

How to get marketing under control

Anastasiya Eroho

Head of Marketing Department, Gurtam



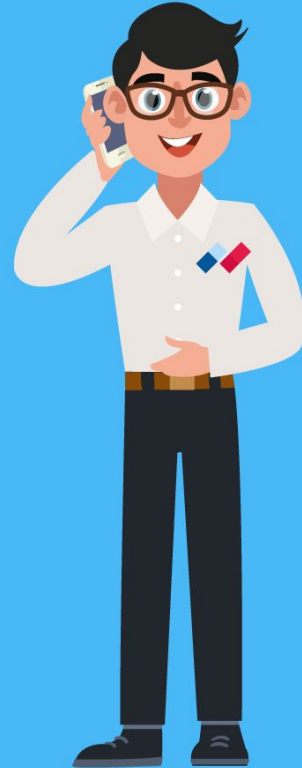
Today's agenda

- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow

Who asked for advice?

Successful businessmen

- a few years in business
- understand the market situation
- have loyal clients
- try to do something in marketing
- even have a bit of budget to invest



Who asked for advice?



And at the same time

- don't have a marketer or an agency
- marketing is shared between all the team or is done by the CEO
- don't have focus (try something trendy/easy/any)
- are afraid that they spend too much

Sounds familiar?



Successful businessmen

- a few years in business
- understand the market situation
- have loyal clients
- try to do something in marketing
- even have a bit of budget to invest

And at the same time

- don't have a marketer or an agency
- marketing is shared between all the team or is done by the CEO
- don't have focus (try something trendy/easy/any)
- are afraid that they spend too much

Get into pairs (1 min)

- ◆ What's your name?
- ◆ Where are you from?
- ◆ Who does marketing in your company?

Nobody
Me, myself and I
Administrative staff
Everyone
A marketer
Marketing department



Get into pairs (1 min)

- ◆ What's your name?
- ◆ Where are you from?
- ◆ How have you spent your last marketing \$100?

AdWords
SEO
social media
e-mail marketing
direct mail
expo participation
seminars/conferences
PR

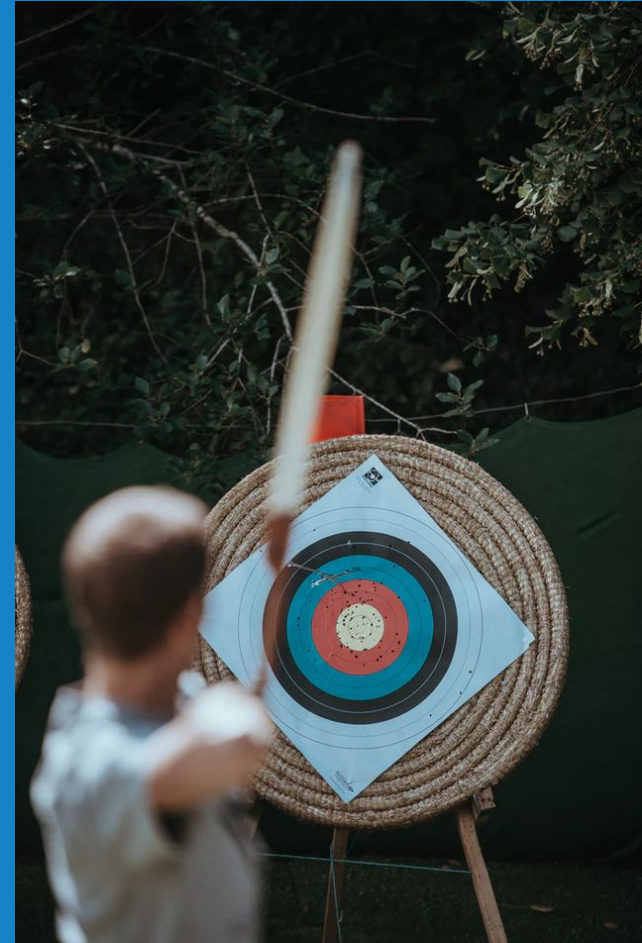


Today's agenda

- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow

Integrators' marketing: main functions

- a constant flow of leads for sales department – new clients acquisitions
- keeping clients loyal, clients retention
- increasing brand awareness



Integrators' marketing: main functions

Increasing brand awareness is not just words:

- important for both B2C and B2B
- shortens the sales cycle
- builds an image of expert
- shows niche leadership
- reduces price sensitivity



Integrators' marketing: main functions

Has direct impact on sales!

That's why it should be:

- target-oriented
- consistant
- focused



How are things going
on for Gurtam partners?



How are things for Gurtam partners?



2011

Russian
partners: a
serious
business sells
without a
website

How are things for Gurtam partners?



2017

82%
have marketing
activities

How are things for Gurtam partners?

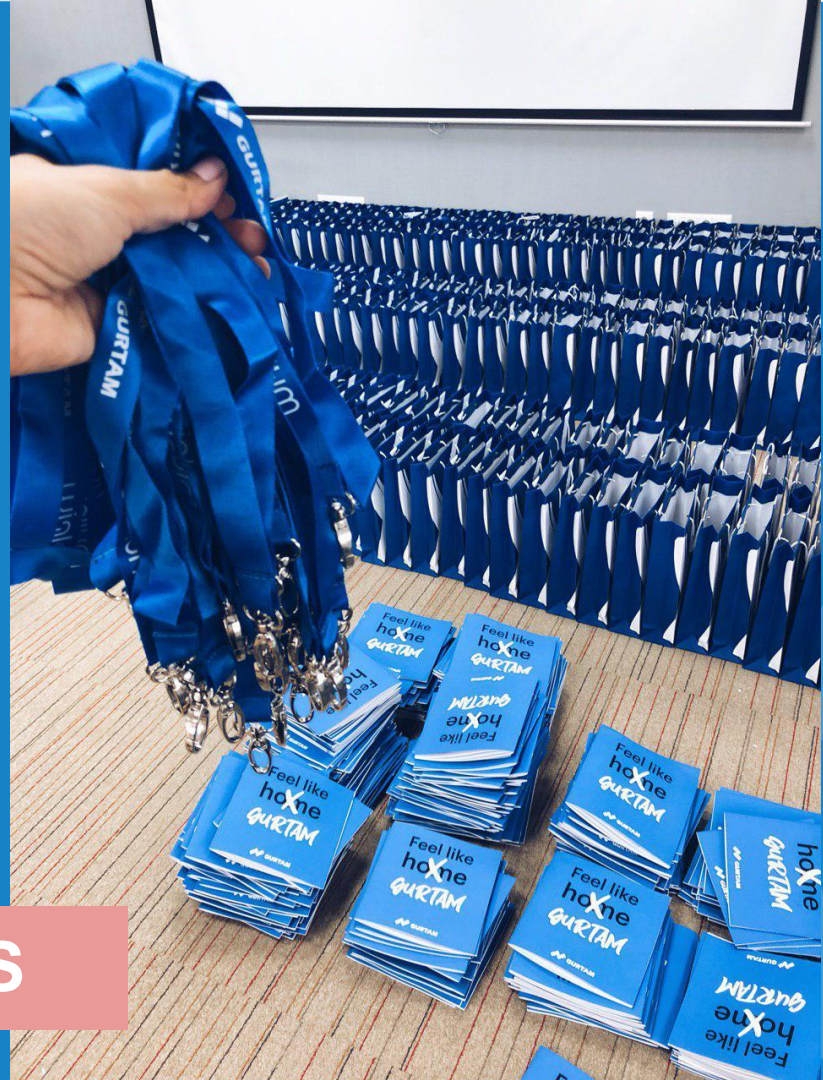


2019

80% have marketing activities

+25% applied for marketing support

level is increasing



1,900,000th unit – LaxsonGPS

A random website from the community



[HOME](#)

[SOLUTIONS](#) ▾

[FRANÇAIS](#) ▾

[MORE](#) ▾



(866) 657-1358

SAFETY & GPS TRACKING SOLUTIONS

for People, Vehicles and Assets

A random website from Community



[HOME](#)

[SOLUTIONS](#) ▾

[FRANÇAIS](#) ▾

[MORE](#) ▾



(866) 657-1358

SAFETY & GPS TRACKING SOLUTIONS

for People, Vehicles and Assets



Fleet Management

Securing and monitoring your fleet increases your awareness and productivity. Our solution with help your dispatch or management to locate all your vehicles and providing history, event notifications any time using our LaXpro web platform or our mobile app .

[FIND OUT MORE](#)

Employees Safety

Nothing is more important than securing your most valuable assets: Your Employees.

