NINJA

A guide to making 2025 your best marketing year yet

Hey, it's Paul and Slava here – Co-founders at Ninja Promo, and we've got something pretty awesome for you.

55 pages

We've been busy creating a complete guide that's going to help you transform your marketing from the ground up. We're going to cover everything from the basics to advanced strategies, and it's all going to be in one easy-to-follow document. We're talking 55 pages of pure insight and actionable strategies.

In fact, we believe it's the richest, most jam-packed free resource out there on this topic. But, we're all about leveling up. So, if you find something even more mind-blowing, let us know at hello@ninjapromo.io. It might sting a bit, but your feedback helps us grow 🙂

hello@ninjapromo.io

We've been pushing the envelope in global project promotion for the past six years, teaming up with legends like Bitcoin.com, Airbnb, Samsung, Huobi, and Tissot. And we've channeled all that incredible experience into creating this guide just for you.

Bitcoin.com	Dash	Polkadot.	IQONIQ	BankSocial	BitForex
paypolitan	Bitcoin.com	IronFX SOLID TRADING	UNIBRIGHT	paypolitan	Bitcoin.com
IronFX SOLID TRADING	UNIBRIGHT	fantom	BitForex	HTX	BitForex

Take a look at some of the awards and recognition we've received over the years:

crunchbase

Top Seed Stage
Digital Marketing Agency

HOSTINGER

Best Digital Agency
Worldwide

sortlist

Best Advertising Agency
in the US

DAN DIGITAL AGENCY NETWORK

Best Web3 Marketing
Agencies All Around the World

Influencer MarketingHub

Top Social Media Digital
Worldwide

All this to say, we know our stuff when it comes to marketing.

Your marketing cheat sheet for every business stage

Designed with both the fresh-faced startup and the seasoned enterprise in mind, this guide is your go-to resource, no matter where you are on your business journey. We've packed it with insights and examples from a variety of industries and businesses of all sizes, making sure there's something valuable for everyone.

So whether you're just starting out and need to establish a strong brand presence, or you're looking to expand your reach and engage with new audiences, you'll find everything you need to know right here.

What's Next?

How to get the most from this guide

01

Dedicate 30 minutes of undistracted time to explore the guide

If you're too busy now, wait until you can give it your full attention, ideally at the end of the workday when things quiet down. This is when insights often hit – in those quieter moments.

02

Don't just read - apply what you learn

As you go through the guide, you'll come across specific tasks aimed at organizing your marketing efforts. It's a good idea to read through the entire material first to understand the overarching strategy, and then go back to focus on individual tasks.

03

Keep the guide handy on your desktop

If you use it as a blueprint and a checklist for actionable steps, you'll find it easier to apply what you've learned over time. Keep in mind that effective implementation usually doesn't happen overnight.

04

Share and discuss the guide with your colleagues and friends

This guide is meant to be a valuable resource not just for you, but for anyone looking to improve their marketing game. Conversations can spark unexpected insights and collaborative ideas.

05

Reach out to us if you have any questions

We're keen to support you and answer any queries that might come up. Feel free to contact us at guide@ninjapromo.io with any of your thoughts. Your interaction helps us to make this guide even better!

06

Let us know how you found the guide after putting it into action

We're genuinely interested in your feedback and experiences. Your review not only helps you reflect on your progress but is also incredibly meaningful to our team 😊

With all that in mind, let's get down to business!

Table of Contents

What does a marketing department do?

Before you even think about setting up a marketing department, you have to answer a critical question—why are you doing this in the first place? What are you hoping to achieve?

> 💡 To make this guide even more accessible, we wanted to feature a real-life example. For privacy reasons, we won't disclose the name of the company, or too much personal information. Let's call our example company "XYZ Marketing" - they're a marketing agency that specializes in digital marketing for small businesses.

So, we're setting out to build a marketing department for a marketing agency 🙂

Now, let's revisit our initial question — why.

To answer this, let's first examine our existing departments, outlining their roles and objectives.

Company Structure

Finance

The finance department handles all the financial aspects of the company, including budgeting, forecasting, planning and managing expenses. They carefully calculate and allocate funds to different departments, to keep costs within budget and maximize profits.

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                    Chief Executive Officer (CEO)
                           │
            ┌──────────────┴──────────────┐
            │                             │
           Vice                   Chief Financial
       President(s)                 Officer (CFO)
            │                             │
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Controller Treasurer  Internal        FP & A
   │                    Auditor
   ┌────────┬────────────┐
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Managerial Financial    Tax
Accountant Accountant  Accountant
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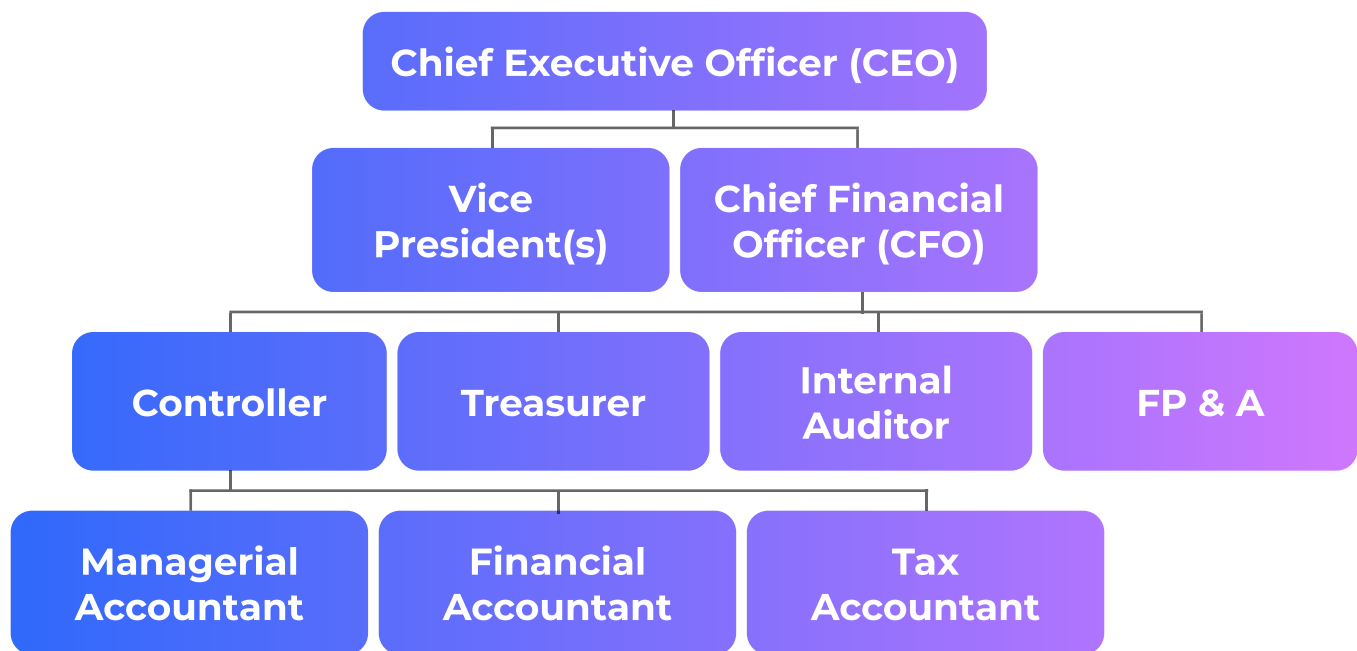
💡 For instance, consider an annual revenue target of $1,000,000, equating to $80,000 per month. To achieve this, we decide to sell services at $8,000 each, aiming for 10 clients per month. For simplicity, assume these services are one-time offerings.

HR

The HR department deals with all employee-related matters. They handle recruitment, onboarding, training and development, performance appraisal and any other human resource issues that need addressing.

Marketing department

Marketing specialist | Traffic manager | Designer | Copywriter
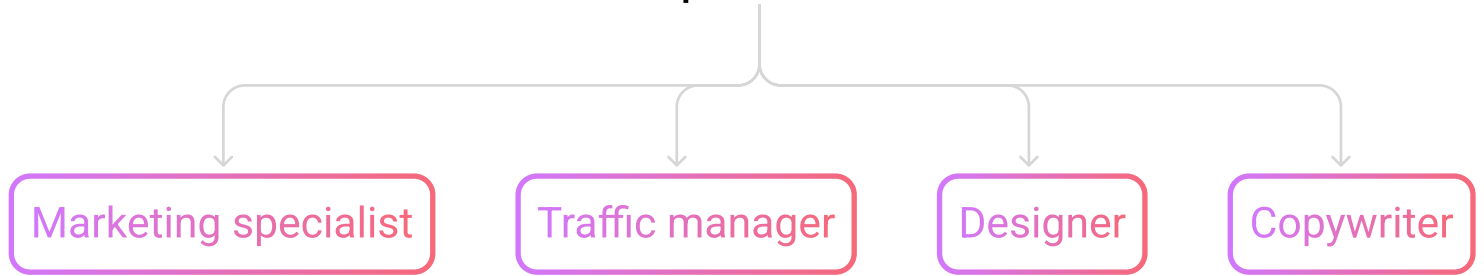
💡 In our case, we need marketers, copywriters, designers, and project managers capable of handling 10 projects monthly.

Production   03

The production department is responsible for creating and delivering the company's services or products. They work closely with the finance department to make sure that resources are allocated properly to meet all the production targets.

💡 Our production team plans their strategy, develops promotional materials, and manages advertising campaigns.

Sales   04

To maintain production momentum and achieve revenue targets, we define objectives for the sales department in terms of contract quotas and values.

💡 Our production team strategizes, creates promotional materials, and coordinates advertising campaigns.

The key question is: Where do we find potential clients for our sales team? That's the role of our marketing division. They spearhead all our work to generate leads that turn into sales and ultimately support production.

Our goal is to generate 50 leads per month. Based on our budget, we're prepared to spend $300 for each lead. This means we've set aside $15,000 to fund our advertising campaigns.

The Marketing Department's Goal

It's a common myth that marketing's only job is to bring in the cash—that's actually more the sales department's purpose. Marketing, however, plays a critical but indirect role. It's the behind-the-scenes boost to sales: revamping the website, generating excitement, spreading the word and keeping leads hot with on-point messaging - all of which amps up customer interest and drives sales.

Experts like Alan Dib in "The 1-Page Marketing Plan" take it further, suggesting marketing's end game is to make sales teams obsolete. The idea? Stoke such a strong desire for your products that customers line up without a sales pitch.

But let's be realistic. While marketing might make sales less necessary in certain industries like online retail, it's not always the case. Sales that come through the sales department are usually carefully planned, not random.

So, we need to understand what each department is responsible for. It's clear that the sales department is in charge of making sales happen.

Enterprise Marketing Team Structure

CMO

Content	Social	Video	Ad/Paid	Project Mgmt.
Team Lead	Team Lead	Team Lead	Team Lead	Team Lead
Specialists	Specialists	Specialists	Specialists	Specialists
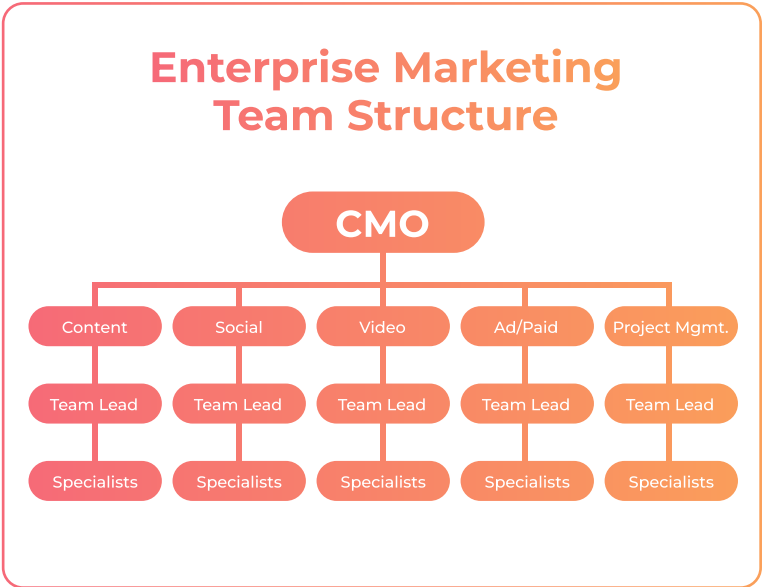
But what about the marketing department?

Here's the thing—we need to follow the customer journey. From what we've discussed, it's clear that the marketing department sends potential customers to the sales department. But just sending leads isn't enough to define their job, especially since not all leads are equally valuable.

Some leads might not have the money to spend, while others might not respond or fill out forms correctly, making them low-quality leads. These leads don't really matter.

In our example, for the sales department to close 10 deals, they need 50 meetings. Only the good leads, called qualified leads, make the cut.

> Qualified leads meet these criteria:
>
> 1. They respond to inquiries
> 2. They show interest in the product
>
> 3. They have the budget to make a purchase
> 4. They're ready to buy soon

So, from all this, we can define a clear goal for the marketing department:

The marketing department's job is to send qualified leads to the sales department, following the financial plan.

We've outlined what makes a lead qualified. But what about the financial plan? This means delivering a set number of leads at a set cost—for example, 50 qualified leads each month, each costing no more than $300.

💡 Task: Figure out what your marketing department's goal is. Think about what makes a lead qualified. Then, plan out how many leads you need and how much you're willing to spend on them for the next month.

Step #1. Conducting Marketing Research

So, we've laid the foundation. Now, you have a better grasp of how the marketing department works. Let's move forward.

Let's go back to our example with the marketing agency. We've made a plan, set up our finances, and got our departments in place. But right now, it's all just theory. We're assuming there are clients out there willing to pay $8,000 for our services, and we expect to get 10 of them every month. It seems simple enough on paper.

But what about in reality? That's the big question.

Here's where we have to make a choice. We could go ahead with our plan, start advertising, make deals, and try to get some sales. Along the way, we'll learn about our clients, what they need, and who we should work with. This is how most businesses operate.

But there's a big risk with this approach. We might end up spending all our resources before we figure out the best way to run our business. And that could leave us feeling exhausted and broke.

