

# Digital Marketing Strategy for SAAS



# About us



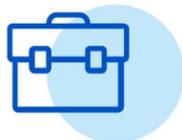
We have been increasing sales on the Internet from 2008



over 100 certified specialists  
Google Analytics, Google Adwords



20 of our customers include TOP-100 Forbes Ukraine



over 1500 successfully implemented Internet projects from 2008

Official partners:



# About us



# About us

INSTRUCTOR

## Anton Voroniuk

Digital Marketer and Google Academy Trainer

Total students    Reviews

**350,856**    **8,127**

### About me

My name is Anton Voroniuk.

I'm the co-owner of Webpromo Digital Agency, I'm a digital strategist, and I am also a Google Academy agency trainer. I love digital marketing, and I love to help my students grow their knowledge of digital marketing.

I've worked in this field since 2008, and during this time, Webpromo has helped over 1000 small and mid-sized businesses with digital strategy and online promotion. In addition to our SMB clients, our agency also currently works with several reputable brands and organizations such as Coca-Cola, Johnson & Johnson, BNP Paribas, Bayer, Sanofi, Vodafone, The United Nations, and the OSCE. Webpromo Digital Agency is a Google Premier Partner and a Facebook Marketing Partner.

My hobbies include competing in triathlons and collecting digital marketing certifications.

Here are some of my credentials:

- Google Analytics Individual Qualification
- Google Ads Individual Qualification



[Website](#)

[Facebook](#)

[LinkedIn](#)

[Youtube](#)



# Let's start from data

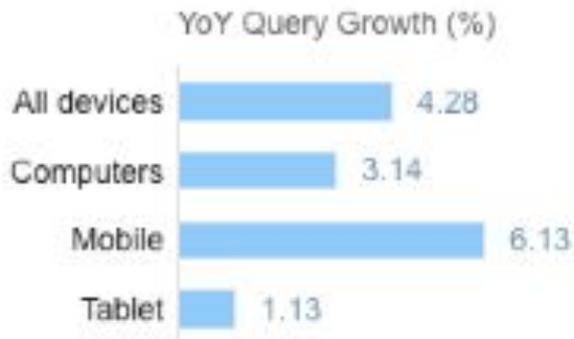
## Market Finder

Think with **Google**



# Let's start from data

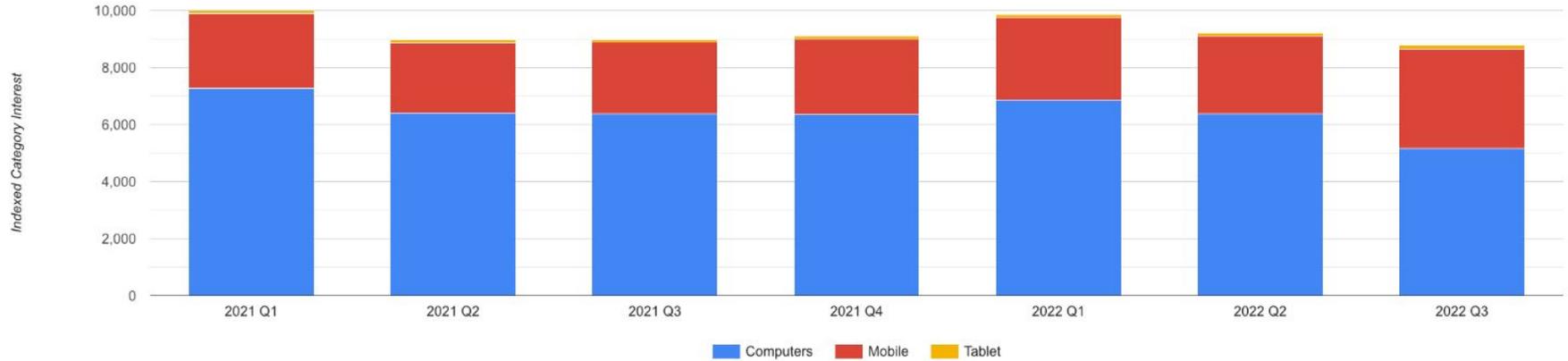
Vertical Trends for your Categories [?](#)





