



Launching sales of a new product with ProValue

1. Creating a sales Offer

- a. Generate a comprehensive **product description**;
- b. Create an **customer's avatar and a map of customer needs**;
- c. Prepare a **description of the company** and its history;
- d. Get **photos + videos** of the product and production from the manufacturer;
- e. **Analyze competitors**;
- f. Segment the Target Audience (TA);
- g. Package everything in a **Commercial Offer (PDFs, XLS,...)**.

2. Creating a Sales Funnel

- a. Create a map of the sales funnel;
- b. Create a **product Landing page** with links to sub-landings;
- c. Create landing pages for each offer for a different Target Audience;
- d. Add the product to the **ProValue Industry Catalog**;
- e. **Make a General article** where you can gather all the information on the topic with links to the catalog or landing pages;
- f. Email-autoresponder - configure all emails;
- g. Configure all funnel links.

3. Preparation of marketing strategy, presentations and materials

- a. Creating marketing materials;
- b. Creating videos for YouTube, Instagram

4. Regular publication of materials

- a. Posts in Fb/Vk / Ok/Tw/Tumblr/Instagram/Pinterest/Telegram;
- b. LinkedIn (if the offer is in English);
- c. Yandex, Google, Vkontakte and Facebook Groups and Stores;
- d. Facebook Chatbot;
- e. Email-mailing on the database in the corresponding section;
- f. Publication of the announcement+links on forums and thematic platforms.

5. Organization and management of advertising companies

- a. Contextual, banner and other paid advertising;
- b. Promotion and auto-posting in social networks (SMM);
- c. Search Engine Optimization (SEO);
- d. Display advertising (blogs, influencers, partners, ...);
- e. Email marketing;
- f. PR and media relations;
- g. Viral marketing;
- h. Chatbots, group management, auto-posting...

6. Access to the Marketplace

- a. Russian: Wildberries, Ozon, Avito...
- b. International: Amazon, eBay, Etsy, Walmart, Google Shopping...
- c. China: Alibaba, WeChat, JD ...
- d. Industrial: Thomasnet, Ec21, Eworldtrade...