Imagine being in a huge, dark room with no windows or lights, trying to find your way out blindly. You might eventually succeed, but it'll take a lot of time and effort.
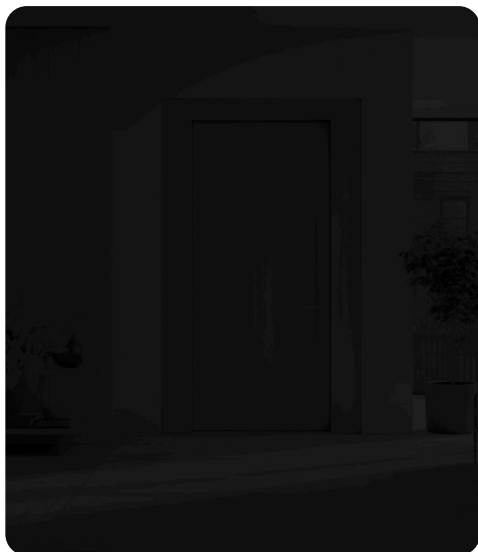
To avoid stumbling around in the dark, we need to do some 💡 marketing research💡

This means we won't waste time and money trying things that won't work. We'll quickly figure out what our clients really need, what products we should offer, how much we should charge, and how to sell effectively.

Marketing research is like a guiding light, saving us from pointless struggles and saving us lots of money.

So, let's think about our agency again.

Right now, we don't know who our clients are or what services we should offer them. The solution is clear: we need to do some marketing research. But how do we do that? Where do we get the information? What tools should we use?

There are lots of research methods out there—maybe even too many. Trying to use them all at once would be a waste of time.

To figure out the best methods, we first need to make a list of questions we need answers to.

Basically, we need to focus on three main areas:

01 **Market analysis**

How big is the market? Who are the main players? How is it changing over time? What are the future trends?

02 **Client profile**

Who are our clients? What do they need? How do they buy things? What problems do they have? What are their main worries?

03 **Competitive landscape**

Who else is out there? What are they doing? What products do they offer? How are they seen by customers?

So, our research will be all about the market, our clients, and our competitors.

Now, let's look at some specific research methods 👇🏻

Let's explore the main points. Doing market research independently is mainly suitable for companies with dedicated departments. So, instead of dealing with such complexities, we'll choose simpler methods.

Free Research Findings

The easiest approach involves finding existing research from analytical and consulting firms. A quick Google search for terms like "market research on marketing services" gives brief summaries, often enough.

Paid Research Findings

If free resources aren't enough, you can buy a comprehensive report. Prices vary, from $2,000 to $10,000.

Also, AI tools now offer real-time access to new market data.
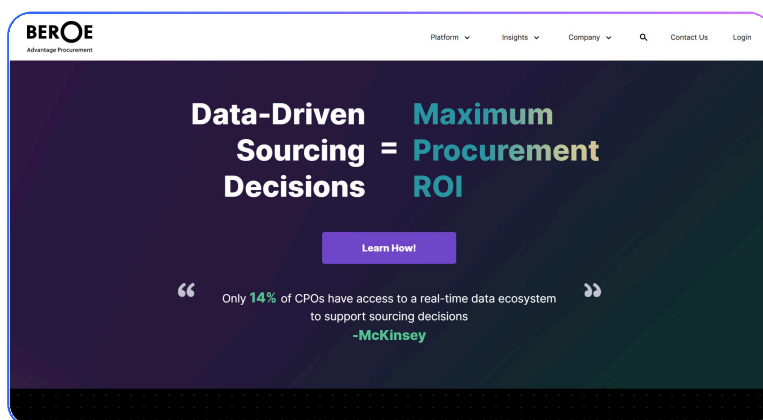
Customized Research

If you can't find what you need, you can commission research from a consulting firm. It's pricier but gives answers tailored to your questions. Custom market research usually starts at $50,000.
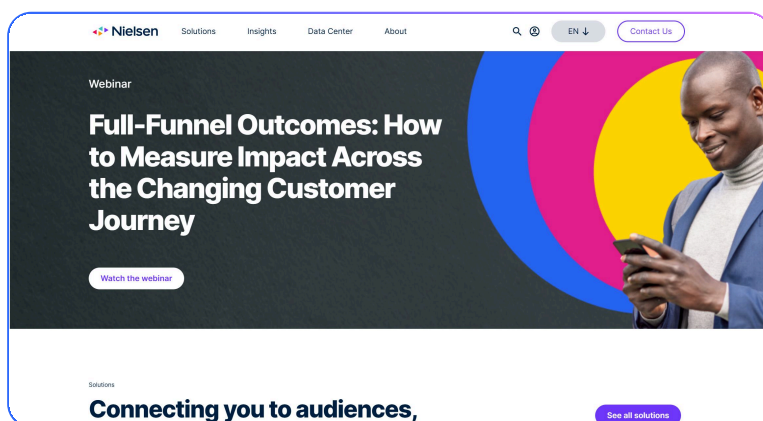
Customer Research

Our journey starts with customers to understand them better, which helps with competing strategies. Marketing services mainly involve two types of customers: company founders and marketing directors. Let's focus on marketing directors because they have decision-making power in large companies and are easier to understand than founders.

Customer Development

We can make a simple Google Form and email it to marketing directors using their email addresses.

If we don't have their emails, we can use ads on platforms like Influencer Marketing Hub.
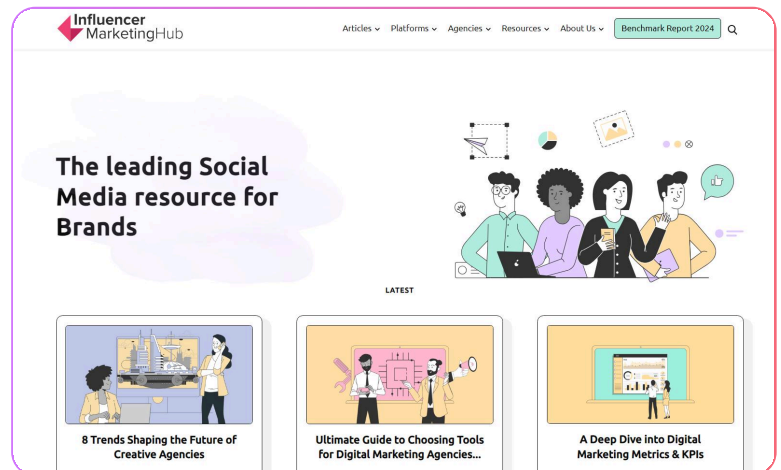
The survey can ask questions like why they chose our company, who they compared us to, their concerns, and what made them choose us. We should offer something in return, like a discount on future services, to encourage participation.

From our surveys, we found out that many marketing directors are unhappy with their current situation. They struggle with not having enough resources for growth and finding good contractors.

Interviews

Surveys give basic insights, but interviews go deeper. We can ask follow-up questions and get richer insights. With a customer database, finding interviewees is easy. Without one, we can look on relevant platforms and forums.
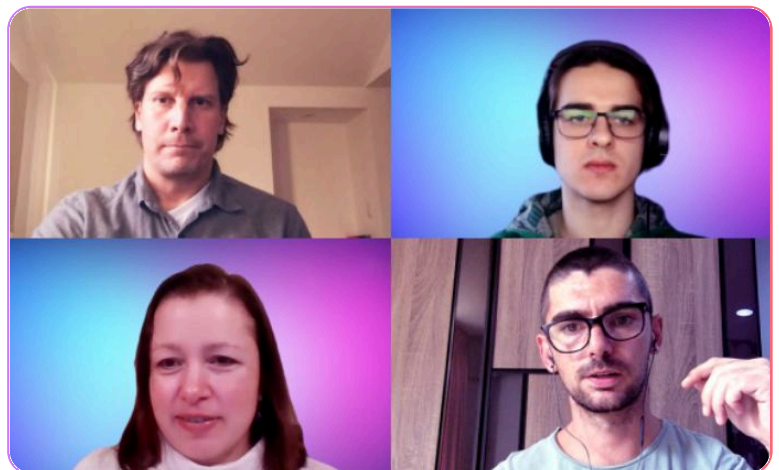
Our interviews showed that awards and ratings are important to marketing directors when choosing contractors. They also look for providers who can solve their current problems. Knowing this, we can highlight relevant information on our website.

Frameworks

Apart from surveys and interviews, we can gather insights from sources like Google Trends, reviews, forums, call logs, and chats.

Once we have enough data, we organize it using frameworks:

Buyer Persona: This helps create a detailed profile of our main audience. For example, our target persona is a marketing director in a mid-sized company with a monthly ad budget of $50,000 to $100,000.

Jobs To Be Done: This focuses on what customers really want. Our marketing director probably wants to excel as a top manager in their company.

Customer Journey Map: This shows the customer's path from first interest to purchase. We need to cover each stage carefully in our future plans.

These frameworks give us a good understanding of our target audience.

Now that we understand our customers' needs and challenges, let's take a closer look at who is already trying to address them and how they're doing it.

Website Analysis

A simple method is to search for key queries related to our target audience and check out competitor websites. This helps us see what they offer, how they present themselves, what makes them different, and how they price their services.
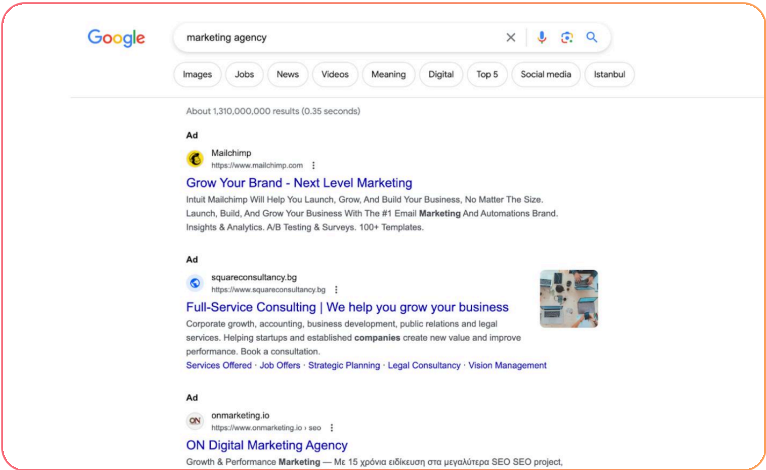
When we search for "marketing agency," sponsored results show up first—these are competitors spending money on ads, likely with landing pages focused on converting visitors.

Here are some important questions to guide our analysis of competitor websites:

- What services do they offer?
- Who do they target?
- How do they encourage action from visitors?
- What's their pricing like?
- Do they offer any free resources?
- How do they boost conversion rates?
- Do they use testimonials, visuals, or videos?
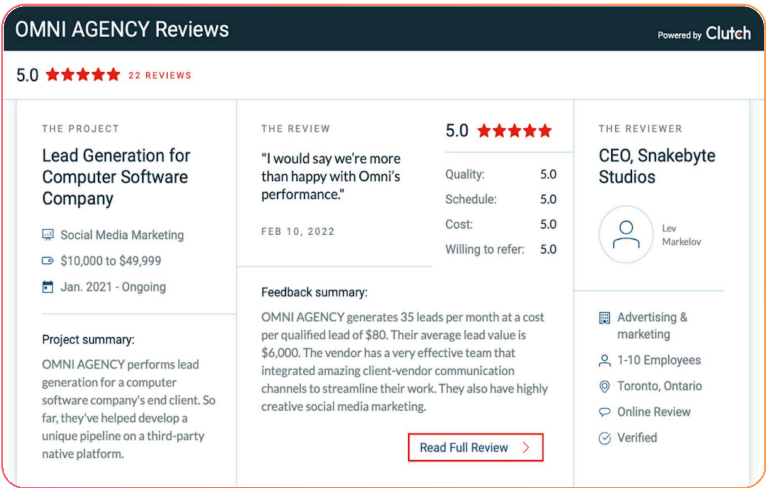
We carefully document our findings, taking screenshots and saving reference links to create a gallery highlighting best practices in our niche.

For example, if we see a competitor using Clutch reviews on their site, which helps build credibility and trust, we take note of this strategy.

During this analysis, we might find gaps in information, like undisclosed pricing. To get a complete picture, we might need to reach out to these companies as if we were potential customers.

Additionally, insights from social media platforms can complement our findings.

Criteria	Our project	Competitor 1	Competitor 2	Competitor 3
Website				
Positioning				
Pricing				
Discounts				
Deadlines				
Warranties				
Experience				
Scale				
Technologies				
Testimonials				
Openness				
Achivements				
Activity				
Location				
Service				

Additionally, insights from social media platforms can complement our findings.

📄 We've curated a comparison table for your convenience.

It delineates core criteria typically employed in our projects:

- Positioning
- Pricing
- Promotions
- Timelines
- Guarantees
- Experience
- Scale
- Technology
- Reviews
- Transparency
- Accomplishments
- Engagement
- Location
- Service

We've included examples and explanations alongside each criterion. Feel free to use these or create your own benchmarks tailored to your industry.

Once we populate and compare this table against the top five competitors, we'll see where we stand. We can then highlight our strengths in our promotions and work on improving any weaknesses.

SWOT Analysis

With insights from competitor websites, we're ready to conduct a SWOT analysis — a classic framework that looks at strengths, weaknesses, opportunities, and threats.

You're probably familiar with this tool, where we analyze both internal and external factors affecting our business. Leveraging strengths, addressing weaknesses, seizing opportunities, and mitigating threats are the focus of this strategic exercise.

Here's a quick SWOT analysis for our project:

Strengths	Weaknesses
Entering a new market without preconceived notions.	Lack of case studies, testimonials, and a portfolio.
Opportunities	Threat
Pioneering innovative business models.	Risk of new business models not working out.

With this groundwork laid, we have plenty of information to develop positioning strategies and plan our entry into the market.

Who Conducts Market Research

In the early stages of a startup, founders often handle research tasks themselves or hire contractors. In established companies, marketers are usually responsible for leading research efforts.

Time and Cost Considerations

The time needed for research depends on its depth and the amount of initial data, usually lasting 2–4 weeks. Costs vary based on the depth of research. Basic analysis using free resources, along with market and competitor research, can range from *$10,000 to $30,000* within an agency.

However, research is often bundled with comprehensive strategies rather than sold separately. More details on this approach are coming up.

The Result

With the outcomes of your research, you'll be ready to plan an effective marketing strategy and navigate your path forward ☀️

Task: If you haven't already, conduct market research for your business or enhance your existing efforts. By now, you should have clear answers to three crucial questions: your market niche, your customer base, and your competitors.

