

BACK TO SCHOOL 25 Promotion



3labs



tom's **HARDWARE**



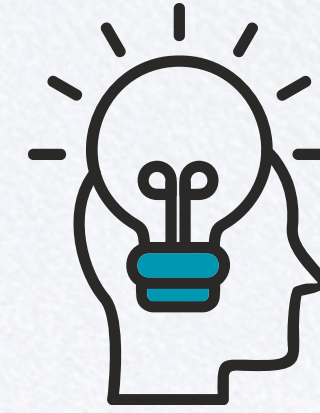
SPAZIO
GAMES

techradar.

Promotion BACK TO SCHOOL

An editorial project dedicated to Back to School 2025, designed to guide professionals and students in choosing the best tech tools to face the year between productivity and creativity.

Through a dedicated Special Page, articles, insights, buying guides, and video insertions, we aim to offer useful and conversion-oriented content, helping users compose their perfect setup with the products best suited to their daily needs.



Target Persona

Gender: 55% Male / 45% Female
Age: 18-65

- Students and the school/university world
- Trainers, teachers and school staff
- Tech-savvy general public
- Professionals and workers
- Parents buying for their student children
- IT professionals looking for professional software, hardware and tools
- Entrepreneurs and Small Businesses

OUR PROPOSAL

EDITORIAL CONTENT



- **Special Article dedicated**
- **News Offer for conversion purpose**
- **Insertion in Special Page BACK TO SCHOOL**

SOCIAL CONTENT AND ADV



- **Social Sharing Facebook (post) and Instagram (story)**
- Integration of the promotion in the Telegram Special Offers Group
- **Boost Web with article blocking on Home Page for 24h**
- **Inserting Ads into YouTube Videos**

Advertising campaign

To expand the user base on our META and Google Ads channels

BRONZE

Product	Amount	Description	Unit cost
OFFER NEWS	1	News offer dedicated to 1 (one) product.	€2.000
TELEGRAM	1	Sending 1 (one) Telegram post recalling the news offer.	€350
BOOST SOCIAL	1	Social sharing: 1 (one) FB post recalling the news offered.	€500
BOOST ADV	1	ADV campaign for retargeting on META / Google Ads	€500
BOOST WEB	1	24h Homepage Article Block	€500
Total			€3.850 €2.900

SILVER

Product	Amount	Description	Unit cost
DEDICATED ARTICLE	1	Creation of 1 (one) special article dedicated to the customer's offers.	€5.000
INSERTION OF A SPECIAL DEDICATED PAGE	1	Insertion of the article in the special page dedicated to BACK TO SCHOOL	€2.000
TELEGRAM	1	Sending 1 (one) Telegram post recalling the news offer.	€350
BOOST SOCIAL	1	Social sharing: 1 (one) FB post/IG story recalling the news offered.	€1000
BOOST ADV	1	ADV campaign for retargeting on META / Google Ads	€1000
BOOST WEB	1	24h Homepage Article Block	€1000
Total			€10.350 €4.900

GOLD

Product	Amount	Description	Unit cost
OFFER NEWS	2	News offer dedicated to 1 (one) product.	€2.000
DEDICATED ARTICLE	1	Creation of 1 (one) special article dedicated to the customer's offers.	€5.000
INSERTION OF A SPECIAL DEDICATED PAGE	1	Insertion of the article in the special page dedicated to BACK TO SCHOOL	€2.000
TELEGRAM	2	Sending 1 (one) Telegram post recalling the news offer.	€350
ADS INSERTION IN YOUTUBE VIDEO	2	YT video insertion on Tom's channel	€1500
BOOST SOCIAL	2	Social sharing: 1 (one) FB post recalling the news offered.	€500
BOOST ADV	2	ADV campaign for retargeting on META / Google Ads	€500
BOOST WEB	2	24h Homepage Article Block	€500
Total			€17.700 €7.900



100+

Areas of expertise



100+ million

Unique visitors per year



10 million€

Induced turnover generated with
Affiliates

We successfully achieve your goals

Some brands we have collaborated with

