# Marketing Support and Growth-Hacking Services

# The Right Users. The Right Product.

# We'll support you through the entire product life cycle

A product passes through three main stages of its life cycle, each one posing different opportunities and challenges. We can design and execute a unique set of marketing strategies, bringing results that help you make data-driven decisions each step of the way.

Our main advantage is that we know the product inside out because Salsita is a full-cycle application development company. Our marketing experts work hand-in-hand with our designers and developers to provide market and user insights from conception to delivery and beyond.



Before spending money on various digital marketing activities, we'll have a look at your objectives and chances for success together. In a 3-5 hour workshop session, we discuss with you what kind of goals can be realistically achieved based on your anticipated digital marketing budget.

# 1_ Validate a startup app idea or a new feature

We start with UX & Market Research to pave the way for prototyping. Then we run campaigns to harvest user feedback and determine market fit in order to set the ground for development.

**Product Market Fit:** [Case Study](#) | [On-Demand Webinar](#)

Product discovery is a method for deeply understanding your customers to develop products that perfectly suit their needs. It's a critical stage in the product design process. If companies do not accurately prove or disprove their assumptions about their customers, they may waste time building products that nobody wants or needs.

- We will help with market sizing, and find users that are interested in the product
- Plan and manage multi-channel organic and/or paid campaigns, split testing, forecasting and tracking
- Advertisement design, copywriting, landing pages, and video production
- Setting and optimizing email responses to support campaigns

**Deliverables:**

1. Monitoring, optimizing, analyzing and reporting of online campaigns
2. Evaluate of market interest, determine market fit and forecast a monthly revenue plan based on data
3. Persona mapping, UX/user traction analysis, user testing and harvesting feedback
4. Prioritize interest in key product features to further develop the app
5. Provide a go-to market strategy for multiple marketing channels supporting your product design and development

## 2_ Promote a newly released app to size the market

We start formulating the launch strategy right after prototyping and during development. Then we can gradually activate the plan before or after the product's release.

### Paid Advertising: [Case Study](#)

We will support you with the planning and execution of your PPC campaigns including Google Ads, LinkedIn Ads, and Facebook Ads campaigns. Initial business analysis and audit of your current online presence including website, social networks, and online campaigns

- Planning and managing multi-channel paid campaigns, split testing, forecasting, and tracking
- Advertisement design, copywriting, landing pages, and video production
- Setting and optimizing email responses to support campaigns
- Planning and managing segmented remarketing campaigns

**Deliverables:**

1. App and website analytics, funnel and user journey review
2. Web and/or mobile conversion audit and recommendations
3. Holistic and/or focused advertising strategy supporting your business development
4. Monitoring, optimizing, analyzing and reporting of online campaigns
5. Ongoing support, regular reviews, and consultation

# 3_ Boost conversion and user acquisition rates

Once the product is in production, we analyze visitor behavior and optimize the web or mobile experience to increase conversion rate and leverage insights from user activities to better develop the product.

### Conversion-Rate Optimization

We start with an initial business analysis and audit of your current online presence including website, social networks, and online campaigns. Then we will work on conversion rate optimization (CRO). CRO is the process of optimizing your site or app experience based on visitor behavior to help improve the probability of the visitor taking desired actions (conversions).

- Planning and managing multi-channel paid campaigns, split testing, forecasting, and tracking
- Advertisement design, copywriting, landing pages, and video production
- Setting and optimizing email responses to support campaigns
- Planning and managing segmented remarketing campaigns

**Deliverables:**

1. App and website analytics, funnel and user journey review
2. Web and/or mobile conversion audit and recommendations
3. Short- and long-term optimization with recommendations to improve current online presence and campaigns
4. Monitoring, optimizing, analyzing, and reporting online campaigns
5. Ongoing support, regular reviews, and consultation

# 4_ Additional Product Marketing Services

Product marketing is the process of bringing a product to market, but the story doesn't end there. Well after its launch, we ensure the right people are aware of the product. Our marketing expertise covers all aspects of brand and product marketing.

### Search Engine Optimization:

We offer goal-oriented SEO services with a holistic understanding of the digital landscape, and how it integrates with social media, content marketing, and conversion rate optimization.

### Social Media and Brand Communications:

We can design social media and brand communication strategies to better represent your brand, build trust, and meet your goals for sales and lead development.

### Content Creation and Management:

We can provide product-focused content that is search-engine friendly with a healthy dose of creativity, focusing on specific goals such as lead generation or follower growth.

# About Salsita, our process and strategy

Salsita is a digital product agency that designs and develops exceptional web and mobile solutions which differentiate our clients, engage their customers, and grow their business.

We provide design-driven development services that cover the entire software development cycle, including product discovery, UX and market research, UX design, front and backend development, quality assurance, project management, build engineering and deployment. We have a bias towards rapid delivery, early user testing, and incremental improvements using agile development practices.