Step #2. Refining the Product

Now that we've completed our marketing research, let's realistically evaluate our initial hypothesis.

Revisiting Our Initial Hypothesis

Initially, we hypothesized that offering one-time marketing services, such as creating ad campaigns, would be the best approach.

However, our research results indicate otherwise.

1. *This model turns out to be inefficient,* requiring significant time and effort for client acquisition only to engage them once. Sustainable profitability lies in offering recurring services.
2. *Market saturation is also a challenge.* The digital agency space is crowded with competitors, making it difficult for us to establish a foothold, especially in the early stages.
3. *Furthermore, clients aren't actively seeking additional agencies* among the many options available. Their decision-making process is complex and time-consuming.

So, where should we pivot?

Understanding What Clients Really Need

Through our research, we discovered what our clients truly desire:

- *One-stop-shop convenience:* Clients want to consolidate contractors, avoid multitasking, and streamline operations.

Therefore, providing comprehensive marketing solutions is essential. However, despite the trend towards niche specializations, there is still fierce competition in this area.

- *Rapid task initiation:* Clients are frustrated by lengthy negotiations and contract signings, which delay project kick-offs by 5-7 days.

> 💡 Therefore, it's crucial to have a 💡swift task commencement mechanism💡 in place. This means enabling immediate project launches without the need for renegotiations, by creating preset work conditions.

- *Budget efficiency optimization:* Clients are dissatisfied with a lack of pricing transparency, feeling uncertain about how their money is going.

> 💡 Transparent pricing, clearly explaining where each dollar goes, is crucial. Hourly rates can simplify things, avoiding lengthy negotiations.

Fine-tuning the Business Model

We are now transitioning from the traditional marketing agency model to a "marketing on subscription" approach.

This shift is in direct response to our clients' needs:

- *All-inclusive services:* Clients can purchase hourly packages (40, 80, or 160 hours), allowing them to customize their allocations from tasks like website development to social media management.
- *24-hour task initiation:* By removing the hassle of negotiations, projects can launch quickly. Hourly billing means there are no lengthy contract signings.
- *Transparent pricing:* Clients can easily understand how long a task will take and see where their money is going. This encourages trust and boosts the perceived value of our services.

Re-analyzing Competitors

We'll revisit our competitors, focusing on companies that offer subscription models in similar industries. This will provide valuable insights into successful implementations of this approach.

Test-driving the New Hypothesis with Real Customers

To make sure our new approach resonates with clients, we'll go back to our interviewees and present our innovative model. By soliciting feedback, we'll refine our offering, ultimately creating a product that is ready for the market.

This is where adaptability is incredibly important. We must be willing to acknowledge any missteps and make whatever adjustments are needed. Strengthening the alignment between our product and customer needs is mission critical.

💡 **Task:** Think about how your product might still deviate from genuine customer needs. Refine it based on insights from your research.

Step #3. Building Marketing Strategy

Now that you have all the essential data, creating an effective marketing strategy is the next step.

How to go about it?

Firstly, you already have foundational material, similar to what's commonly referred to as a strategy in the market — these are your research findings. Now, you have to enhance it with essential components:

Positioning

Establishing a strong positioning is vital. You want to authentically stand out from competitors and resonate with customers.

Positioning can sometimes be misunderstood. Many marketers and agencies interpret it differently, so it's important to understand what it really means.

Brand architecture

Brand Character: Reliable, supportive, professional, understanding, and experienced

Highest-order Benefit: The premier benefit Northern Financial Group provides is the confidence in offering employees a health and dental plan that is both comprehensive and economically sensible — **pooled product**, boosting their overall job satisfaction and encouraging loyalty.

Emotional Benefits: Choosing Northern Financial Group allows business owners to feel secure and responsible, knowing they are providing their workforce with essential health coverage. They gain a sense of pride and fulfillment from supporting their employees' well-being while maintaining financial stability for their company.

Functional Benefits: Navigating health insurance plans can be complex and time-consuming, Northern Financial Group simplifies this with tailored solutions designed specifically with the needs of SMBs in mind. Our plans are easy to understand and enroll in, so businesses can focus on what they do best, while we take care of their employees' health coverage

Attributes | Customizable health and dental plans | Pooled product: reducing risk to ensure affordability | Dedicated customer support | Transparent pricing structures | Focus on essential coverage tailored to SMB requirements

In reality, there's no need for complexity or ambiguity here. The core concept of positioning originates from the book "Positioning: The Battle for Your Mind."

It provides a precise definition: positioning is a strategic endeavor to occupy a distinct space in the customer's psyche.

You may recall numerous examples such as "Coca-Cola," "Schweppes," and "Miller" as brands that have successfully positioned themselves in the market. "Coca-Cola" is synonymous with the refreshing beverage, "Schweppes" is known for its premium mixers, and "Miller" is associated with quality beer. Similarly, slogans like Avis's "We Try Harder" highlight their commitment to customer service, and "Volvo" is well-known for its emphasis on safety. Despite being four decades old, these examples remain pertinent and resonant.

But how does this apply to smaller businesses like yours?

To provide more options, let's reference a more contemporary concept — the "Blue Ocean Strategy." Although it's been around for two decades, it's morea modern adaptation of the positioning concept.

In our previous discussion, we vividly showcased its application. 👇🏻

Picture the market of marketing agencies. It's bustling with competition with countless companies vying for dominance daily.

But within this vast market, there is a new frontier — subscription-based marketing. It's a pristine blue ocean where competition is virtually nonexistent. While competitors may emerge in due course, presently, there's plenty of opportunity to seize a leadership position.

Currently, this novel business model sets us apart effortlessly from competitors.

💡 It's the very answer to the question of why clients should choose us over another agency.

This encapsulates our positioning.

So, how do you carve out your own?

After analyzing your research data, you likely have several positioning ideas. These can be fleshed out during brainstorming sessions.

If internal resources are lacking, consider outsourcing.

Trout & Partners , founded by Jack Trout, a co-author of the positioning concept, is a leading authority in positioning development. Their pricing for positioning development starts from $150,000.

Alternatively, branding and marketing agencies offer more budget-friendly options, with strategy development, including positioning, typically ranging from $10,000 to $30,000.

Implementing positioning leads to enhanced advertising profitability. Clients understand why choosing you is superior, leading to more enquiries and signed contracts.

Communication Strategy

Once you have your positioning down, it's time to create a communication strategy.

At this point, we need to answer two important questions:
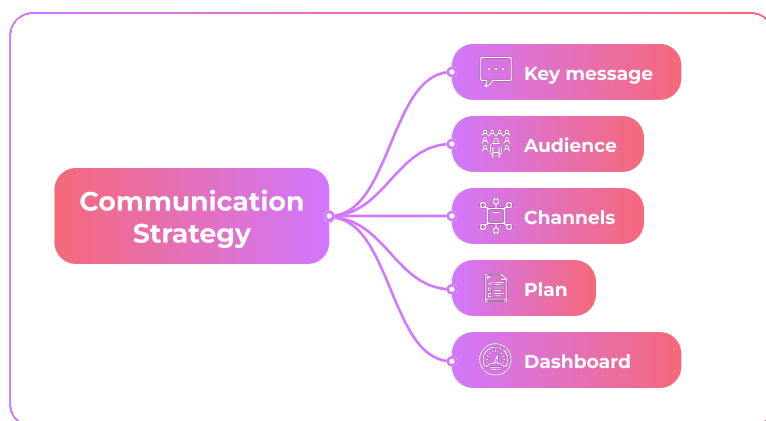
1. Through which channels do we engage our audience?
2. How precisely do we engage with them?

Use the Customer Journey Map (CJM) created during research to show how to reach your target audience.

For example, websites visited by marketing directors such as Clutch, Digital Agency Network, or Crunchbase can be good places to advertise or share articles.

Next, decide how to communicate: the brand's tone, message, and values. This information is put together in a document used by everyone on the team, including designers and writers.

Marketing Plan

Moving on to more practical aspects, the last part of the strategy is the marketing plan, which should be clear and easy to understand.
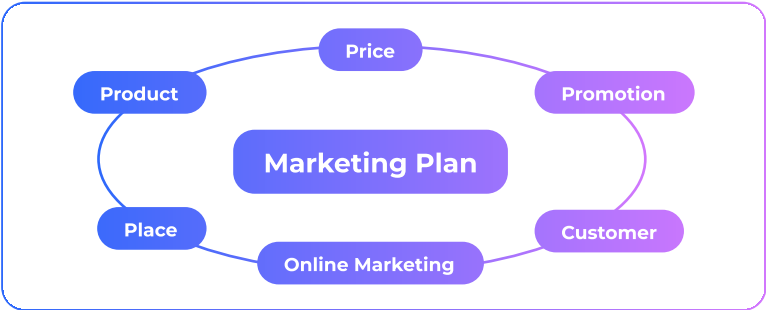
This includes:

- Sales funnel structure
- Advertising budget
- Advertising channels
- Conversion calculations
- Projected advertising return on investment (ROI)

For our hypothetical project, this could look like the following 👇🏻

Funnel: Google ads targeting hot queries — landing page — consultation — sale.

Target funnel metrics	
Advertising budget	$10 000
Website visits	1000
Enquiries	50
Consultations	20
Sales	6
Average transaction value	$5 000
Revenue	$30 000
ROI	200%
LTV	$60 000
Revenue considering LTV	$360 000
ROI considering LTV	3500%

Who crafts the strategy and what's the cost?

As mentioned earlier, research and strategy often merge into one cohesive plan. We've already provided answers to these questions, typically costing between $10,000 to $30,000, depending on the scope. However, costs may vary significantly if freelancers or well-known branding agencies are involved. Alternatively, an in-house team with a skilled marketing strategist can handle this task, usually taking 2-4 weeks for development.

Real Strategy Examples 🔥

We understand that strategies can sometimes seem abstract, and you can't create a one-size-fits-all example because every company is different.

However, we've decided to share real examples of strategies crafted within our agency. These examples should make things a bit more clear.

We typically develop two types of strategies:

Go-To-Market (GTM)

Our projects cover various developmental stages, from startups aiming to enter the market to established enterprises seeking media exposure. Regardless of the scenario, every journey begins with a strategy: either freshly devised or aligned with existing frameworks.

Here's an example of a GTM strategy we created for a valued client. It gives a thorough overview of its core elements, how it works, and the opportunities it presents. Certain pages and elements of the strategy are shaded for confidentiality purposes.

View GTM Strategy

Action Plan

Apart from elaborate GTM strategies, we also create Action Plans tailored to smaller projects and tasks. These plans focus solely on fundamental tactics and recommendations, omitting extensive market research, brand positioning, or brand communication platforms.

View Action Plan

💡 Task: Review these strategy examples, apply them to your context, and consider what your strategy might be lacking. Enhance it in line with our guidance, with particular emphasis on the critical aspect of positioning—it lays the groundwork.

Step #4. Assembling the Team

When putting together a marketing strategy, you must understand the team needed to execute it.

There are three approaches to organizing marketing within your company, starting from the simplest to the most complex 👇🏻

Freelance

During the startup phase, the founder usually handles marketing. As tasks increase and a modest budget becomes available, the founder often hires freelancers.
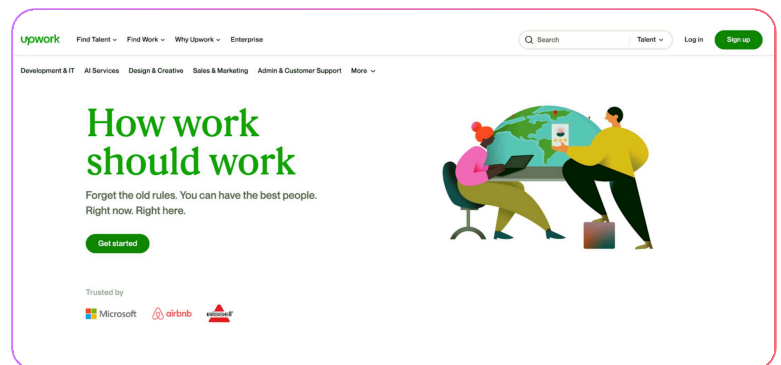
In theory, freelancers can manage all marketing tasks. Platforms like Upwork provide access to marketers, designers, copywriters, and more.

🔥 *Advantages:*

- *Cost-effective:* Freelancers usually charge between $30 to $60 per hour, which is cheaper than hiring a marketing agency or building an in-house team.
- *Access to experts:* You can easily find specialists in your field, review their past work, and judge their skills. Some top freelancers may charge more than $60 per hour.
- *Quick start:* Working with freelancers can begin within a day, without the need for lengthy negotiations or contracts.

🥺 *Disadvantages:*

- *Risk of incomplete work:* There's a chance that freelancers may not finish tasks on time or disappear altogether. While platforms like Upwork provide some protection, urgent tasks require caution.
- *Variable quality:* While there are excellent freelancers, it can be hard to find them. Many prioritize quantity over quality.
- *Complex management:* Delegating all marketing tasks to freelancers can be challenging to supervise because there are many external contractors involved.
- *Lack of transparency:* It may be unclear who the freelancer is, how they're managing their workload, or how much time they're spending on tasks.

> Overall, freelancing offers flexibility but might not be ideal for establishing a full marketing department.

Agency

While freelancers are suitable for one-time tasks, more substantial projects require collaboration with agencies.

Platforms like Clutch simplify the process of finding contractors.

🔥 *Advantages:*

- *Comprehensive services:* Entrusting all marketing responsibilities to a specialized agency makes operations smoother. A designated account manager can assign all tasks seamlessly.
- *Higher quality:* Agencies generally deliver better quality work than freelancers. Choosing a top-rated firm backed by recognized industry awards is likely to produce good results.
- *Assurance:* Agencies work under binding contracts with deadlines and key performance indicators (KPIs), guaranteeing task completion.

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😢 Disadvantages:

- Cost: Agency services often come with higher fees compared to freelancers. However, there are exceptions. Elite freelancers on platforms like Upwork may charge $100–150 per hour.
- Lengthy process: Hiring an agency involves finding, negotiating, and discussing contracts, which can take weeks. This can lead to delays in starting tasks.

💡 A well-staffed agency can handle all marketing tasks, but it's advisable to have a Chief Marketing Officer (CMO) on your team.

In-House

For larger teams with plenty of resources, setting up an in-house model means creating a dedicated marketing department within the organization.