Our wearables enable the managers / dispatchers to locate in real-time, communicate live and react when it's needed.

[FIND OUT MORE](#)

Today's agenda

- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow



GURTAM

**Anastasiya
Eroho**

Head of Marketing Department

79 Pritytskogo str.
220140, Minsk, Belarus

☎ +375 29 3293 294 (#3208)

☎ +375 (44) 724 98 80

✉ eroh@gurtam.com

www.gurtam.com

The fastest marketing audit ever

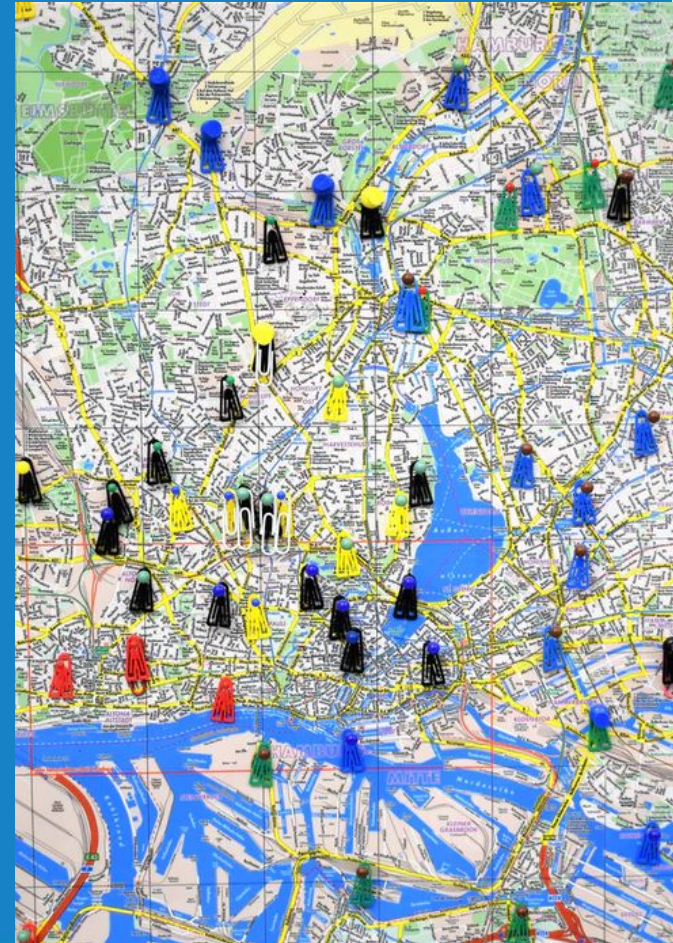
What's the story behind your business card?

- ◆ ordered yourself in the nearest printing house with their design
- ◆ printed in the airport/hotel
- ◆ your agency did it for you
- ◆ you marketer spent time to choose soft-touch paper



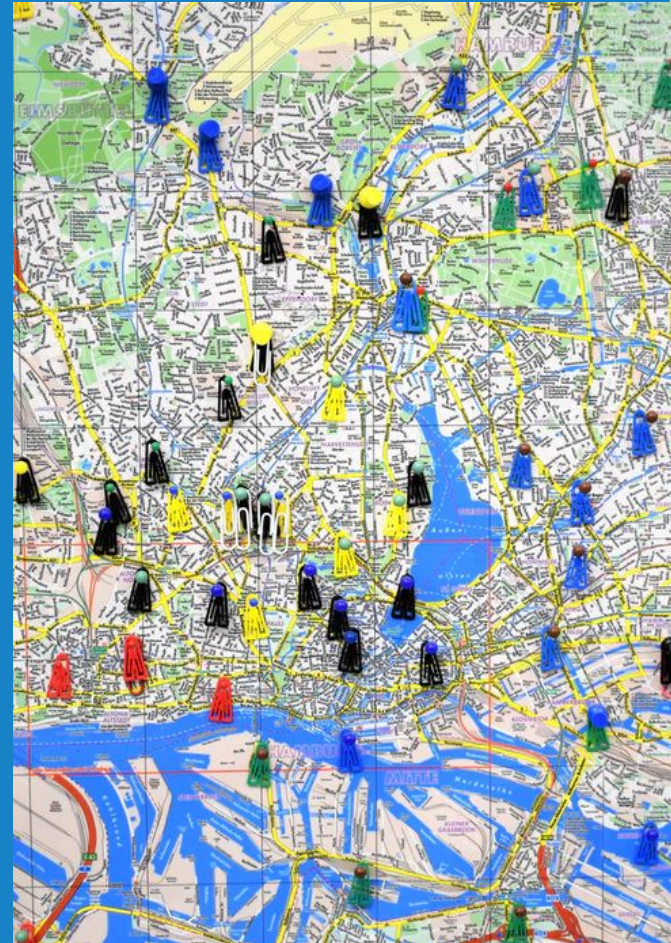
Audit (a bit more complicated): Current situation

- who is in charge of marketing
- what exactly is being done
- do you have a strategy or a plan – or prefer to act more spontaneous
- how often do you re-work your plan
- how do you measure the effectiveness, results



Audit (a bit more complicated): Current situation

- do you have a dedicated budget and how is it formed
- do you know anything about the competitors and how do you gather the information
- who is your target audience (TA), is it segmented somehow
- any descriptions of TA put down?



Audit (steps): Current situation

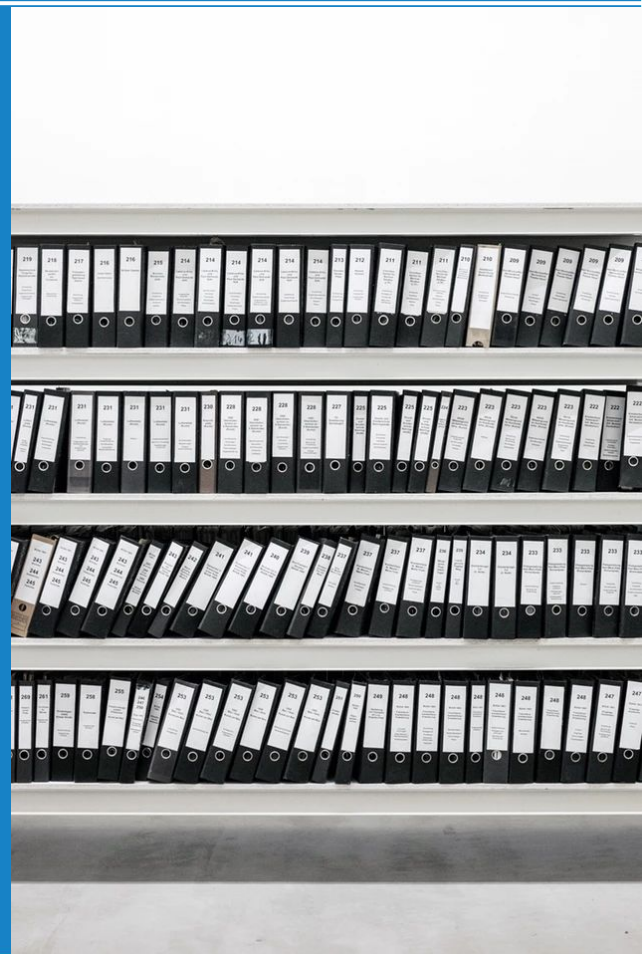
- do the 'inventory checking' of marketing channels (6 months)



Audit (steps): Current situation

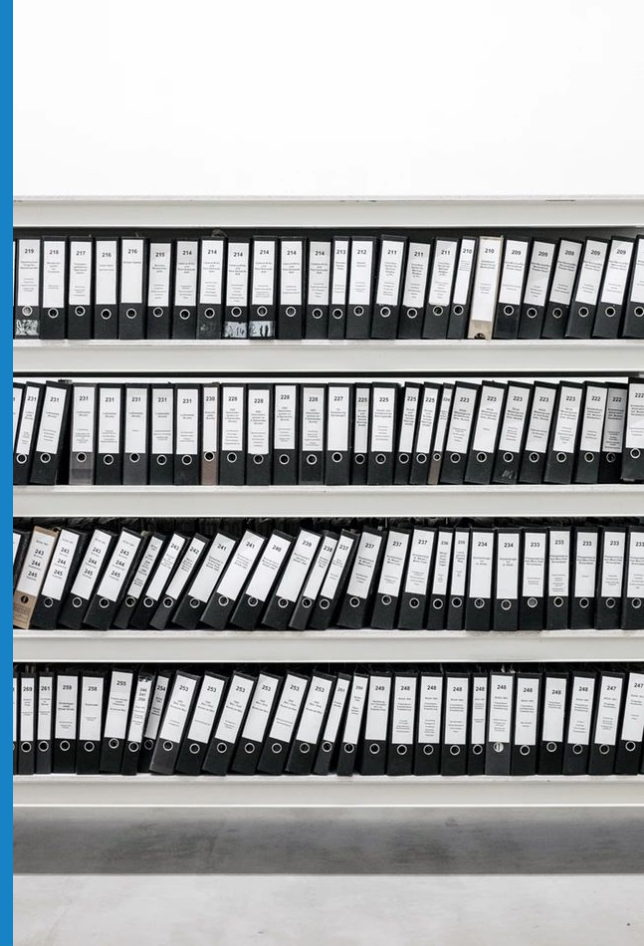
- check how your marketing efforts correspond with the business objectives
 - how does channel A helps to achieve the goal B
 - how can channel A be improved to achieve your marketing objectives

