

leadslab

online marketing agency



who we are

company leadslab

MORE THAN 10 YEARS IN MARKETING

We have been in the field of Internet marketing since 2017. Various clients have been served by us: HORECA restaurants and operators, medical, veterinary and SPA-clinics, travel agencies and hotels, educational projects and children's development centers, insurance companies and others.

What we offer

- Analysis of competitors and development of promotion strategy.
- Creating websites and landings.
- SMM marketing.
- SEO and Google Adds.
- Design for social networks, websites, graphic design.
- UX Research.



leadslab

What we do?



Digital-marketing

SMM
Contextual
advertising
Targeted
advertising

Design

Graphic design
Web design
Website design
Mobile application
design

SEO-optimization

SEO audit

Strategies

We help
create a strategy
brand communication
with its target
audience

PR

We write articles
on business and
women's Internet
resources, we work
with bloggers



areas of activity

marketing



Remote marketing department

A team of specialists for the price of one experienced full-time marketer

Who might be interested in this service?

- Small and medium business that do not have the opportunity to hire a full marketing department.
- When standard promotion methods stop working and marketing costs continue to rise.
- When you need a team to urgently solve unexpected problems.
- When you need a fresh look at business.
- When you are just starting your business.

our projects

marketing

Remote marketing department

Examples

Medical centre

The main tasks:

- Full support in FB / Instagram (posts + target).
- Adwords advertising.
- Site administration.
- Preparation of branded printing.
- Analytics: analysis of competitors and analysis of the current situation in the Center: dynamics of attendance in terms of areas / doctors and the development of adjustments in advertising campaigns.



Marketing department of the Sanatorium complex in Carpaty

The main tasks:

- Launching advertising campaigns on the Internet from scratch (Google Adwords) + administration of the complex's Facebook page, setting up targeted advertising.
- **The result for the first year of work - changes in the sales structure: about half of all customers came through Internet communication channels (40% Adwords, 10% Facebook).**
- SEO-optimization of the site - setting tasks for the contractor, performance control.
- PR for medical center and doctors. Survey of guests on satisfaction with services.

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напрямки діяльності

areas of activity

design



OUR TEAM IN DESIGN MORE THAN 10 YEARS

If you do not like boring design and you are interested in original work, then our creative team will find the best solution.

We cooperated with famous glossy magazines.

areas of activity

design



SAUDI HORECA

5 - 7 СЕНТЯБРЯ 2021

КРУПНЕЙШАЯ ЕЖЕГОДНАЯ ВЫСТАВКА







satGuru
TRAVEL
Think Travel, Think Us



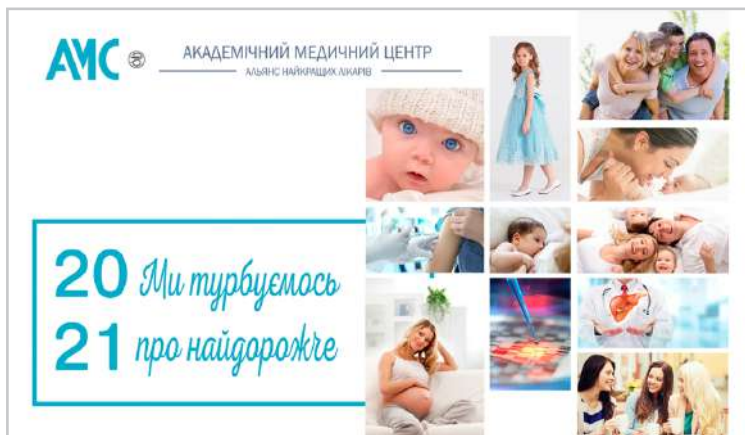
Область

www.satgurutravel.com.ua

www.saudi-horeca.com

areas of activity

graphic design



What we offer

- Development of corporate style and logo.
- Graphic design of office products (design of business cards, forms, envelopes).
- Graphic design of advertising products (design of advertising in the media, design of outdoor advertising, graphic design of posters, presentations).
- Graphic design of printing products (design of catalogs, flyers, leaflets, booklets).
- Graphic design of souvenir products.

