

Как начать продавать товары и услуги западным клиентам?

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по продвижению в западном сегменте
«Promodo»

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iForum

Отличия продвижения на запад

- ❑ **Разные типы дизайнов проектов**
- ❑ **Разные методы привлечения трафика**
- ❑ **Разные методы конверсии трафика (особенно в B2B)**

Этапы выхода на западные рынки

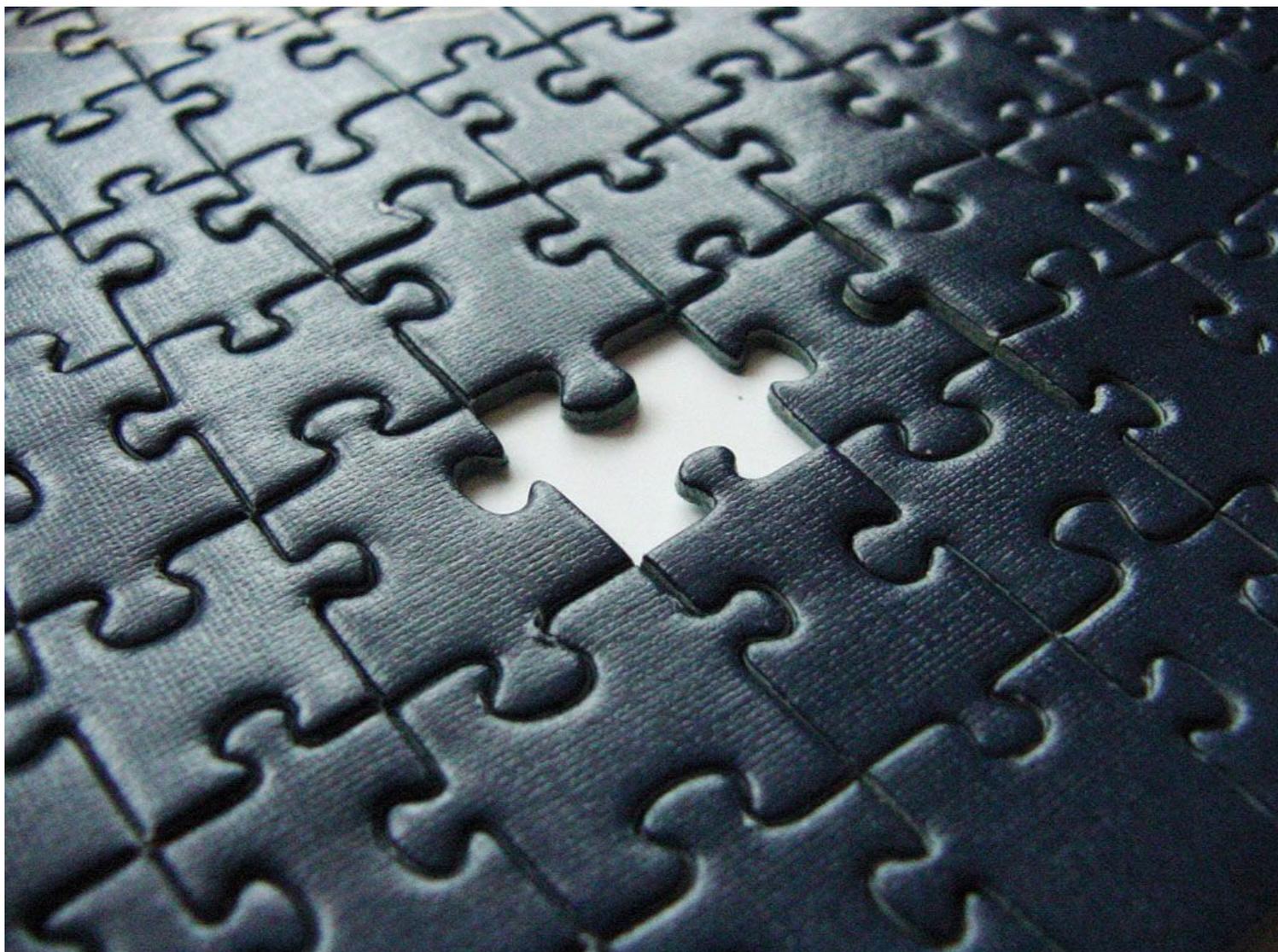
- Анализ конкурентного поля
- Формирование стратегии продвижения
- Локализация сайта
- Старт продвижения

Анализ конкурентного поля



Что смотреть?

- ❑ **Источники трафика** (Alexa, Google Insights, SemRush...)
- ❑ **Используемые тактики** (case-studies, webinars, landing pages...)
- ❑ **Каким образом добывается трафик** (links, PPC keywords...)
- ❑ **Какие инструменты конверсии** (email samples, email triggers)



Элементы стратегии

- ❑ **Business 2 Business** (привлечение – обучение – продажа)
- ❑ **SEO** (loooooong tail keywords = quick wins)
- ❑ **PPC** (landing pages, PPC keywords...)
- ❑ **Инструменты конверсии** (email samples, email triggers)

Локализация



Что учитывать?

