Агентство кредитных решений Ипотекамастер

Маркетинговая стратегия

Sovorir online

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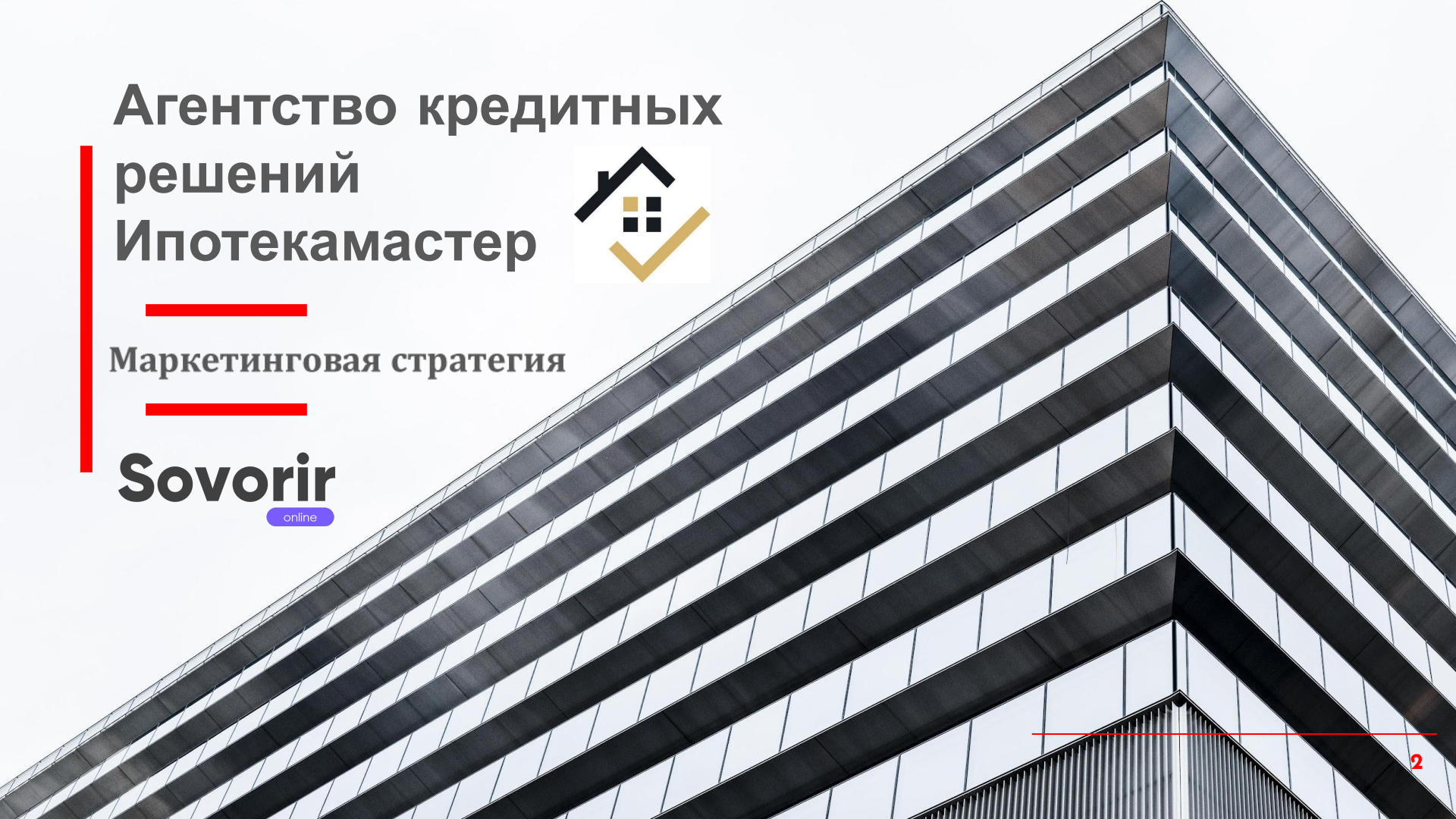

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1) Аналитика рынка и конкурентов

This can be the part of the presentation where you introduce yourself, write your email...