ХІРУРГІЯ

Колика АМС має можливість проводити оперативне втручання різного ступеня складності від лапароскопії до повноцінної хірургії. Ми маємо великий досвід у проведенні симуляційних та послідовних операцій (одночасно двох операцій). Підбір складу операційної бригади завжди проводиться з урахуванням вашого стану здоров'я. До складу операційної бригади можуть ввійти: хірург, проктолог, анестезіолог, дорослі та інші необхідні спеціалісти. Якщо є необхідність, проводиться передопераційна підготовка пузиропрофілактика: фенікс, препарат, маріороніт і т.д.

У АМС ВИ МОЖЕТЕ ОТРИМАТИ ХІРУРГІЧНУ ДОПОМОГУ ЗА ТАКИМИ НАПРЯМКАМИ:

- оперативне лікування пазухової грижі;
- оперативне лікування спеченої грижі;
- оперативне лікування пуповинної грижі;
- оперативне лікування гістокопозитивних вентральних гриж;
- лікування і відхилення грижі справляючого отвору дивертикулі;
- лікування хронічної грижі каверни;
- оперативне лікування при гострій апендициті, гострій холециститі, перфоративній виразці, периферичній дивертикулі, кишковій непрохідності, обструкції грижі, пупочно-осточній заворушці;
- лікування онкологічних захворювань: шлунку, кишечника та інших органів черевної порожнини;
- лікування параназального розширення вен нижньої кишкової;
- оперативне лікування ожиріння;
- всі види хірургічних втручань проводяться як лапароскопічним, так і лапаротомічним способом.

ПРОКТОЛОГІЯ

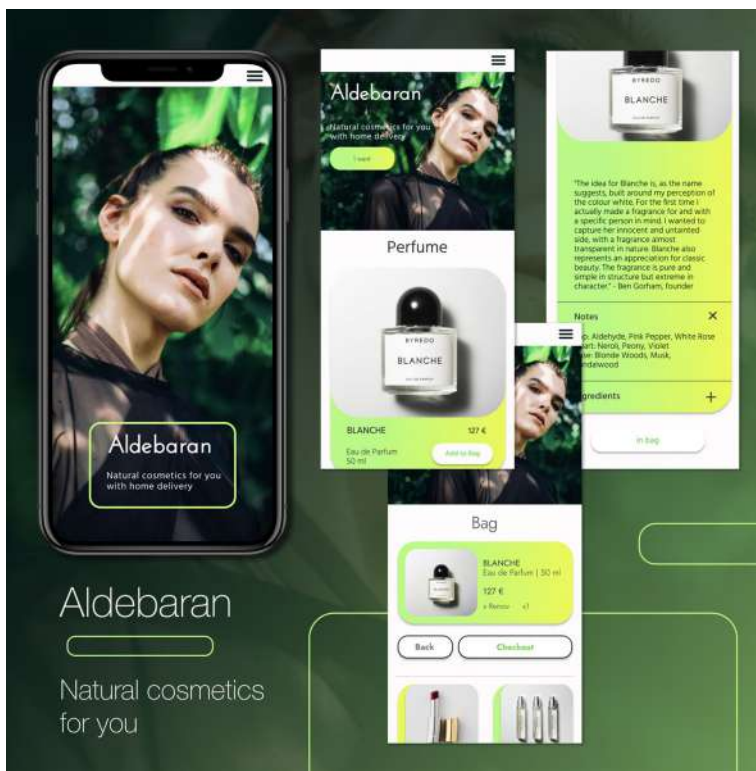
Звернувшись в Академічний медичний центр ви отримаєте якість консультації і професійне безболісне лікування на основі новітніх методик. Фахівці нашого медичного центру застосовують виключно сучасні препарати і техніку і в даностності та лікуванні проктологічних захворювань.