🔥 *Advantages:*

- *Deep involvement:* In-house teams are fully dedicated to your project, working 40 hours a week exclusively on your tasks, unlike agencies or freelancers.
- *Total control:* Oversight is precise, giving you insight into employee activities and time management, although remote monitoring can be tricky.
- *Independence:* You have autonomy as you set the terms and conditions of work without relying on external contractors.

🥵 *Disadvantages:*

- *Cost:* In-house setups are the most expensive because of salaries along with taxes and social benefits.
- *Complex hiring:* Recruitment usually takes 30–60 days, involving job postings, interviews, and evaluations. Additionally, turnover requires frequent rehiring and retraining.
- *Downtime:* Employee absences, such as vacations, sick leaves, or resignations, can disrupt workflow.
- *May not cover all your needs:* Full staffing is difficult, with some tasks requiring agency or freelance help.

> Deciding how to organize your marketing department depends on your project needs. However, it's a good idea to have a Chief Marketing Officer (CMO) on board, with other tasks possibly outsourced to an agency.

Cost of Establishing a Marketing Department

We've compared the main advantages and disadvantages of three ways to build a marketing department. Now, let's look at the costs associated with hiring freelancers, agencies, and creating an in-house team.

Web Pro Dec 22, 2023 Akshay K. 12min Read

Digital Marketing Pricing: How Much Do Digital Marketing Agencies Cost in 2024

Assuming a 6-member marketing department, let's assess the financial outlay for each option.

	Freelance	Agency	In-house
PPC	$2200	$4200	$5000
SEO	$1600	$3100	$3700
SMM	$1400	$2900	$3600
Content Marketing	$1500	$3200	$3900
Email Marketing	$1300	$3100	$4200
Influence Marketing	$2100	$3400	$4500
	$10 100	$19 900	$24 900

Structure of the Marketing Department

Once you have a clear strategy, structuring your marketing department involves defining roles and responsibilities. Here, we provide a detailed departmental structure tailored for clients operating within the subscription model. Take a look at the breakdown of roles, responsibilities, and average salaries.

Your Marketing Department with Ninja Promo

Get access to a team of 100+ top global marketing experts

YOUR PERSONAL MARKETING STRATEGIST

YOUR PERSONAL MARKETING PROJECT MANAGER
You always track progress and communicate with a dedicated project manager

DATA & ANALYTICS DEPARTMENT $15 500*	DEVELOPMENT DEPARTMENT $27 600*	DESIGN DEPARTMENT $31 900*	CONTENT DEPARTMENT $18 200*	SEO DEPARTMENT $25 800*	ADVERTISING DEPARTMENT $25 400*	SMM DEPARTMENT $25 700*
You get up-to-date data about customers and competitors.	You get daily support of website and mobile app.	You get all kinds of designs for any promo materials.	You get memorable copys, videos and creatives.	You get the first positions in the Google search results.	You get a large flow of customers from different channels.	You get hot clients from IG, FB, Twitter, Telegram, Snapchat.

Structure

Head of Analytics	Head of Development	Head of Design	Head of Content	Head of SEO	Head of Advertising	Head of SMM
• Data Analyst, $4 500 • Market Researcher, $5 000 • UX-researcher, $6 000	• Project Architect, $5 500 • Frontend-developer, $4 800 • Backend-developer, $5 500 • Mobile Developer, $6 400 • Software Tester, $5 400	• UX-designer, $5 000 • UI-designer, $5 500 • Graphic Designer, $3 700 • Motion Designer, $4 200 • 3D / AR-designer, $4 500 • Mobile Designer, $4 500 • Video Maker, $4 500	• Content Strategist, $5 000 • Content Writer, $4 700 • Creative Copywriter, $4 700 • Email Marketing Specialist, $3 800	• SEO Analyst, $4 500 • Content Manager, $5 500 • Link Building Specialist, $4 800 • Technical SEO Manager, $5 500 • Content Optimization Expert, $5 500	• Media Planner, $4 500 • Media Buyer, $5 200 • Leadgen Specialist, $5 300 • Paid Search Expert, $5 500 • PR Manager, $4 900	• SMM Strategist, $4 700 • Content Creator, $6 000 • Community Manager, $4 400 • Influence Marketing Manager, $6 000 • Outreach Specialist, $4 600

Functions

• Collecting and analyzing customer data (sales data, customer online behavior data, identifying customer needs, customer segmentation) • Collecting and analyzing marketing campaign data (website visit data, lead data, determine effectiveness of marketing campaigns, identify problems) • Developing recommendations to improve marketing campaigns (changing strategy, tactics, channels, creative materials) • Data visualization (dashboards)	• Development of website • Development of lending pages • Development of mobile apps • Development of software • Planning of architecture • Setting servers • QA-testing • Website support • Security assurance • System monitoring	• Website design • Landing page design • Creating visual content • Developing videos for different channels • Development of static advertising materials • Development of animated promotional materials • Development of creative materials	• Content plan development • Creative solutions for content creation • Creating text content • Publishing content to various channels • Monitoring the results of content publishing • Developing email campaigns • Sending email campaigns • Analyzing results of email campaigns	• Keyword research • Website optimization for search engines • Monitoring of SEO promotion results • Creating and launching search advertising campaigns • Managing search advertising campaigns • Analyzing results of search advertising campaigns	• Determination of goals and objectives of a marketing campaign • Development of marketing campaign strategy and tactics • Development of marketing campaign for each step of a funnel • Marketing campaign launch • Selecting marketing channels • Marketing channel management	• Creating and launching social media marketing campaigns • Managing social media marketing campaigns • Analyzing results of social media marketing campaigns • Media field analysis • Creation and distribution of press releases • Media Relations Management • Event organization • Media content creation • Searching and recruiting bloggers • Negotiating with bloggers

Niche Expertise
We already have experience in promoting companies like yours.

- Head of B2B Marketing
- Head of B2C Marketing
- Head of Fintech Marketing
- Head of Crypto Marketing
- Head of Ecom Marketing
- Head of SaaS Marketing

*Average salaries provided by the Indeed platform based on senior professionals in Western Europe and North America.

Task: Create your marketing department structure, considering roles and responsibilities. Choose the model—freelance, agency, or in-house—that best fits your organizational needs.

Step #5. Building Sales Funnel

If you've created a Customer Journey Map during your research, building a sales funnel becomes easier. You just need to plan out how to promote your products and engage customers at each stage of their journey.

The most basic sales funnel usually goes like this:

| advertisement | → | website | → | sale |
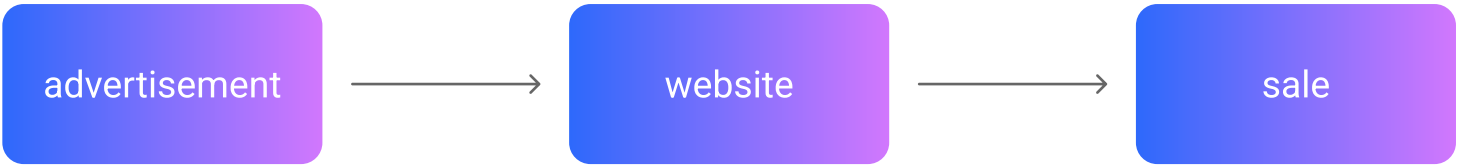
A customer sees a Google ad, clicks to the website, and makes a purchase. This works well in simple B2C areas like online shopping, where there's no sales team, and customers buy on their own.

But in B2B, there's an extra step—like a meeting—between visiting the website and making a purchase.

| advertisement | → | website | → | meeting | → | sale |
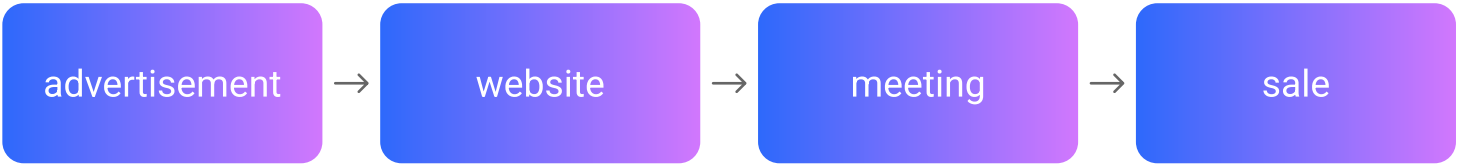
Many companies stop their funnel design here, and that's understandable. It's the simplest sales funnel that still works. But in many industries, especially competitive ones, these basic funnels aren't very profitable.

Let's break down this funnel's metrics:

Ad impressions	10 000
Website visits	3 000
Requests submitted	60 (2%)
Meetings attended	2
Purchases made	5

Out of 3,000 website visitors, only 60 make requests—just 2%. While this conversion rate is okay, it's concerning that 2,940 visitors leave without taking action, especially since money was spent to bring them to the site.
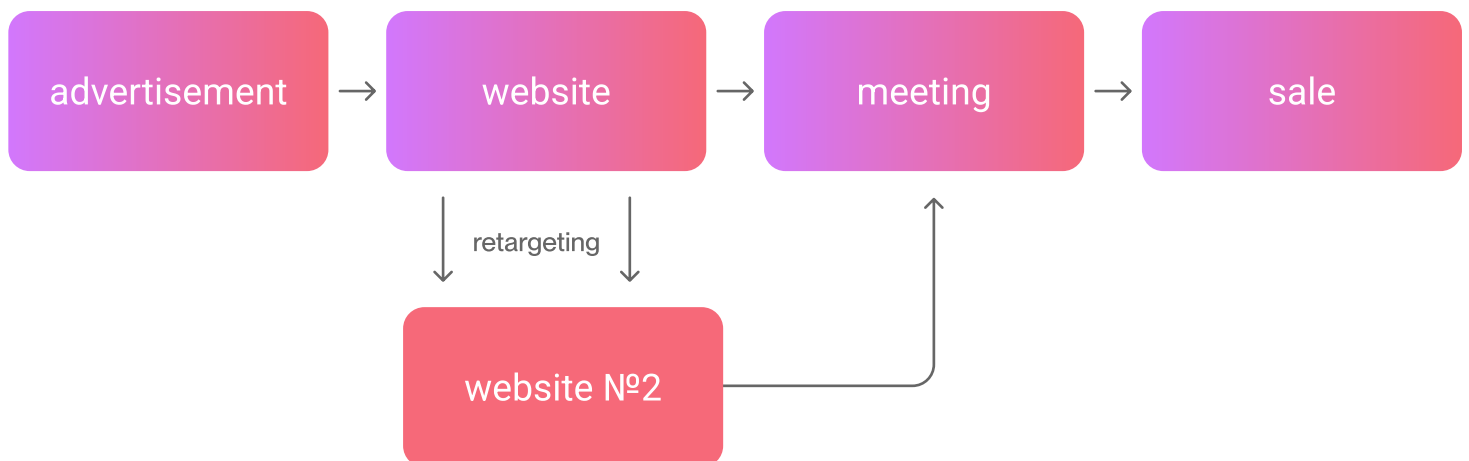
Retargeting

Usually, retargeting strategies aim to bring back all the people who left a website back to the same site.

retargeting

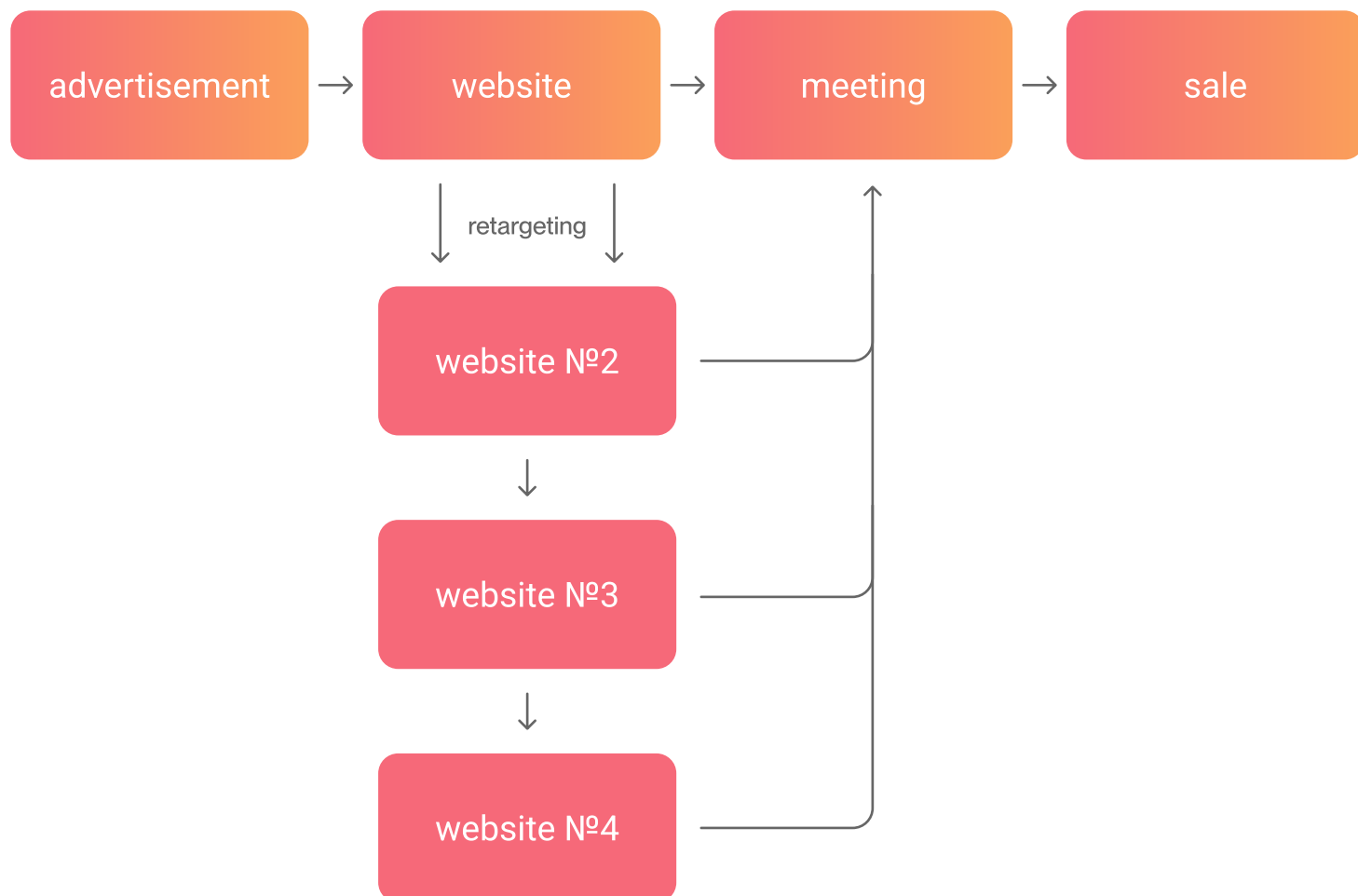| advertisement | → | website | → | meeting | → | sale |
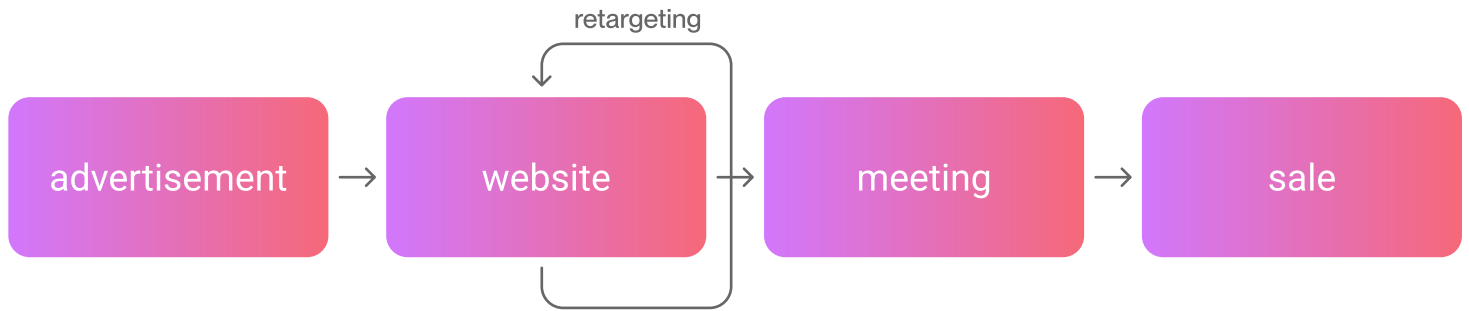
At first, this might seem odd. If someone left your site, it means they didn't find what they were looking for, right? But studies show that even simple strategies like this can bring back some visitors. In fact, retargeting can increase engagement by as much as 400%!

