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Who are We?

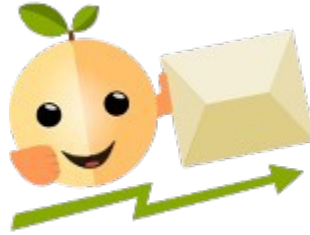
- Our company provides wide range of **Digital Marketing Services**.
- We help Businesses perform their sales plans using a variety of digital marketing tools
- We are an **experienced team** of digital marketing professionals with the highest level of competence in the field of digital marketing and digital transformation.

Our services



Strategy & consulting

Developing effective marketing strategies for sustainable development and growth of customer's business



Advertising & Promotion

Promoting and advertising services and goods for our customers and creating profitable digital sales funnels.



Web-development

Developing best-in-class modern web sites creating loyalty and trustfulness for your brand



Media Production

Creating video, graphics, text content for advertising and promotion of your brands



Analytics & audit

Helping to optimize marketing budget performance and optimize ROI%



Technical support

Providing technical support for our customers excluding technical risks of business

Key benefits of our agency

Our approach

- We are **performance based** agency - focused on customer's results and achieving business goals for clients (**ROI %**)
- We have **extensive experience** in the global market: more than **100 countries**, a budget of more than **1 million dollars**.
- We are well versed in **digital marketing tools** and constantly learn
- We identify ourselves as **boutique agency** and offer **highly personalized services**. We are deeply immersed in the aspects customer's business processes

Other (some) agencies

- They focus mainly on intermediate KPI's (**likes, views, clicks**) and (or) their own financial gains
- They work with only **1-2 marketing tools**
- They neither analyse results properly, nor manage budget efficiency
- They offers free cheese (bypassing the mousetrap)

How does it work?

- 1) **We** set goals and determine ways to achieve them
- 2) **We** develop a strategies and media plans
- 3) **We** prepare a sequence of tasks (task flow) and schedule their implementation after assessment within hours
- 4) **We** carry out the marketing plan (activity)
- 5) **We** optimize and prepare advertising campaigns, social networks, developing websites, landing pages
- 6) **We** do implement analytics and customer centric content creation.
- 7) **We** analyze the campaign results, measure the effect.

Sales without digital marketing are unimaginable nowadays!

“If your business is not on the Internet, then you are not in the business!” (c) Bill Gates

Without sustained digital investment, business growth is difficult

According to our statistics, the required total amount of marketing expenses by industry average is about 10-15% of revenue.

For example, last year the company had revenue of 10 MUSD, so the marketing budget can be about 1-1.5 MUSD per year

How much do you spend?

