



Internet Marketing Deep Dive

Deep-Dive.com.ua Company Presentation

About Us

12 years of experience

Our internet marketing experts have experience in complex internet marketing projects.

Our Clients - Leading Companies

In association with Ukrainian advertising agencies we promoted [Unicredit](#), [Generali Garant](#), [Ardo](#), [Mirinda](#), [Mepha](#), [Hennessy](#)

Reasonable Money Savings for Our Clients

Our clients don't overpay for an agency office rent and extra staff. All employees work remotely and are experts in internet marketing



What Is Deep Dive?

INTEGRATED INTERNET MARKETING CAMPAIGN

Simultaneous implementation of several advertising channels

EFFECTIVE SITE

Site that answers a question: Why choose this company?

PERMANENT TESTING

Permanent testing of new advertising ideas

CAMPAIGN OPTIMIZATION

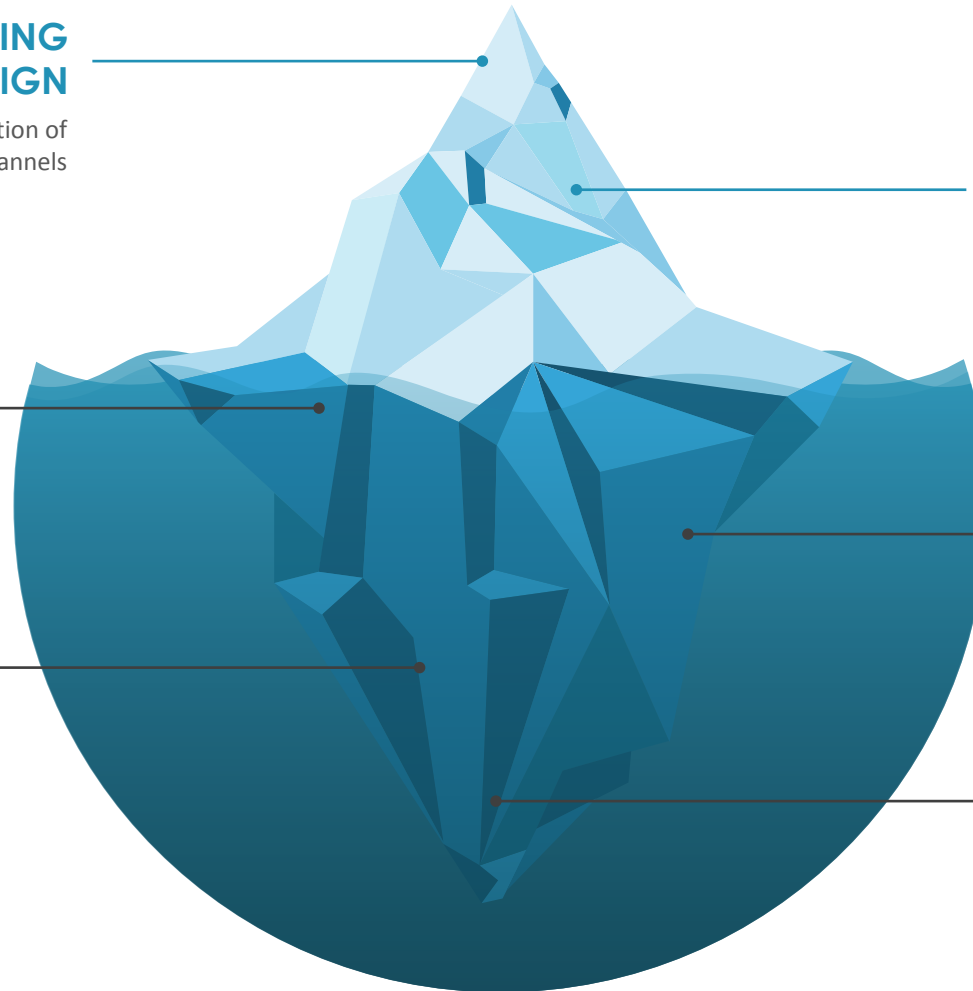
Permanent optimization of advertising campaigns

ANALYTICS

KPI monitoring

INTERNET MARKETING STRATEGY

Planning of marketing communications for each customer segment



Case Studies: Bobo Coworking

New coworking in Warsaw Center



Challenge

Create leads for new coworking in Warsaw center.