- [Salsita Info Pack: Company Overview](#)
- [Product Discovery, Design, and MVP Development](#)
- [Web and Mobile App Development Solutions](#)

## _ Process

As a digital agency we're accustomed to performing regular performance reviews and have weekly calls with clients to analyze, plan, and optimize running advertisement campaigns.

1. We start with an initial call to better understand your business goals.
2. Based on your feedback we prepare an initial proposal for a plan of action.
3. We present the proposal and together we discuss and finalize it.
4. We sign the contracts and kick-off our partnership.
5. Then you provide us access to all needed assets and material.

6. We conduct a thorough analysis and review of current online presence.
7. We create a comprehensive marketing plan for you to review and approve.
8. We start to prepare assets like a promo video or setting up ad accounts.
9. At this stage we launch the campaigns, start analyzing, and reporting.

From here onwards the process is an elevated spiral; you circle back to move up a few degrees and improve performance.

# _ Strategy

This is a blueprint of our marketing strategies:
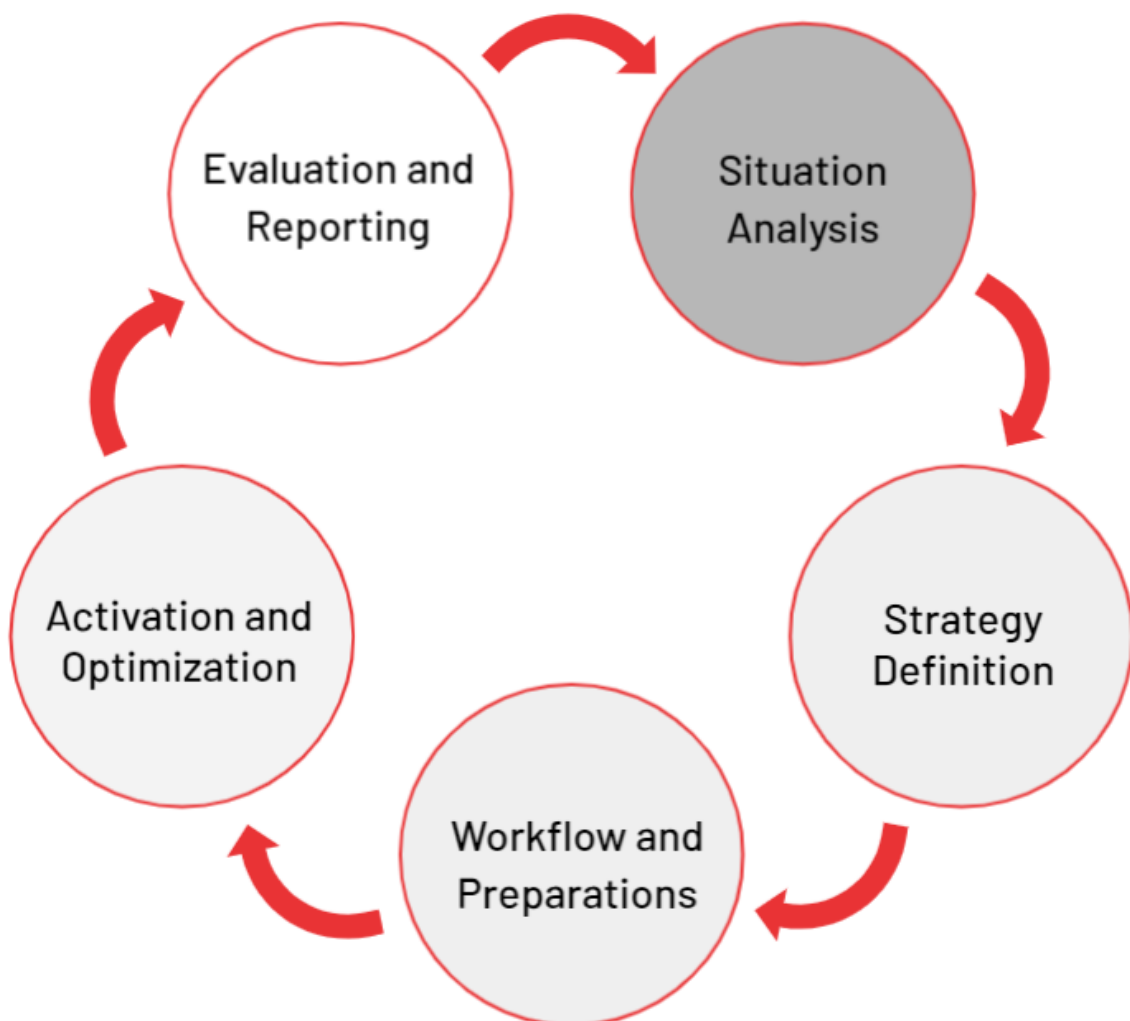
1. **Situation Analysis:**
   ○ Presence
   ○ Market
   ○ Audience
   ○ Competition

