



Comprehensive
**Marketing
Management**

A new level of opportunity
for your business

Alexander Smazhuk

Independent consultant in the field of strategic marketing, integrated promotion, mentor and business coach.

- 📍 10 years of experience in e-commerce
- 📍 2 years in sales of comprehensive promotion
- 📍 Digitizing offline businesses since 2015

Author of the book for entrepreneurs and marketers "Marketing STRIPPING" and a course "Strategic Marketing" for marketers.



Cases

Market leading company*



30+

Customer requests
via the website per
day

0

Marketing budget
Promotion without paid
advertising using

3in1

More than an online store

- the largest catalog in the CIS
- up-to-date information in the niche
- press releases ahead of official

* Best tire and wheel internet-shop and web portal of Ukraine
in 2006-2009

Cases

Marketing strategy development



Strategic sessions
within 10 days



Sub-specialists
involved in the
project



Customers flow
after 1st year of
promotion

Cases

Google My Business using for business promotion



3

Consultations
of page maintenance

6

Months
of systematic
content managing

x10

Traffic growth
from the local
Google search
results

Cases

Marketing consulting



Consultations
of comprehensive marketing



Major
traffic sources



Traffic growth
from the local
Google search
results

My clients

BergHOFF®



Adelle

posud:meister

SPAZIO



MANDERS
английский декор стен



NAILS
& COCKTAILS

BOYKO
BEAUTY SCHOOL



BARBERSHOP
EST. 2013



Customer reviews

Alexander is our regular consultant on all critical Internet marketing issues

Людмила Логвиненко
3 відгуки

★★★★★ 2 місяці тому

Очень понравилось сотрудничество. Получила варианты р
рекоменду

I'm very pleased with the cooperation. Found solutions for the problem. Would recommend to everyone.

Переглянути

Корис

адвокат Яна Филоненко
6 відгуків

★★★★★ 3 місяці тому

Не знала с чего начать продвижение новой услуги. Александр подсказал, дал необходимые

инстр
специ

I didn't know how to start promoting the new service. Alexander advised me the best tools and recommended good professionals.



arkadii_balkan Метод «Проб и ошибок» или «консультация от Профи»
Друзья, считаю себя человеком, который может найти ответы на различные вопросы, решить многие

задач
навык
какой
Но во
своег
дилет
решен
Мину
от Але
@kbv
успеш
Проф
МАРК
оказа
заняти
сюрпр
Главн
увере
осозн
Спаси

...I find myself as a person who can find answers to various questions on my own...

But after consultation with Alexander I realized if I want to make a breakthrough you need the help of an expert.

The analysis of the business hypothesis became a very interesting and useful tool for me.

← Kemal Seitveliyev
151 відгук

★★★★★ 4 місяці тому

Александр наш постоянный консультант по всем критическим интернет вопросам

для
реги
план
Гугл
не в
заст
сего
клие
откл
Мус
прои
стра
откл
как-
и ре
Спас
выше
на сл
эфир
прод
инте
проб
попр

He helped us with fast registration of all our Musafir restaurants on Google Maps and provide the creation of excellent panoramic tour of our new restaurant.
In fact he got us to use Google My Business and now it's the main source of Internet traffic for us. Even when one of our pages was deleted by the system for some unknown reason and we could not restore it Alexander helped us solve to the problem within two days. This is a real review, if you need ask for my number from Alexander and I will tell you everything.

How familiar is this to you?

- **Advertising is just a waste of the budget**
No one gives guarantees, and the financial result is of interest only to the owners of the company. Marketers have no idea how to increase sales.
- **«It doesn't work for us...»**
You already have a negative experience with some promotion channels, so you have decided that they are not effective

- **No clear system and strategy**
Advertising is launched intuitively or like the competitors. You don't understand "How to promote properly?" and "What should you do?"
- **Only the marketer needs marketing**
You lose money every year because employees in different departments do not understand their role in marketing and in the end no one does it.

Operating algorithm

Increasing your marketing effectiveness



Search and Maps

optimizing your
online presence



Opportunities

searching for optimal
solutions to reinforce all
traffic sources



Sales

searching for optimal
solutions for grows

Cooperation format

4 consultations per month

For 3-4 hours
(at least a quarter)

Introduction Strategic Consultation

with owners/managers, heads of all departments
and marketers - responsibility division

Tactical consultations

with responsible employees - performance
evaluation, strategy updating

Operating algorithm

Step 1

An audit

- **Session 1. The internal environment assessing**
Determining key tasks, assigning responsible employees. Setting tasks for the audit of the market and competitors.
- **Session 2. The external environment assessing**
Analysis of audit results. Primary strategy formation. Tasks setting for the major specialists. The main KPIs defining.

What do you need to get more customers



Operating algorithm

Step 2

Strategy implementation

- **Session 3. Project packaging**
The product line packaging.
Content strategy setting.
Landing pages (website/social media pages) preparing.
- **Session 4. Payment advertising setting**
Teasers and hypotheses development.
Test Advertising campaigns launching.
- **Session 5. Budgeting**
Advertising effectiveness evaluation. Advertising budget setting and adjustment of the advertising campaigns.
- **Session 6. Analysis of the situation**
Conducted activities analysis. Strategy adjustment. The quarter, half year, year plans adoption.

Marketing strategy implementing results



Well coordinated marketing team



The company's position on the web strengthening



Market share increasing



The number of loyal customers increasing



Sales growth higher than competitors



Entering new markets



New successful products launching



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