Лікар-проктолог – фахівець, який здійснює терапевтичне і хірургічне лікування:

- геморой, параректальних свищів, анальних тріщин, некротичних каліт;
- полипої, кишкої та прямої кишкової товстого кишечника;
- виразки слизової оболонки і новоутворень прямої кишки;
- кровотечі, набрятання, проривів виразок прямої кишки;
- випадіння прямої кишки;
- аномальний розвиток прямої кишки.

areas of activity

web design

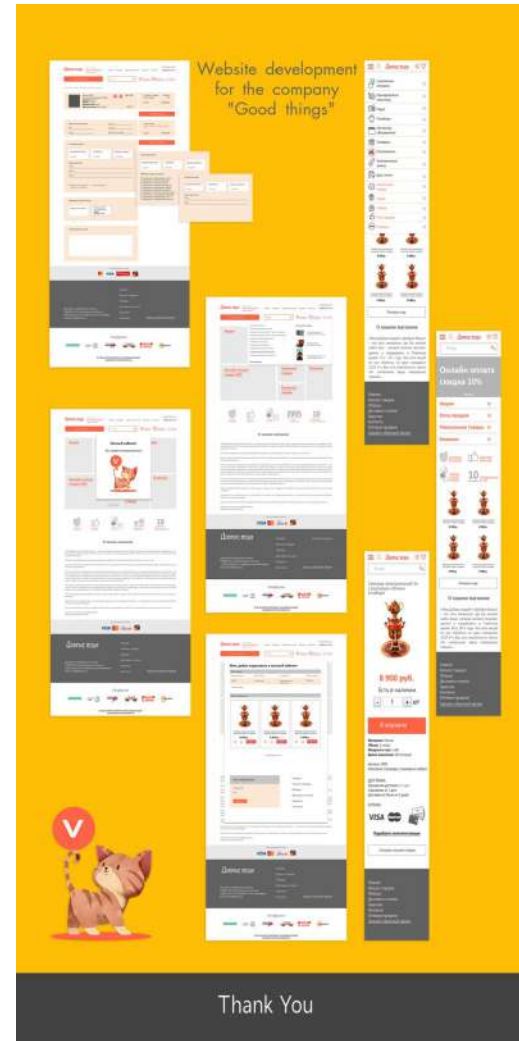


Web design

is, first of all, the design of your site, so it is very important. After all, the visitor's first impression of the site will influence his mood and desire to continue browsing your Internet resource.

areas of activity

web design



areas of activity

smm design



The appearance of a profile, group, channel or page determines the impression you make on a customer.

After all, the design of your corporate website is essentially the "face" of your company or brand.

How does it work?

Beautifully and tastefully executed design of social networks always creates the trust between visitor and brand.

Quality design will increase the number of your subscribers (group members) on social networks, which means that more people will know about you, and many newcomers will want to buy your product or use your services.

Today we employ common Internet platforms as Facebook, Instagram, LinkedIn or YouTube to promote your business.

areas of activity

smm

**Sales are falling?
Take advantage of social media!**

1. Strategy - product and target audience research.

SMM promotion strategies are developed taking into account the specifics of your business and the goal you plan to achieve.

Before you start promoting, we carefully analyze your area, study competitors and «take a snapshot» of the target audience.

2. Development of a content plan.

The right content strategy will help to draw the audience's attention to your product or service, to create and grow interest in your brand.



areas of activity

smm

We develop an individual promotion strategy taking into account the specifics of your business

3. Set up and run advertising messages.

Targeting is the best way to send your offer, product, or service to the right audience and increase sales. This helps increase promotion efficiency, build a customer community, and reduce associated costs.