Good ideas – but no connection with the goals



Audit (steps): Current situation

- calculate the numbers per channel



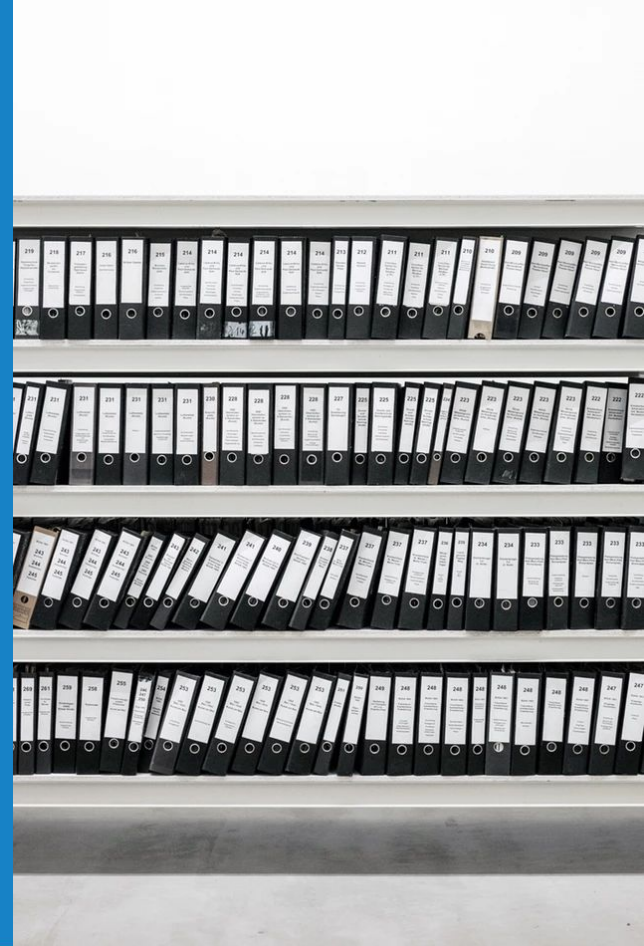
Digital is the easiest part of these calculations



- **website:** overall traffic, bounce rate, average time per page, conversion и CTR
- **social media:** likes, shares, CTR, coverage
- **e-mail marketing:** open rate, subscribe and unsubscribe rate, CTR

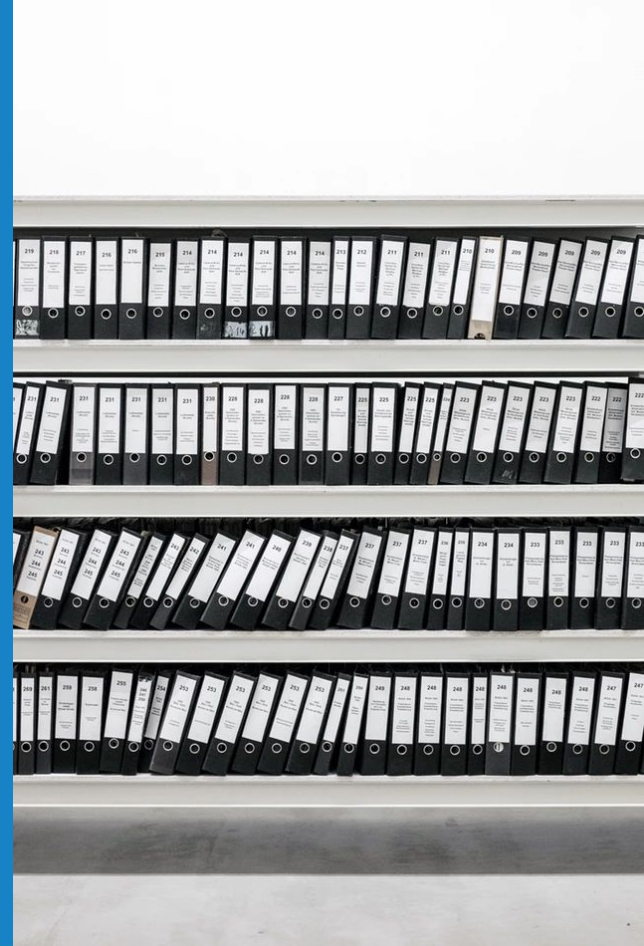
Audit (steps): Current situation

- discover the sources of leads



Audit (steps): Current situation

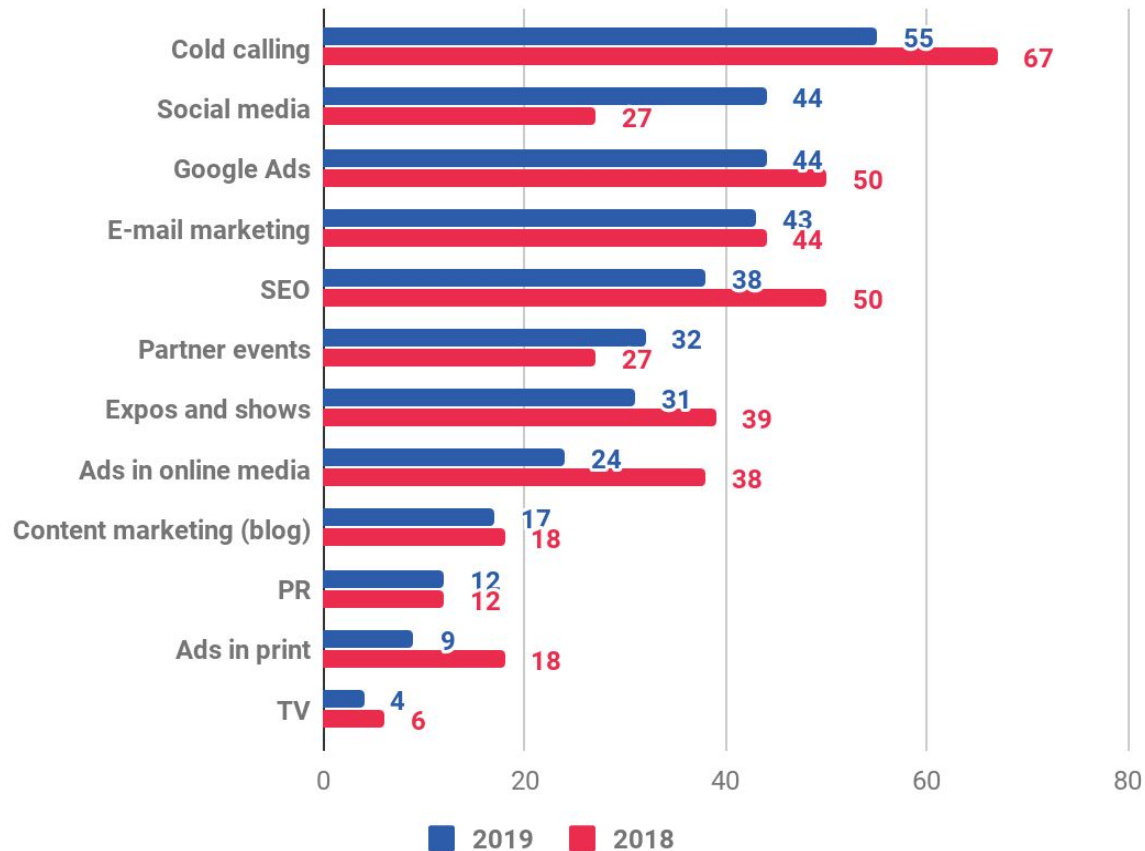
- check how marketing interact and cooperate with sales