1.1
EST анализ

You can enter a subtitle here if you need it

1.2
Яндекс.Вордстат

You can enter a subtitle here if you need it

1.2
Google Планировщик

You can enter a subtitle here if you need it

1.3 Анализ деловых изданий (объем рынка)

С начала 2021 года российские банки выдали населению ипотечных кредитов на 5,69 трлн руб., следует из статистики Frank RG

Подробнее на РБК:
https://www.rbc.ru/newspaper/2021/11/11/618a92529a79473e91a3f75b

1.4 Анализ конкурентов

1.5 Анализ Digital показателей

Органических переходов в месяц - 5
Переходов с помощью контекстной рекламы - 0

Ключевой запрос - 1
«Мастер банк ипотека» № в органической выдаче - 7

MEGAINDEX
PREMIUM ANALYTICS

По конкурентам

kommersant.ru	982.6K
banki.ru	83.2K
calcsoft.ru	61.6K
cbr.ru	21.9K
moneymatika.ru	19.1K
garantia-credit.ru	21
ipotekamaster.ru	5
sravni.ru	1
incred.ru	1
instagram.com	1

2) Аналитика продукта

This can be the part of the presentation where you introduce yourself, write your email...

2.1 Смысловой анализ

Боль

Не хватка финансов

Неуверенность

Страх обмана

Не уверенность в завтрашнем дне

Оффер

Получение, рефинансирование ипотеки.