However, creating a separate website just for retargeting, where you address the concerns people had on the main site, could make your funnel much more effective.

| advertisement | → | website | → | meeting | → | sale |

retargeting

website №2

If you have enough resources, you could even make a whole network of retargeting websites. Each one could focus on a different part of your target audience, making your retargeting efforts even better.

```
advertisement  →  website  →  meeting  →  sale
```

website → retargeting → website №2 → website №3 → website №4 → meeting

website №2

↓

website №3

↓

website №4

For example, you could have your main website and then a separate retargeting page.
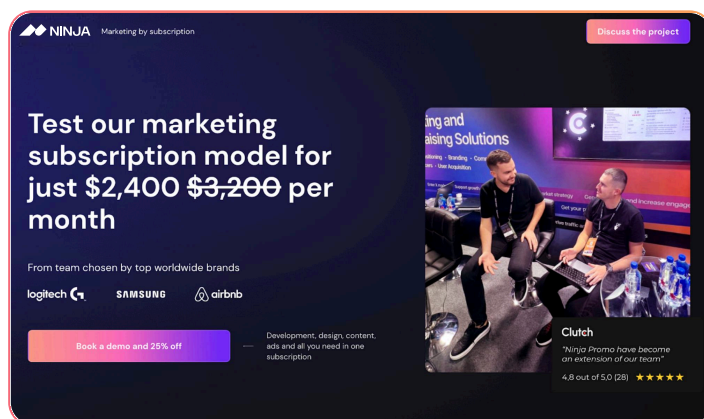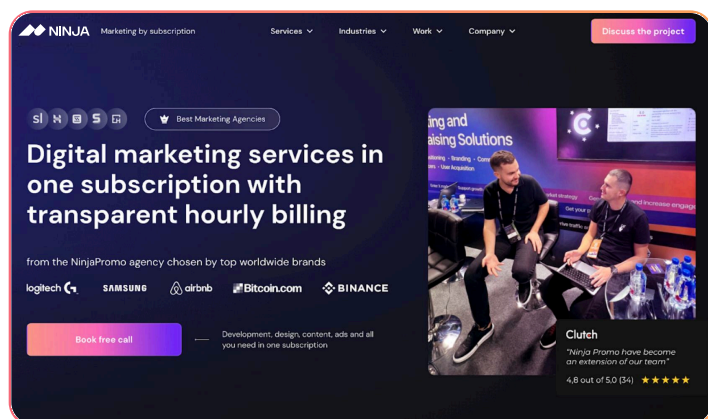
	Primary Ad Exposure	Retargeting
Ad impressions	10 000	2 940
Website visits	3 000	1 180
Requests submitted	60 (2%)	48 (4%)
Meetings attended	20	14
Purchases made	5	4

Adding social media into your retargeting plan can also help you reach more people and get better results.

Content Marketing

In our sales funnel, some website visitors have already submitted requests and are in the sales process, while others haven't and are now part of our retargeting efforts. But we can improve our funnel even more to get contact information from visitors who leave without taking action.

💡 Even if most visitors leave without doing anything, we can still get their email addresses.

They might not be ready to take a big step like submitting a request or scheduling a call, but they might be willing to give their email in exchange for something valuable, like the information you're reading right now😉

Customers give us their emails, get the material, and stay in our database. Then, we can keep engaging with them through email marketing.

In our setup, it works like this:

