

PRO:MOTION

HAND-OUT

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We present to your attention our completed case for the marketing Agency "PRO:MOTION".

Currently, the problem of the market of marketing agencies is that most representatives cannot find their own competitive advantages due to the specificity of the Agency's business model and the provision, as a rule, of only one service in the face of marketing.

This problem is inherent in all marketing agencies, so, as a rule, they prefer to be distinguished not by services, but by additional services (training, author's content in the form of media or telegram channels) or the personal brand of the founder.

That's why, using Analytics, a survey of 50 respondents from the target audience, and an unusual approach, we decided to find a competitive advantage that allowed the PRO:MOTION team to differ from other marketing agencies on the market, popularize their brand (at the expense of not only business customers, but also ordinary professional readers) and in the future receive more orders for their services using a competent content strategy, which is a useful author's blog with a modern style.

Tasks our case:

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 customer's interest in cooperation with the brand.

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Target Audience of our solutions:

1. Businesses that need promotion services (their audience: 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*).

General need p.1 and p.2: trust an expert Agency that confirms its competence either through case studies and reviews or through expert content.

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.*

General need: to read useful content that differs from other competitors, which would help in their own professional or even educational activities.

This segmentation is based on the popular "Jobs To Be Done" method for the digital environment. In this case, we briefly described people's problems and gave them value in the form of content in a useful way: posts about analytics, research, and more.

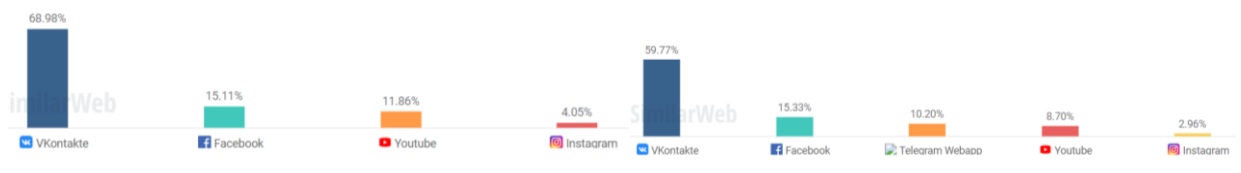
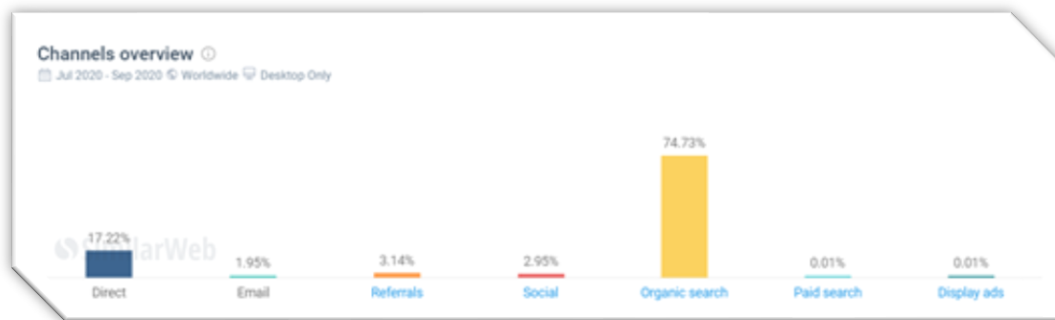
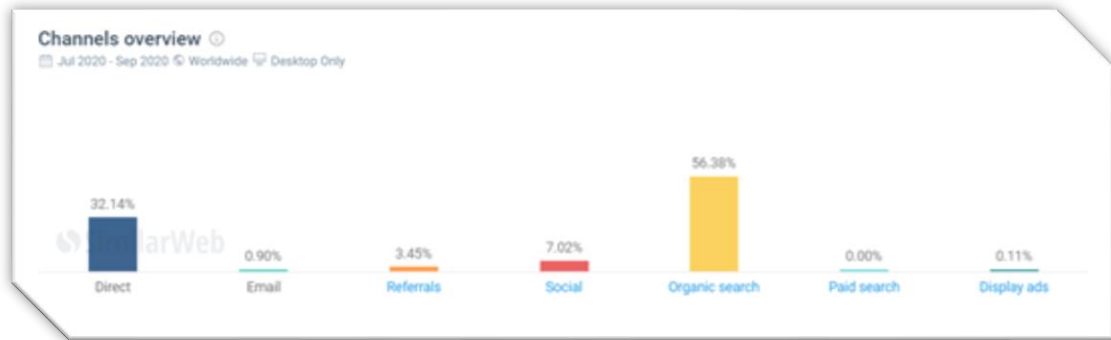
It is important for us to know that "when a consumer wants to improve their knowledge of marketing, but trusts only an expert, they look for useful articles or courses on this topic from an expert in the field."