Лид-магнит

Отсутствует

Смысловой анализ

Триггеры доверия

Текст + фото отзывы клиентов

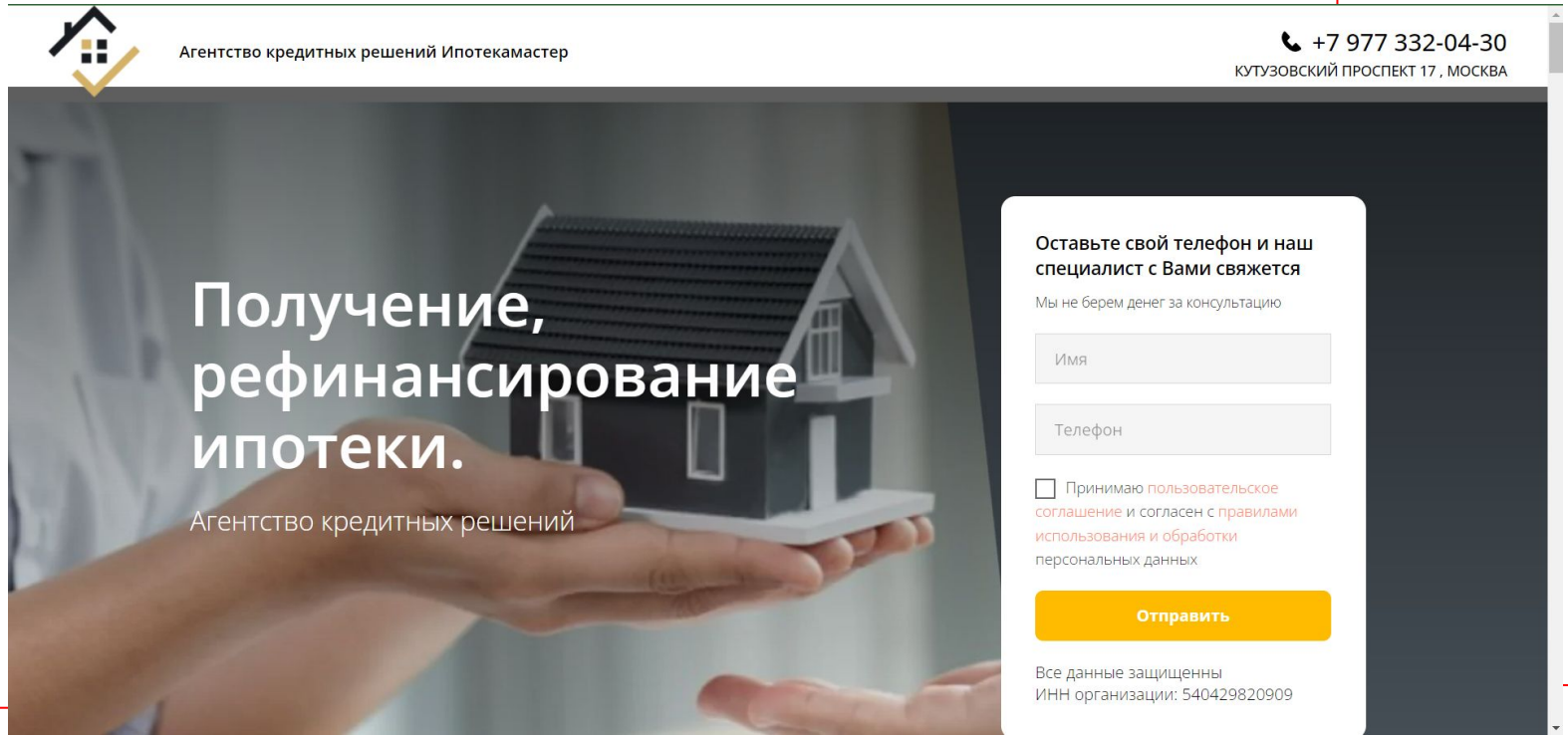
Позиционирование компании на рынке

Команда единомышленников, объединившая лучших банковских сотрудников.

Конечная ценность

Клиенты с собственной недвижимостью

2.2 Визуальный анализ



Визуальный анализ

Просмотр за 3 секунды

Нас встречает баннер с домом в руках и понятный оффер - «Получение, рефинансирование ипотеки»

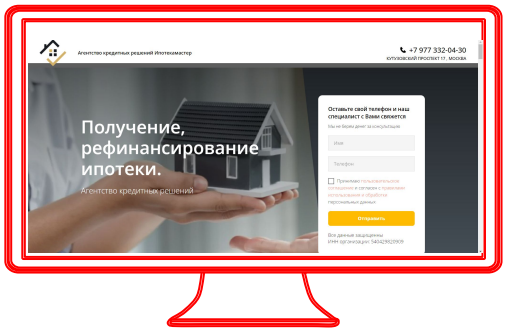
Привлекательная упаковка

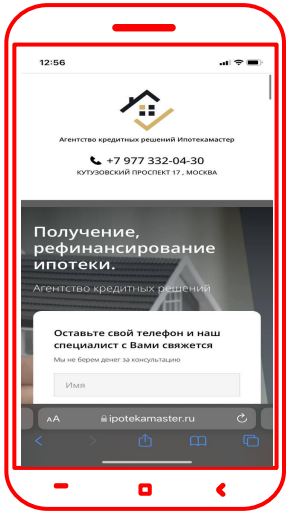
Сайт оформлен достаточно привлекательно. Нету элементов бросающихся с глаза и портящих внешний вид

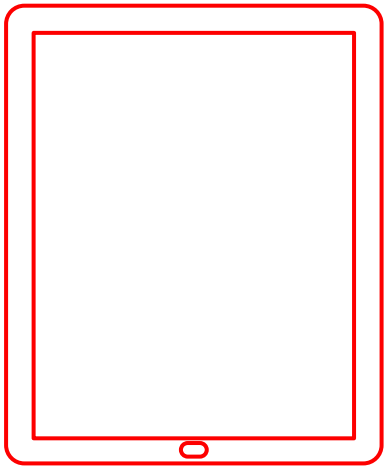
Удобен ли сайт?

Сайт является одностраничным и в связи с этим, он очень длинный. Можно добавить кнопку полной прокрутки наверх

2.3 Технический анализ







Сайт хорошо адаптирован под разные браузеры и платформы. Корректно отображается на всех носителях. Соответствует всем стандартам 21 века.

2.4 Ценообразование продукта

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon!

