

General Responsibilities

- Plan and implement strategy to achieve the desired marketing objectives
- Develop and pursue goals for generating high-quality leads
- Formulate marketing hypotheses, run tests, and identify the most effective strategies
- Conduct technical hypothesis testing and reporting to ensure marketing efforts drive business outcomes
- Optimize spend to maximize return on investment (ROI) for all marketing activities
- Set up and maintain analytics so that performance metrics are accurately tracked and reported
- Support the construction of a comprehensive marketing funnel to increase conversions and sales
- Perform any other tasks directly related to the management, optimization, testing, and scaling of Ads campaigns, which the Contractor reasonably deems necessary to achieve optimal advertising performance and results within the agreed scope of Services

Marketing Services

Strategy and Planning

- Conduct marketing research (market research, target audience research).
- Define the target audience, USP, offers, and key CTAs.
- Develop the marketing funnel (Advertising funnel development).
- Build the campaign structure (Campaign structure).
- Prepare the “Expectations and Results” document (assumptions, expectations, and projected outcomes).
- Define campaign goals and KPIs, including calculation of expected ROI/ROAS.
- Formulate and prioritize hypotheses for testing.

Detailed Website Analysis

1. User Behavior Analysis (Microsoft Clarity – Heatmaps & Recordings)

Comprehensive website and user behavior analysis using Microsoft Clarity (heatmaps and session recordings) to:

- Identify where users spend the most time
- Detect scroll depth and engagement patterns
- Analyze click behavior and interaction zones
- Detect friction points and drop-off areas
- Identify rage clicks, dead clicks, and usability issues
- Understand user journey across key pages

2. SEO Recommendations (Keyword Strategy)

- Keyword research based on search intent
- Identification of high-volume and high-converting keywords
- On-page SEO recommendations

3. Full Website Structure Analysis

Detailed analysis of all key pages:

- General Website Structure
- Home Page
- Category Page
- Product Page
- Landing Page
- Cart Page
- Checkout Page
- Thank You Page

4. Website Compliance Analysis with Meta Requirements

- Compliance with Meta Advertising Policies
- Review of restricted content risks
- Proper disclaimers and transparency elements
- Landing page experience alignment with ad messaging
- Tracking setup review (Pixel, events, conversions)
- Policy risk assessment to reduce account restrictions

Meta Ads Services

- Set up and/or audit the Meta Pixel and its website integration.
- Audit and configure Commerce Manager.
- Connect leads from Meta to the CRM and verify that all fields are passed correctly.
- Check the quality of the ad account (Account Quality).
- Analyze past Meta campaigns (structure, creatives, results).
- Develop and implement campaign structure (prospecting, remarketing, retargeting, warm/cold audiences).

- Create Lookalike Audiences (LAL).
- Create Custom Audiences for retargeting (website visitors, add to cart, customers, leads, etc.).
- Set up ad campaigns in Ads Manager (ad formats, placements, bid strategies).
- Add the logo and cover image to the Fan Page.

Leadgen (if used)

- Connect Meta lead forms to the CRM.
- Verify that all leads are received correctly.
- Set up notifications about new leads (Gmail / Telegram, integrations via Apix and other tools).
- Provide recommendations to the client on lead processing:
 - how to log the contact time;
 - what comments to add for each lead.

Monitoring and Optimization

- Start analytics collection (manually or using external tools).
- Perform daily/regular monitoring of campaign performance.
- Test marketing and technical hypotheses.
- Optimize budgets and bids to achieve target KPIs.
- Scale successful campaigns.

Specific Responsibilities for Google Ads

Analytics and Strategy:

- Preparation of a detailed strategy and sales funnel
- Market and competitor analysis in Google Ads (Search / PMax / Display)
- Analysis of demand and search intent
- Structuring products and services for advertising campaigns
- Forming an advertising strategy (Search + PMax + Display / YouTube)
- Defining KPIs: CPA / ROAS / ROI
- Building advertising economics (unit economics)

Preparatory Stage:

- Semantics collection and clustering (Search)
- Negative keyword collection and configuration
- Analysis of user behavior (GA4)
- Formulation of USP and advertising messages
- Preparation of account structure

Campaign Setup and Launch:

- Creation and configuration of campaigns:
 - Search (brand / non-brand / competitors)
 - Performance Max
 - Display / YouTube (if necessary)
- Correct configuration:
 - Geo-targeting
 - Languages
 - Bidding strategies
 - Conversions
- Connection and configuration:
 - Google Analytics 4
 - Google Tag Manager
 - Configuring events and goals (purchase / lead / custom events)

Creatives and Ads:

- Ad copywriting:
 - Responsive Search Ads
 - PMax assets
- Up to 100 text variations per month
- Up to 50 video/banner creatives (for PMax/Display/YouTube)
- AI/UGC videos (if needed)
- Unlimited copywriting support

Optimization and Scaling:

- Daily performance monitoring
- Optimization:
 - Bids
 - Semantics
 - Search queries
 - PMax structures
- Working with ineffective traffic
- Scaling campaigns that deliver results

Reporting and Communication:

- Daily performance analytics
- Weekly sync/calls

- Monthly report:
 - Costs
 - Conversions
 - CPA/ROAS
- Looker Studio dashboard
- Regular ROI recalculation

Additional (if necessary):

- Feed optimization
- A/B campaign testing
- Preparation for budget scaling

Email Marketing & Automation Services

Setup and Automation

- Develop and configure automated email sequences based on customer behavior and triggers.
- Create conditional logic workflows (welcome series, abandoned cart, follow-ups, re-engagement).
- Integrate email automation with CRM and website (via API, Zapier, or native integrations).
- Ensure proper tagging and segmentation of leads for personalized communication.

Email Database & Lead Collection

- Scrape and verify email databases from public sources relevant to the client's target audience.
- Clean and validate email lists to maintain high delivery rates.
- Import and organize data inside the chosen email marketing platform (e.g., Mailchimp, Klaviyo, Sendinblue).

Email Design

- Build responsive HTML email templates that align with brand identity and visual style.
- Ensure correct rendering on different devices and email clients.
- Add dynamic content (personalized names, product suggestions, or location data).

Performance Analysis

- Track open rates, click-through rates, and read time performance.
- Analyze conversion paths and user engagement inside campaigns.
- Provide regular performance reports with actionable optimization recommendations.

Optimization & Continuous Improvement

- A/B test subject lines, content blocks, and sending times.
- Adjust automation triggers and sequences based on engagement data.
- Improve deliverability through sender reputation management and list hygiene.