# Let's start from data

Search Trends by Device <sup>®</sup>

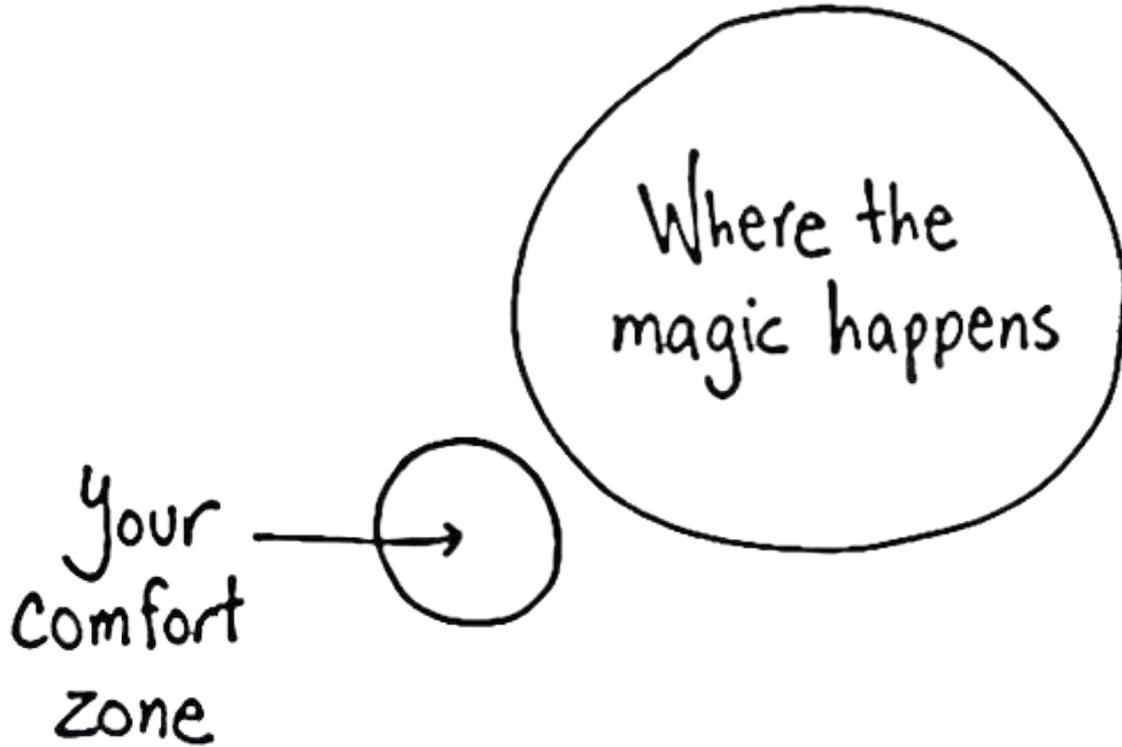


# What questions do you have to ask?

1. Who are we - Mission, vision, values
2. What do we offer? - Product / service
3. Where? - Competitive analysis
4. Why? - KPI, web analytics
5. Who - Characters
6. How? - Traffic sources
7. How to make better? - Optimization



# Where?



# Quick view with Similarweb

## Engagement ⓘ

📅 Aug 2022 - Oct 2022
🌐 Worldwide
📄 All traffic

Metric	● sendpulse.com	● ahrefs.com	● duda.co	● surferseo.com	● creatopy.com
📅 Monthly visits	8.748M	<b>8.838M</b> 🏆	514,536	1.399M	426,824
👤 Monthly unique visitors	<b>3.441M</b> 🏆	1.633M	192,801	358,886	221,303
👤 Visits / Unique visitors	2.54	<b>5.41</b> 🏆	2.67	3.90	1.93
🕒 Visit duration	00:01:03	<b>00:09:10</b> 🏆	00:07:38	00:06:05	00:04:02
📄 Pages per visit	2.45	<b>7.69</b> 🏆	6.02	4.36	4.77
📈 Bounce rate	45.42%	<b>30.96%</b> 🏆	39.61%	42.48%	46.03%