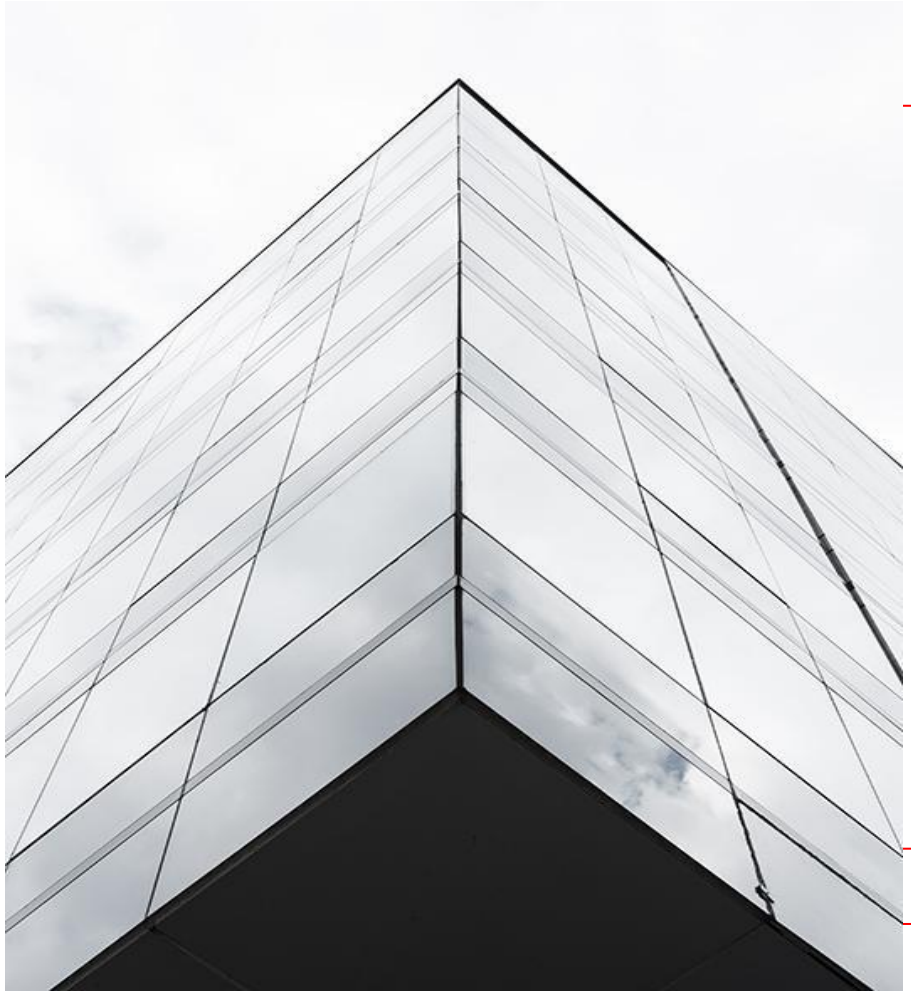
Venus has a beautiful name and is the second planet from the Sun. It's hot and has a poisonous atmosphere!

2.5 Маркетинговая воронка продаж

- Маркетинговая воронка отсутствует
- Авто воронка отсутствует
- Привлечением трафика не пользуются

3
Целевая аудитория

You can enter a subtitle here if you need it



3.1 Составление ЦА по технологии 5W

3.2 Формирование спроса

Необходимая покупка (заранее спланированная и долго обдумаваемая)

3.3 Триггеры

№1 Лид-магнит

Бесплатная демонстрация экспертности отвечающая на основные вопросы

№2 Сравнение

Сравнение конкурентов / продуктов
Опыт до / после

№3 Без предоплаты

Оплата за результат

№4 Доверие

Видео отзывы, сертификаты, наши партнеры, реальные кейсы

№5 Акции

Рекомендуй другу и получишь...

№6 Стадный инстинкт

Выдано ... ипотек

3.4 Психотипы клиентов

Рассматривая данную нишу нельзя определить конкретный психотип клиента. Им может быть любой человек.

4) Создание маркетинговой воронки

Images reveal large amounts of data, so remember: use an image instead of a long text

4.1

Offer

You can enter a subtitle here if you need it фото рукопожалия

4.2
Lead - магнит

Написано в тетради

4.3 Core product

Консультации и сопровождение в получении ипотеки

«Сложный случай»

Поможем «вылечить» причины отказов.

