

Localizing Global Strategies

Company Introduction 2025



Index

1. About Us
2. Featured Clients
3. Service Table
 - SEO
 - Paid
 - Social Media
 - Other
4. Case Studies
 - SEO: Genetec
 - SEO: LRQA
 - Social Media: Mindray
 - CPC: Intralinks



About Us

Your Marketing Partner in Korea

Founded in 2001, InterAd, Inc. provides digital marketing solutions to assist western companies in achieving their sales objectives in the Korean Market. Our team delivers targeted and digital strategies that connect your brand with your target audience.

What we Bring to the Table

#1

**Innovative
Solutions**



#2

**Market
Expertise**



#3

**Growth
Oriented**



Featured clients

Brands that Thrust us

Our team of Digital Marketing Experts boosts global brands' online presence with proven strategies that guarantee success. These are some examples of satisfied clients we have worked with in recent years.

 **mindray** **PHILIPS** **Genetec** **LVMH** **Microsoft** **ThermoFisher**
SCIENTIFIC **SAMSUNG** **BabyBjörn** **BRITISH**
COUNCIL **IBM**

Service Table

SEO

Search Engine Optimization on Korean most popular Search Engines: Naver and Google.

Paid

From Account Creation to Monthly Management for Naver KakaGoogle Ads and More.

Social Media

Wide range of Social Media Services, including Paid Social, Account Management and influencer Marketing.

Other

Press releases and tailored solutions available upon request.

SEO

connect Through content

SEO Package 2025

Setup

Site Audit

Evaluation of site's performance to identify areas for improvement.

Webmaster Setup

Naver Search Advisor, Google Search Console.

Keyword Research

Up to 500 Keywords relevant to the industry.

Competitor Analysis

Keyword Gap, Status, etc.

Monitor Tracking Setup

on Google & Naver.

Link Analysis

Backlink status and qualitative Analysis.

Monthly Reports

- Performance Report
- Rank Monitoring
- Troubleshooting

Monthly Management

Startup Package

(Websites under 50 pages)



What does include?

Indexation

(Google, Naver).

On-Page Optimization

(T&D, Headings, Content).

Off-Page Optimization

(Naver Blog, Influencers).

Keyword Tracking

Monthly Reporting

Business Package

(Websites from 51 to 300 pages)



What does include?

Indexation

(Google, Naver).

On-Page Optimization

(T&D, Headings, Content).

Off-Page Optimization

(Naver Blog, Influencers).

Keyword Tracking

Monthly Reporting

Official Naver Blog Creation



Naver Ads

- Naver Ads Account Creation
(Registered and Non registered business)
- Naver Campaign Creation
 - Keyword Clustering
 - Copies and Assets
 - UTMs
 - Bidding
- Campaign Management
- Reporting and Troubleshooting

Google Ads

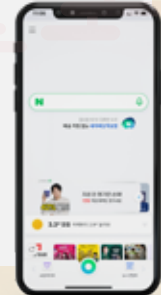
- Account Creation
(When needed)
- Google Campaign Creation
 - Keyword Clustering
 - Copies and Assets
 - Etc.
- Campaign Management
- Reporting and Troubleshooting

Display Ads

- Asset Creation / Localization
- Campaign Creation
- Campaign Management
- Reporting and Troubleshooting

Social Ads

- Asset Creation / Localization
- Campaign Creation
 - Facebook
 - Instagram
 - Kakaotalk
- Campaign Management
- Reporting and Troubleshooting



Social Media

Connect Through Content

Kakao Channel

Kakao Channel Creation and Management. Advertising services.