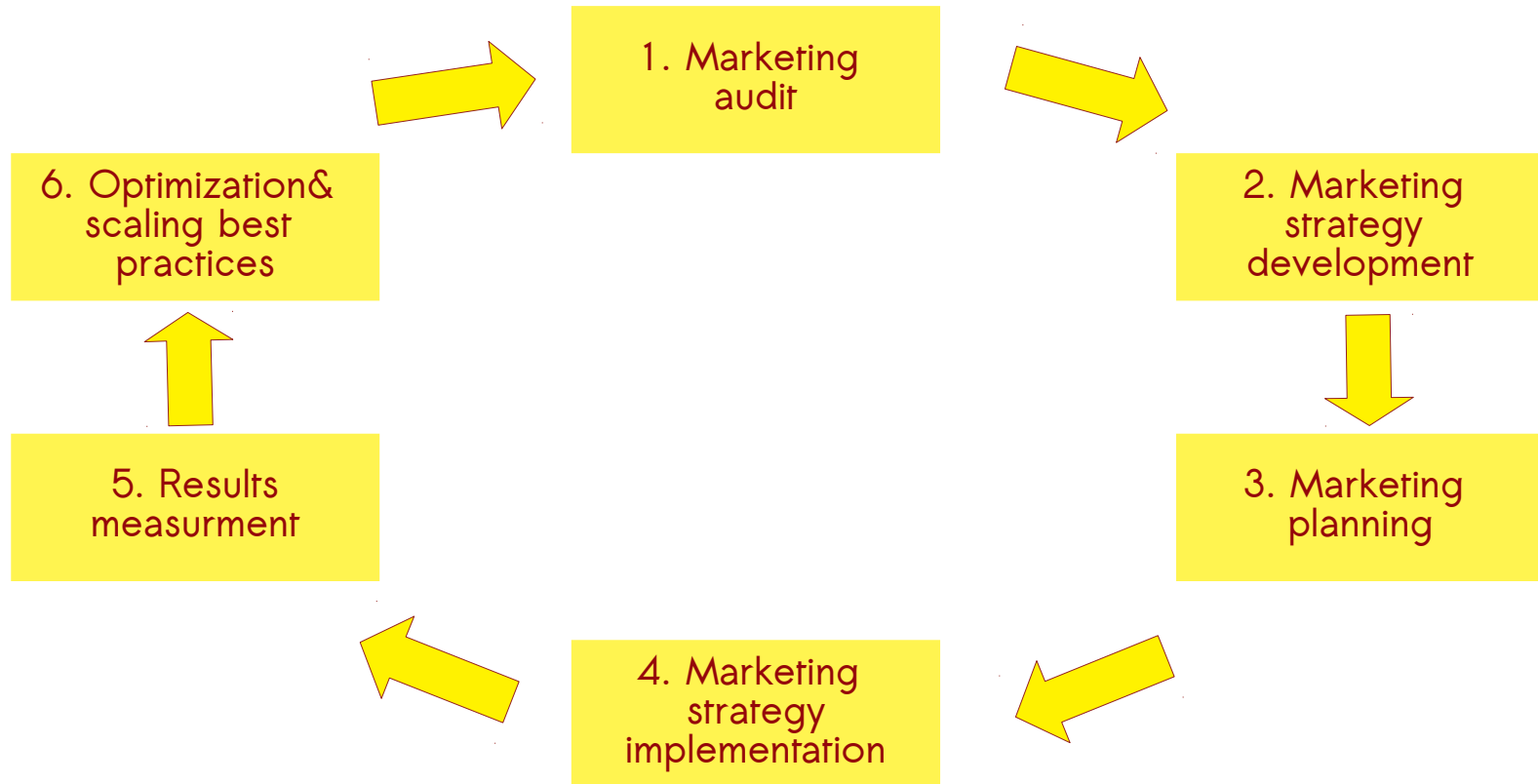
“I know that I spend half of my money on advertising for nothing, but I don't know which half” (c) John Vanamaker

Indeed, how to correctly measure the return on advertising?

Do your contractor's reports include words such as conversion, average bill, customer acquisition cost (CAC), order value (CPA), return-on-marketing-investment (ROMI%)?

We will offer you a lot of opportunities: we will help you build a sales funnel, we will set up goals and accumulate data from web analytics and call accounting systems.

Marketing management cycle

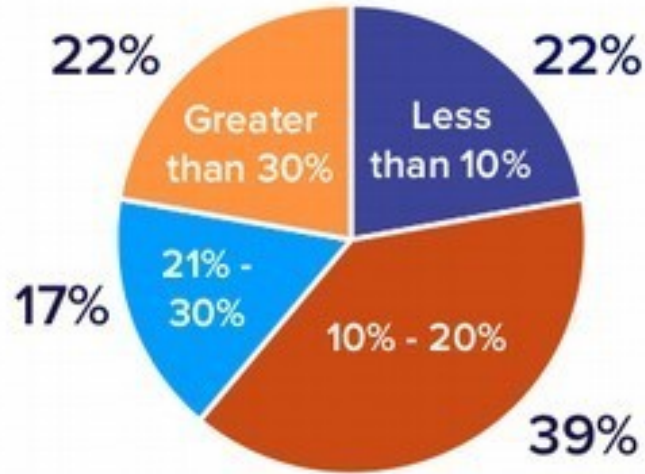


Planning your marketing budget

How much to spend on marketing and promotion?

