

PRO:MOTION

s m m a g e n c y

Bridge
2020

Tasks:

1. Creating the concept of an author's blog about research and advice in the field of digital (CJM).
2. Refresh the visual content and make it more adaptive for the target audience.
3. Increasing engagement by creating unique content.
4. Attract customers ' interest in cooperation with the brand.



Target Audience

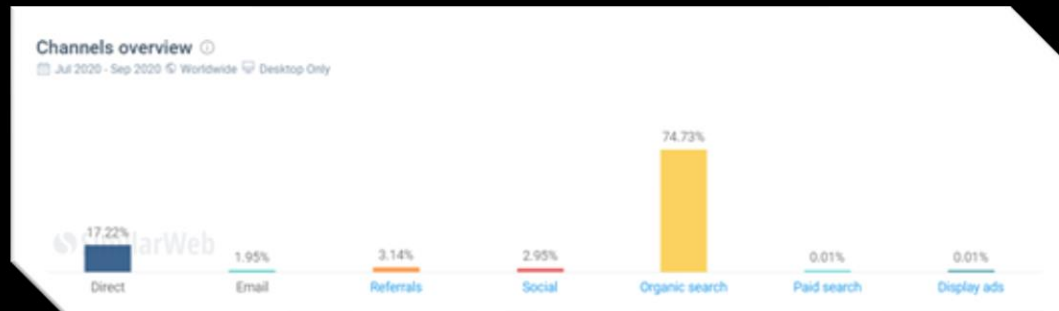
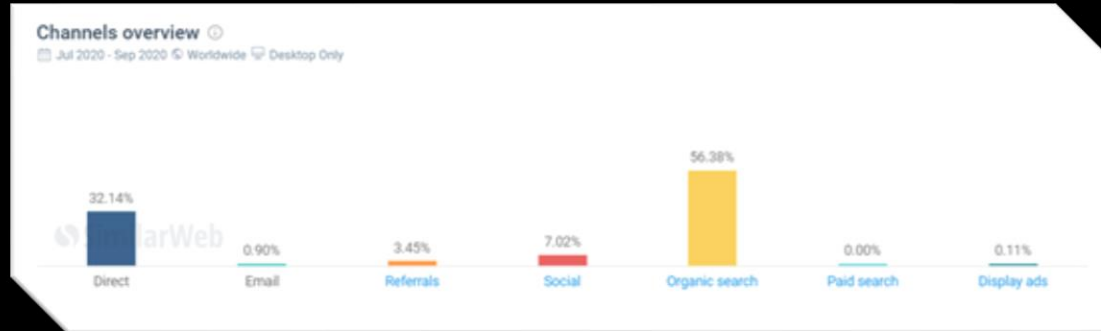
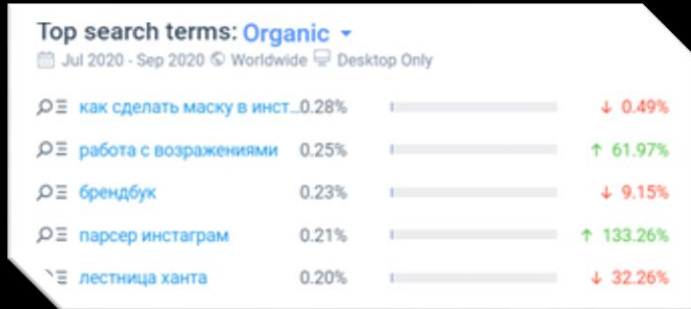
1. Businesses that need promotion services (B2C, B2B, B2B2C).
2. Businesses that want to learn something about marketing on their own
(using courses or blogs, and who are ready to order promotion services after getting acquainted with the brand).
3. Marketing specialists who want to learn something new about marketing both for the implementation of their projects and for general development:
such an audience does not order services, but draws attention to the "PRO:MOTION" brand for the audiences from point 1 and point 2.

Selected channels of promotion

On the basis:

1. Web Analytics of how competitors were promoted.
2. Customer interviews.
3. Quantitative surveys (50 people).

Example of web Analytics:



How does customers search for content blogs?