2. **Strategy Definition:**
   ○ Objectives and Key Results
   ○ Tactics and Initiatives
   ○ Landscape and Channels
   ○ Plan, Budget, and Roadmap

3. **Workflow and Preparations:**
   ○ Ad Content Creation
   ○ Setup of Campaigns
   ○ Landing Pages or Surveys
   ○ Response Plan

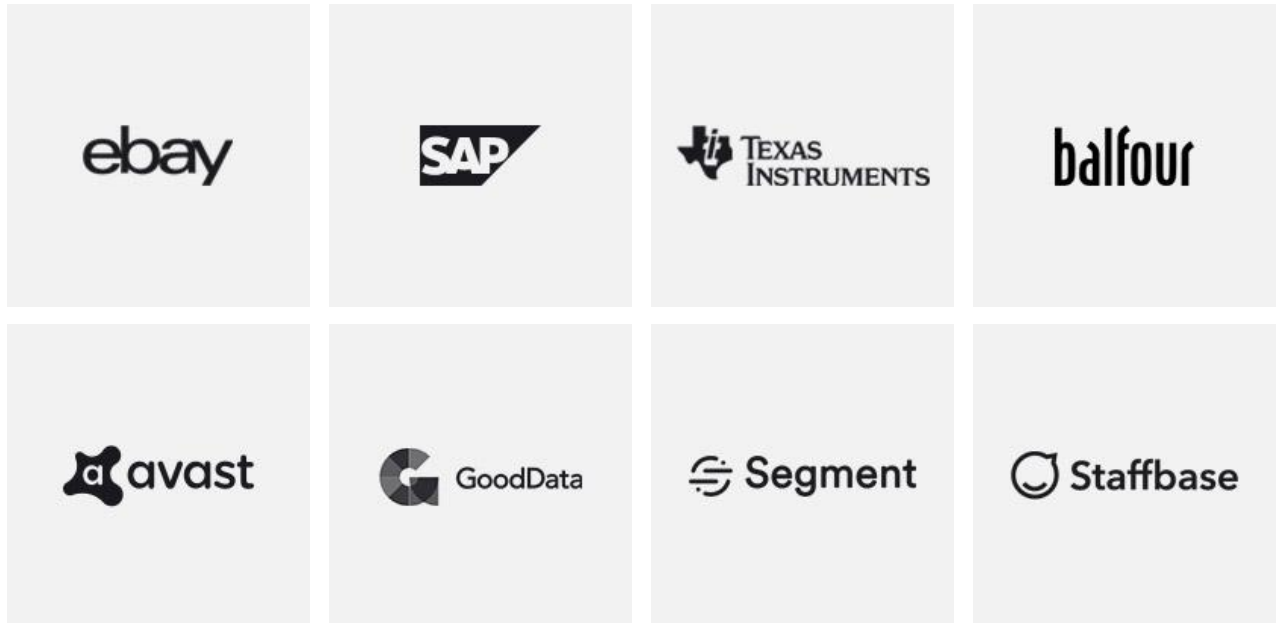4. **Activation and Optimization:**
   ○ A/B Tests and Launching Campaigns
   ○ Monitoring and Optimization

5. **Evaluation and Reporting:**
   ○ Performance Evaluation
   ○ Analyzing and Reporting

# Client quotes and showcases



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>
> Salsita has become the go-to agency for our most challenging projects.

Emile van den Ende
Technical Director/Partner, Purple Creative Innovators

## LEGAZEY
# Social Media Aggregator

**Product Discovery and Market-fit Analysis** [Read Case Study](#)

**ABOUT**

All in one place social media aggregator and digital memory organizer.

**WHAT WE DID:**

We performed UX and market research, ran campaigns to harvest feedback and find initial user acquisition rate. Then conducted a design sprint workshop in order to design the first prototype, user test it and use it to run more campaigns in order to better validate product market fit and forecast a successful business model.

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# Their flexibility in the approach of finding the right way to test the concept allowed us to achieve our goals quickly.

[Alfredo Sciascia](#)
Founder, Legazey

# ADCOproto
# Interactive PCB Assembly

**Paid Advertising and Conversion Rate Optimization** [Read Case Study](#)

### ABOUT

An interactive tool for electronic manufacturers for quoting PCB assemblies

### WHAT WE DID

We designed, developed and launched the product, but realized that the website traffic wasn't very relevant, therefore wasn't converting. So we took charge of auditing, optimizing and launching new advertising campaigns in order to get qualified leads which generated return of investment but, above all, it helped us understand the users and improve the user journey.

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## The quality of what Salsita can do is very, very impressive.

**Archie Damman**
President, ADCO Circuits

# GET IN TOUCH

hello@salsitasoft.com



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Building a great product isn't enough. You also need to meet user expectations and bring it to market successfully. Our marketing experts work hand-in-hand with our design and development teams to make your project a success.

Matthew Gertner
CEO and Founder, Salsita Software