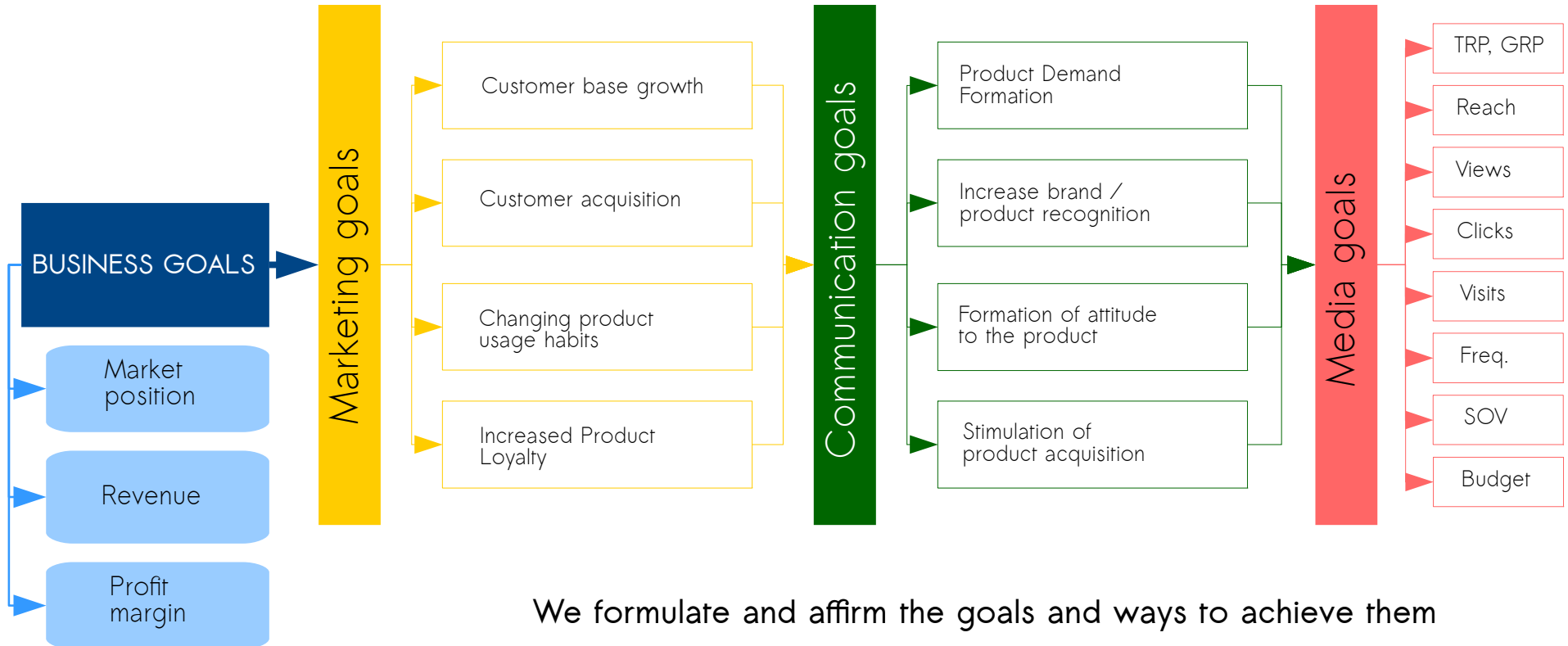
Manufacturer Marketing Spending as a % of Sales

2017 (Projected)



Average
Spending 2017
Projected:
19.5% of Sales

Goal setting: from business to media



Structuring your marketing activities



Classic marketing disciplines

- Advertising
- Brand management
- CRM & Loyalty
- Database marketing
- Distribution
- Events and experiential marketing
- Market research
- Marketing strategy
- Packaging and labelling
- Partner marketing
- Pricing
- Product/service development
- Promotions
- Public relations
- Retail & shopper marketing
- Sponsorship
- STP (Segmentation, Targeting & Positioning)
- Telemarketing
- Local CRM, social customer care, social monitoring/listening

Digital marketing disciplines

- Affiliate/performance-based marketing
- Content marketing - includes copywriting, video
- Conversion rate optimisation (CRO)
- Customer/user experience
- Digital analytics and measurement
- Digital data marketing - schemas, feeds, APIs, metadata, machine-to-machine data
- Digital display advertising - includes retargeting, programmatic
- Email and eCRM - includes marketing automation, personalisation
- Mobile marketing
- Online PR - includes online influencer marketing, reputation management
- Paid search marketing (PPC)
- Search engine optimisation (SEO)
- Social media marketing - includes community building, collaboration/co-creation