1. Awareness of the problem.

Desire to develop in the field of marketing

2. Search

Looking for channels and courses/see ads on social networks(SMM, VK, Instagram)

3. Choice

I look at the expertise, uniqueness and number of readers, reviews, price, cases

CJM

4. Decision

I select courses and content that match these parameters

5. Using

I'm starting to take a course / read content (blog)

6. Acquaintance

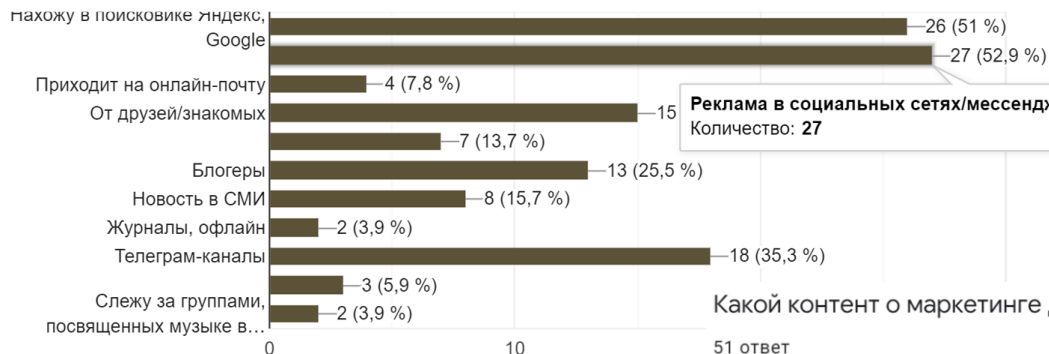
I meet the author of the blog and promote his brand: the company becomes famous and receives orders

Our proof

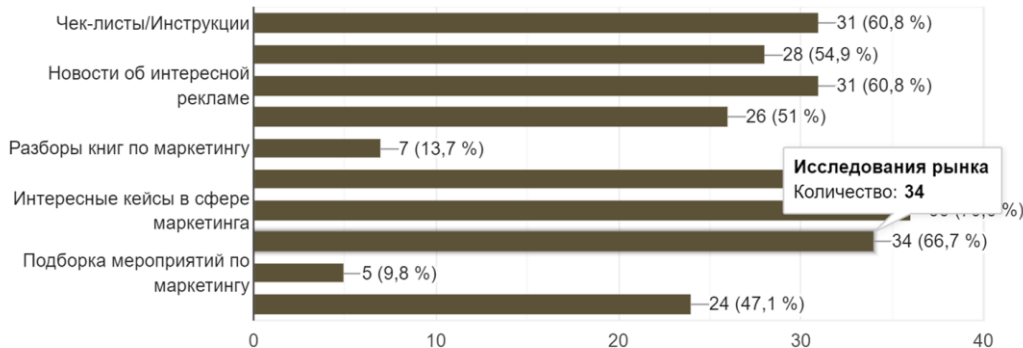
Как вы узнаете/ищете информацию о проектах, публикующих контент о маркетинге?



51 ответ



Какой контент о маркетинге для вас наиболее интересен?

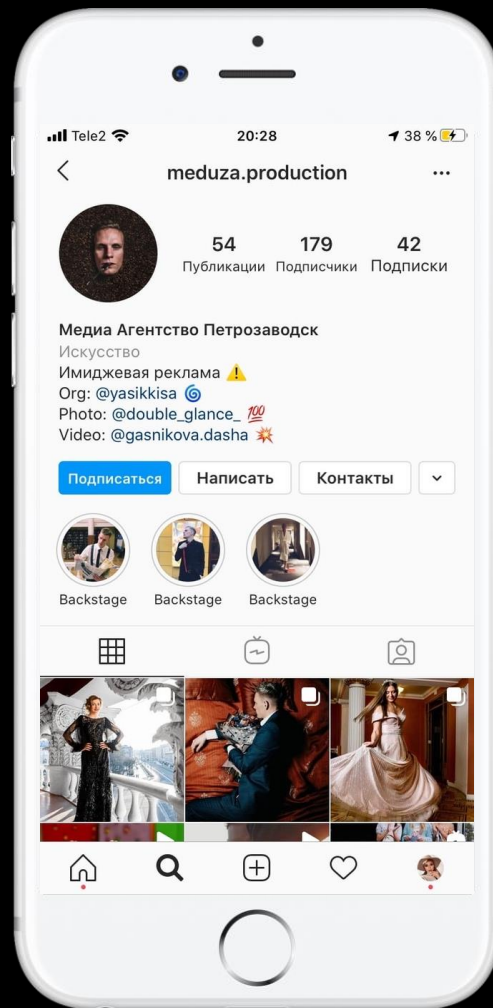
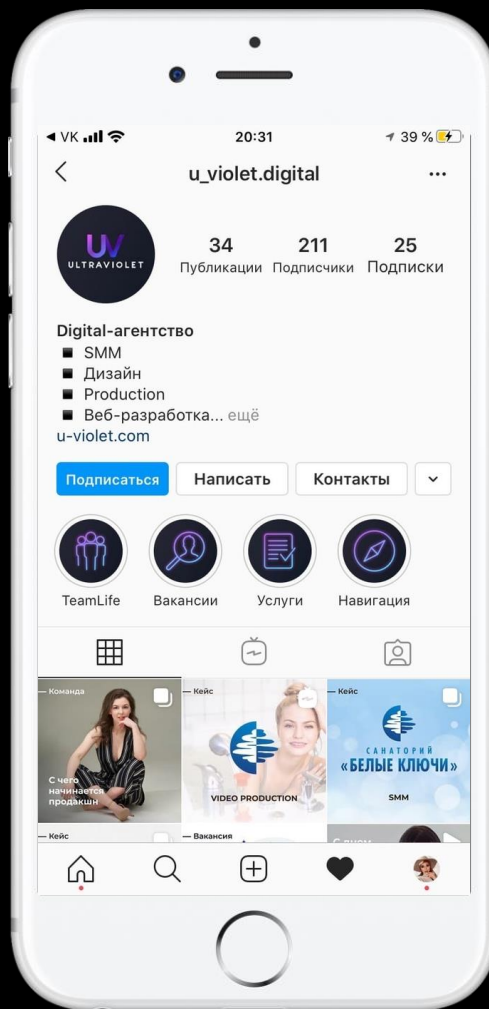


