partnek
CA product
matrix

MDK Lux MARKETING-KIT

ITMEDIA GROUP

Company profile presentation

The work of marketing is divided into :

01
Working out the target audience profile

02
Sherington target audience segmentation

03
Development of the product matrix

Why do you need to make a portrait of the target audience and do its segmentation?

We got 3 different segments:

01
Hot Audience
(Segment that is at the stage of choosing whether to buy from you or your competitors) 20% of the total market

02
Warm audience (Segment is familiar with our topic and is in the stage of choosing and searching for an alternative solution) 30% of the total market

03
Cold Audience
(Non-cold segment that could become our customer)50% of the total market

RESEARCH CA SHERINGTON - TOP 3 SEGMENTS

TOP 3 segments

Hot audience	Warm audience	Cold audience
Status men and women (entrepreneurs, managers) who care about their appearance and comfort	A person who is in the stage of choosing and searches for brands and works with their profiles (of Europe)	A person who is not ready to buy real Valentia Frost

Men and girls who want to look beautiful and stand out among others

Men / woman who care about their attractive in winter

Each segment has its own

BPSV

Accordingly, there is no single promotional offer that will appeal to everyone in the same way

At this stage we achieve HUGE savings in the upcoming advertising campaign

TA RESEARCH - USP FOR TA SEGMENTS

Results of the TA study section

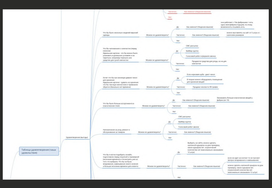
In summary: we found out the pains and needs of our audience, asked questions using the Sherington method in order to correctly segment the target audience.

We singled out the TOP 3 segments of the target audience, fully described their pains, needs, fears and objections, and also generated a USP for BPSV for hot, warm and cold audiences

(Pains, needs, fears, objections)

conclusion conclusion conclusion

Product matrix



is invented in order to build a sales system of offering goods and services

So-called "invisible areas", which can bring much more money than the main service - "Furniture Production"

We also worked out Profit Maximaizer (Upsell,Downsell,Cross Sell, Long Tail).

Also all suggestions are taken from research results including RTW (reasons to want) and RTB (reasons to belive).

MDK Lux Sales Tunnel

We have created an customized sales system that deals with accepting advertising traffic from different segments of the target audience

01
With a hot audience, it is as short as possible, as this person wants to get quick answers to hot questions. The system is able to automatically consult and even take prepayments 24/7

02
The warm audience already has a different customer journey, the funnel allows you to familiarize yourself with the products and make automated recommendations on a number of issues

03
The cold audience has a whole system of warming up, which increases loyalty to our company from the possibility to subscribe to promotional offers to blog subscriptions with interesting facts, such as design non-standard solutions

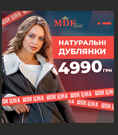
conclusion conclusion conclusion

The system collects thousands of subscribers and automatically sends them "Cake from the bedroom from the kitchen Advertisement", or "Cake from the bedroom advertisement."

That further allows you to send free point offers to a certain segment, and not to all in a row as it is done in email or sms mailings, which cause only negativity.

Getting started with lead generation

Create a brand letter (if necessary) advertising creatives



sample sample sample sample

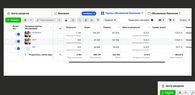
Niche: Furniture(Transformer Tables)

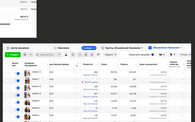
Created 1 group of ads by interests in which works 5 creatives for 2 weeks

01
The average cost of a lead is from 0.20-0.22$

02
Average check for goods 250$
713 bids

03
Profit - $178 250 in 10 days
Budget $146





The screenshot shows the results of some of the creatives that remained in the work

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