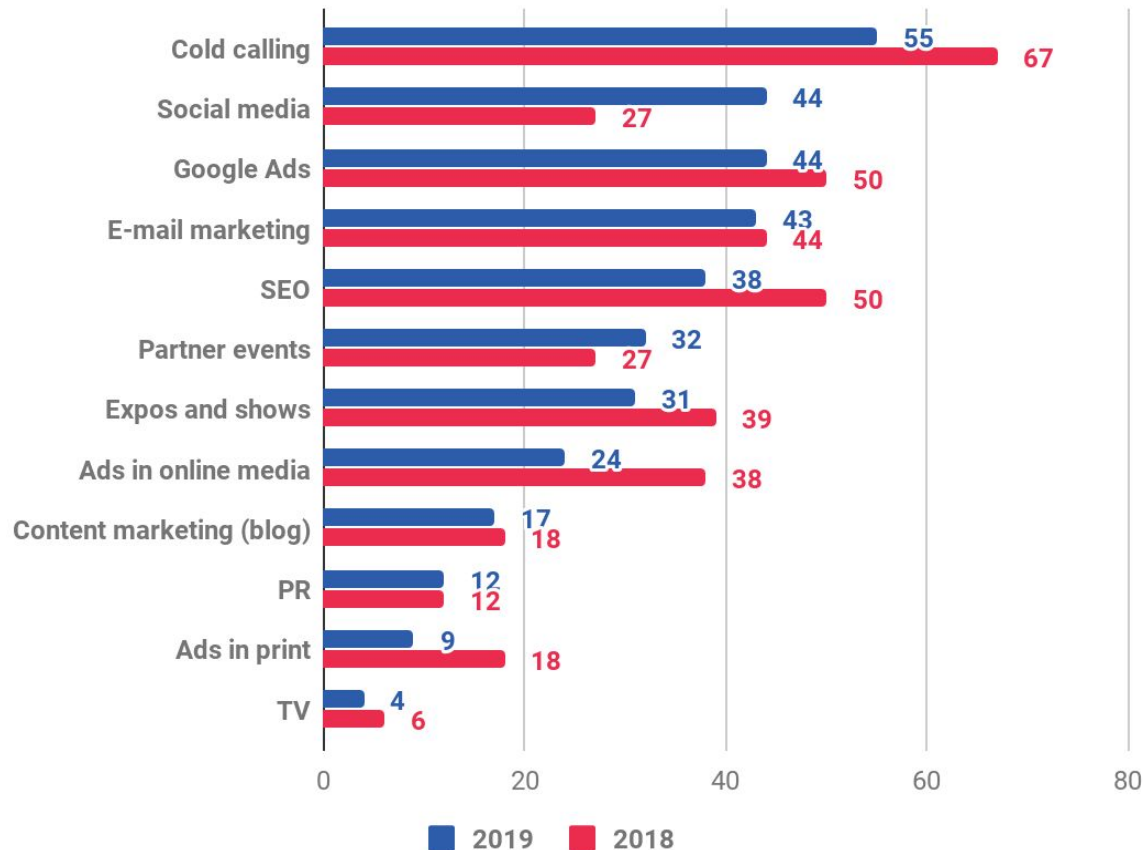
Today's agenda

- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow

What Gurtam partner does (2018/2019)



What Gurtam partner does (2018/2019)



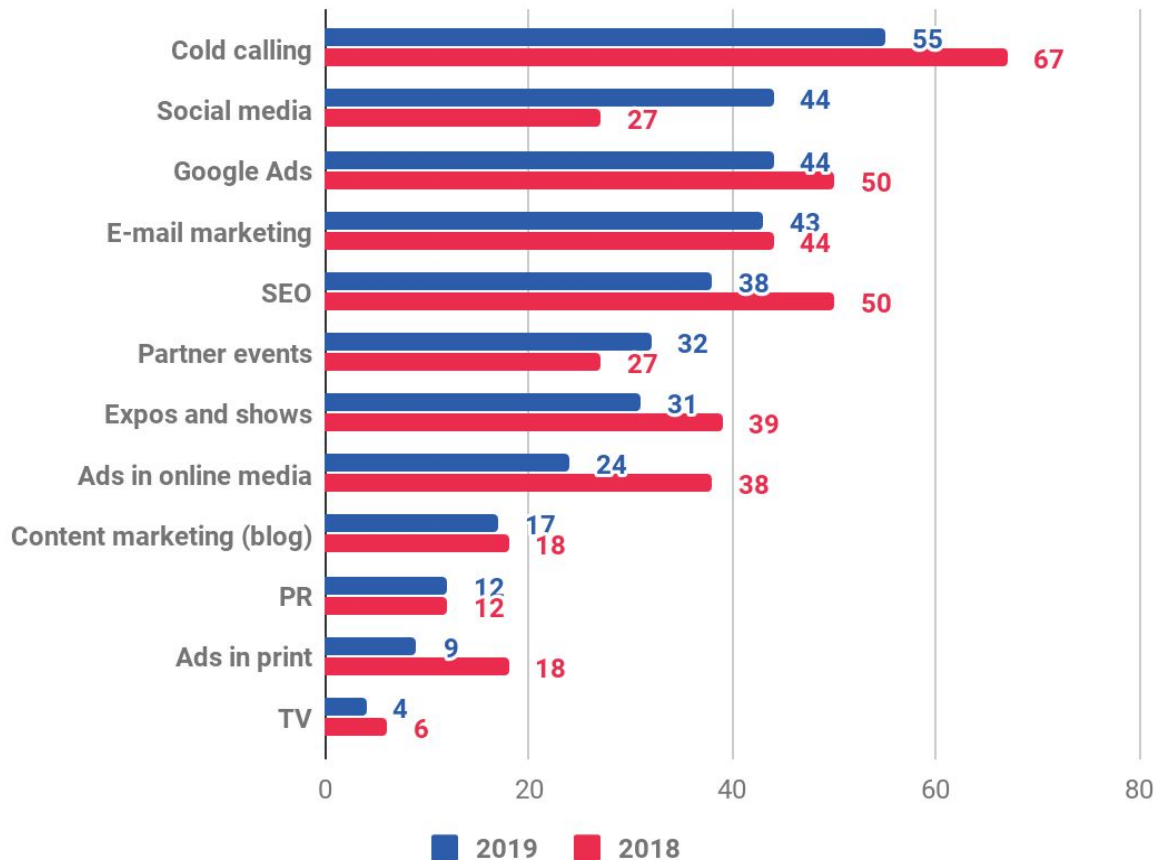
Decrease:

- Expos
- Ads in print
- TV

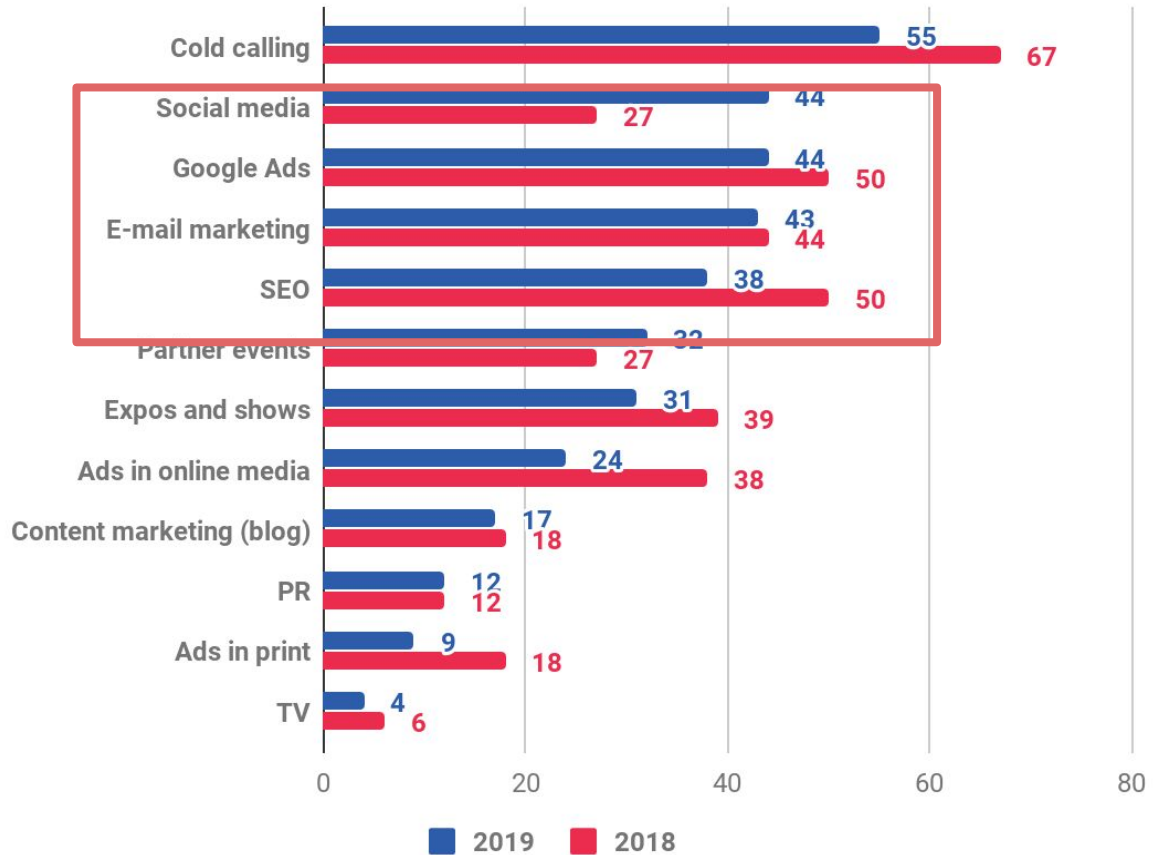
What Gurtam partner does (2018/2019)