# Quick view in traffic sources

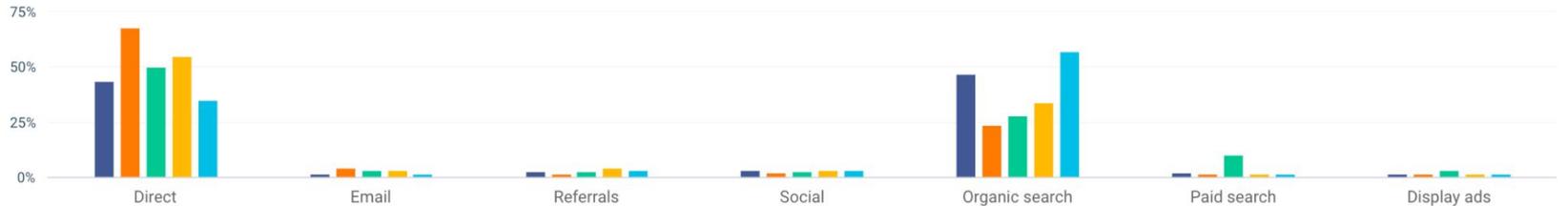
## Marketing Channels

### Channels overview ⓘ

Aug 2022 - Oct 2022 Worldwide All traffic

sendpulse.com  
  ahrefs.com   
  duda.co  
  surferseo.com  
  creatopy.com

26.20M      26.50M      1.506M      4.185M      1.264M

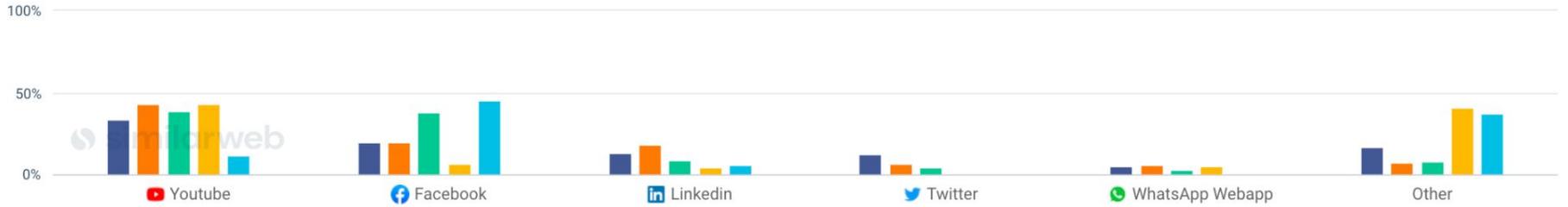


# Quick view in social media

## Social Traffic ⓘ

Aug 2022 - Oct 2022 🌐 Worldwide 🖥 Desktop