Для собственников бизнеса

Предпринимателям всегда сложнее получить одобрение. Правильно подготовим ваши документы и обучим грамотному подходу в взаимодействии с банком

Рефинансирование и объединение кредитов

Проведем анализ и предоставим несколько решений по снижению финансовой нагрузки

4.4 Кросс - продажа

John James

You can replace the image on the screen with your own

George Medina

You can replace the image on the screen with your own

Jane Patterson

You can replace the image on the screen with your own

4.5 Рекуррентные продажи

It’s terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It’s the second-brightest natural object in the night sky after the Moon

4.6 Работа с теплой базой

Images reveal large amounts of data, so remember: use an image instead of a long text

5) Декомпозиция трафика
5.1 Расчет оптимальной цены клика
5.2 Декомпозиция трафика

5) Расчет оптимальной цены клика

Vcxvcxv

6 Декомпозиция трафика

xxxxxxxxxxxxxxx

About us

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon!

Venus has a beautiful name and is the second planet from the Sun. It's hot and has a poisonous atmosphere!

A picture always reinforces the concept

Images reveal large amounts of data, so remember: use an image instead of a long text

Our history

1990

Saturn
Saturn is the ringed one and a gas giant

1992

Mercury
It's the closest planet to the Sun and the smallest

1998

Mars
Despite being red, Mars is a very cold place

2015

Venus
Venus has a beautiful name, but it's hot

And still going strong!

Our philosophy

Mission

It's the closest planet to the Sun and the smallest in the Solar System

Vision

Venus has a beautiful name and is the second planet from the Sun

Values

Despite being red, Mars is a very cold place full of iron oxide dust

“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

–SOMEONE FAMOUS

Our team

John James

You can replace the image on the screen with your own

George Medina

You can replace the image on the screen with your own

Jane Patterson

You can replace the image on the screen with your own

Locations

1992 **Saturn**

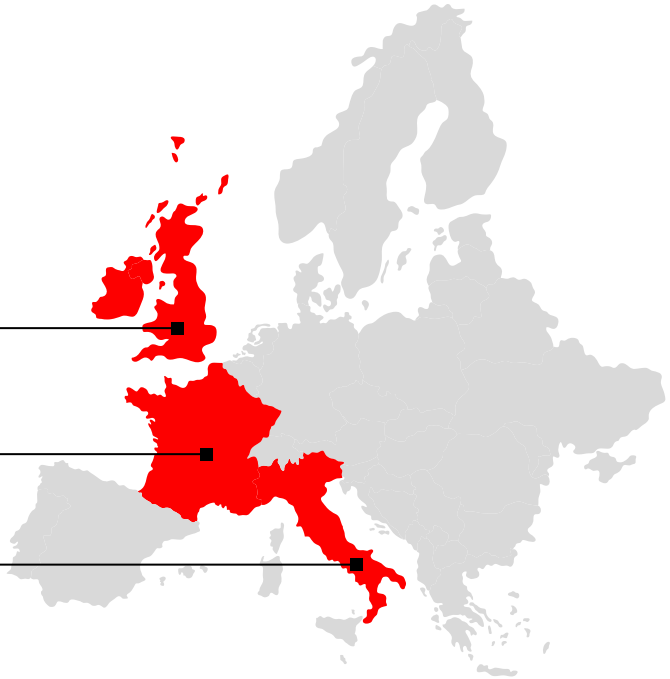
Saturn is the ringed one and a gas giant