4. Optimizing advertising campaigns.

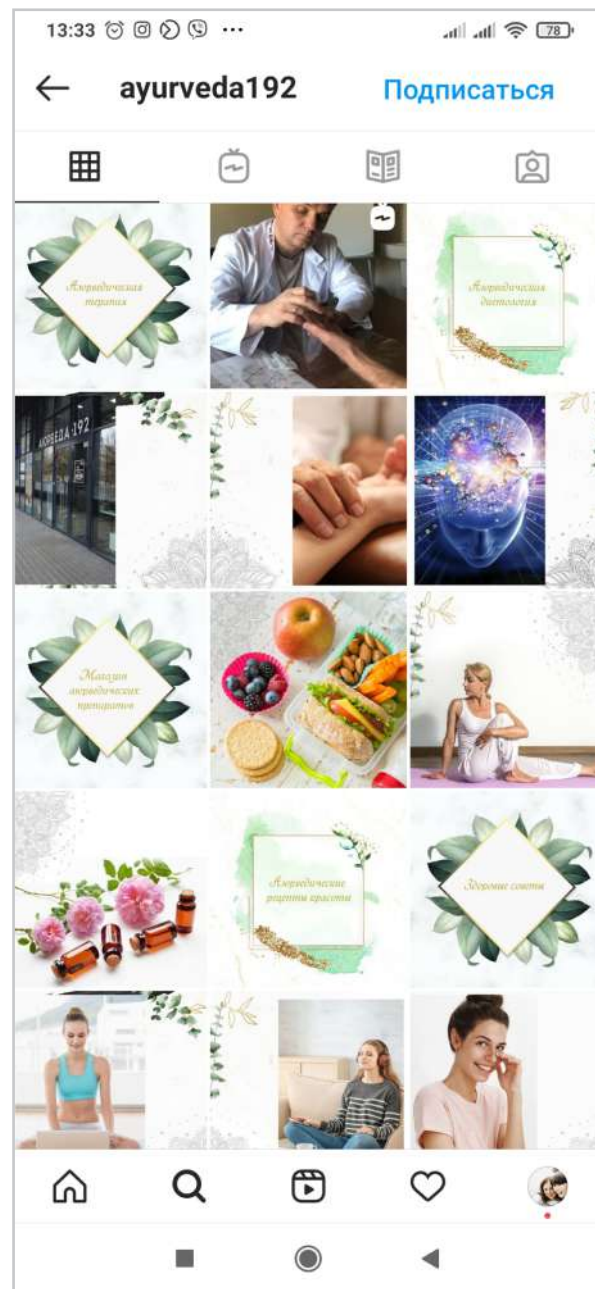
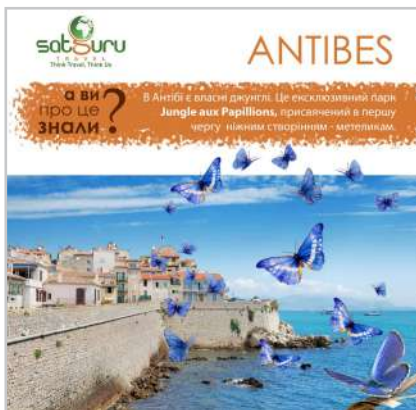
When launching advertising campaigns, it is very important to test ideas, visualizations and goals. Well-targeted advertising increases the audience, provides consistently high sales and is the key to successful promotion.

We then analyse and turn off ad campaigns that generate fewer conversions.