Competitors



Sostav

SETTERS



Problems

- 1. No differences from other marketing agencies on the market**
- 2. Lack of publications in the industry media, website and SEO-optimization**

VRIO: how are we better than our competitors?

V - Value

R - Rarity

PRO:MOTION
s m m a g e n c y

I - Imitability

O - Organization

Solutions

TOV



Communication
"Adult-Adult"



We lift mood, make think,
inspire



Appeal to "You" (Russian :)
)
In the plural



Words Yes:
SMM, marketing,
promotion, new,
content, strategy



Stop words:
obscene language, road,
not for everyone



We care about the client,
ask for their opinion, live
important events together
with the audience

TONE PROFILE

FUNNY

SERIOUS

VERY SERIOUS

CASUAL

MID FORMAL

FORMAL

IRREVERANT

VARYING

RESPECTFUL

ENTHUSIASTIC

IN BETWEEN

STRAIGHT
FORWARD

CARING

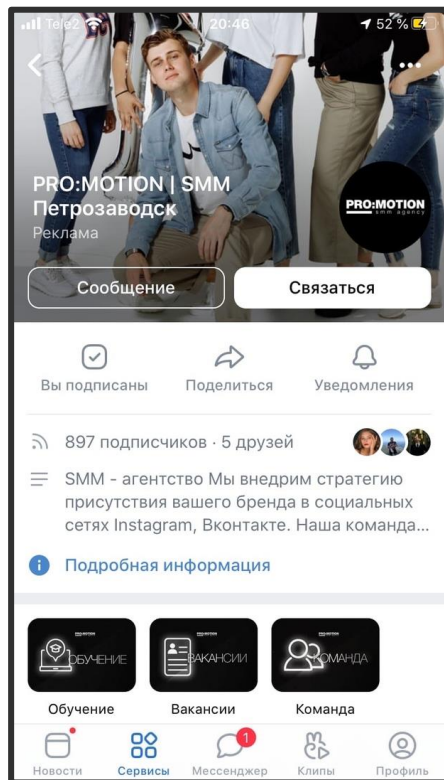
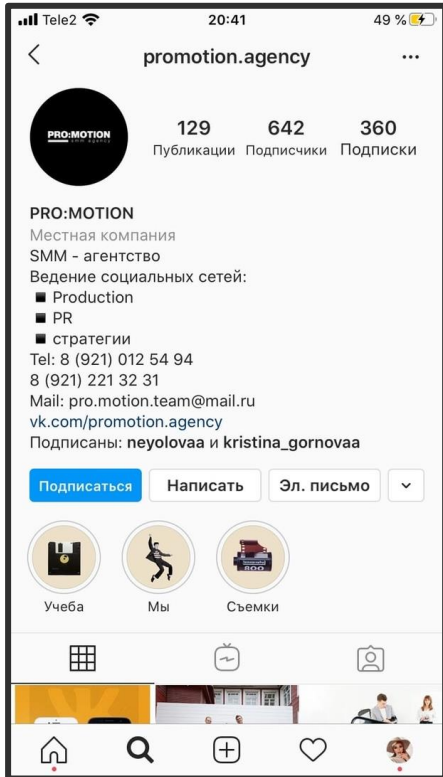
UNAPOLOGETIC

SARCASTIC


FUTURISTIC

CONTEMPORARY

NOSTALGIC



What does the
account look like
now?





