

Most Marketing agencies take textbook stuff and try to implement it, they don't go much into modern data driven marketing strategies with KPI tracking.

Marketing is science, not gambling, everything is based on data and statistics.

Data driven marketing can give anywhere from 4x to 6x return on investment in a 6 month period.

And the reason for it is for every step along the way we implement KPI's and always measure results.

Data-driven marketing is a process where we gain insights into consumer behavior, including purchasing patterns, advert effectiveness, and browsing habits.

We also implement personalization to the target audience, so first before deciding on an advertising platform, we do an intense research, doing:

So we narrow down your audience each step of the process, focusing on these 3 main point:

1. What does my ideal customer look like?
2. What kind of life do they live?
3. How much money do they make?

Making your marketing message to be personalized, as if you were talking to them in person, and appear in front of those who are most likely to buy.

STAGE 1: Research: Days 1-7

So, what do we do first?

Creating an audience canvas.

Through intensive research we do the following:

- Demographic analysis.
- Psychographic analysis.
- Geographic analysis.
- Behavioral analysis.

We always want to avoid the broad audience.

(Unless your product can be used by everyone, we don't sell to everyone)

STAGE 2: Picking the advertising medium: Days 7-9

Based on the understanding of your target market and where they are most likely to spend their time, we pick our advertising platforms.

These are the options:

YouTube ads, Google ads, Facebook ads, Instagram ads, LinkedIn ads, Radio ads, Billboards, Direct mail, Email campaigns.

We don't limit ourselves only to digital marketing if your audience is primarily made of older people who consume less social media.

And in this case we can do both, digital marketing and traditional marketing.

STAGE 3: Data Collection: Days 9 - 23(2 weeks)

Now that we have a clear idea of who your audiences are, we can start running the campaign.

From the research, we pick a couple of audiences and run ads targeted at those.

We develop the landing page for your ad and ads simultaneously.

Landing pages are only accessible to people through the ads, this allows us to minimize unwanted traffic and measure everything properly.

At this stage, we are more interested in who is clicking our ad, rather than getting leads and clients.

And based on our winning audiences, we pick the one with the highest amount of clicks and we carry on to the next stage.

STAGE 4: Studying data and more TESTING: Month 1-3

After data is collected, we can segment the audiences based on which one generates the most amount of clicks.

Then we run campaigns again, just on those audiences, starting to test ad variations and see which ad performs better.

We test one thing at a time, whether it's headline or headlines, creatives, call to action and so on.

Then with a winning ad we start testing the variations of the landing page.

STAGE 5: Optimization and high ROI: Month 4-6

The last 3 months of the project is to maximize ROI on your marketing investment.

Constantly studying, analyzing and improving the ads/landing pages means this will be the period of your **highest growth**.

Over time you will get ad fatigue and the ad performance gets worse over time.

So having someone like us constantly overlook it means you won't have to worry about the lack of high ROI in the future.

Additional services:

SEO: Google Business page optimization, website optimization, 2 blog posts a week.

Social Media Management: Growing Facebook, Instagram, X, and LinkedIn accounts.

Web design.

Extra info:

These are few of the many KPI's we are looking at in the process:

1. CAC: Customer acquisition costs.
2. ROMI: Return on marketing investment.
 - a. First 3 months fluctuation, best to look at 6 months.
3. Conversion rates: How many people saw the ad compared to how many people bought.
 - a. From visitor to purchaser.
4. Lead to customer conversion rate.
5. Click through rate.
6. Website traffic.
 - a. Both organic and paid.
7. Bounce rates.
8. Social Media Engagement KPI's.
9. Time on the phone with your customer.