areas of activity

smm



areas of activity

development



SITES ON WORDPRESS AND TILDA. DEVELOPMENT

Our approach to website design solves specific problems –

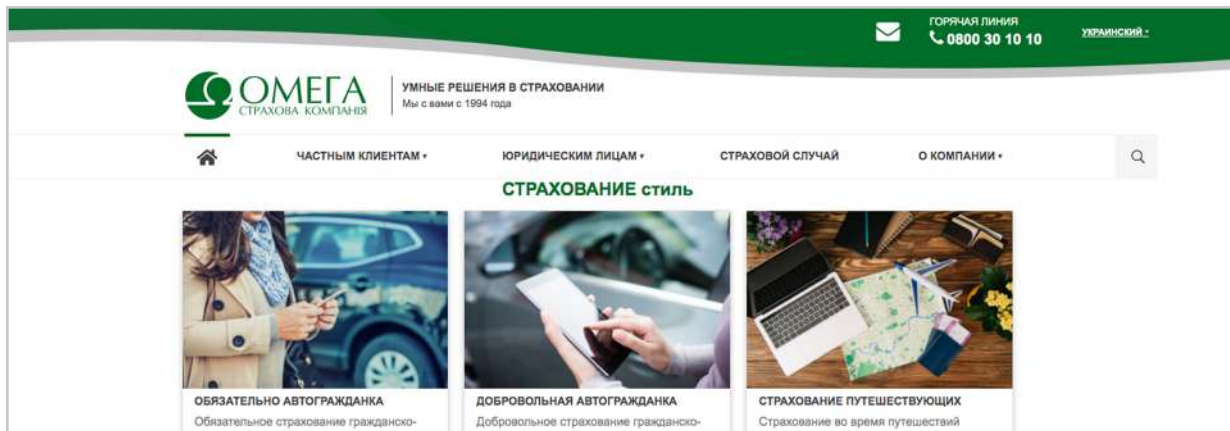
and the user understands where he is and what he needs to do in 7 seconds. He can close the window, but he will return to perform a certain action: request, purchase, consultation.

We also recommend –

Start search engine optimization (SEO) from the start of creating a website.

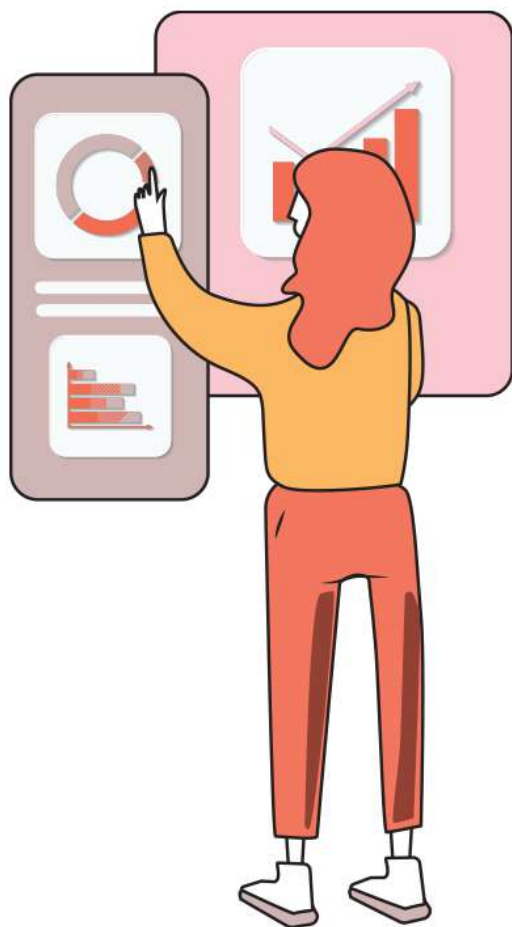
Read about it below.

development



areas of activity

content marketing



We write quickly and competently:

- commercial offers;
- texts for corporate sites;
- image articles;
- mailing lists;
- reviews, announcements and press releases.

We help to make the content plan taking into account the objectives, values and target audience of the product or service.

