

Version 1.0

**BLOOMSTREET**

**Japan Market Development Service**

**Japanese PPC Management**

## Common Issues

# “Replacing the words used in English listing ads with Japanese is not effective



The words and phrases used when searching for products and services are changing every day. Simply replacing the search terms used in English-listing ads with Japanese ones is not going to be effective.

Japanese PPC management is just as difficult as Japanese SEO strategies in terms of hiring experts with the experience and knowledge of digital marketing in addition to English and Japanese language skills.

**Our Japanese PPC Management service is for foreign companies looking to enter the Japanese market.**

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# About the Service

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## What is PPC?

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# Pay-Per-Click Advertising

paid search ad / display ad

PPC is a measure to place advertisements in predetermined places in the search results or in advertising spaces on websites. While SEO takes a lot of effort and time to get results, listing ads can be started immediately.

## Benefit of PPC

- ✓ Place ads when users want
- ✓ Less waste of money
- ✓ Can be set a wide range of keywords



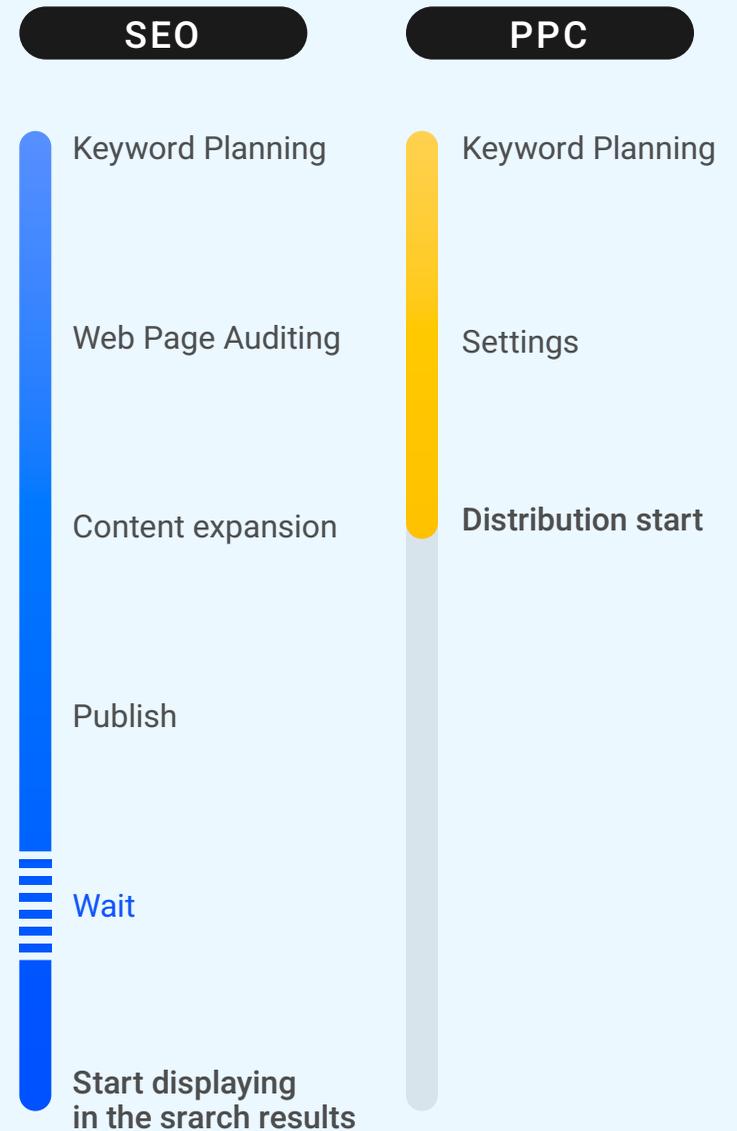
# What is PPC?

## Results are immediate

While SEO takes time to produce results, such as preparing an Japanese website and expanding content, Japanese listing ads can be started right away.

## Best first step for Japan expansion

Whether you already have a Japanese branch or are considering test marketing, you can find out how many potential customers you can meet in Japan with a small budget.



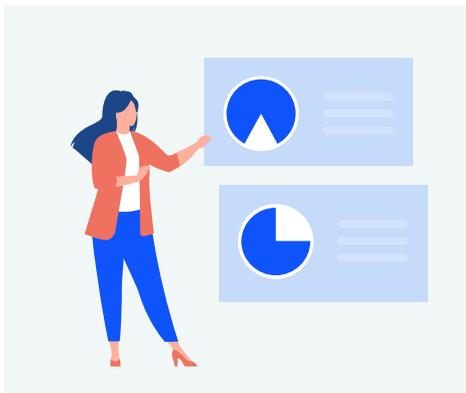
# Japanese PPC Management

Japanese PPC Management is a service that increases the level of exposure to Japanese search engines by responding to a variety of search demands for products and services.