Increase:

- Social media
- Partner conferences



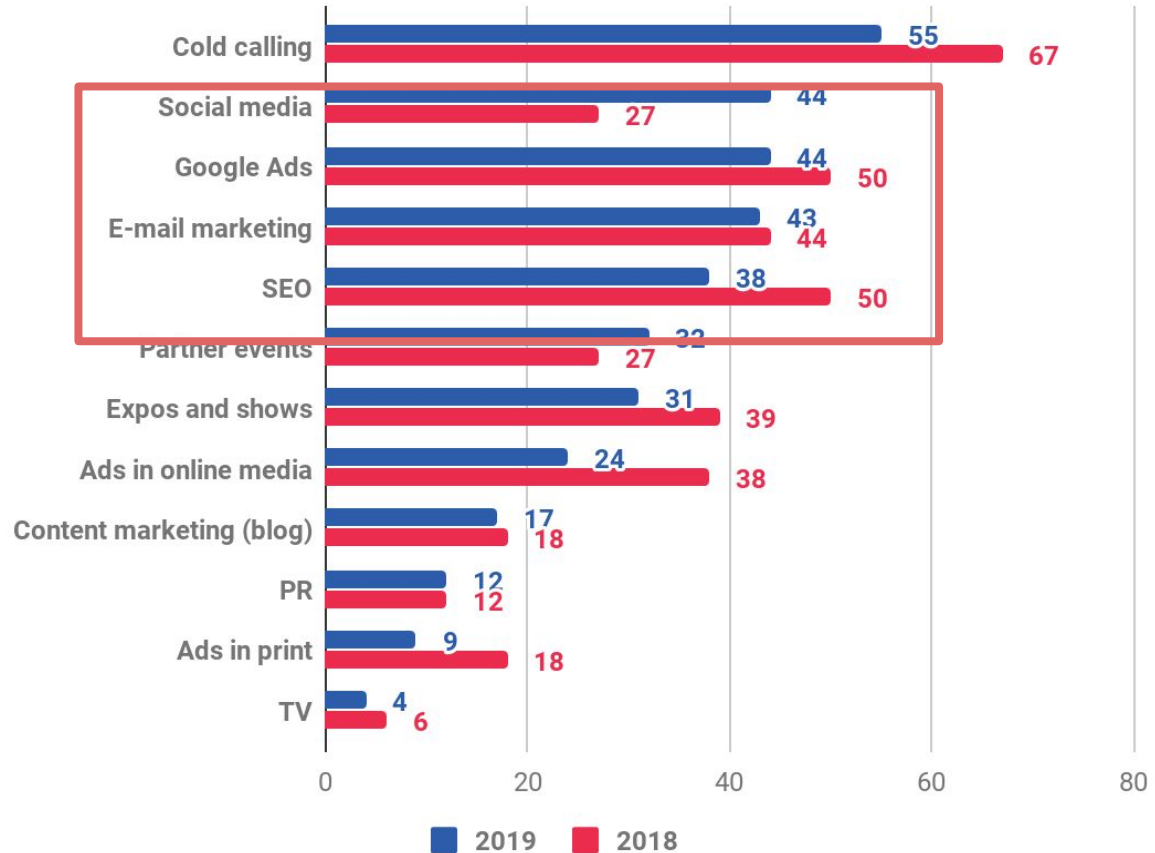
Standard set



Standard set

Do you use these
channels?

How are they
organized?



Standard set. Things to remember

- Don't try to implement everything at the same time
- Don't do SMM just because 'you need to have social media'
- Don't be afraid to change with the audience (special training session on this)

Today's agenda

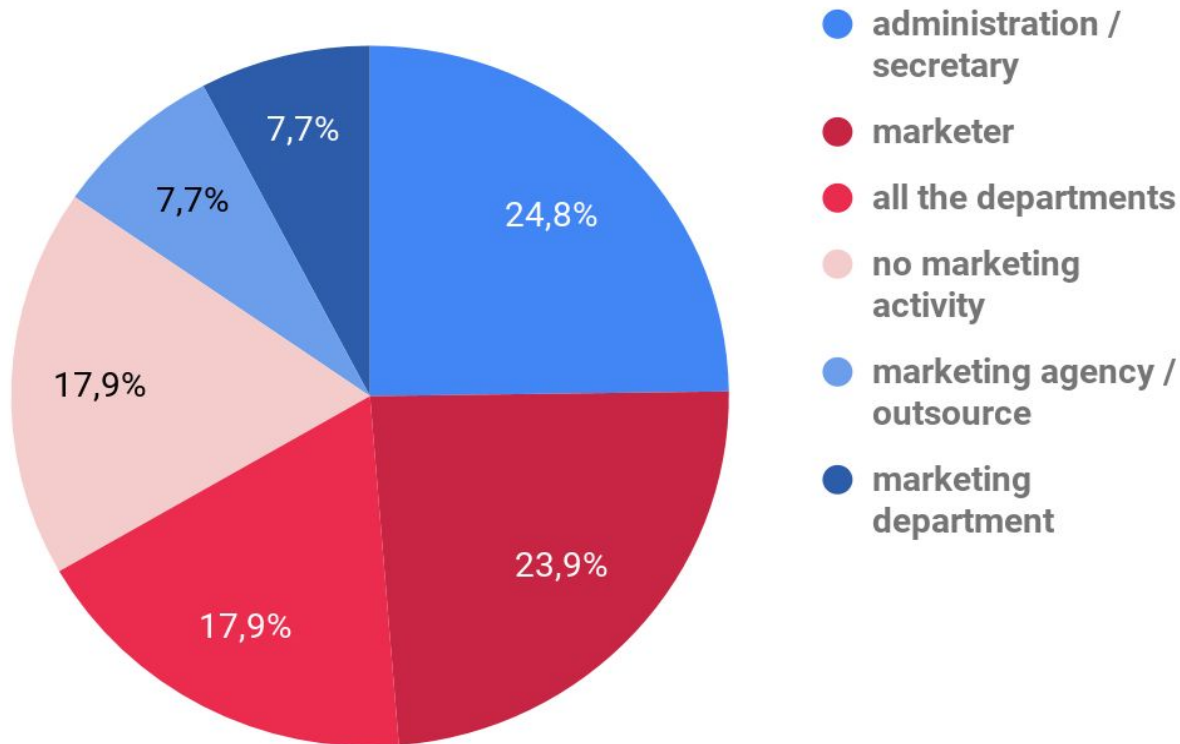
- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow

Administrative staff – key actors

1/3 of companies –
marketing is in
professionals'
hands

25% secretaries!

Who is responsible for marketing in your company?



**63% of B2B companies
(small and medium enterprises)
in the USA use outsourcing**



What should be left
to professionals
(in-house or
agency)

Pairs: What to do in-house and what is better to outsource?

- goals, objectives, market research, positioning, segmentation. High-level plan
- generation of content/plan: presentations, texts for website, blog, email campaigns
- developing/reworking your website
- basic SEO before the website launch
- SEO support
- social media
- paid ads
- complicated designs
- organizing a seminar or a conference for leads/clients



In-house activities –



goals, objectives, market research, positioning, segmentation. High-level plan



generation of content/plan: presentations, texts for website, blog, mailings


- developing/reworking your website
- basic SEO before the website launch
- SEO support



social media

- paid ads
- complicated designs
- organizing a seminar or a conference for leads/clients

Outsource activities

- developing/reworking your website
 - basic SEO before the website launch
 - SEO support
 - paid ads
 - complicated designs
 - organizing a seminar or a conference for leads/clients
- 

Your first marketer: what to expect and ask? (1/2)

- understanding of marketing fundamentals
- knowledge of content marketing, publishing ads in different channels, event marketing
- an ability to write texts
- understanding of the social media specifics



Your first marketer: what to expect and ask? (2/2)

- working with graphic design (Ps), vector (CorelDraw, AI, InDesign), graphics – basics
- experience with Google Analytics, working with CMS

Complicated design – outsourcing.