Some clients might schedule a meeting after reading the material, while others might do it after getting the first email, or even after a few more emails. Either way, we end up making more sales without spending extra money.

```
                    ┌─────────────┐
                    │   email №2  │──────────────┐
                    └─────────────┘              │
                          ↑                      │
                    ┌─────────────┐              │
                    │   email №1  │────────┐     │
                    └─────────────┘        │     │
                          ↑                │     │
                    ┌─────────────┐        │     │
                    │  leadmagnet │───┐    │     │
                    └─────────────┘   │    │     │
                     ↑  content  ↑    │    │     │
                        marketing     │    │     ↓
┌───────────────┐   ┌─────────────┐   ┌─────────────┐   ┌──────────┐
│ advertisement │ → │   website   │ → │   meeting   │ → │   sale   │
└───────────────┘   └─────────────┘   └─────────────┘   └──────────┘
                     ↓  retargeting ↓         ↑
                    ┌─────────────┐           │
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                    │  website №3 │───────────┤
                    └─────────────┘           │
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                    ┌─────────────┐           │
                    │  website №4 │───────────┘
                    └─────────────┘
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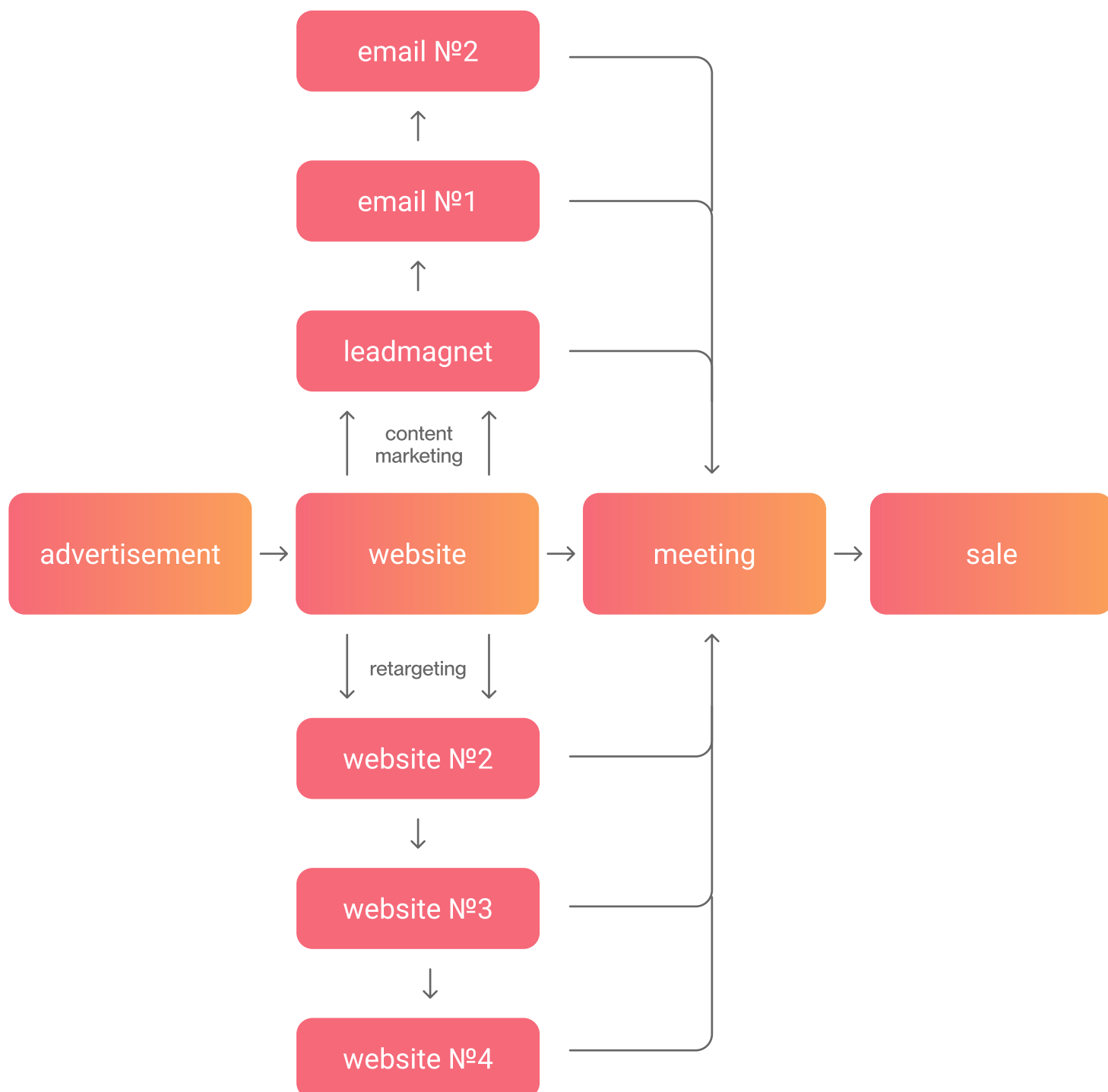
It's important to include more emails in your funnel. Even in smaller projects, you should have at least 5–10 emails before clients start getting regular newsletter emails.

	Primary Ad Exposure	Retargeting	Content Marketing
Ad impressions	10 000	2 940	
Website visits	3 000	1 180	
Requests submitted	60 (2%)	48 (4%)	150 (5%)
Meetings attended	20	14	30
Purchases made	5	4	8

By expanding our funnel with retargeting and content marketing, *we can triple our sales.*

Traffic Sources

At the start of the funnel, we initially identified "advertising" as the entry point. Now, let's specify the channels we'll use for acquiring customers.
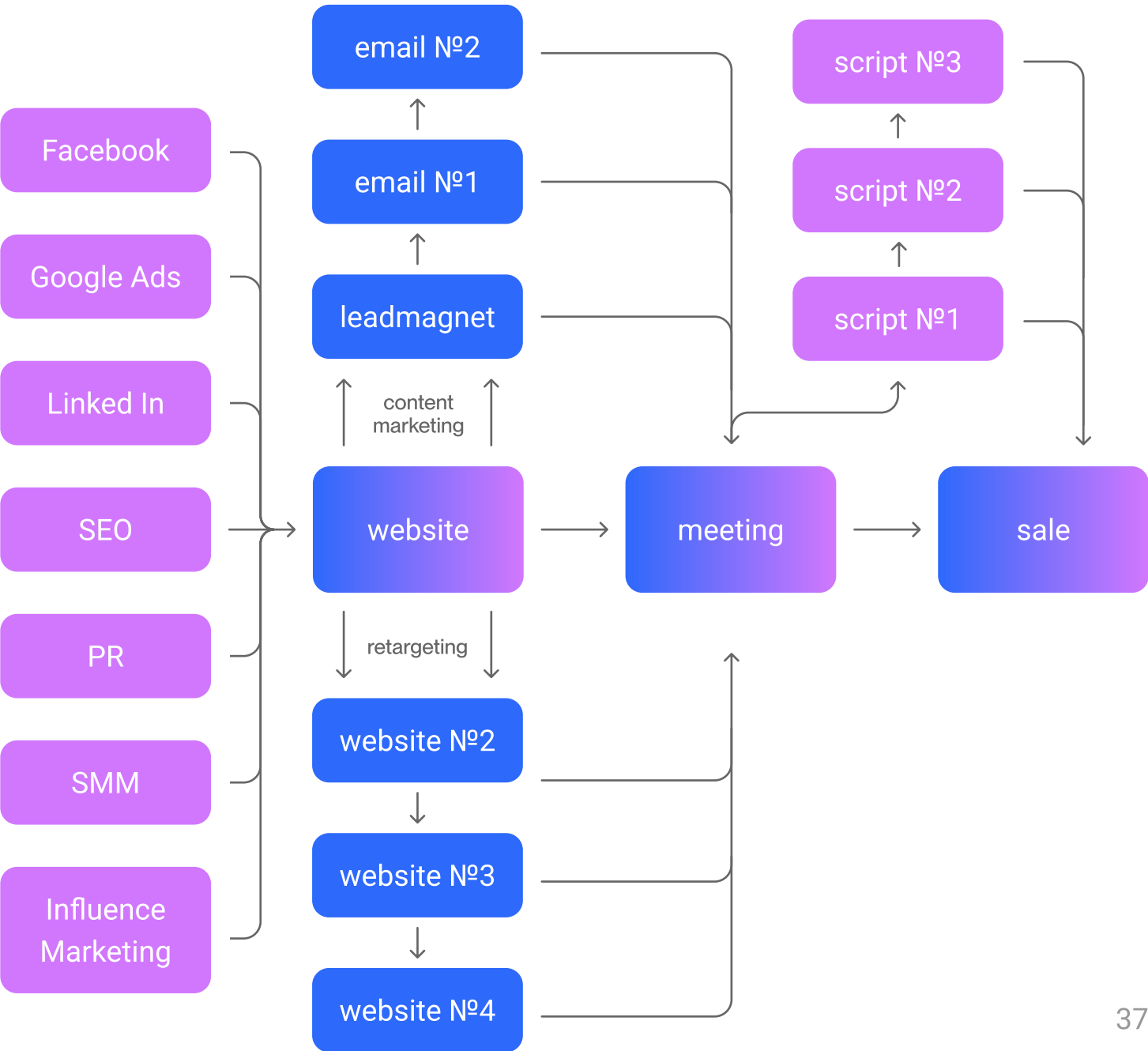
SQL Funnel

For projects with a sales department, it's important to outline what happens after a meeting. At this point, Marketing Qualified Leads (MQLs) become Sales Qualified Leads (SQLs). Here, sales scripts help managers assist clients in making purchasing decisions.
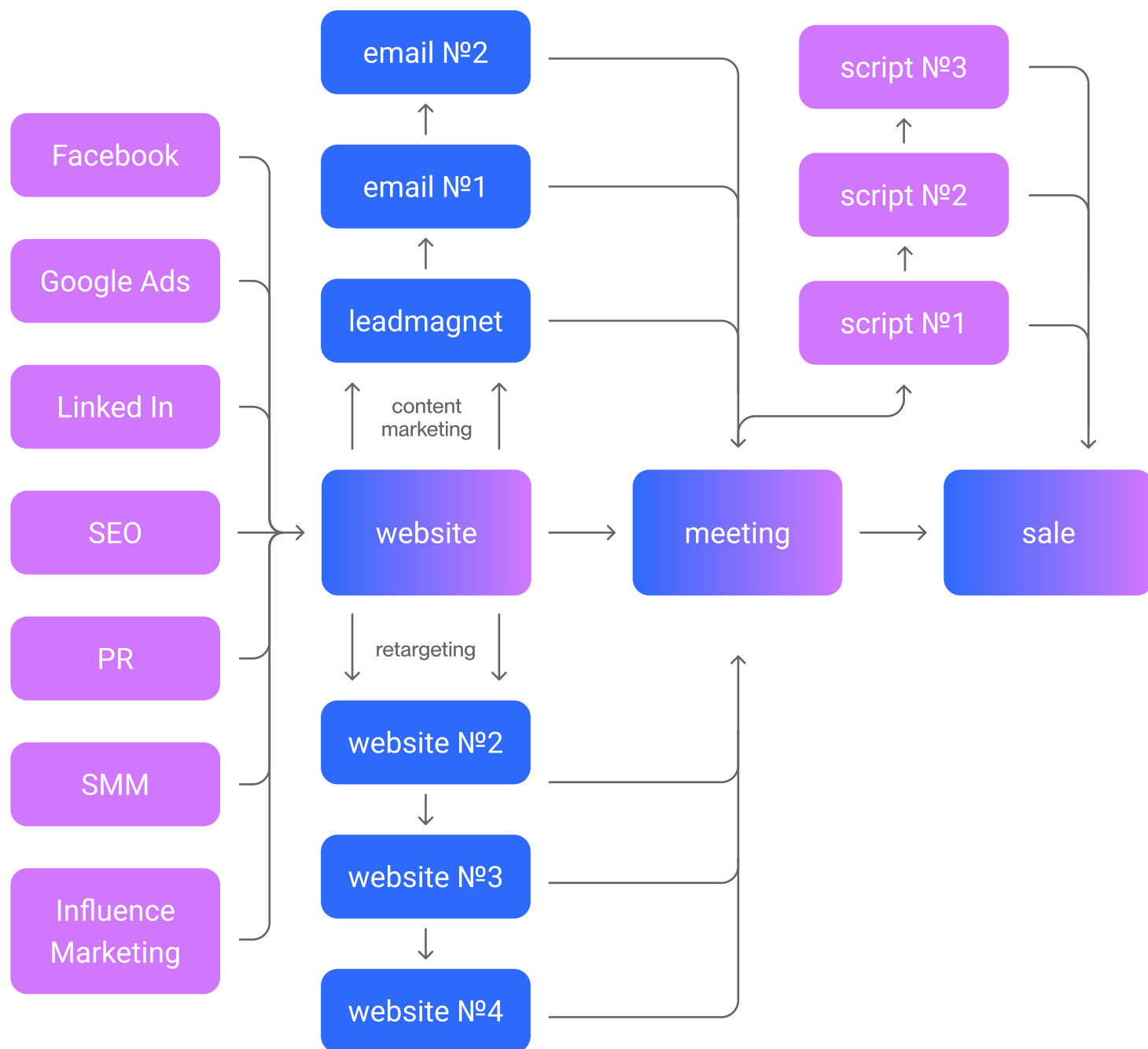
The following is the simplest sales funnel to prevent wasting the advertising budget. To get the most out of every advertising dollar spent, it's important to combine it with content.

💡 Task: Create a sales funnel for your project. Develop retargeting and content marketing strategies. Think about making valuable content that fits your audience's needs.

Step #6. Developing Promotional Materials

Once you've set up a sales funnel, you'll know what promotional materials you need to effectively engage customers.

Let's go over the funnel we created earlier, starting from the beginning with the client. Here are the important promotional materials that should be included in almost every project:

Advertising Creatives

These are the ads you see on platforms like Google and Facebook. They aim to stand out among other ads by offering something compelling and presenting a unique position.
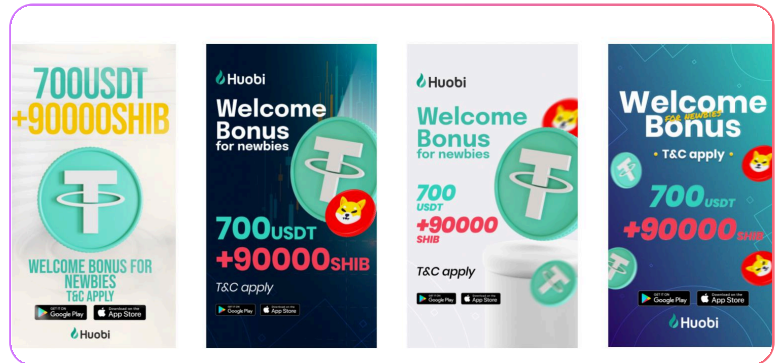
Website

A comprehensive website with multiple pages is crucial, especially for projects with different products or services. It includes sections like Services/Products, About, and Contact, providing detailed information about the company and *optimized for search engines.*

Here's a glimpse of our extensive website

Landing Pages

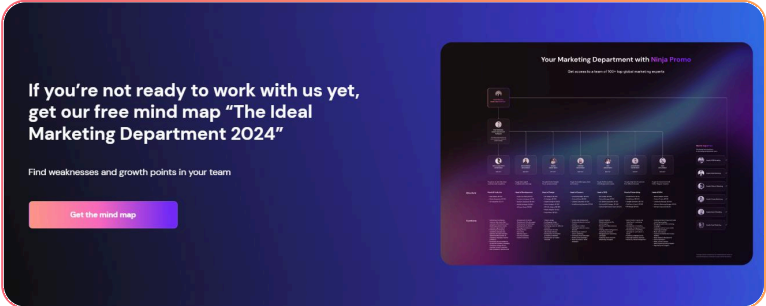These are dedicated pages for each product or service, ensuring that users find exactly what they're looking for. *This makes advertising more effective.*

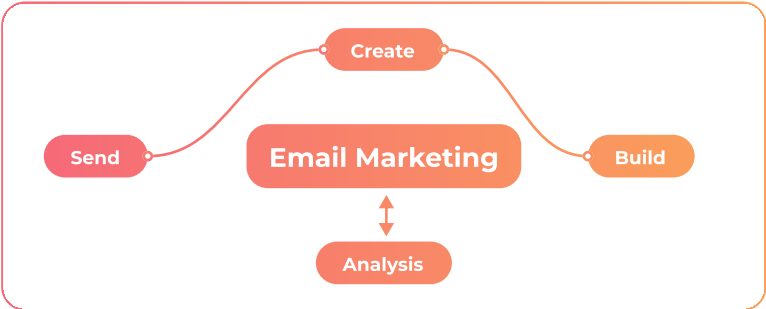Here's an example of a landing page for our strategy development service
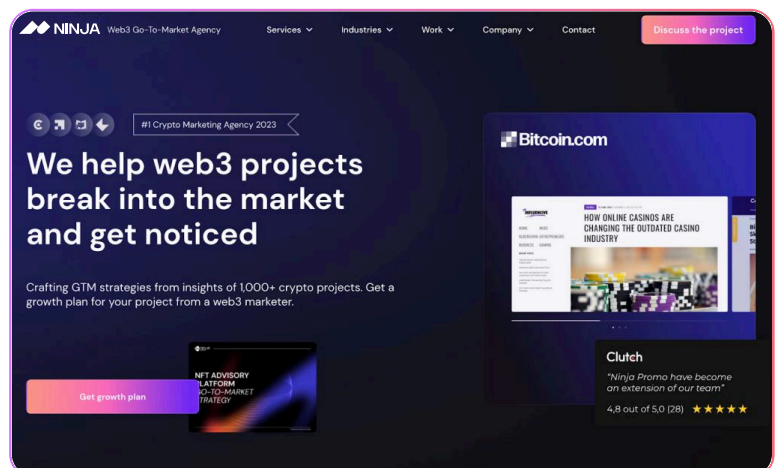
Lead Magnet

Visitors who aren't ready for a consultation can get a valuable resource for free, like the guide you're reading now 😎
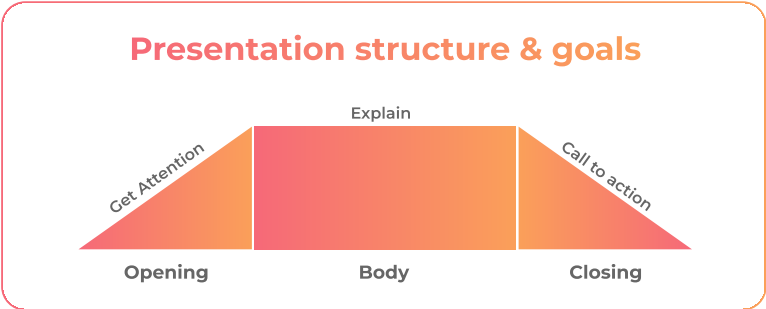
Emails

We send nurturing emails to people in our email database, going deeper into product value, sharing case studies, and inviting consultation bookings.
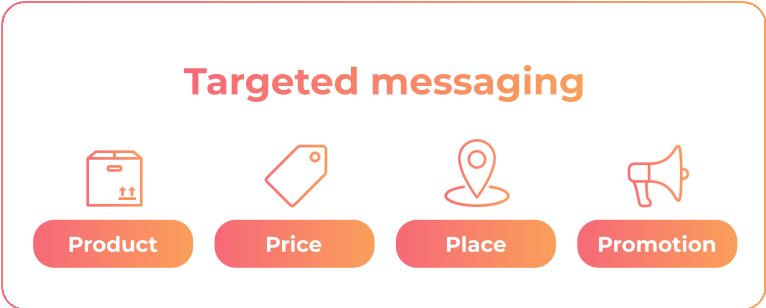
Presentation

During meetings with sales managers, we use tailored presentations to engage clients, with each product having its own presentation.
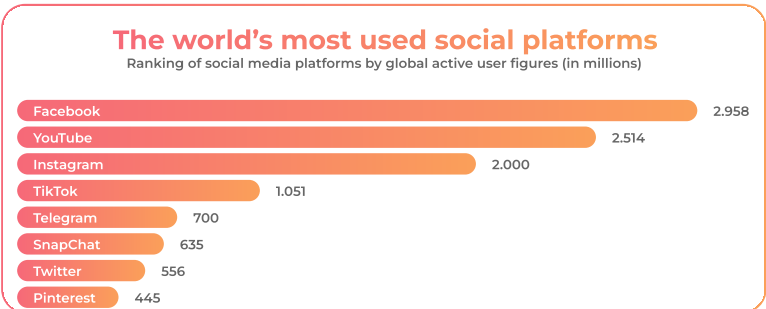
Scripts

For clients in meetings who aren't ready to commit immediately, we use targeted messages to help them make decisions.

Social Media

Platforms like Facebook, Instagram, and LinkedIn are part of our retargeting strategy, but they need careful management.

Presentation structure & goals

Get Attention · Explain · Call to action

Opening · Body · Closing

Targeted messaging

Product · Price · Place · Promotion

The world's most used social platforms
Ranking of social media platforms by global active user figures (in millions)

Platform	Users
Facebook	2.958
YouTube	2.514
Instagram	2.000
TikTok	1.051
Telegram	700
SnapChat	635
Twitter	556
Pinterest	445

40

Articles

Content marketing is powerful in our industry, so we create expert articles published on specialized platforms like Clutch, Digital Agency Network, and Sortlist.
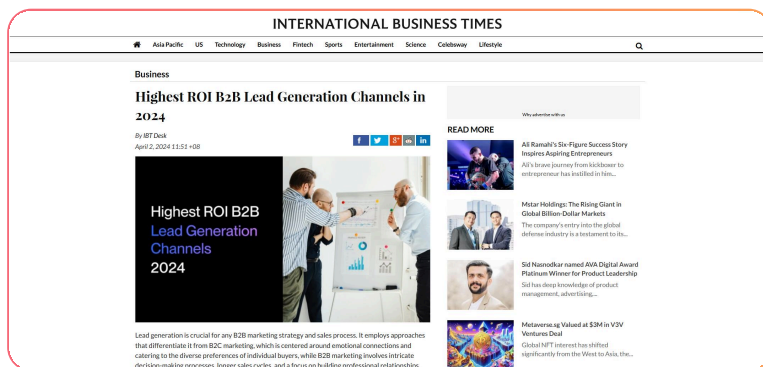
These are the essential promotional materials that will likely work for your project. The only exception might be the sales presentation if you don't have a sales department.

Task: Check your current promotional materials against your sales funnel. Make sure you have eve.

Step #7. Setting up Cross-platform Analytics

Here's your sales funnel and all the necessary promotional materials. Before starting advertising, it's important to set up *cross-channel analytics.*This allows us to track the customer's journey from clicking on the ad to making repeat purchases.

Many companies only use standard solutions like Google Analytics, which only provide limited data, such as conversions to clicks and leads. But without the full picture, this data may not be very useful.

Cross-channel analytics gives us a more complete view.

For example, let's say we have two advertising campaigns. The first one generates leads at $300 each, and the second one at $500 each. Initially, it might seem like we should stop the second campaign and focus on the first.

But with cross-channel analytics, we might discover something different:

	Campaign №1	Campaign №1
Advertising Budget	$10 000	$10 000
Clicks	1 000	1 000
Leads	30	20
Cost per Lead	$300	$500
Sales	10	15
Average Order Value	$3 000	$4 000
Revenue	$30 000	$60 000

The first campaign, despite generating more leads, actually brings in only half as much revenue. This could be because these leads don't convert as well into sales and result in smaller average order values.

With cross-channel analytics, we can track the effectiveness of all our advertising campaigns, including repeat sales. We can then:

💡Turn off the weaker campaigns
💡Strengthen the stronger ones
💡 Maximize revenue for every advertising dollar spent

Here are some top cross-channel analytics systems to consider:

1. BI Systems:
   - PoweR BI
   - Tableua

2. Cross-channel analytics:
   - Adobe Analytics
   - Matomo Analytics
   - Mixpanel
   - AppsFlyer
   - Google Analytics

Cost