ahrefs.com  duda.co  surferseo.com  creatopy.com  napoleoncat.com

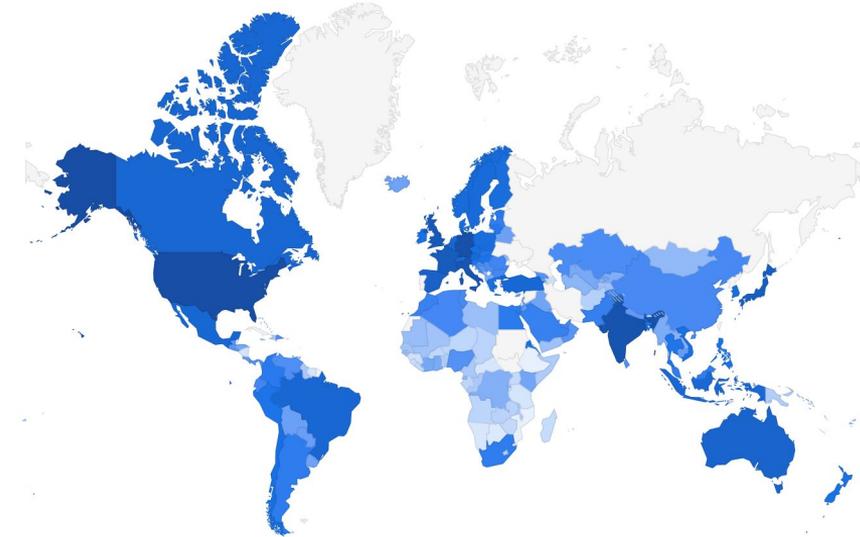


# Google Market Finder

## Your top recommended markets

We've used key metrics from your chosen categories to calculate which markets offer you the best opportunities for growth, discover your first recommendations below.

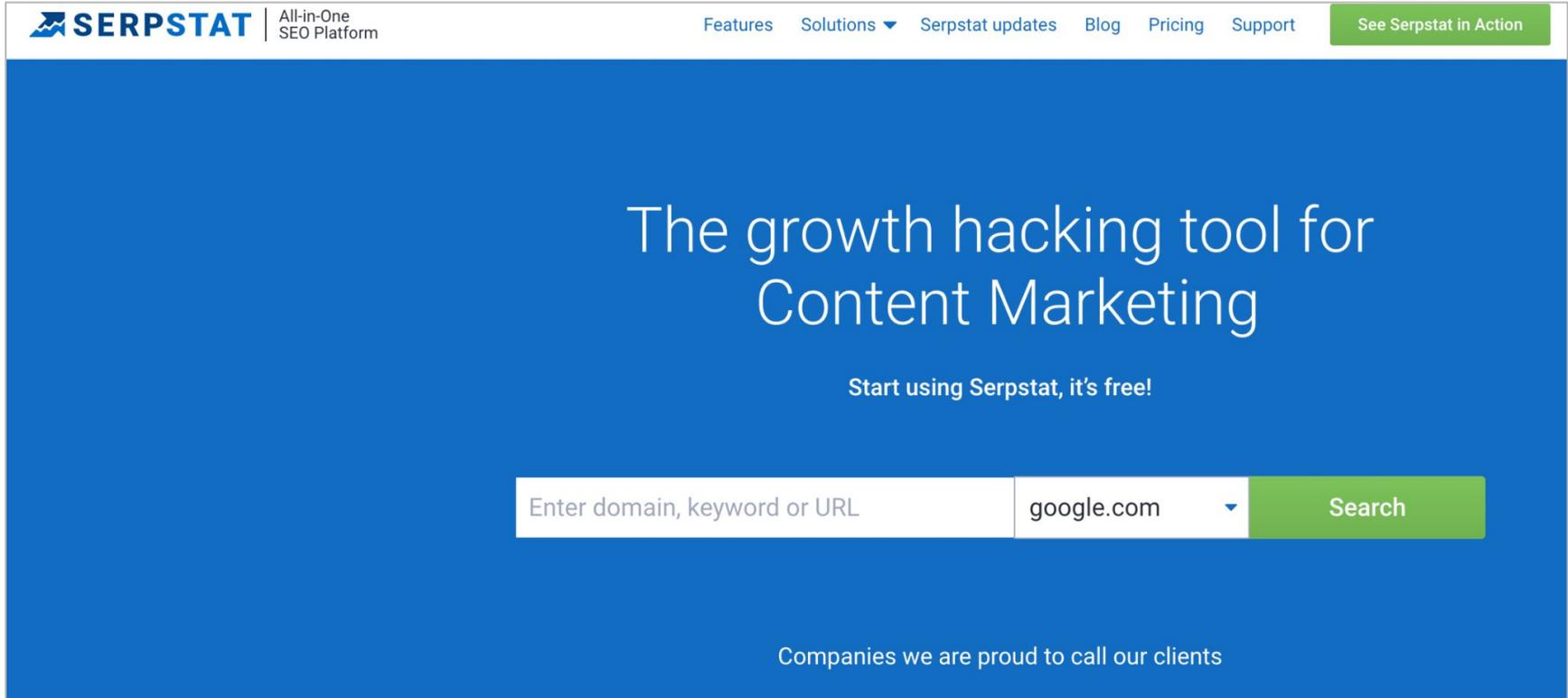
- 1  United States
- 2  Germany
- 3  India