130
Публикации


644
Подписчики


360
Подписки


PRO:MOTION
Местная компания
SMM - агентство
Ведение социальных сетей:
■ Production
■ PR... ещё
vk.com/promotion.agency

КОНТЕНТ
ПОД КЛЮЧ













Клиентов больше,
средний чек выше,
прибыль растёт,
Вы ОТДЫХАЕТЕ.



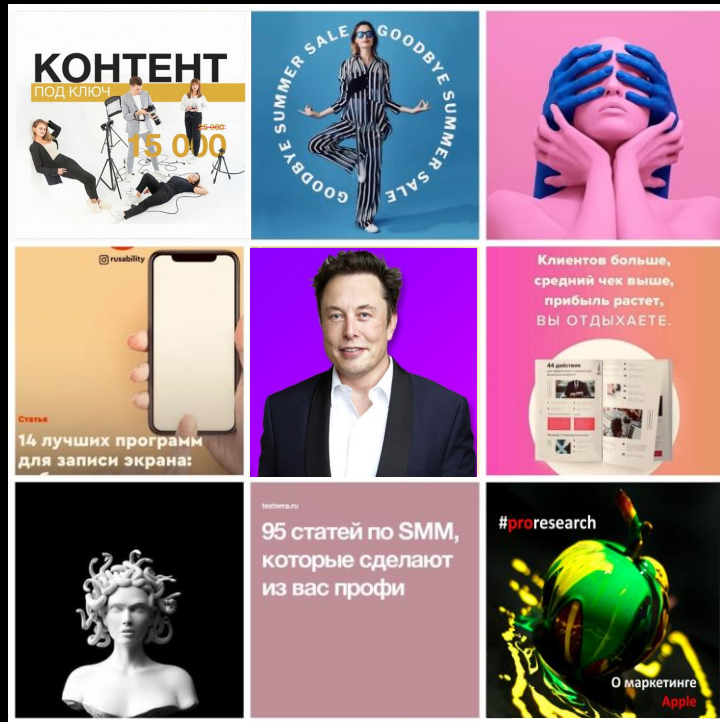
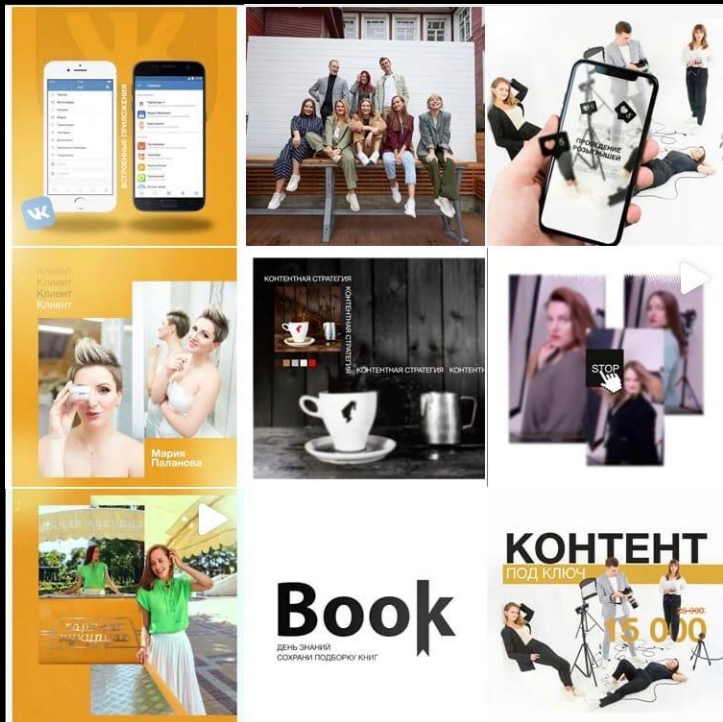