Each cross-channel analytics system offers various pricing plans based on factors like the number of advertising channels and the volume of leads, usually ranging from $20 to $500 per month. Despite this expense, it's relatively small compared to the potential savings and revenue increases it can bring.

Implementation:
For small projects, in-house marketers can typically set up the system step by step using platform-provided video tutorials.

Larger companies might prefer to outsource implementation to agencies, which could cost between $5,000 and $20,000 depending on the scale of the campaign.

For the largest projects, a dedicated analytics department is often responsible for system implementation, data collection, and decision-making based on analytics.

Task: If you haven't integrated a cross-channel analytics system yet, research available solutions and choose one that fits your needs. Then, implement it within your company. Afterward, evaluate the effectiveness of your advertising campaigns based on the insights provided by the analytics system.

Step #8. Integrating CRM System

Before launching your advertising campaign, setting up a *CRM (Customer Relationship Management) system* is another critical step to undertake.

Instead of generic solutions, we'll tailor the CRM system to our specific needs, aligning it with the functions required within the sales funnel we've constructed.

Here's what the CRM system will accomplish within our sales funnel:

1. *Customer Database Building:* Immediately after a customer submits a request on our website, the CRM system generates a profile for them, continually updating it as our interaction progresses. This database is fundamental for managing and nurturing customer relationships.

2. *Sales Department Automation:* The CRM system streamlines sales operations by scheduling meetings, sending client reminders, and orchestrating automated follow-up sequences. This guides prospects through the sales funnel.

3. **Support for Marketing Department:** By capturing customer data such as issues, tasks, budgets, and deadlines, the CRM system provides valuable insights that inform marketing strategy and advertising campaigns optimization.

Top CRM systems

Numerous CRM solutions are available, each catering to different organizational needs. Your choice will depend on your specific requirements.

Here are some of the most popular CRM systems:

- Hubspot
- Clickup
- Salesforce
- Zoho
- Oracle
- Nutshell

We utilize HubSpot for our CRM needs.

Cost

CRM pricing varies based on database size and required features, such as integrated email marketing capabilities.

Similar to cross-channel analytics, CRM costs typically range from $20 to $500 per month, contingent on company size and chosen functionalities, plus potential implementation fees.

Task: Evaluate if your current CRM system fulfills the functions outlined in this section. Explore alternative CRM options to identify additional functionalities that may enhance your CRM capabilities.
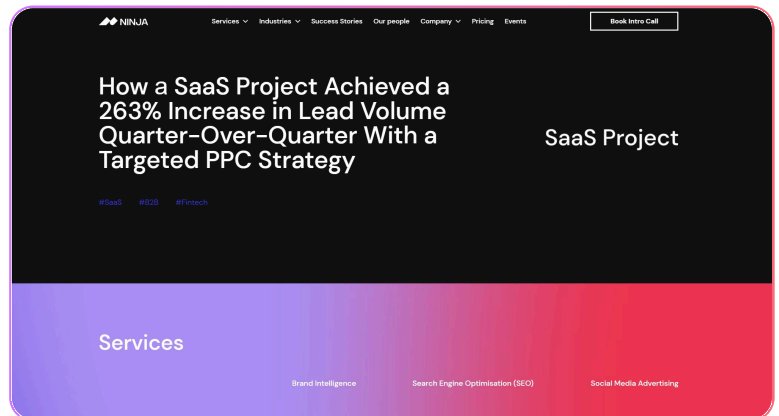
Step #9. Launching Customer Acquisition System

Now that everything is prepared, we're ready to launch the advertising campaign 😎

Let's examine the various traffic sources available to us, supported by case studies from our clients to illustrate each tool's effectiveness.
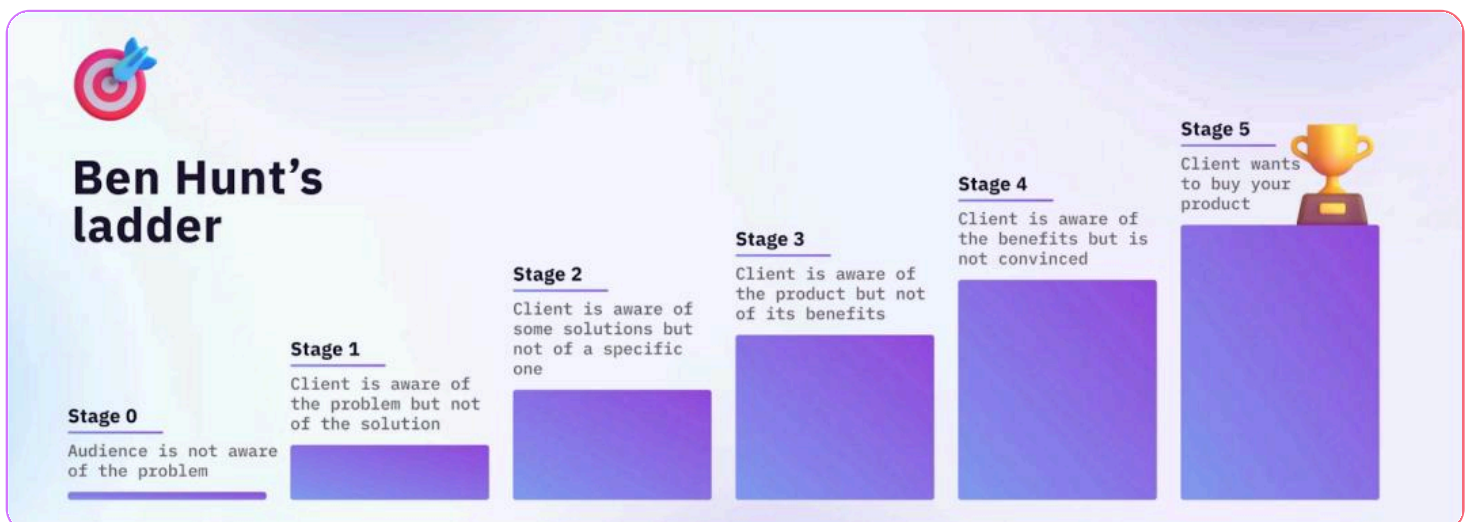
Paid Search Ads

Contextual advertising on platforms like Google targets *active clients searching for your product.* For instance, we run campaigns targeting keywords related to "marketing agency."

How a SaaS Project Achieved a 263% Increase in Lead Volume Quarter-Over-Quarter With a Targeted PPC Strategy

Paid Social Ads

In competitive niches, direct advertising on Google may not be cost-effective. Instead, consider attracting customers before they actively search for your product through targeted ads on platforms like Facebook, Instagram, and LinkedIn.
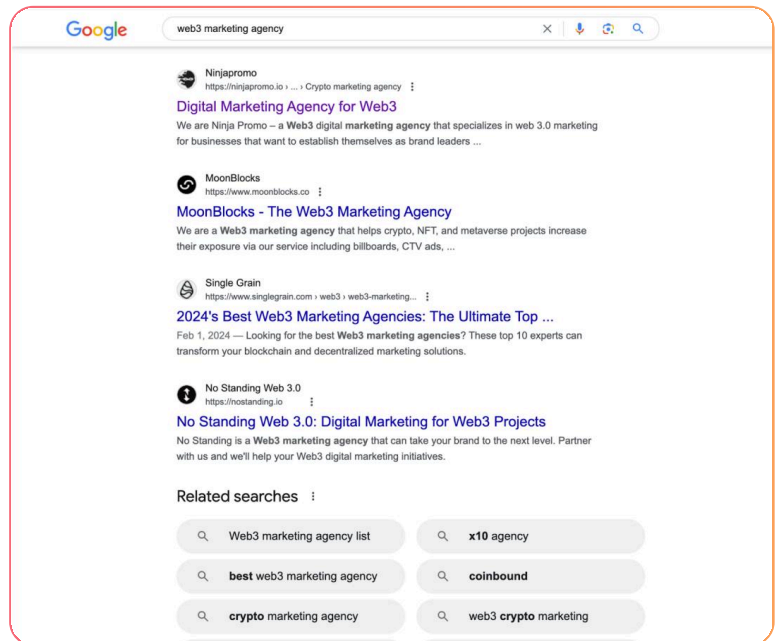
How a SaaS Project Achieved a 263% Increase in Lead Volume Quarter-Over-Quarter With a Targeted PPC Strategy

SEO (Search Engine Optimization)

Utilize SEO for free traffic, especially in less competitive industries. Assess its profitability in highly competitive niches where investing in paid advertising might be more beneficial.

For instance, our agency ranks at the top of search results for the keyword *"web3 marketing agency."*

But there are highly competitive services, such as Social Media, in which we are far from the top. We have no illusions and launch paid advertising for these services.

How a SaaS Project Achieved a 263% Increase in Lead Volume Quarter-Over-Quarter With a Targeted PPC Strategy

Influencer Marketing

Collaborate with influencers who are opinion leaders for your audience. Leveraging their existing trust can make influencer marketing more effective than direct paid advertising.

Benefits of influencer marketing

- Creating authentic content about brands
- Diving engagement about a brand
- Drive traffic to websites/landing pages

How a SaaS Project Achieved a 263% Increase in Lead Volume Quarter-Over-Quarter With a Targeted PPC Strategy

PR & Outreach

Public relations efforts aim to enhance your brand image through media placements and mentions. These can be used in promotional materials to build credibility. For example, being featured in Forbes can significantly boost your brand's reputation.

However, this can also be a lead generation tool if you place articles in specialized media outlets that your clients read and do so regularly.

How We Helped Bitcoin.com Get Their Side Project off the Ground

💡 Task: Try out all the customer acquisition tools for yourself. Activate the channels that are
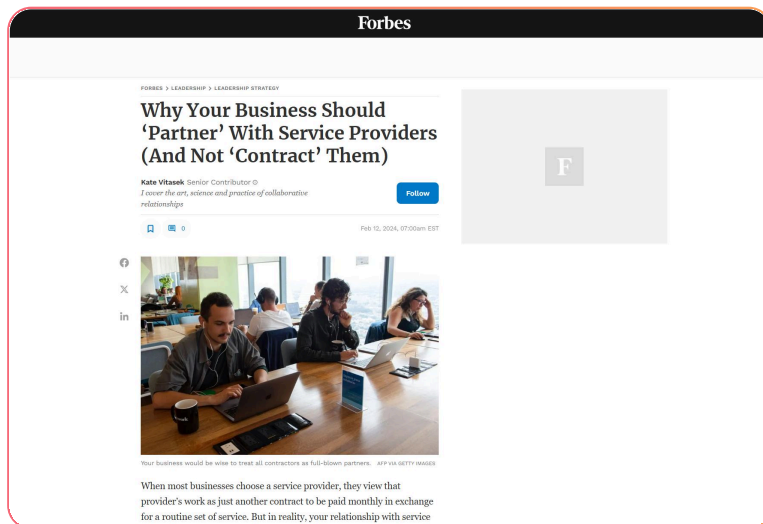
Step #10. Retaining Customers

At this stage, it's crucial to focus on customer retention, as repeat sales and long-term relationships are key drivers of revenue in most projects. Here's where to start working on customer retention:

Business Model

First of all, we need to build a business model that includes repeat sales and has a high Customer Lifetime Value (LTV). Otherwise, our advertising will always be on the verge of profitability.
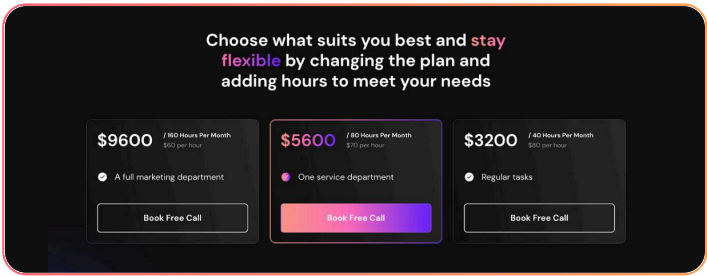
A one-time sales model is only suitable for high-ticket products, such as in the real estate industry. In other cases, it's a problem.

Currently, we operate on a subscription model, where a single customer pays from month to month and brings in an average of $60,000 per year.

Retention Funnel

Develop a retention funnel similar to the acquisition funnel. This includes strategies for encouraging repeat sales and promotional materials to guide customers towards them effectively.
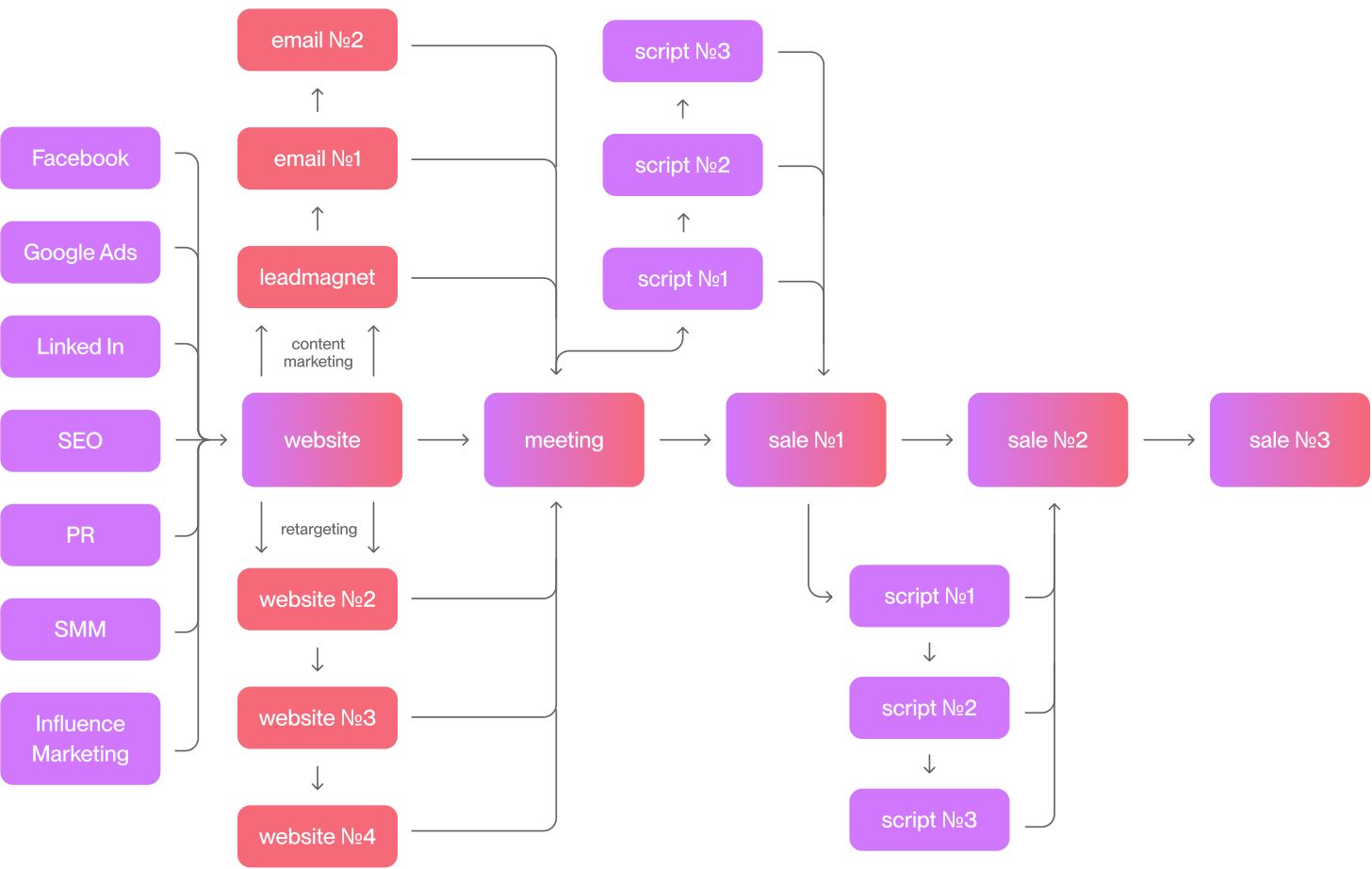
Retention Tools

In the B2B industry, where there is a sales department, everything is straightforward. A personal manager works with the client, making repeat sales in face-to-face meetings. It all comes down to one-on-one communication and sales scripts.

In the B2C and e-commerce sphere, we can reach customers through email marketing, retargeting, and the user interface of a personal account, if available, such as a mobile application. Loyalty programs, gifts, bonuses, and promo codes come into play here.

Thinking through customer retention tools is another task for the marketing department that is often overlooked.

Quality Control

Prioritize quality control to ensure customer satisfaction and prevent churn. Collect feedback and address any issues promptly. In B2B markets, this involves personalized communication, while B2C businesses often use surveys. Larger companies may have dedicated quality control departments, while smaller ones might assign this task to specific employees or outsource it.

Task: Evaluate your business model's potential to increase LTV. Develop and implement a customer retention system, and prioritize quality control measures to ensure customer satisfaction and long-term relationships.