The main problems of market of marketing agencies:

1. No differences from other marketing agencies on the market. This problem is inherent in all marketing agencies, so, as a rule, they prefer to be distinguished not by services, but by additional services (training, author's content in the form of media or telegram channels) or the personal brand of the founder.
2. Lack of publications in the industry media, website, SEO-optimization, which makes it difficult to find the client, search for the Agency and its projects.

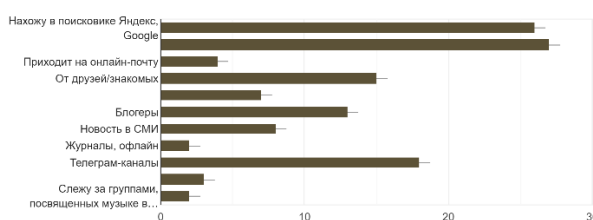
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We selected promotion channels using a survey of consumers of content projects in the field of marketing and web Analytics of competitors' communications. The best channels are social media ads in VK, Instagram, Telegram and YouTube, media publications and SEO-optimization for searching in Yandex and Google:



We created the Customer Journey Map, which helped us understand that the best way to attract the attention of potential customers to the company is to use our ideas for content.

Как вы узнаете/ищите информацию о проектах, публикующих контент о маркетинге?
51 ответ



Russian respondents

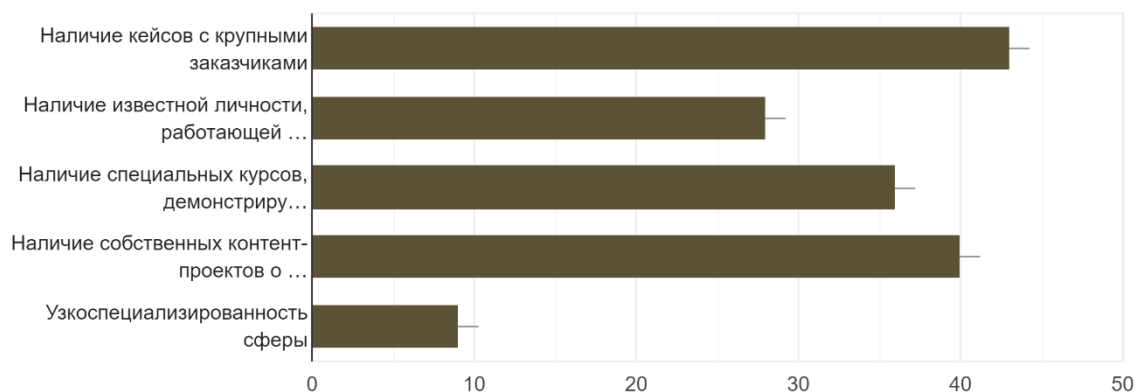
Full CJM: <https://vk.cc/aCwZf4>

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Consumers are afraid to waste their time. The determining factor when choosing an Agency: the presence of cases, reviews, real expertise: this is supplemented by a blog/content project, which confirms the analysis of competitors and audience.

Our proof (Russian respondents):

Выделите определяющие для вас факторы, которые для вас наиболее важны в маркетинговом агентстве
51 ответ



Based on market research, customers are hard to surprise, so they need companies that make unique author and expert content: market research, cases in marketing that are associated with news and instructions.

Also, the best marketing agencies create blogs (Setters, In-Scale) or content-projects (media marketing Sostav is a project of another branding Agency) and doing courses (Paper Planes – Paper Planes Academy, Serenity).

How will we protect our solutions?

VRIO-Analytics: evidence for why our solutions are difficult to copy

- 1. V-Value:** great experience and quality services / content.
- 2. R-Rarity:** author's unique content, in the future-own courses.
- 3. I-Imitability:** the difficulty of copying author's projects (blog/courses) by competitors.
- 4. O - Organization:** long-term relationships and an integrated approach with familiar and highly specialized services, including in the video marketing niche.

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Practice: what have we done so far?

1. Add customer responses in Highlight.
2. Add a post about competitive advantages.
3. Story about the team that engages.
4. Add a post about research – 24 subscribers from the promotion of one post.

We tested our hypothesis: such useful content is actively reposted by marketing groups and University departments of marketing, which leads to the popularization of the PRO:MOTION brand.

And this is just one post.

Statistics: <https://vk.cc/aCx5P5>

How it works:

1. We create content with an emphasis on expertise: articles about research, marketing tools, reviews of popular advertising campaigns, and unobtrusively alternate with content about the team and their services.
2. Based on trends, competitor Analytics, and the preferences of the target audience, we determine categories, Tone of Voice, and visual style of content that would appeal to visitors and help them quickly identify the competitive differences PRO:MOTION.
3. People and groups are happy to repost such content and the PRO:MOTION brand is popularized.
4. Having accumulated brand capital, PRO:MOTION has new customers who see their popularity and expertise.

Thank you for your attention!