Digital – outsourcing or courses.





**B2B marketer –
rare species**



Choosing an agency

- Set goals and expectations from your cooperation
- Discuss the real budget you are ready to invest
- Avoid wheelbarrows without a wheel
- Challenge them if they can measure the effectiveness in numbers
- Help the marketers



A close-up, low-angle shot of a person's legs and feet as they ascend a blue metal staircase. The person is wearing bright orange sneakers with white soles and black socks. The blue metal railings and steps of the staircase are prominent, creating a strong geometric pattern. The background is slightly blurred, showing more of the staircase structure.

**Whoever does
marketing for
you, things
can be
improved**

Today's agenda

- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow

3 steps towards a system

Structure, record, measure, control.

But before pay attention to basics:

- goals
- plan
- budget



3 steps towards a system: goals

- What do you want to achieve?
- SMART



3 steps towards a system: plan

- Acting in 3 directions:
 - time
 - channels
 - resources

Create a plan once a year,
re-work at least once a quarter

Partner's
marketing:
where to start



MARKETING PLAN

						JANUARY			
						31	7	14	21
						28			
BUDGET: \$ 1 700,00									
ACTUAL EXPENDITURE: \$ 1 500,00									
CAMPAIGN TYPE	KPI	IN CHARGE	COMMENTS	BUDGET	ACTUAL EXPENDITURE				
Contextual advertising				TOTAL \$ 200,00	TOTAL \$ 200,00				
Yandex				\$ 200,00	\$ 200,00				
Google									
Works on the website				TOTAL \$ 1 500,00	TOTAL \$ 1 300,00				
Development				\$ 600,00	\$ 500,00				
Maintenance				\$ 400,00	\$ 200,00				
SEO				\$ 500,00	\$ 600,00				
Online portal advertising				TOTAL \$ -	TOTAL \$ -				
Portal 1									
Portal 2									
Writing articles									
Social media				TOTAL \$ -	TOTAL \$ -				
Facebook									
Instagram									
Events				TOTAL \$ -	TOTAL \$ -				

3 steps towards a system: **budget**

How is it calculated?

- absolute amount (you are not ready to spend more than X dollars);
- percentage of income (10% to invest in marketing)

the amount changes when the income changes



3 steps towards a system: **budget**

- ceiling value → distribute money between channels and activities
→ correct
- 20% unexpected circumstances
- re-work and actualize one per quarter



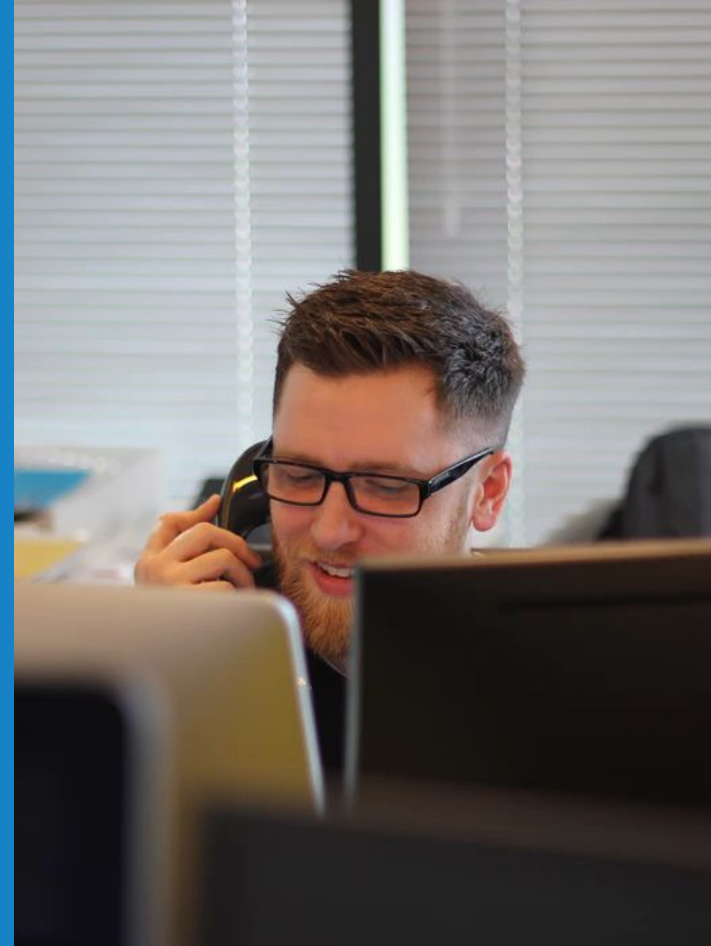
Today's agenda

- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow

Functions of marketing	To be done
constant flow of leads for sales department	1. to understand the sources of leads (=what channels work for you)
keeping clients loyal, clients retention	2. make sure that bill is not the only reminder they have from you
brand awareness	3. provide a lead with sufficient information throughout the funnel

1. Figure out the sources of leads (1/3)

- start collecting the statistics
- where did you lead come from (CRM, Excel)
- create a list of sources in advance (cold calling/working with a database, website, GITEX exhibition, website article, current clients referral)
- get the complete picture with percentages



1. Figure out the sources of leads (2/3)

- Add “How did you find us” question to the website request form and sales managers scripts

Meet Hecterra, a new agribusiness app for controlling field operations

Applications Hardware Community Company

Select one of the options

Select one of the options

How did you find us?*

Select one of the options

Internet advertising

Found in the search engine

Email distribution

At the exhibition

Learned from friends

Other (Please answer in the "Comment" field)

Size of fleet

Specify the number

Current fleet management system if utilized

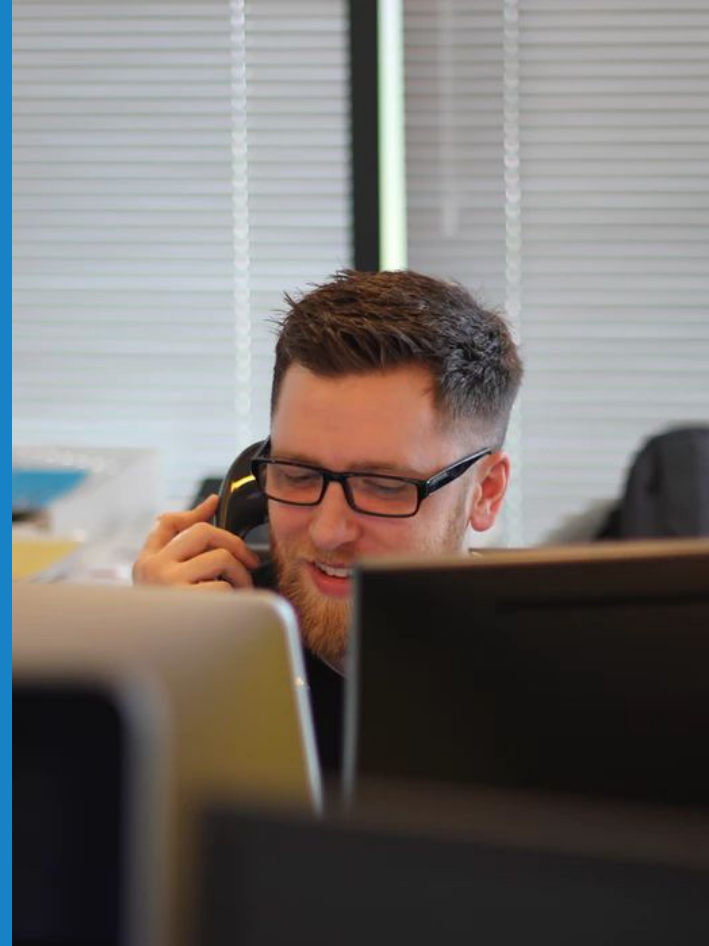
Specify the name

GPS hardware type you are going to use

Specify the name

1. Figure out the sources of leads (3/3)

- keep an eye on advertising placement effectiveness
- use the instruments of web analytics (Google Analytics)
- for offline placements – have a separate phone number or call tracking (if it's legal in your country)



