

**Somar Minas**  
distribuidora



**Móveis escolares**

**(37) 3027-0400 / (37) 99934-0404**

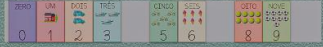
**somarminasvendas@gmail.com**

**jrrepresentacoesof@gmail.com**



Berçário





Infantil





Conjuntos  
Coletivos





Conjuntos  
Infantis





Bebeteca





Bebeteca





Baby Jú





Handwritten notes on a whiteboard:

**Market Fun**

any what of it will happen

**Better Process:**

- 1) Conduct a brand, representative research also ask each market to extract the few ideas to have most popular/important queries
- 2) Bid on a small random of brands
- 3) Analyze growth

Account of Ad  
Relative price  
Recall

No analysis of competition or potential value

22,000/month  
16,000/month  
27,000/month

Adwords suggestion  
Search suggest  
Compete Adwords  
Cog 200

→ Launch competition



Fundamental





Fundamental





**Methodology**

**Research**  
Investigate (research) how to do something

**Plan**  
Make things that you need to do

**Produce**  
Make something that you can use

**Compare**  
Compare the results and give an opinion

1. Chocolate Cookies Salience: 0.9

2. Cookie Salience: 0.3

3. Butter Salience: 0.14

4. Sugar Salience: 0.2

5. 350 Salience: 0.08

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# Headline Writing and Title Tag SEO in a Clickbait World

## Viking Battles

Battles Involving the Vikings - Wikipedia  
[en.wikipedia.org/category/Battles](http://en.wikipedia.org/category/Battles)

The 7 Most Bizarre Last Stands in the History of Battles  
[www.cracked.com/history](http://www.cracked.com/history)

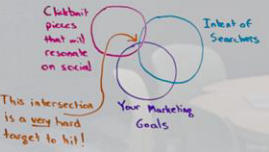
## Viking Jewelry

Viking Jewelry - Sterling Silver and Bronze Viking Jewellery for Sale  
[www.selladragon.com/viking-jewelry.htm](http://www.selladragon.com/viking-jewelry.htm)

↓ pg. 3  
1000-year-old Viking Treasure Found

## Clickbait vs. Search-optimized?

→ It's about searcher intent and website/marketing goals



This intersection is a very hard target to hit!

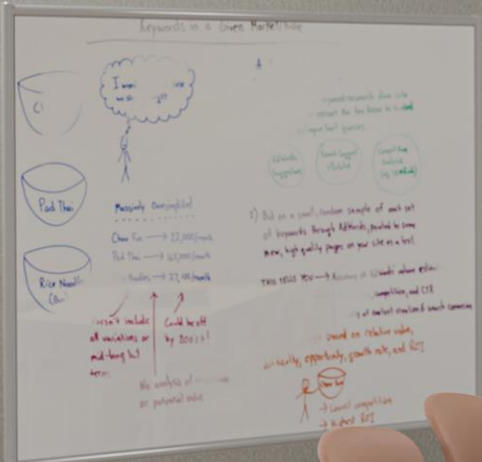


## A Process/Structure to Make This Work

→ Should I create a single piece of content to target ALL functions (my marketing, searchers, and social) vs. individual pieces for each?

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Fundamental





Conjuntos coletivos  
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Universitária





# BIBLIOTECA



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Laboratório de  
Informática



# Laboratório de Ciências



Laboratório de  
Ciências





Espaços  
Colaborativos





Refeitórios





# REFEITÓRIO



Refeitórios



Armários  
Lokers







Armários  
Lokers Adesivados





Espaço Maker





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MAKER

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# ESPAÇO MAKER

Espaço Maker





Linha Big Box





Administrativos







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