## Supported Languages

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Japanese



## Visualize Keywords That Lead To Results

For privacy reasons these days, the keywords that customers are actually searching for are disappearing. Since Google Ads allows you to see the words used by customers in search engines and potential keywords that can lead to results, you can get a valuable source of information not only for listing ads but also for keyword selection for SEO measures.

# Service Overview

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## For Keywords That Cannot Be Shown At Top 10

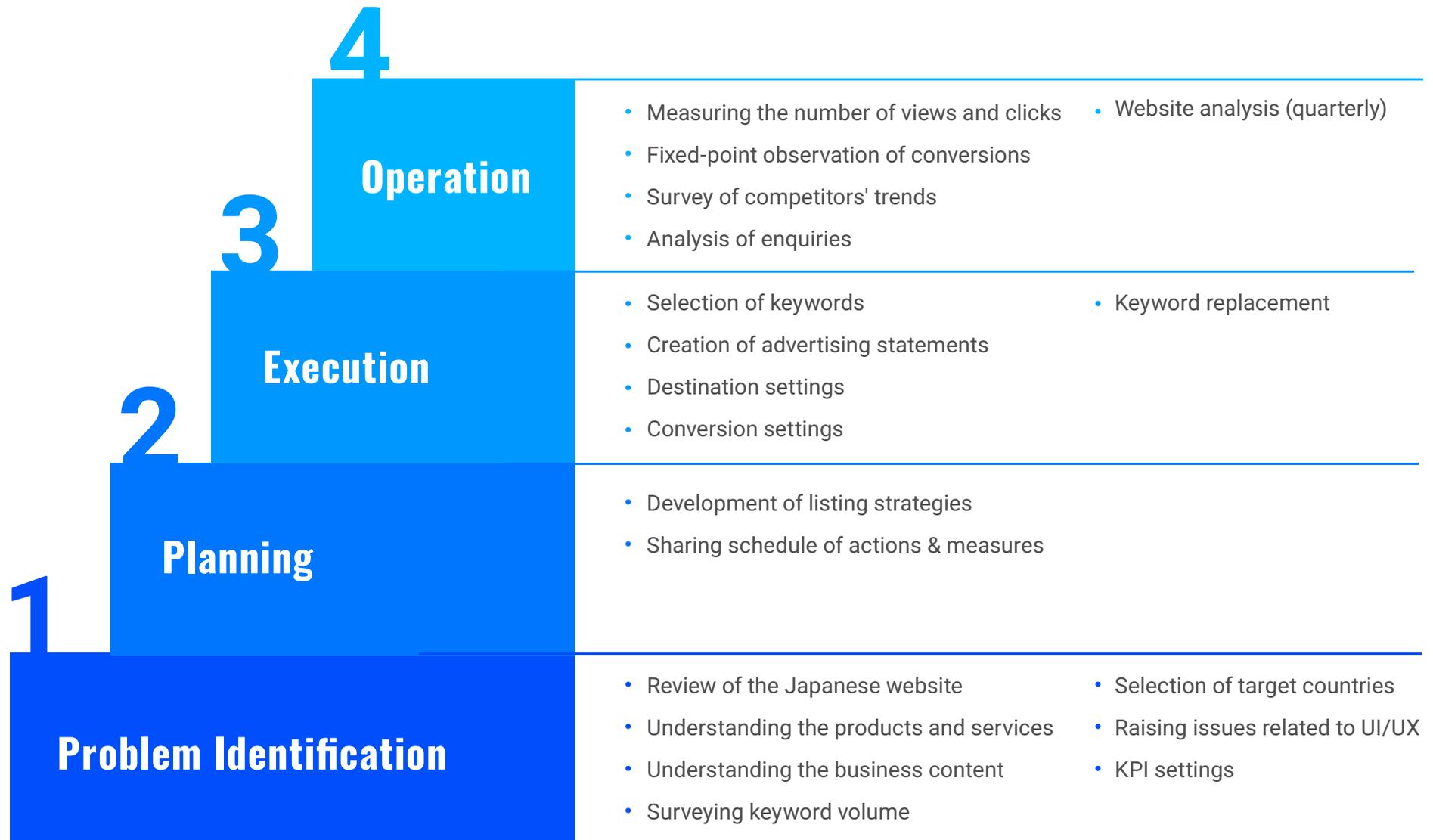
For highly competitive keywords that are difficult to display at the top or for the purpose of burning time before the SEO measures become effective, it is possible to secure contact with customers by using listing advertisements. This is a marketing method that can be implemented immediately as compared to SEO measures. Additionally, you can also conduct campaigns for a limited time, which is an effective measure against competitors.