Marketing Strategy

Together with client we identified the following customer segments:

- small companies (3-7 people)
- startups
- Freelancers

Then we compiled the main advantages for each customer segment. Also we defined a clear strategy of showing difference between Bobo coworking and their competitors. Based on this, text ads and banners were created.

Also we conducted content plan for publications on Facebook and Media.

Analytics

As the main metric we selected bookings for a free tour and requests for a reservation.

As additional metrics, that measure the degree of interest of visitors, were selected:

- watching a video
- viewing of advantages about the company
- viewing service description slides

Case Studies: Bobo Coworking

New coworking in Warsaw Center



Advertising Campaign

The following advertising sources were progressively launched:

- Google Adwords Advertising using keywords about coworking (Polish and English).
- Google Adwords Advertising using keywords about competing coworkings.
- Google Adwords Advertising using keywords about small office rent.
- Remarketing in Facebook, Youtube and Google Display Network.
- Facebook Advertising with detailed selection of target audiences.
- Advertising through the Google Display Network on the pages of real estate sites and local classifieds, where there are proposals for small office rent
- Advertising through the Google Display Network on media sites and blogs on the pages about coworking

Results

By the end of second month we reached the rate of **70 applications per month** at a price of \$ **25 per one application**..

Case Studies: Grain Ukraine 2018

International Grain Conference in Odessa



Challenge

Attract international participants

Marketing Strategy

Target audience of the conference is the top management of agribusiness companies interested in Blacksea region.

Main marketing message: Grain Ukraine Conference is an international industry platform for the dialogue between the largest representatives of the agro market.

That's why the slogan of the conference is - Agrotitans meet here.

Analytics

As the main metric we selected conference booking from the site.

As additional metrics that measure the degree of interest of visitors, were selected:

- scrolling from 0 to 20% of the landing page
- scrolling from 20 to 40% of the landing page
- scrolling from 40 to 60% of the landing page
- scrolling from 60 to 80% of the landing page
- time spent on the site

Case Studies: Grain Ukraine 2018

International Grain Conference in Odessa

Advertising Campaign

The following advertising sources were launched:

- LinkedIn Advertising targeting on specific companies
- Facebook Advertising with detailed selection of target audiences.
- Facebook Advertising on lookalike audiences
- Google Adwords Advertising using keywords about grain conferences.
- Remarketing in Facebook and Google Display Network.
- Facebook Advertising with detailed selection of target audiences.
- Advertising through the Google Display Network on the pages of Agribusiness sites

Results

We attracted more than **50 international participants**



Case Studies: Logistics Company UVK

3PL Logistics Provider in Ukraine

The screenshot shows the UVK website with a navigation menu at the top containing: О КОМПАНИИ, ОТРАСЛЕВЫЕ РЕШЕНИЯ, УСЛУГИ, НОВОСТИ, КОНТАКТЫ, and a logo. Below the menu is a hero image of a large warehouse with a red overlay box containing the text: **НАЦИОНАЛЬНАЯ СИСТЕМА ДОСТАВКИ ГРУЗОВ** and a sub-headline: **УВК реализует уникальную общенациональную систему адресной доставки грузов**. Below the hero image are two news articles under the heading **ИСТОРИЯ КОМПАНИИ УВК** and **НОВОСТИ КОМПАНИИ УВК**. The first article is titled **ПОЗДРАВЛЕНИЯ С ПРАЗДНИКОМ ПАСХИ!** and the second is **УВК ВЫСТУПИЛА ПАРТНЕРОМ LOGISTICS INNOVATION FORUM 2018**. A red 'Напишите нам' button is visible in the top right corner of the website screenshot.

Challenge

Creating leads for international companies that need logistics services in Ukraine

Advertising Campaign

The following advertising sources were launched:

- Google Adwords Advertising using keywords about warehouse services and freight.

Results

We reached the rate of **3 international applications per week** at a price of **\$10 per one application..**



Contacts

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