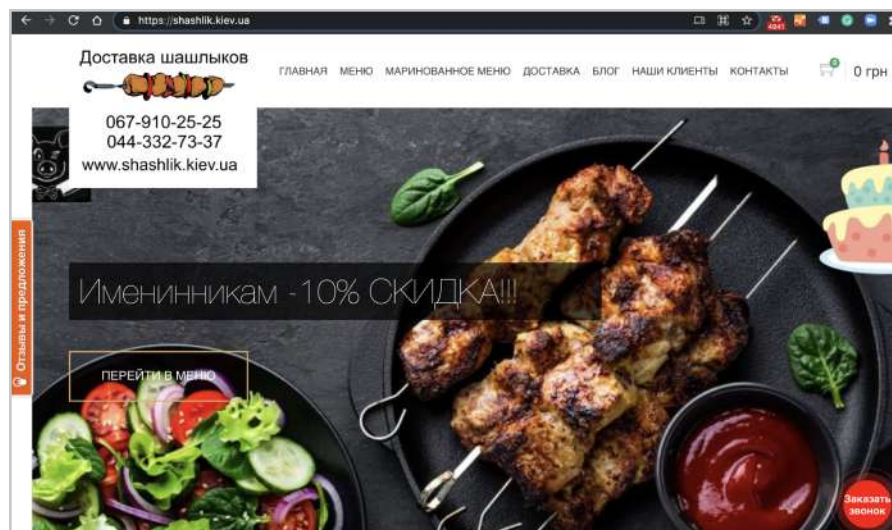
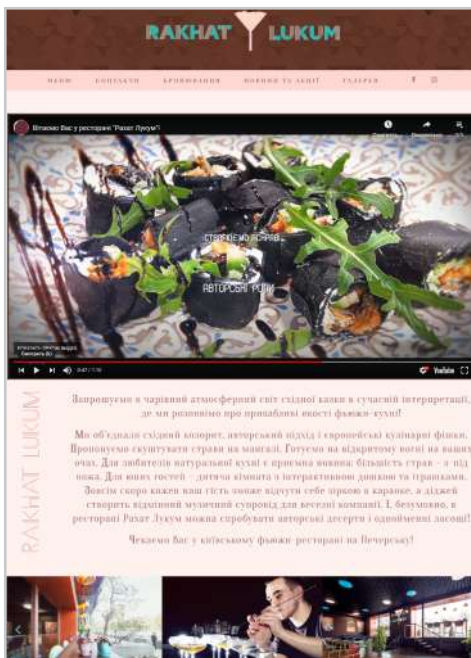
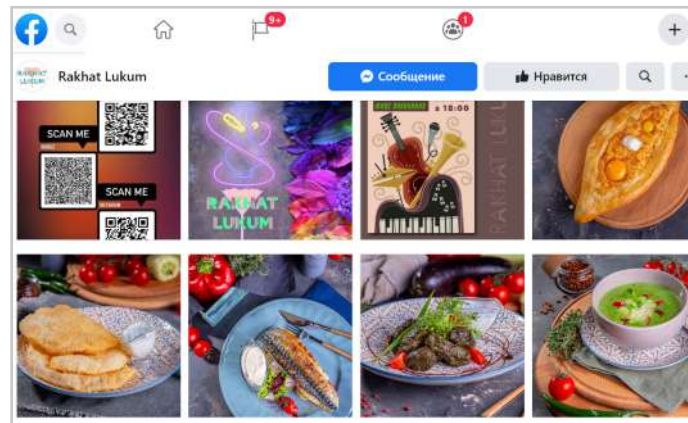
We create publications according to the content plan approved together with the customer. We then administer the pages.

We are provide services in SEO copywriting and SEO promotion of company pages on the Internet.

We take a comprehensive approach to advertising and promoting the product and services of customers on social networks.