## Show Ads To People Who Have Yet To Search

People who have decided what they are looking for will search it up on the Internet, but there are many potential customers who will just not follow through with this particular action. For niche services and products that are difficult to put it into words in the first place, it is more effective to use display advertisements. The appeal of listing ads is that they can be delivered by selecting the customer's interest, age, and location.

# Service Details



**We value the process of "Problem Identification" as the foundation.**

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# About US

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# What Makes Us Special

## 01 We Can Support Multiple Markets

Japan

English

China

Korea

Google

Baidu 百度

NAVER

SEO

PPC Management

Web Development & Consulting

SNS Management

Influencer Advertising

# What Makes Us Special

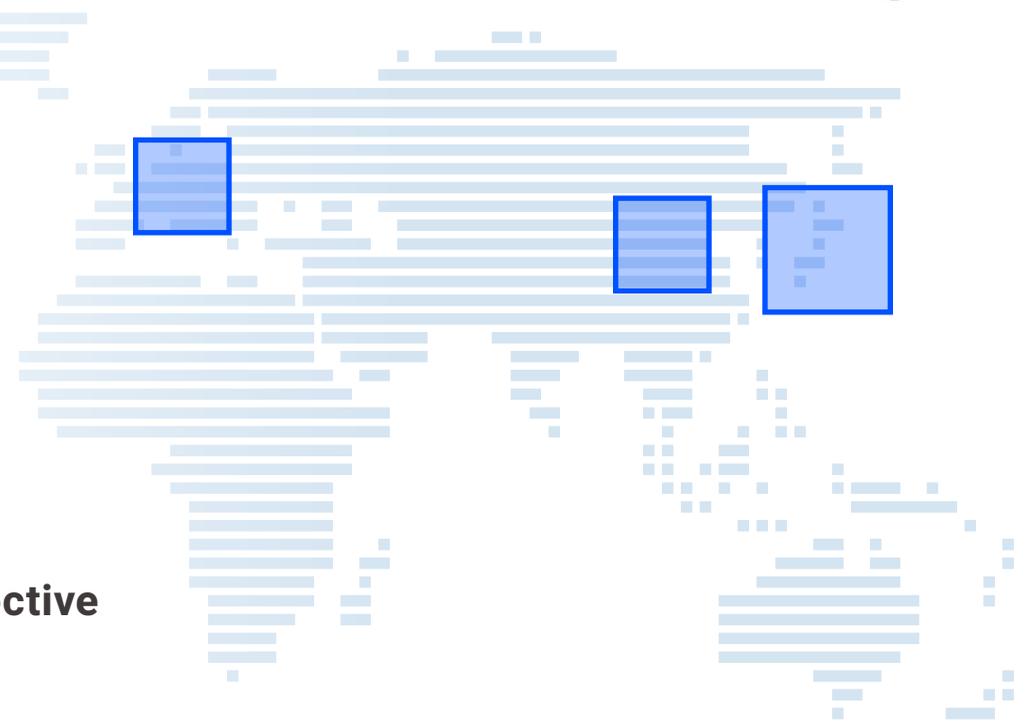
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## 02 <sup>We Can</sup> Handle All from Translation to Design

We are a group of experts with experience in language, design, and marketing. language, design, and marketing.

From translation and production to advertising, we can handle it all.

- ✓ **Multilingual support (14 languages)**
- ✓ **Responding to the local people's perspective**
- ✓ **Up-to-date information from local influencers**



We have offices in Tokyo, Korea, and the Netherlands.

# Company Profile

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## Company Name

Bloomstreet, Inc

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## Foundation

August, 2014

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## CEO

Jun Takayama

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## Capital

10,000,000 Yen

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## Headquarter

6-10-1 GINZA SIX 13F Ginza Chuoku, Tokyo, 1040061



# Our Clients



昭和大学



武蔵野音楽大学



学校法人日本ホテル学院  
専門  
学校 日本ホテルスクール



Adachi学園グループ  
Adachi Education Group



THE WORLD BANK  
IBRD • IDA



一ツ葉高等学校



New York  
English Academy



俺の株式会社 園

# Message



CEO

**Jun Takayama**

While studying at Waseda University, I participated in a short-term study abroad program in New York to learn IT and English. I began to work in New York immediately after graduation. While working in New York, I succeeded in creating web marketing that maximized the use of IT targeting Europe and South America. After returning to Japan, I became interested in the economic magnitude of the Greater China area and joined Alibaba Japan to gain knowledge from their Chinese headquarters.

I am delighted to be able to use this experience and my unique know-how to help foreign based companies expand in Japan market.

**2001**

**Study Abroad**

Learn IT & English

**2003**

**Work in New York**

Multilingual Website Marketing

**2008**

**Alibaba, Japan**

Expansion business in Japan

# Think Locally, Communicate Universally

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