95 статей по SMM,
которые сделают
из вас профи

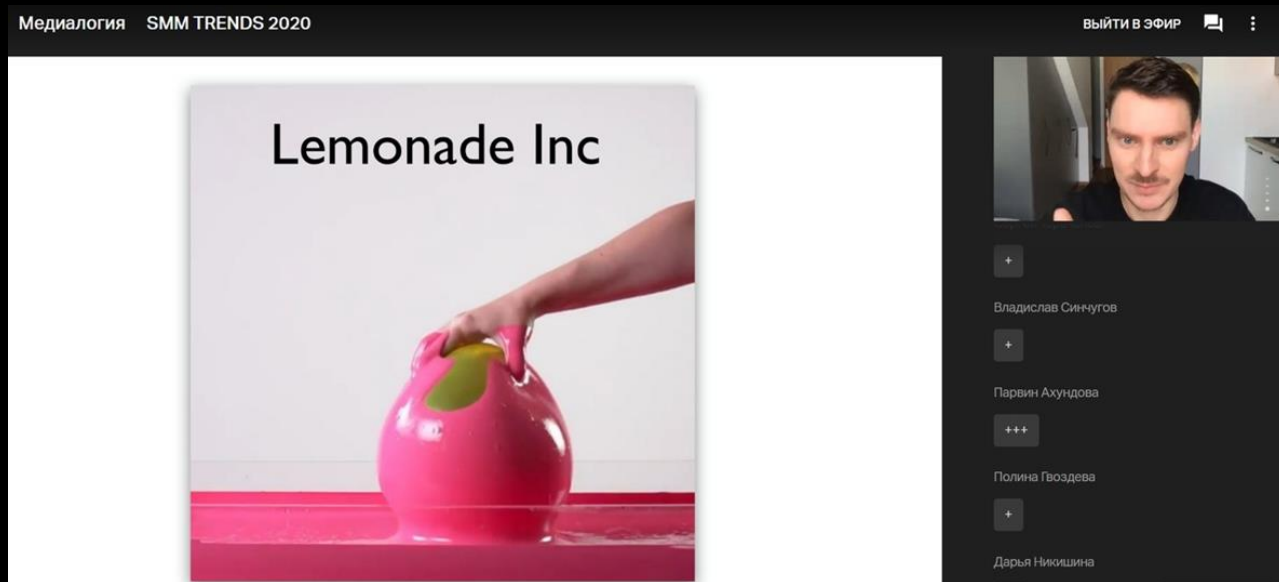
#preresearch



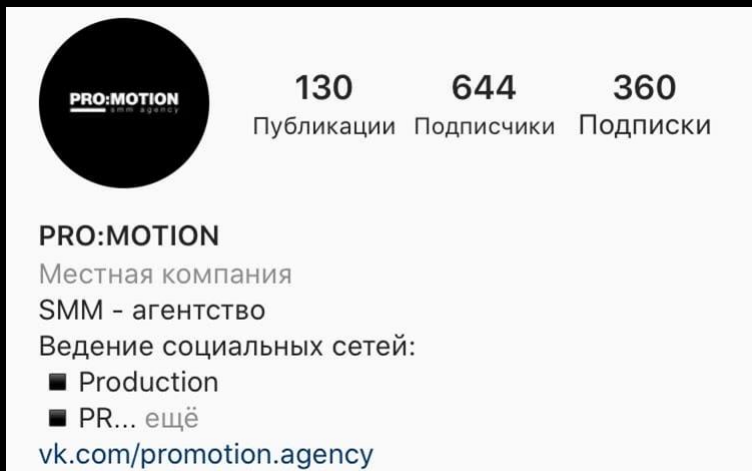
What we offer



Source: trends in media studies in SMM.



Profile header



Description:

Answers to questions in stories
(we motivate to subscribe)

- + address
- + link / **taplink** (When will the site be made)
**for direct requests for
consultation, we shorten the path,
we translate to a personal
conversation**

Highlights



Учеба



Мы



Съемки

-
1. We
 2. Study
 3. Responses
 4. Company advantages
 5. How to get there / directions
 6. FAQ - answers to frequently asked questions
 7. Reviews

Highlight “We”

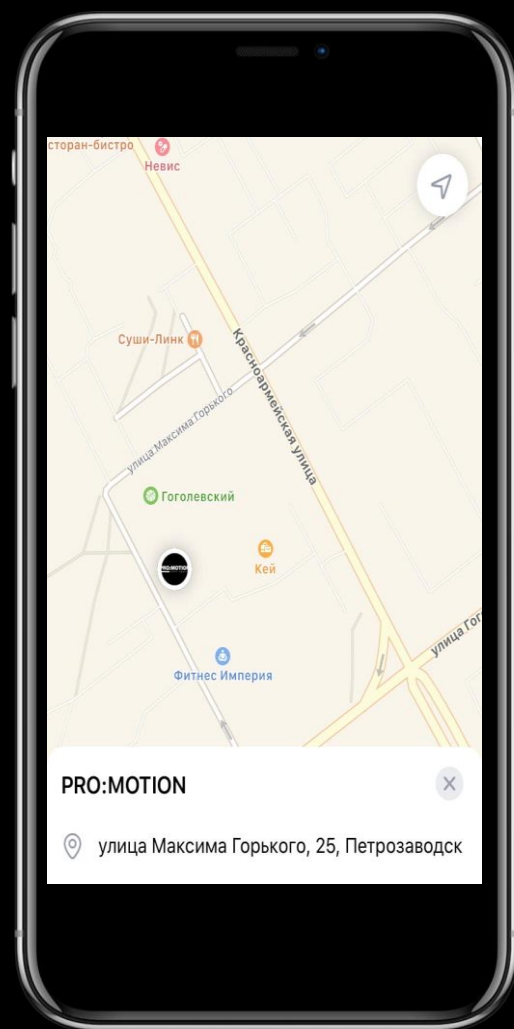
Short introductory videos for 15 seconds:

about PRO:MOTION
and them specializations



Highlight “How to get there / directions”

We tell you how to get to us,
directions, address



Highlight “FAQ - answers to frequently asked questions”

We attach stories from the archive to this album with answers to the most popular questions, we take into account the triggers of tribes of the target audience.