Functions of marketing	To be done
constant flow of leads for sales department	1. to understand the sources of leads (=what channels work for you)
keeping clients loyal, clients retention	2. make sure that a bill is not the only reminder they have from you
brand awareness	3. provide a lead with sufficient information throughout the funnel



2. Make sure clients get something valuable from you

Except sales managers/account calls:

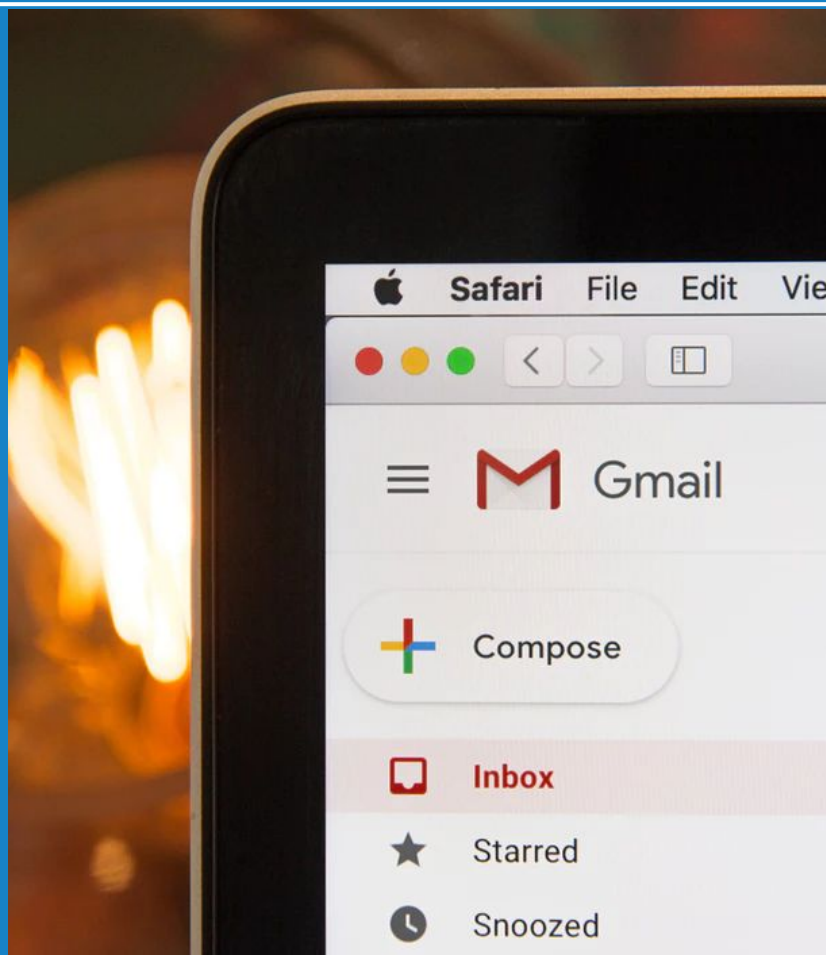
- Wialon reports via email
- emails with valuable information
- greetings



2. Make sure clients get something valuable from you

Email ideas and topics:

- Wialon/apps updates
- cases of usage
- fun facts from practice
- materials, videos, presentations from conferences you organize or take part in
- polls and surveys (surveymonkey, Google)



2. Make sure clients get something valuable from you

Greetings

- Seasonal
- Professional
- Personal (incl. work together anniversaries)



Functions of marketing	To be done
constant flow of leads for sales department	1. to understand the sources of leads (=what channels work for you)
keeping clients loyal, clients retention	2. make sure that bill is not the only reminder they have from you
brand awareness	3. provide a lead with sufficient information throughout the funnel



3. Provide sufficient info throughout the channel

Content marketing appears when you have a complicated product that is difficult to sell using other channels

Certain content on each stage of the sales funnel:

- Acquaintance
- Training
- Conversion



3. Provide sufficient info / Acquaintance

Understand the problem (maybe never known before)



Improve Asset Security

Protect your assets from theft and misuse using top of the line fleet management technology and on-the-go vehicle tracking! Know where your vehicles are at all times with 24/7 tracking and locating and access all data from your mobile devices in real time.



Enhanced Operator Safety

Track, monitor and manage vehicle movement and driver behaviour in real time. Get 24/7 access to both vehicle and driver performance, as well as risk reports and safety scores to reduce operating costs and improve driver safety.



Reduce Costs

GPS tracking technology delivers customisable real time reports on a wide range of vehicle performance features. Increase efficiency and reduce costs with route optimisation, fuel reduction and automated maintenance reports and identification of unauthorised vehicle usage.



Improved Asset Efficiency

Access quality, aggregated data to enable you to make informed performance decisions, provide better customer service and identify opportunities for business savings and improvement. Monitor vehicle usage, increase productivity and improve customer service!

3. Provide sufficient info / Acquaintance



Products ▾ Services Support News Company ▾ Contact Us العربية

8 ways to boost your supply chain revenue



By: moamen | January 24, 2019

The easiest way to manage your supply chain and boost its performance is now available.

Supply chain management is always the key to success and achieving your business goals. If your business stands between the supply and demand, suppliers and clients, inventory and requests, and your plans depend on many variables, then you need either to work 24/7 or to follow these points to achieve more key performance indicators.

Here's the recipe, read it carefully:

3. Provide sufficient info / Acquaintance



One solution will let you Uncover the real value of your vehicles!

With an efficient vehicle tracking system you don't only reduce the operational costs, but you increase customer satisfaction, enhance business performance, and eventually increase revenue. The data about your vehicle efficiency and driver productivity will let you:

- Control car Idle time
- Cut unnecessary drivers overtime
- Add more jobs to each work day
- Reduce fuel consumption
- Reduce maintenance costs
- Route optimization, better delivery time.
- Reduced management cost
- Real time intervention in emergencies (reduce risks)
- Restore stolen cars



Get more revenue from the same vehicles you have, now!

3. Provide sufficient info / Acquaintance

FLEET MANAGEMENT **BENEFITS FOR COMPANY**



Mileage reduction



Fuel management



Trip reports suitable for
accounting



Automatic notifications

Monitor for GPS positions in real
time.



Service notifications



Unlimited report package



Task management

3. Provide sufficient info / Acquaintance

Problems that we solve:

(negative)

- Fuel thefts
- Idling
- Violation of work discipline
- Increase in time of delivery

(positive)

- How to become more effective
- How to boost revenues

ПРОБЛЕМЫ, КОТОРЫЕ МЫ РЕШАЕМ



ПОВЫШЕННЫЙ РАСХОД ТОПЛИВА



НАКРУТКА ПРОБЕГА ТС



НАРУШЕНИЯ ТРУДОВОЙ ДИСЦИПЛИНЫ



ПОВЫШЕНИЕ ЗАТРАТ НА СОДЕРЖАНИЕ
И ОБСЛУЖИВАНИЕ ТС



СРЫВ СРОКОВ ПОСТАВКИ ГРУЗОВ



НЕСОБЛЮЖДЕНИЕ УСЛОВИЙ
ТРАНСПОРТИРОВКИ ГРУЗОВ

От чего уберегает мониторинг



Левые рейсы

К примеру, водитель грузового автомобиля привезет машину гравия не на стройку, а на дачный участок, или водитель автопоезда, завершивший перевозку груза несколькими днями ранее, может взять попутный груз и сделать крюк в пару сотен километров.



Слив топлива из бака

Наиболее распространенная и незамысловатая махинация, возможная при завышении норм расхода топлива. У водителя автотранспорта в подобном случае появляются неучтенные излишки топлива, которые сливаются в канистры и продаются по сниженной цене, либо используются для заправки личного автомобиля.




Приобретение «левых» чеков


В настоящее время активно практикуется. Водитель автотранспорта, получающий подотчетные средства для приобретения топлива, приобретает на трассе фиктивные («левые») чеки.

3. Provide sufficient info / Acquaintance

Industry trends and guides (everyone does this)


HOME ABOUT US OUR SOLUTIONS INDUSTRY SOLUTIONS LIVE DEMO

INDUSTRY SPECIFIC SOLUTIONS




Genset Monitoring

Monitoring engine parameters help in early diagnosis of developing problems. Fixing issues before they lead to unpleasa...






Agricultural Industry

Are you concerned about the safety of your agricultural machines? Do you wish to monitor their usage, location and condition ...



Construction Industry

When working on construction projects, you have to deal with expensive tools, machinery, vehicles and mobile crews. With mult...



3. Provide sufficient info / Training

How the product works and solves the problem



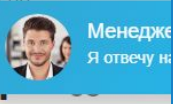
Как это работает?