Instagram & Facebook

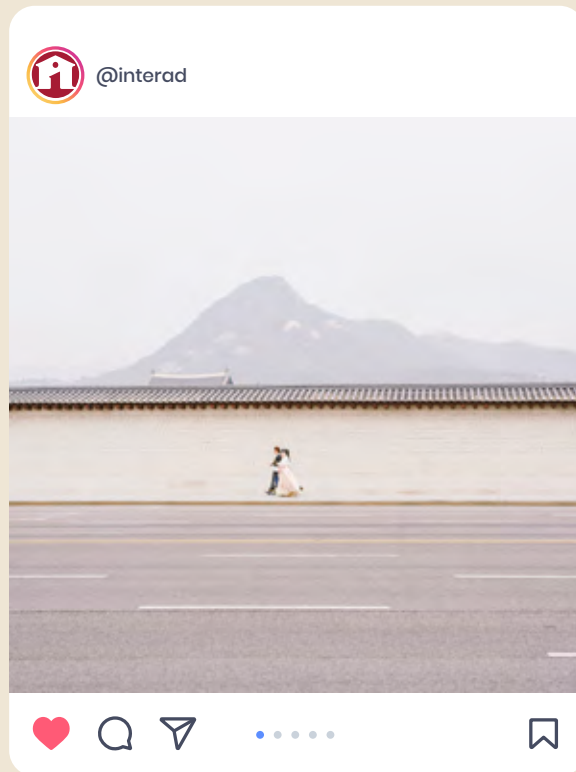
Instagram and Facebook Management and Social Ads. We provide localization for the communication strategy and asset creation, as well as community management.

Naver Blog

Naver Blog Creation and management. Keyword Research and article translation from English.

Influencer Marketing

Influencer Marketing in the most popular platforms: Instagram, Naver Blog, YouTube, etc.



Other

Tailored Services upon request

**Press
Releases**

**Link Building on
Naver**

**Naver / Kakao
Account
Creation**

**Korean
Keyword
Research**

**Coupang
Ads**

**Wikipedia
and
Namu Wiki**

Case Studies

SEO
Case Study



Genetec™

SEO
Case Study



LRQA

Social Media
Case Study



mindray

CPC
Case Study



INTRA
LINKS



The Challenge

Genetec contacted us because they were experiencing difficulties indexing their Korean website on Naver and appearing for their Korean brand name "제네텍" They also expressed a desire to enhance their brand visibility and organic traffic on both Naver and Google.

Strategy



- Page indexing on Naver
- Keyword Mapping
- Brand Name implementation
- Content Localization & Optimization
- Naver Influencer Campaign

Results

+165%
Organic Session Growth

+735%
Naver Organic Growth

+166%
Macro Conversions





The Challenge

LRQA contacted us for a short-term project in order to improve their visibility in the main Search Engines in Korea: Naver & Google.

Strategy



- Keyword Mapping
- On-Page Optimization
- Naver Indexing
- Technical SEO

Results

+37%
Organic Session Growth



+27%
New Users

+92%
Keywords in Top 5



The Challenge

Mindray contacted us because they wanted to improve their brand awareness in the Korean Healthcare Sector prior to launch their Korean website. They were interested in reaching potential clients utilizing Social Media Channels, especially Kakao, Facebook and Instagram.

Strategy



- Kakao Channel and Facebook page Creation
- Localizing content to the Korean Market.
- Social Advertising to attract Leads
- Community Management

Post Example



검사실에서 자동화된 진단혈액검사 워크플로우 솔루션을 찾고 계십니까?
CAL 6000은 labXpert 데이터 분석 소프트웨어를 통해 워크플로우를 간소화하고 신뢰할 수 있는 테스트 결과를 제공합니다. 이 보급형 진단혈액검사 라인은 전 세계 중간 규모의 연구소에서 진단 품질을 개선하고 작업량을 줄이는 데 도움이 될 수 있습니다.
더 자세한 내용은 마인드레이 웹사이트에서 확인할 수 있습니다.

Results

+20%
Engagement

+36 %
visits to web

+12%
Leads



**INTRA
LINKS**

The Challenge

Intralinks wanted to penetrate the Korean Market through Naver ads and Kakao Bizboard Ads in a difficult and competitive sector as Financial Services. They needed a thorough keyword research and targeting for their ads to avoid High CPC costs.

Strategy



- Naver and Kakao Account Creation
- Untapped Keyword opportunities
- Kakao Bizboard Ads
- Naver Powerlink Ads

Campaign Results

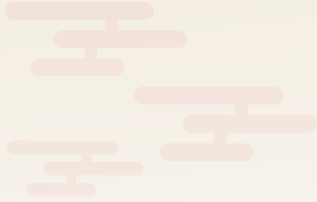
+48%
Impressions MoM



+14%
Clicks MoM

-0.9%
Average CPC MoM





Thank You!

www.interad.com

contact@interad.com

+82.2.3454.1513