We prevent fears and obstacles of the target audience in advance.



Highlight “Responses”

The most powerful sales tool is satisfied customers, we broadcast reviews in stories and save them in highlight albums

Владелица @accent.bags Елена Князева оценила нашу работу:

«Я работаю с PRO:MOTION с ноября 2018 года. Они занимаются продвижением аккаунтов в Instagram и VK. Instagram создан с нуля и уже приносит доход, а VK хоть и был, но приобрел новое лицо и наполнение.

Каждый день выходят новые посты. Фото сделаны профессионально т.к. в штате есть свой фотограф, текст составлен грамотно.

Мне очень нравится материал, который они размещают. Теперь можно не только почерпнуть полезную информацию, но и просто отдохнуть, прочитав что-то интересное или смешное. Важно, что в группе размещается только проверенный материал. Ирина, Дарья и Елизавета инициативны, постоянно предлагают новое для развития группы и быстро это внедряют.

Я рада нашему сотрудничеству и надеюсь, что оно будет долгим и плодотворным».

Highlight “Benefits”

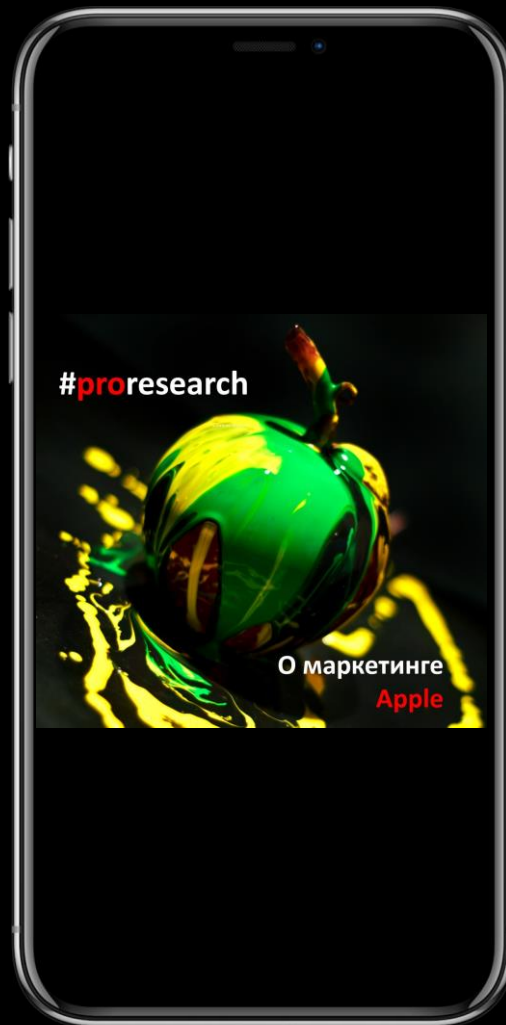
Format - short 15-30 sec clips from the creators of PRO: MOTION. Why is it convenient to work with us.



Highlight “Reviews” and “Researches”

Author's research content related to the company's field of activity.

This shows the expertise and immerses the reader in the content due to popular and discussed topics in the news.



▼ Content from Elon Musk: on creating a buzz around his business

Elon Musk is able to prove that private technologies (albeit with state support) are also capable of success. As in the case of the ship "Crew Dragon", which was successfully launched on the ISS, and with the recently launched for beta testing Internet "Starlink" for its use from anywhere in the world – the outcome is similar.

Most Internet users are beginning to take an active interest in Musk again and actively discuss His victories on social networks, but all this is just a consequence.

The concept of a content-project

Blog in the format of a community writing about marketing

Goal: to get the widest possible audience, engage in content and unobtrusively advertise your own marketing Agency

Platforms: VK, Instagram. In the future, a site for SEO optimization and Telegram

Perspective: the creation of courses in SMM and Digital marketing

Content plan for a month						
Mon	Tue	Wed	Th	Fri	Sat	Sun
Motivational post / story about the team ("/" - alternation)		Marketing checklist / instructions	Longread from the company's specialists. Discussions of interesting target audience topics	Video / Text. Market research		
Video / Text. Interesting marketing cases		Stories from our cases	Longread from the company's specialists.	Video / Text. Reviews / analyzes discussed in media advertising campaigns		
Video / Text. Marketing Tools News		Our video works	Longread from the company's specialists.	Video / Text. Market research		
Video / Text. Interesting marketing cases		Feedback from customers	Longread from the company's specialists.	Video / Text. Reviews / analyzes discussed in media advertising campaigns		

Risks

NO! (c)

Category: Sale/Story



Turnkey Content 🔑

Want to start social media networks, but are you afraid? Expensive? Not sure where to start?