1. Установка прибора слежения

Навигационный контроллер устанавливается в салоне транспортного средства под панелью приборов. После установки на транспортное средство и настройки необходимых параметров устройство с помощью спутниковой навигации определяет географические местоположение, направление, скорость, а также анализирует состояние дополнительных установленных датчиков. Вся информация передается на удаленный сервер – Wialon. Для передачи данных прибор оснащен GPS/ГЛОНАСС антенной.

2. Установка датчика уровня/расхода топлива

3. Отслеживание данных об автопарке.



3. Provide sufficient info / Training

How the product works and solves the problem, how to get started

GETTING STARTED IN 6 SIMPLE STEPS



1 - Purchase a GPS Device, SIM Card and Add-Ons



2 - Activate your pre-installed SIM Card



3 - Install the GPS device (DIY or organise a pro)



4 - Create your Free Vehicle Tracking account



5 - Follow the simple instructions on-screen to set up your device



6 - You're ready to go! Login to access real time reports!

3. Provide sufficient info / Training

How the product works and solves the problem, how to get started

HOW DOES IT WORK?

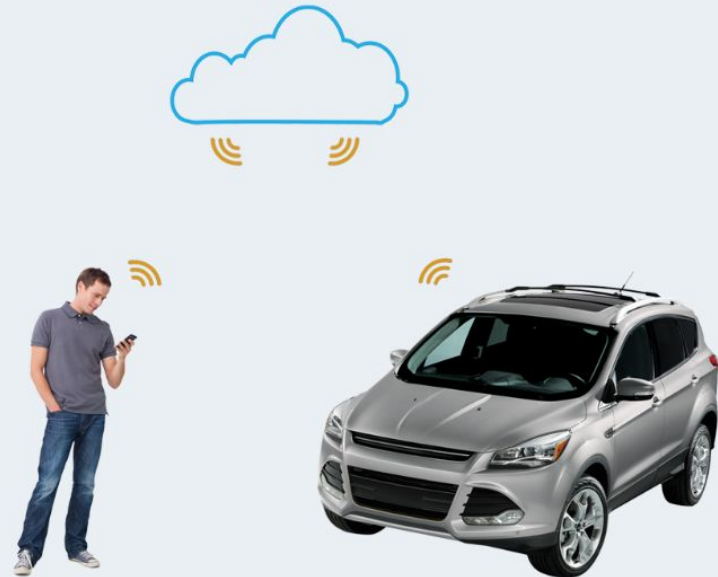
Registered users can make reservation for selected vehicle on web application. Just choose vehicle, select trip period and get instant notification about successful reservation to your mobile phone.

Once the reservation has been accomplished, user can find vehicle in parking place and unlock reserved vehicle via phone call. Keys and documents should be left inside the car.

The car should be locked via phone call, when the driver comes back to parking place after trip.

To start using BCE CarSharing, the vehicle should be equipped with BCE GPS Fleet management and car security system. It allows:

- lock/unlock vehicle via phone call;
- monitor a car in real-time;
- calculate trip mileage and time.



3. Provide sufficient info / Conversion

Prove your experience on real examples (cases)

AL- JUNAIDI

Al-Junaidi, a renowned company for dairy and food products, was having difficulty in controlling the temperature of its refrigerated vehicles. The process required a lot of time and effort. They were also having problems in controlling their representatives driving routes and evaluating their drivers.

TrakLink solved their issues by developing a set of reports to measure the temperature and monitor the paths of representatives and their driving behavior. Furthermore, the developed system enables the collection of several reports from different periods for analysis and comparison. These reports include alerts of different kinds such as: alerts for exiting assigned routes, alerts for returning to assigned route, alerts when idle for more than half an hour, alerts for high temperatures in refrigerators.

Thankfully, our solutions helped Al-Junaidi in various aspects. They saved time and effort in the process of monitoring temperatures which prevented their products from getting damaged. They were able to evaluate their drivers effectively and extend the operating life of vehicles.

GHADEER (NESTLE)

Our client Ghadeer, Jordan's leading bottled water brand, needed an efficient method for evaluating their drivers. For that, TrakLink developed a specific Dashboard to assess drivers monthly according to certain criteria. The system enables the entry of all irregularities and accidents on the system.

This solution greatly benefited the company by saving time and effort in the process of evaluating drivers. They were able to reduce the violations committed by drivers and increase their adherence to traffic rules and safety standards. In addition, they were able to reduce fuel consumption and extend the operating life of their vehicles.

3. Provide sufficient info / Conversion

Prove your experience on real examples (cases)

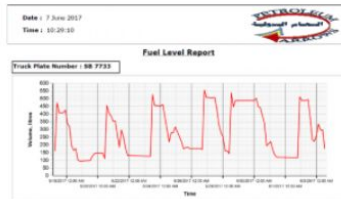


Client Reference: Petroleum Arrows – Egypt

Success Story:

Petroleum Arrows – the leading Petroleum Products Transportation Company in Egypt – were facing a severe business challenge in having to reduce their annual Fuel Consumption budget over their Fleet of 600 trucks by 15-20% annually in order to cope with their inability to monitor in real time the fuel consumption patterns of each truck as well as facing at the same time the increase in fuel cost.

Petroleum Arrows selected CSG to implement CSG's "Fleet Edge" and the result exceeded Petroleum Arrows' expectations. As of today, Petroleum Arrows have reached a reduction in the fuel consumption of the selected trucks on which CSG's Fuel Level Consumption Monitoring Solution (Fleet Edge) was implemented by 20% of savings.



Fuel Consumption Report generated by
CSG's Fleet Metering Application for one
Petroleum Arrows Truck









One of
Petroleum
Arrows Truck
with CSG's
Fuel Level
Consumption
Sensor
installed

3. Provide sufficient info / Conversion

Prove your experience on real examples (cases)



Простая математика:

БЫЛО			СТАЛО		
	Расход по норме	15 л/ч		Расход по факту	10,5 л/ч
	Норма рабочих часов	15 ч/день		Рабочие часы по факту	9 ч/день
	Затраты по топливу на 1 ед.	4 900/день		Затраты по топливу на 1 ед.	2 900/день
	Количество бульдозеров	10 шт		Количество бульдозеров	10 шт
	Затраты по топливу на парк техники	49 000 грн/день		Затраты по топливу на парк техники	29 000 грн/день
Разница:					
	Рабочие часы:	на 5ч/день меньше			
	в литрах топлива:	на 4,5 л/час меньше			
	в деньгах:	20 000 грн/день меньше			

Хочется подчеркнуть, что качественный интегратор телематики - это проактивный сервис, а не просто компания, которая поставит тебе пару датчиков и даст доступ к системе. Это люди, которые должны разобраться в проблеме, определить нужную задачу и подобрать правильное решение. Более того, любая нестандартная техника требует такого же нестандартного и творческого подхода, ну и плюс качественного внедрения. Только так можно достичь результата.

Functions of marketing	To be done
constant flow of leads for sales department	1. to understand the sources of leads (=what channels work for you)
keeping clients loyal, clients retention	2. make sure that bill is not the only reminder they have from you
brand awareness	3. provide a lead with sufficient information throughout the funnel

How to approach this?

- figure out what questions leads ask at every stage
- check the content you have and distribute it between the levels of the funnel
- check which content type is missing or there is too much of it
- adjust the content plan
- post news and articles according to plan



Today's agenda

- ◆ why do we need marketing
- ◆ marketing audit of the current situation
- ◆ a must-have set of the channels
- ◆ building the team: what to do in-house and when to hire an agency
- ◆ setting up a system: 3 steps
- ◆ 3 things you can implement tomorrow

Bottom line

- 1) Marketing is really important for Gurtam partners. Potential clients, current ones, brand awareness have direct impact on sales and revenues.
- 2) Partner marketing is developing – but in the majority of cases is done by non-professionals.



Bottom line

- 3) Whoever does marketing for you (administrative staff, a marketer or an agency) – you can improve the results.
- 4) Go on with launching, building a system and analyzing.
- 5) Conduct an audit. Dedicate some time to setting up your goals. Create a plan.



Bottom line

- 6) Figure out the sources of leads and the channels that work for you in the best possible way.
- 7) Keep in touch with your current clients.
- 8) Provide a lead with quality info on any stage of the selling funnel.
- 9) Go on!



MARKET
MARKET
MARKET

Let's keep in touch



Anastasiya Eroho

Head of Marketing
Department, Gurtam

a.eroho@gurtam.com

Telegram – @eroho

Thanks you for your attention!

Anastasiya Eroho

Head of Marketing Department, Gurtam