Step #11. Analyzing Results

In the previous stages, we established a comprehensive analytics system to track the performance of our advertising campaigns and overall marketing efforts. Now, let's ensure we're using all available analytics tools effectively:

Advertising Accounts

Monitor key metrics such as impressions, clicks, click-through rate (CTR), and cost per click (CPC) across advertising platforms.

Key marketing metrics

| Targets	Prospects	Leads	Opportunities	Closed Deals
% Targets to Prospects Days Targhet to Prospect	% Prospects to Leads Days Prospect to Lead	% Leads to Opportunities Days Lead to Opportunity	% Opportunities to Closed Deals Days Opportunity to Closed Deals	
of Cost per Target	of Prospects Cost per Prospect	of Leads Cost per Lead	of Opportunities Cost per Opportunity	of Closed Deals Cost per Closed Deal

Website

Analyze user behavior using heatmaps, scroll tracking, and conversion tracking via tools like Google Analytics to understand website performance and conversion rates.

User behavior

Analytics   User engagement   User data

Performance   User attraction   Target audience   User research

Sales

Gather feedback from sales managers on client reactions, objections, and decision-making factors. Track conversions at each stage of the sales process.

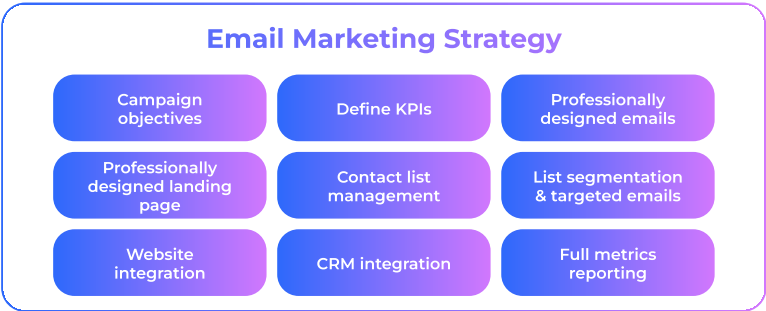## Sales funnel

- Marketing
- Strategy
- Advertising
- Sell
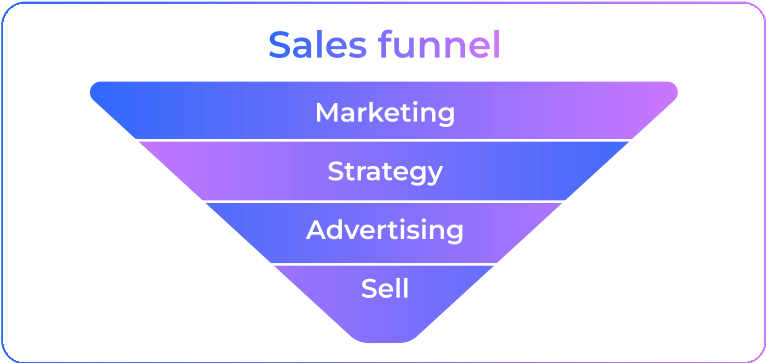
Calls

If applicable, listen to recorded phone calls with clients to gain insights into their decision-making process and interactions with sales representatives.

- Awarnes
- Interest
- Consideration
- Conversation

Sara Madison
+123 456 7890
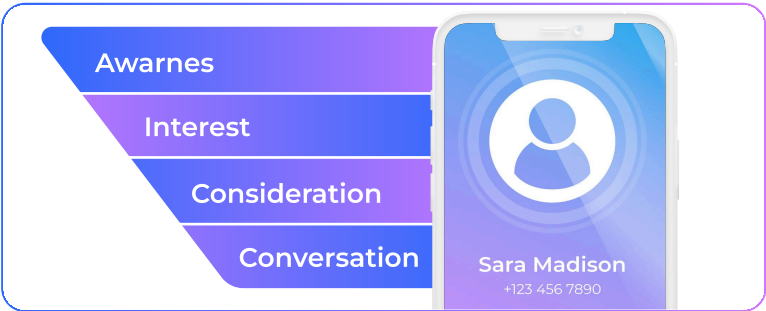
Emails

Monitor email open rates and click-through rates to assess the effectiveness of email marketing campaigns.

Email Marketing Strategy

| Campaign objectives	Define KPIs	Professionally designed emails
Professionally designed landing page	Contact list management	List segmentation & targeted emails
Website integration	CRM integration	Full metrics reporting

Social Media

Track engagement metrics, reactions, comments, and shares across social media platforms to gauge audience interaction and sentiment.
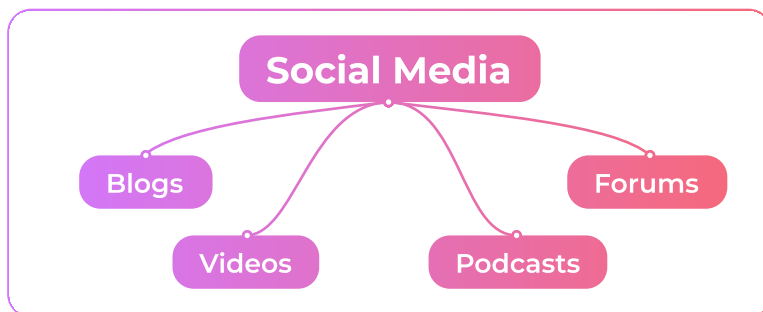
Cross-channel Analytics

Utilize cross-channel analytics to measure the effectiveness of the entire sales funnel and track conversions across various marketing channels.
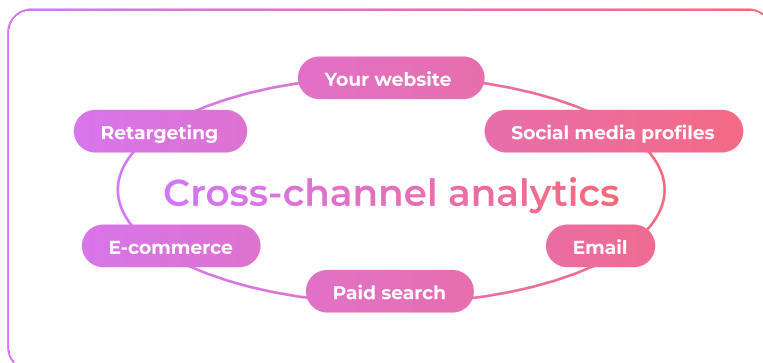
Surveys and Interviews

We have previously discussed surveys and interviews in the marketing research stage. Now we can apply the same tools to analyze the effectiveness of our marketing efforts.

Questions to ask clients who made a purchase:

- How did you search for a solution?
- Where did you hear about us?
- Whom did you compare us to?
- Why did you choose us?
- What was the deciding factor?

Questions to ask clients who did not make a purchase:

- Which of our competitors did you choose?
- Why?
- What did we do wrong?
- What do we need to do for you to work with us?

Task: Verify that your company is leveraging all available analytics tools effectively. Implement any missing tools or processes to ensure a systematic analytics framework. Collect as much data as possible to gain insights and optimize your marketing strategies accordingly.

Step #12. Optimizing Conversions

At the previous step, we gathered enough data to tweak the conversions at each stage of the sales funnel.

In our experience, few people engage in *systematic conversion optimization.* Typically, an advertising campaign is launched once and runs in its original form until it stops being profitable.

Let's see why it's important to conduct conversion optimization using an example.

Take a look at how revenue changes if we increase conversions at each stage of the sales funnel by *just 10%.*

	Before	After
Ad Budget	$10 000	$10 000
Website Visits	10 000	10 000
Conversion to Inquiry	2%	2,2%
Inquiries	200	220
Conversion to Meeting	50%	55%
Meetings	100	121
Conversion to Sales	30%	33%
Sales	30	40
Average Order Value	$5 000	$5 000
Revenue	$150 000	$200 000

We see that increasing conversions by just 10% at each stage of the sales funnel ultimately resulted in a +30% increase in revenue.

❗ With the same advertising budget.

How to Conduct Conversion Optimization

At the previous step, you gathered enough data to now formulate hypotheses for conversion optimization.

This process occurs at three levels:

1. *Semantic Level:* You've interacted with the sales department and clients, collected questions and objections, and can now address them in promotional materials: in advertising creatives, on the website, in presentations. Working at this level yields the most significant results. These are the same 20% of efforts that yield 80% of the results.

2. *Design Level:* After working on semantics, you can experiment with design elements and conduct A/B tests: images, button colors, background, graphical elements. This is pinpoint work that yields a small but important increase in conversion.

3. *Technical Level:* At this stage, we address all technical issues that prevent users from submitting inquiries and progressing through the funnel. This is especially relevant in e-commerce when users encounter various obstacles during the checkout process: unnecessary mandatory fields, no option for one-click purchase.

> Task: Establish a structured framework for conversion optimization in your project. Allocate resources to address optimization opportunities at each stage of the sales funnel, leveraging insights from data analysis and testing to drive improvements in conversion rates and overall revenue.

What's Next

Congratulations on completing the 12 essential steps to building a systematic marketing department!

What should you do with them now?

01 Save the Guide:

Keep this guide in a prominent place where you can easily access it whenever you need a refresher or guidance on implementing marketing strategies.

02 Reread the Material:

Upon revisiting the material, you may gain new insights or discover additional opportunities for improvement in your marketing efforts.

03 Complete the Tasks:

Take action on the tasks outlined in the guide. Implement the strategies and techniques discussed to optimize your marketing department's performance.

04 Share with Colleagues:

Share the guide with your colleagues, business leaders, and marketers. They can benefit from the insights and strategies outlined in the guide to enhance their own marketing initiatives.

05 Provide Feedback:

Share your feedback with the team behind the guide. Let them know what you found most valuable and if there are any areas for improvement. You can reach out to them at guide@ninjapromo.io.

06 Ask Questions:

If you have any questions or need further assistance, don't hesitate to reach out to the team for help. They can provide additional guidance and support to help you achieve your marketing goals.h cross-channel analytics system offers various pricing plans based on factors like the number of advertising channels and the volume of leads, usually ranging from $20 to $500 per month. Despite this expense, it's relatively small compared to the potential savings and revenue increases it can bring.

And if you need help with marketing -
come for a free consultation and get a development plan for your project from our team

💡Discuss your current tasks
💡Show how subscription marketing works
💡Develop a step-by-step development plan for you
💡Analyze successful cases in your niche

Sign up for a consultation

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— Apr 2024 Reviews

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