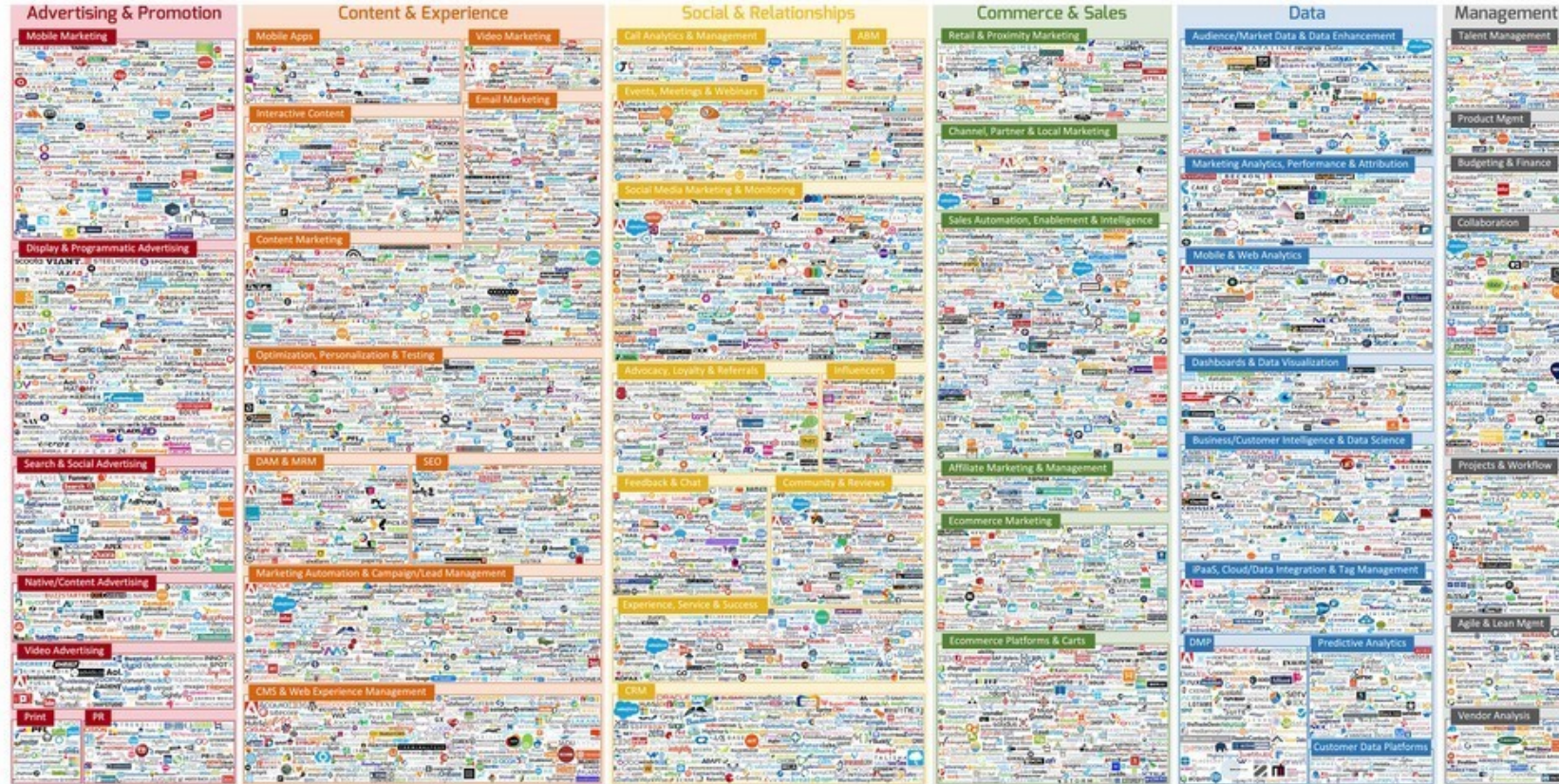
*Modern marketing model(E-consultancy.com)

Selecting best digital marketing tools



chiefmartec.com Marketing Technology Landscape ("Martech 5000")