- ❑ **SEO** (свой домен – лучший вариант, свои списки запросов)

- ❑ **PPC** (валюты, свои типы landing pages)



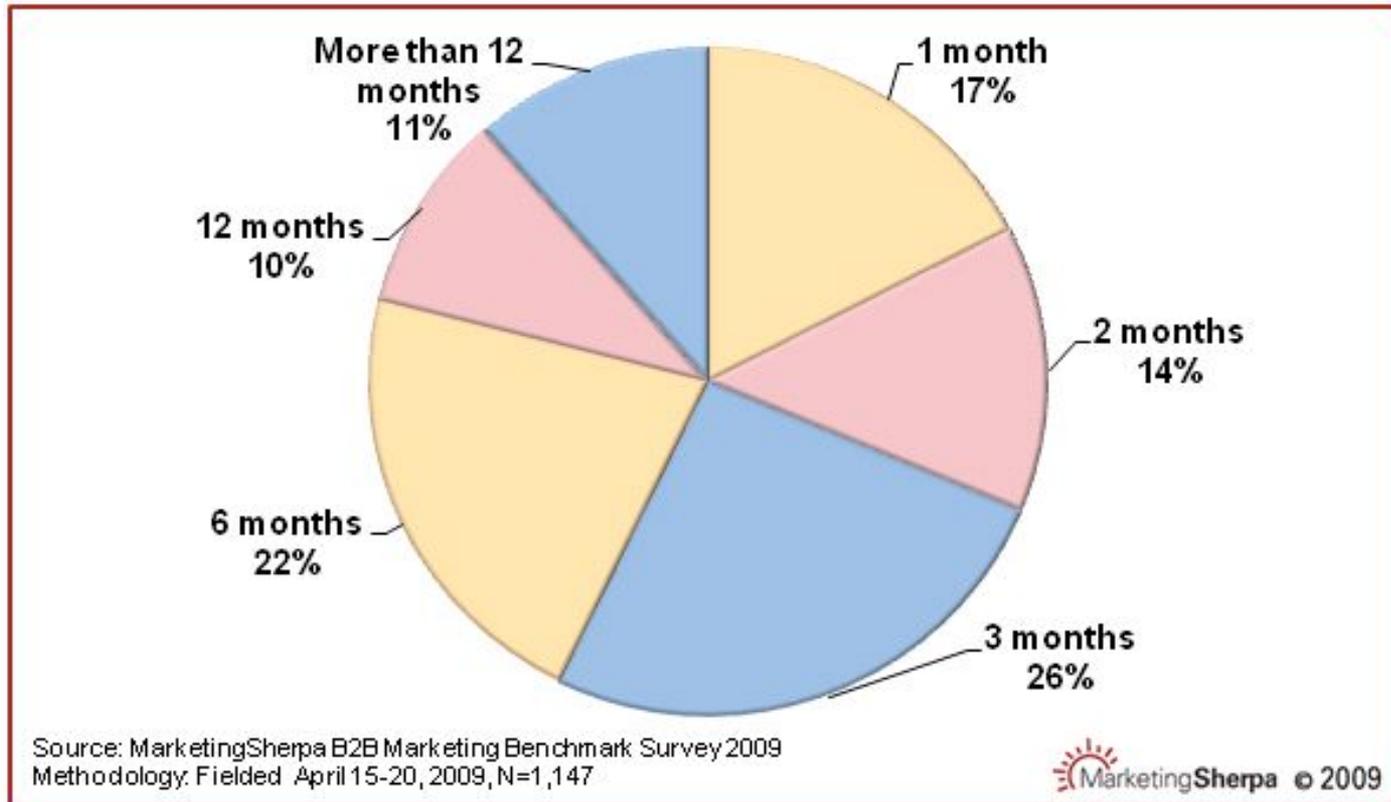
Методы продвижения

- ❑ **Content development** (guides, case studies, blog...)
- ❑ **SEO** (long tail keywords -> on-page SEO -> inbound links)
- ❑ **PPC** (exact match, custom landing pages, AdSense banners)

Business 2 Business



70% B2B конверсий > 2 месяцев



3 кита В2В стратегии

- ❑ **Привлечение** потенциальных клиентов
- ❑ **Обучение**
- ❑ **Репутация эксперта**

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- What is SEO?
- Marketing Research
- Keyword Research
- On-Site SEO
- Search Engine Submission
- Link Building
- More About SEO

PAY PER CLICK

- PPC Management
- PPC Experts
- PPC Strategy
- PPC Search Engines
- AdWords
- Facebook Advertising
- More About PPC

NICHE MARKETING

- Travel SEO & PPC
- Casino SEO
- Software SEO
- Small Business SEO
- Blog SEO
- Corporate Website
- More About NICHE MARKETING

OTHER SERVICES

- Web Analytics
- Copywriting
- Landing Page Optimization
- Usability Analysis
- Reputation Management
- Social Media Marketing
- More About Other Services

OUR CLIENTS

TESTIMONIALS

"Our industry of operation is one of the most competitive out there and getting positive

BLOG POSTS

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This guide provides simple and graphic description of the main tasks that marketing experts of B2B companies can face during the process of planning SEO activities. All basic peculiarities of B2B SEO promotion are composed in this guide and we hope it will help your online business prosper.

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AWARDS



TESTIMONIALS

"Our industry of operation is one of the most competitive out there and getting positive rankings within a reasonable timeframe is very hard, yet Promodo has out done itself and with their ..."

Webhostingbuzz

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Продвижение и репутация эксперта

- ❑ **Articles, blog** (SearchEngineJournal)
- ❑ **SEO** (niche marketing)
- ❑ **PPC** (guides promotion)

3 months results

- ❑ **~120-150 закачек материалов в месяц**
- ❑ **~20-30 заявок в месяц**
- ❑ **+ 30% sales**

Спасибо за внимание!

Задавайте вопросы

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