We have a solution especially for you! We offer a starter package with a discount of 10,000 rubles! Start already this fall: pick up the "Turnkey" package from the PRO: MOTION team on special terms.

What are we shifting:

12 posts (visual + text) for self-publishing:

1. Development of a content plan;
2. Carrying out 1 survey;
3. Selection and processing of material;
4. Preparation of texts for posts;
5. The work of the designer on the preparation of posts;
6. Making edits;
7. Transfer of the finished material for publication.

✳️ Cost - only 15,000 rubles. instead of a place of 25,000 rubles.

Write to discuss the details!

Category: Research



Research on Video Marketing trends from PRO:MOTION 🔑

Back in 2015, the Harvard Business Review reported that about 50% of companies implement video marketing in their marketing strategies. Currently, the trend is only gaining momentum.

And to successfully create video content at the end of 2020, you need to be aware of what your audience really wants to see.

1. Blogging

Although combining video with blogging is not a new concept, many brands have already started their own video blogs. As an example, we will give blogs of both large companies like Samsung and marketing agencies in the form of Setters....

Category: Instruction

**95 статей по SMM,
которые сделают
из вас профи**

Instruction about SMM 🔑

95 articles on SMM that will make you a Pro.

Category: Review



Review about content-strategy of Elon Musk 🔑

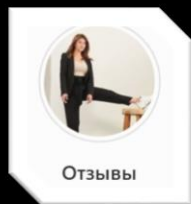
The entrepreneur knows how to laugh at himself, is not afraid to look stupid, and actively communicates with people in their language. All this together makes Elon Musk a brilliant marketer.

And that is why the launch of "Crew Dragon" is only a consequence of the discussion and the large coverage that Musk has been going for so long. After all, the most important thing is that during the active activity of the company, he keeps a blog, creates an interesting story around his products, thereby making unique content.

Elon's content is a show, an achievement of something unthinkable.

PRACTICE!

What have we done?

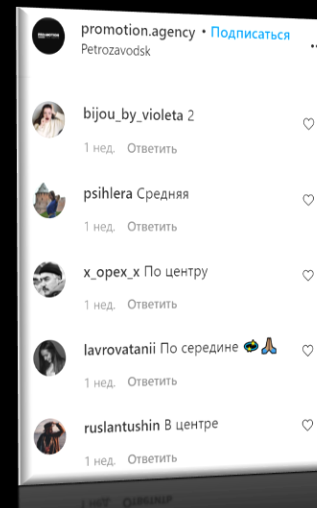


1. Add customer responses in Highlight.



2. Add a post about competitive advantages.

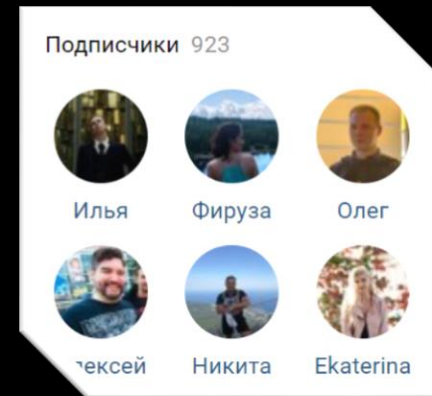
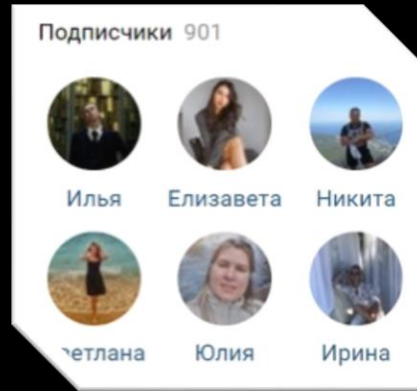
3. Story about the team that engages :)
(comments)