May 2017

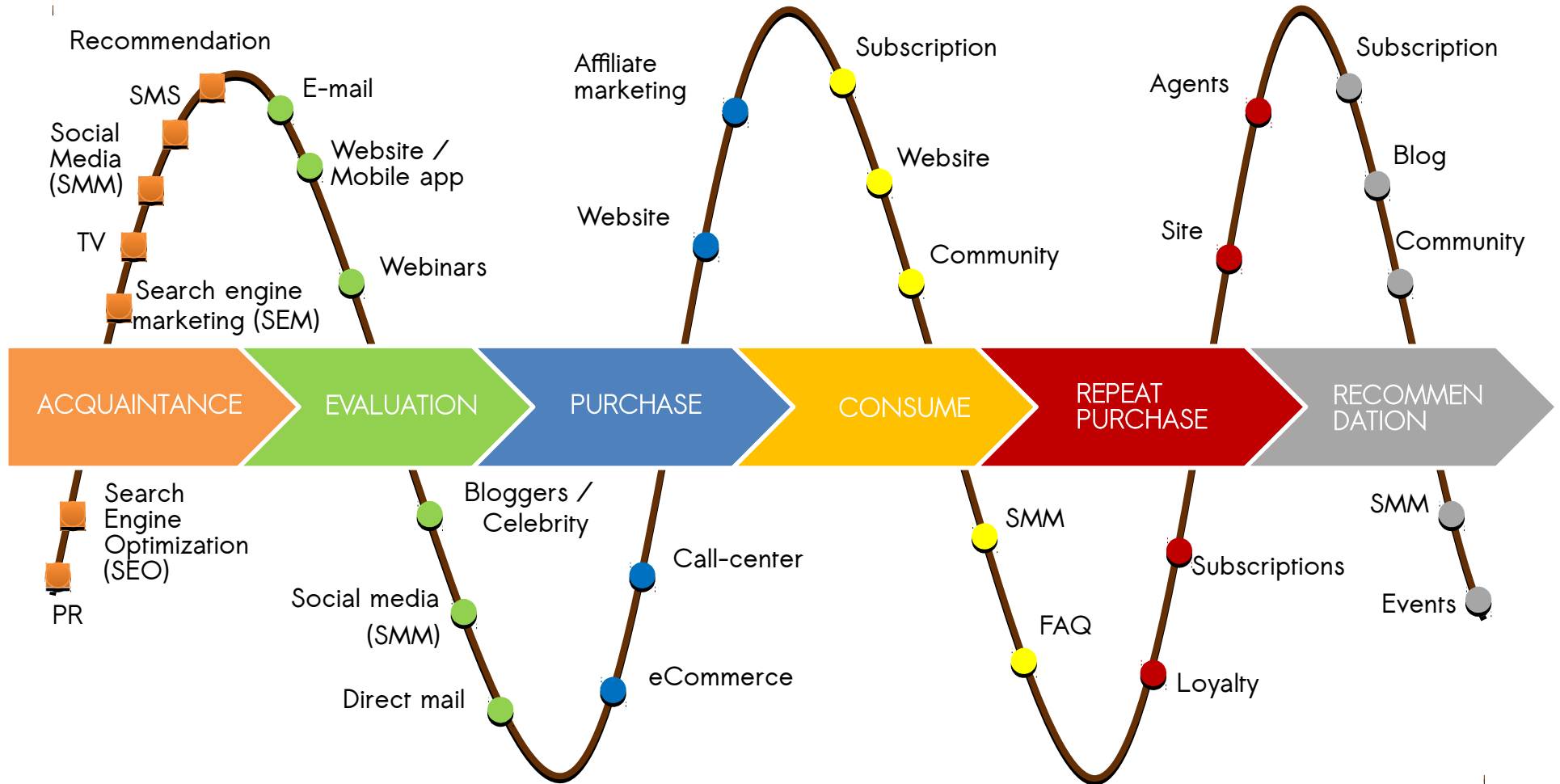


Sources: CabinetM, Capterra, G2 Crowd, Google, LUMA Partners, Siftly, TrustRadius — see <http://chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017/> for details.

Produced by Scott Brinker (@chiefmartec) and Anand Thaker (@anandthaker).

If we need more tools we use more tools...

Optimizing marketing mix throughout lifecycle



We might help to increase performance at the same level of your advertising budget!

1. Website Optimization and Improvement:
 1. **Conversion optimization** and usability improvement based on design (heat-maps, A / B and split testing)
 2. **Content** optimization (SEO-audit, copywriting)
2. Optimization of **advertising** campaigns or the creation of new ones.
3. Setting up the correct collection of statistics and measurements for all stages of the sales funnel
 1. Setting up **web analytics** systems like Google Analytics
 2. Implementation of end-to-end analytics and call-tracking systems
 3. Integration of web analytics and **CRM** data
 4. Debugging statistics collection processes on the customer side.
4. Optimization of customer's **business processes**
5. Optimization of **call center** procedures
6. Product development of the customer and increase its profitability

Our pricing approach

Depending on the customer's requirements we use flexible pricing:

- As a share of marketing budget
- Fixed price (more suitable for solving specific problems)
- Based on time-sheet with a breakdown by grades of specialists involved

How to start?

- We are ready to prepare quick audit of your current digital marketing activity (website, campaigns etc).
- We are happy to send you a our short questionnaire to specify your requirements.
- We are ready to organize e-meeting and discuss goals, objectives and problems of your digital marketing.

LET'S PLAN E-MEETING TO DISCUSS OPPORTUNITY OF COLLABORATION
PLEASE SELECT SUITABLE TIMESLOT FOR OUR MEETING

<https://calendly.com/apricode-sales/meeting>

Our contacts

- Website: <https://apricode.ru>
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