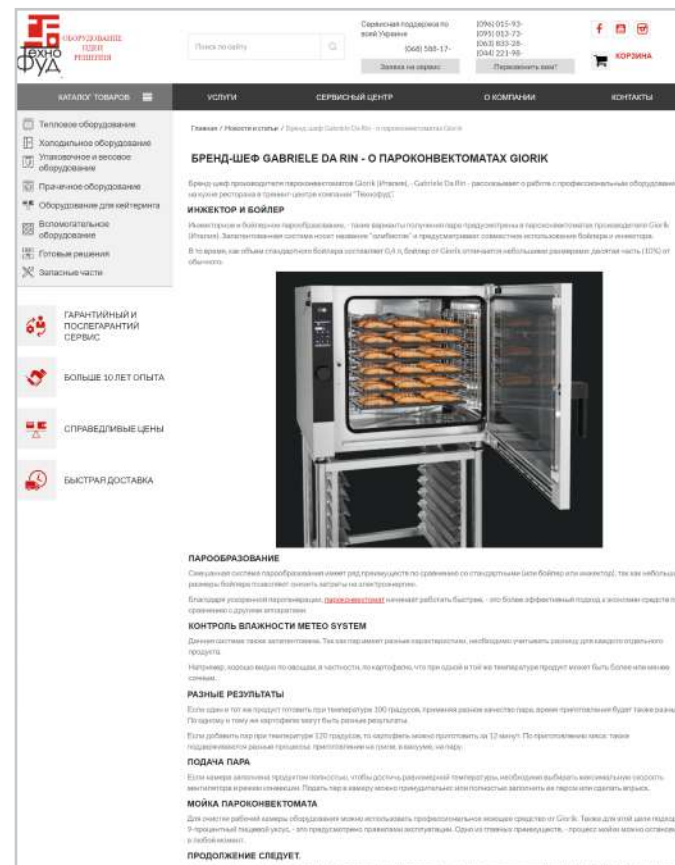
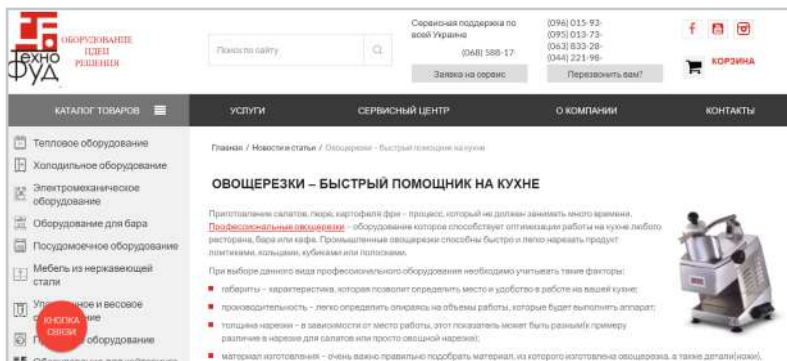
areas of activity

content marketing



areas of activity

content marketing



areas of activity

other projects



- Generation of leads for a large B2B business (distributor of agricultural products) using a call center, website, classic and online advertising - the average cost of lead was \$ 1.67. USA;
- Reorganization of the sales department (construction business) - refusal to work with some customers, attracting new customers of category A, maximum capacity utilization and shipment;
- Formation of commercial policy (agrosphere), involvement of a professional commercial director, joint organization of a renewed sales department and ensuring sales growth of 7% (average market growth of 4%).

areas of activity

other projects

- Hotel Selce Croatia (Croatia) - July / August 2019. The main task is to set up targeted advertising for Europe (RK for Croatia, Slovenia, Germany - only 39 leads, for the Russian-speaking segment in Germany - 162 leads). Consulting on business development.
- Travel company (Kyiv) - November 2019 - until today. The main tasks - full support in FB / Instagram / LinkedIn (posts + target); one example - "Early booking for the summer" - 55 requests for \$ 1.82.
- Educational Center (Kyiv) The main task is to involve students with the help of FB in such areas as:
 - English courses for adults, English courses for children - 123 leads for \$ 3.44.
 - School of Intelligence and Mental Arithmetic - 2 groups were staffed only by advertising in FB - the cost of lead is about 3-5 dollars.
 - Dance Studio - 73 requests for \$ 0.75.



contacts

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