LEGEND  
1-20 20-40 40-60 60-80 80-100

[↓ Complete new profile](#)

# Do you have demand?



The screenshot shows the Serpstat website homepage. At the top left is the Serpstat logo with the tagline "All-in-One SEO Platform". The navigation menu includes "Features", "Solutions", "Serpstat updates", "Blog", "Pricing", and "Support". A green button labeled "See Serpstat in Action" is positioned on the right. The main content area has a blue background with the headline "The growth hacking tool for Content Marketing" and the sub-headline "Start using Serpstat, it's free!". Below this is a search bar with the placeholder text "Enter domain, keyword or URL", a dropdown menu showing "google.com", and a green "Search" button. At the bottom, the text "Companies we are proud to call our clients" is visible.

**SERPSTAT** | All-in-One SEO Platform

Features Solutions ▾ Serpstat updates Blog Pricing Support [See Serpstat in Action](#)

## The growth hacking tool for Content Marketing

Start using Serpstat, it's free!

Enter domain, keyword or URL  [Search](#)

Companies we are proud to call our clients

## 4. Why?



**Start from basics!**



**Google Analytics**

# 5. Who is your target audience?





## Insights. Ideas. Inspiration.

Take your marketing further with Google. Think with Google.

### FEATURE OF THE WEEK

## Are you helping Ukrainian refugees? Make sure they know it

Show up for the people seeking help. Update your Google Business Profile to show Ukrainian refugees that your business is here to help.



## Facebook for industries

Meet your business goals with Facebook solutions tailored specifically to your market.



Financial services



E-commerce



Retail



Gaming



Entertainment and media



Technology and telecom



Consumer packaged goods



Automotive



B2B



Property



Restaurants



Travel

# TikTok Creators Portal

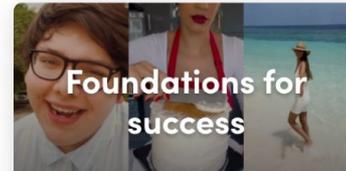
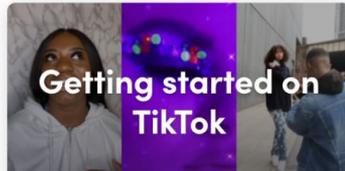
TikTok

Home

Search



## What do you want to learn?



## 6. How to get your audience?

See  
Think  
Do  
Care



# Short-term strategy

Source	Medium	Format	Period	Clicks	Views	CTR, %	CPC, \$	Monthly budget	Monthly budget
Google	Search Network	Text	30	2 300	57 000	15,00%	0,40	11 000,00	440
Google	Shopping	Shopping	30	2 850	285 000	<b>1,00%</b>	0,10	8 550,00	342
Google	GDN	Graphic / HTML5	30	2 500	1 250 000	0,20%	0,13	10 000,00	400
Google	GDN	Adaptive	30	5 000	1 000 000	0,50%	0,07	10 000,00	400
Google	Remarketing	Graphic / HTML5	30	4 167	1 388 889	0,30%	0,20	25 000,00	1 000
Google	Remarketing	Adaptive	30	62 500	8 333 333	0,75%	0,13	250 000,00	10 000
Google	Youtube — Reach	In-Stream (Skippable)	30	1 000	500 000	0,20%	0,83	25 000,00	1 000
Google	Youtube — Reach	n-Stream (Non-Skippable) - 15s	30	500	333 333	0,15%	1,67	25 000,00	1 000
Google	Youtube — Reach	Bumper Ads - 6s	30	1 250	833 333	0,15%	0,67	25 000,00	1 000
Google	Youtube — Performance	TV4A - In-Stream	30	3 750	416 667	0,90%	0,22	25 000,00	1 000
Facebook	Conversions	Banner/Video	30	6 667	1 333 333	0,50%	0,50	100 000,00	4 000
Facebook	Remarketing	Remarketing	30	1 250	178 571	0,70%	0,67	25 000,00	1 000
TikTok	Conversions	Video	30	10 000	2 500 000	0,40%	0,13	40 000,00	1 600,00
<b>Total</b>			<b>30</b>	<b>93 733</b>	<b>15 909 460</b>			<b>579 550</b>	<b>23 182</b>

