?

The price list of services we can offer to you is part of the flyer. You can simply order all services online on the portal upon the payment of

a yearly membership fee or upon an agreement made via phone directly with your marketing consultant. In case of any doubt, do not hesitate to

contact your marketing consultant who will be happy to assist you. Together, you will surely find the best solution for any of your requests.

## Contact Details

### Contact Us

+420 773 445 221  
obchod@planetaoken.cz

### Invoicing Details

PlanetaOken.cz s.r.o.  
Božetěchova 2258/103  
612 00 Brno  
Česká republika

Comp. Reg. No. 05887089  
Tax ID: CZ05887089  
Registered with the Regional Court  
in Brno, Sec.C, entry 98740

### Bank Details

#### The Czech Republic

Fio Bank: 2401179207/2010  
IBAN: CZ7620100000002401179207

#### The European Union

Fio Bank: 2901319018/2010  
IBAN: CZ5720100000002901319018  
SWIFT/BIC: FIOBCZPPXXX

In case of international payments  
always write your registration  
number in for correct  
payment matching.

## Your Marketing Consultant