Testing hypotheses and proving the popularity of content

1. Promote posts about researches during promotion, because such content is often reposted.

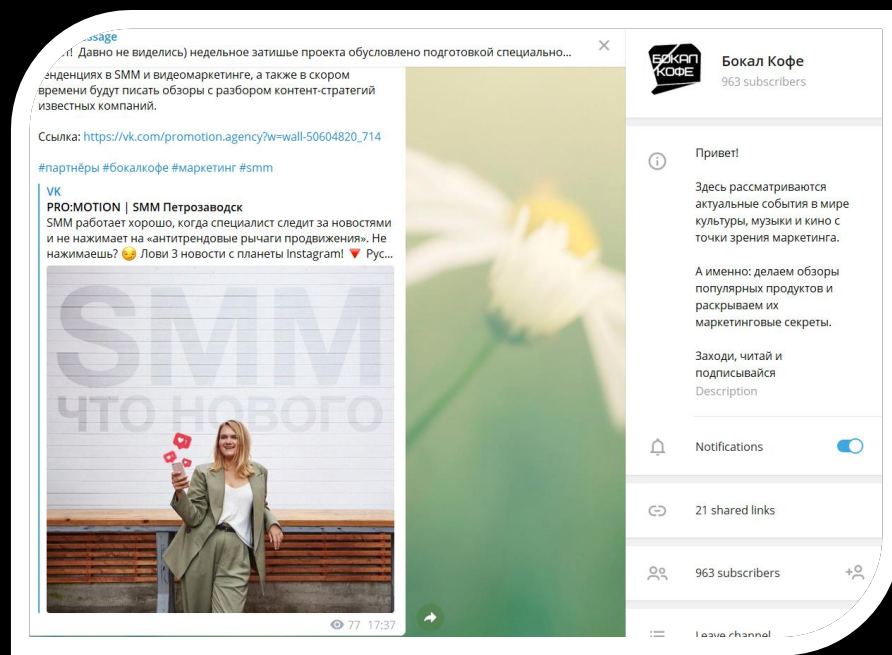
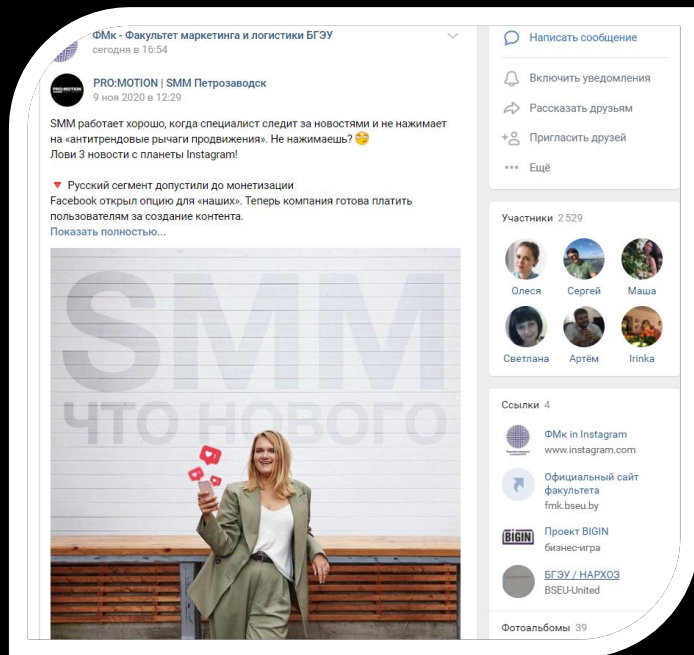
2. 1 post > 6 reposts > +22 subscribes



Testing hypotheses and proving the popularity of content

3. How we did it:

How we did it: partnerships with public and University departments about marketing.



What's next?

- 1** month: creating the concept of the author's blog.
- 2.** Creating in VK page and duplicate all the content from instagram.
- 3.** For instagram: due to restrictions, write at the end of the article excerpt: "continuation in VK".
- 4.** Configure targeted advertising and the use of crops in social networks.
- 5.** Publication in the media.
- 6.** Website creation and seo optimization for better CJM.
- 7.** Development of training courses for the SMM.
- 8.** Think about growing a personal brand of managers as experts.

Thank you for your attention!

Next slides for questions

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Rubricator		
Sale	Entertaining	Informational
Company story	Mini-draws	Short facts
Checklists / Instruction	Lifestyle with the company	Reviews / analyzes of advertising campaigns
Reviews about the company	Polls	Marketing Tools News
Meet the team	Posts with signature	Interesting marketing cases
Own work	Answers to questions (subscribers MB)	Market research
Services we sell	Meme post	Life hacks
	Video content	Problem solving
		Motivation
		Cases

Estimate

Specialist	Amount hour	Cost hour	The amount, rub
Project support			
Project-manager	20	1500	30000
Video-producer	8 (2h in week)	1500	12000
SMM-specialist	8 in day	fix pay	25000
Graphic designer/Photographer	20 (5h in week)	500	10000
Subtotal			77000