INSTRUCTOR

## SendPulse Academy

Digital marketing for beginners

Total students

49,796

Reviews

472

### About me

**SendPulse** — multi-channel marketing automation platform with email, web push, SMS, and chatbots for Facebook, Telegram, WhatsApp, and Instagram.

During our courses, you will learn how to create an email marketing strategy for your business, gather your subscriber base, segment, personalize, and send your automated and bulk messages.

We will also teach you how to create your own chatbots in our visual editor without any programming skills.

### SendPulse Academy in numbers:

2700+ certificates of completion;

1 400 000+ views on YouTube;



 Website

 Twitter

 Facebook

 LinkedIn

 Youtube

## 7. How to make it better?



## 7. How to make it better?



# Bonuses



Digital Marketing courses are available for as **\$11.99** instead of **\$84.99** only until **07.12**



Register TODAY & Get **Lifetime Access** to the Course! Don't forget to leave your **FEEDBACK.**



# Bonuses



Get the course “Digital Marketing Strategy Bundle: 7 in 1” valued at \$129.99 for **\$11.99** only until **07.12**



Register TODAY & Get **Lifetime Access** to the Course! Don't forget to leave your **FEEDBACK.**



# Bonuses

Get the course “Social Media Marketing Strategy 2023” valued at \$129.99 for **\$11.99** only until **07.12**



Register TODAY & Get **Lifetime Access** to the Course! Don't forget to leave your **FEEDBACK**.



# Bonuses

Get the course “SEO - Strategy 2023”  
valued at \$94.99 for **\$11.99** only until **07.12**



Register TODAY & Get **Lifetime Access** to the  
Course! Don't forget to leave your  
**FEEDBACK.**



# Bonuses

Get the course “Google Analytics, GA4, GTM” valued at \$74.99 for **\$11.99** only until **07.12**



Register TODAY & Get **Lifetime Access** to the Course! Don't forget to leave your **FEEDBACK**.

# FREE LIVE WEBINAR IN DECEMBER



DECEMBER 19 | 13:00 UTC

# HOW TO USE BLOGS FOR BUSINESS?

LIVE YOUTUBE | FREE

**ZOYA LOBOD**  
CO-OWNER OF DIGITAL AGENCY LOBODS

selfie!

The promotional banner has a teal background. On the right, a woman with long blonde hair, wearing a white button-down shirt and light-colored jeans, is taking a selfie with a camera. The text 'selfie!' is written in a white, tilted font above her. In the center, a hand is holding a camera. The main title 'HOW TO USE BLOGS FOR BUSINESS?' is written in large, bold, white and black letters. At the top left, the date and time 'DECEMBER 19 | 13:00 UTC' are displayed. At the bottom left, it says 'LIVE YOUTUBE | FREE'. At the bottom right, the speaker's name 'ZOYA LOBOD' and her title 'CO-OWNER OF DIGITAL AGENCY LOBODS' are listed. The SB. logo is in the bottom right corner.



# Thank you!



<https://www.udemy.com/user/woronyuk/>

<https://www.skillsbooster.net/>

<https://www.facebook.com/groups/415151510621597/>

<https://www.instagram.com/anton.voroniuk/>



**GROW**

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**ANTON VORONIUK**

CEO AT WEBPROMOEXPERTS  
LEADER OF SKILLSBOOSTER  
DIGITAL MARKETING ACADEMY