

DIGITAL MARKETING MANAGEMENT SERVICES GUIDE

OVERVIEW

Welcome to Zhivago Partners! We are a digital marketing management company devoted to helping company leaders increase their revenue.

Our founder and president, revenue coach Kristin Zhivago, and her talented and efficient team will help you achieve the results you've been looking for.

This document describes our services in detail so you know how *we can help you.*

SERVICES

► REVENUE COACHING

Kristin Zhivago founded Zhivago Partners in 2017 to help established companies increase their incoming leads and grow revenue via digital marketing campaigns. She had spent the previous decades helping CEOs and entrepreneurs make more money by understanding what their customers wanted to buy from them, and how they wanted to buy it.

Her 5-star book, [*Roadmap to Revenue: How to Sell the Way Your Customers Want to Buy*](#), was voted by *Forbes* as one of the top 6 marketing books because it provides an explicit and much-tested method for increasing revenue. Kristin has been a marketing and sales turnaround expert for small, medium, and large companies, including Dow Jones and IBM.

She's seen it all, and has solved the problems that companies face as they attempt to gain revenue and market share. It's rare to find an agency owner with this much hands-on managerial experience, which she has put to work hiring and managing an exceptional team of digital marketing experts backed by solid systems and processes.

Kristin believes in making her company "a safe place for nice people to work," and loves working with company owners who provide a great product or service, treat their employees and customers well, and who are eager to more successfully manage their marketing efforts. "We make sure that our clients understand how digital marketing works, and how they can master these methods," Kristin says. "There are far too many agencies who prefer to leave their clients in the dark, even to the point of keeping them from accessing their own digital resources. Our entire team is dedicated to our clients' success."

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- KRISTIN ZHIVAGO



► FULL-SCALE WEBSITE DEVELOPMENT, OPTIMIZATION, AND ONGOING MAINTENANCE

Zhivago Partners will create a well-designed website for your company that presents a strong, positive impression right off the bat, and addresses the desires, concerns, and questions your customers have (their “Mindset” when they set out to buy). Our professional designers and developers work with our SEO experts and copywriters to create an attractive website that can be easily found by your customers. Once your site is up, we will continue to maintain the site and do regular backups and updates to ensure it continues to bring in qualified leads for you and runs smoothly.

► SEARCH ENGINE OPTIMIZATION

Our SEO experts create your own personal ‘SEO persona’ by finding the keywords that your competitors receive the most clicks for and that will appeal most to your buyers. We then use these phrases in your site content, social posts, and online ads. We continually analyze your current rankings and report them to you in meetings and on your real-time custom dashboard, which you can access online at any time.

► CONTENT MARKETING

Zhivago Partners will provide you with your own professional content writer who is familiar with your subject matter, and who is dedicated to you. Content we write, which will be relevant and informative, includes: blog content, site pages, landing pages, online ads, press releases, emails, and social posts.

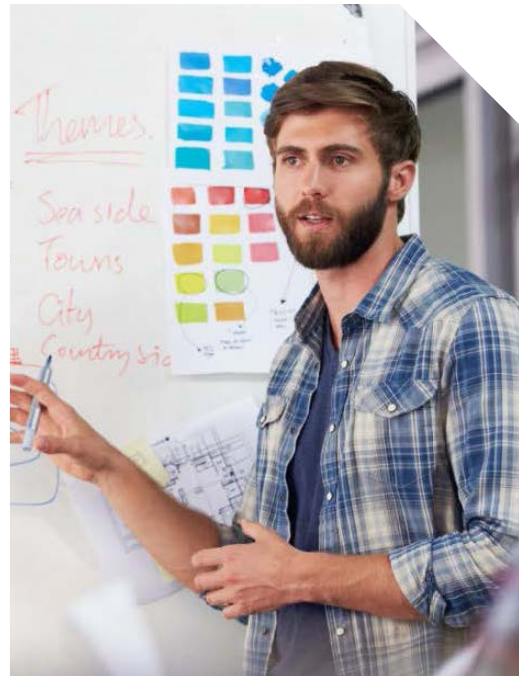
We can also create: ebooks, white papers, brochures, flyers, guides, datasheets and spec sheets, presentations, and any other type of content you require as we help you support your customers’ complete buying process.

► ONLINE ADVERTISING

We create and run ads on a variety of channels, including Google Ads, Facebook, and LinkedIn. Campaigns include landing pages, CRM integration, and ongoing optimization efforts.

► INFLUENCER MARKETING

Zhivago Partners identifies the thought leaders in your space who have built a strong audience. We contact them to secure podcast interviews for you.



► SOCIAL MARKETING

Our goal is to feed the most appropriate social channels with useful content. We socialize announcements, guides, checklists, blog articles, podcasts, outside articles, and any other helpful and relevant content. For our B2C clients, social posts can lead to sales; for our B2B clients, social posts lead to increased traffic, shares, and likes, and also help a prospective buyer understand “who you are and what you care about,” as they decide if they want to do business with you.

► BRANDING, CREATIVE DIRECTION, GRAPHIC DESIGN

We are fortunate to have attracted first-class site and graphic designers, who consistently produce stunning pieces for our clients. These talented individuals will create attractive visuals designed to increase engagement and sales for your business.

► CUSTOMER, MARKET, AND COMPETITIVE RESEARCH

Kristin Zhivago has developed a uniquely effective way to conduct customer research. This process involves interviewing your customers to discover their perceptions, needs, desires, and descriptions of their buying process. We then use this carefully harvested information to “reverse-engineer” successful sales so new sales can be manufactured in quantity. Kristin has conducted thousands of customer interviews for hundreds of companies.

▶ CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Our goal is to find the best CRM, Marketing Automation, and Email Marketing systems for your particular situation—including requirements, size of audience, budget, in-house technical expertise, etc. We set up these systems and train your people (and ours) to run them. Lastly, we continue to improve and fix any issues associated with the CRM / marketing automation, and email systems to ensure you see continued results.

▶ EMAIL MARKETING

We use a tool that can help you identify 30 - 40% of the visitors to your site, and, immediately after they visit, start to “nurture” them with emails offering additional information and resources. This is a great way to stay “top of mind” with the buyers who have already shown an interest in your product or service.

▶ VIDEO PRODUCTION

We are lucky to work with stellar video production experts who can help you use video to inform and sell. So much can be done with video these days, and it is the preferred way for many people to learn and shop.

Clients come to us because they are frustrated and disappointed with their current agencies. After working with us for even just a few weeks, they are pleasantly surprised at how much we know, how well we communicate and work together, how much we care, and how hard we work on their behalf.

**Would you like to learn more about a specific service?
Give us a call at 401.423.2400 or visit us online at:
ZhivagoPartners.com**