1999 **Mars**

Mars is actually a very cold place

2016 **Neptune**

Neptune is the farthest planet



Our strengths

Efficiency

Mercury is the closest planet to the Sun and the smallest in the Solar System

Reliability

Venus has a beautiful planet name and is the second planet from the Sun

Commitment

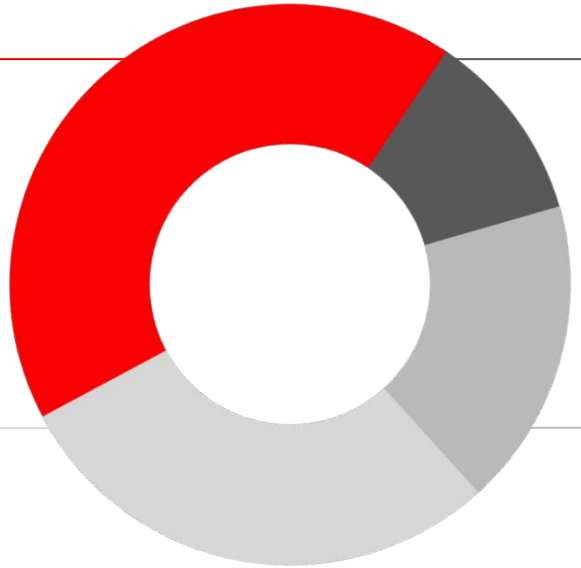
Despite being red, Mars is a very cold place. It's full of iron oxide dust

Awesome words

Our numbers

42,2%
Mercury is the closest planet to the Sun

11,1%
Jupiter is a gas giant and the biggest planet



28,9%
It's the farthest planet from the Sun

17,8%
Venus is the second planet from the Sun

To modify this graph, click on it, follow the link, change the data and paste the new graph here, replacing this one

Our numbers

50,000

You can enter a subtitle

40,000

You can enter a subtitle

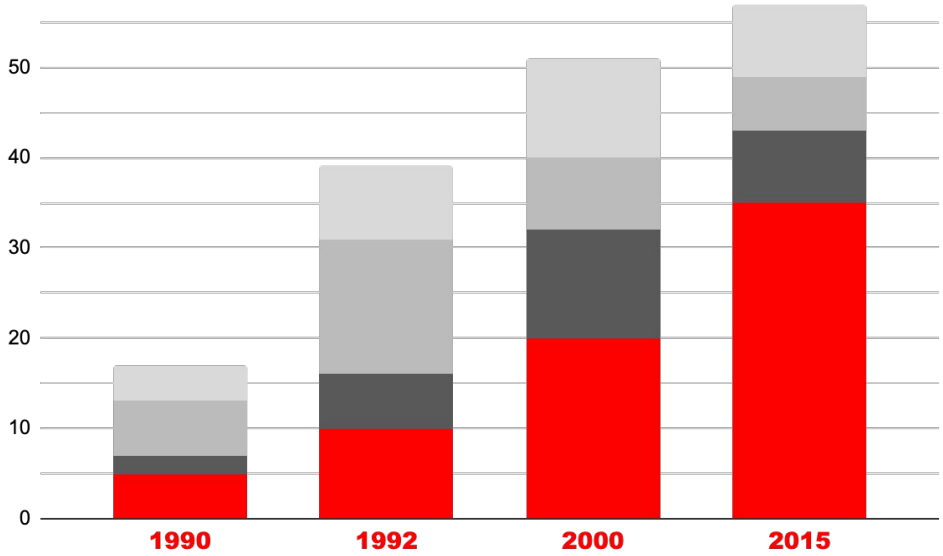
30,000

You can enter a subtitle

20,000

You can enter a subtitle

Our growth



To modify this graph, click on it, follow the link, change the data and paste the new graph here

Mars

Mercury

Venus

Jupiter

$25M
Mars

$2M
Mercury

$6M
Venus

$7M
Jupiter

02

Our services

You can enter a subtitle here if you need it

The slide title goes here!

You can give a brief description of the topic you want to talk about here. For example, if you want to talk about Mercury, you can say that it's the smallest planet in the entire Solar System

Our services

Mercury

It’s the closest planet to the Sun and the smallest in the Solar System

Venus

Venus has a beautiful name and is the second planet from the Sun

Best sellers

100

Venus has a beautiful name

50

Mars is actually a very cold place

30

Saturn is the ringed one and a gas giant

Maybe you need four columns

Mercury

It's the closest planet to the Sun

Venus

Venus has a beautiful name but it's terribly hot

Mars

Despite being red, Mars is actually a cold place

Jupiter

It's the biggest planet in the Solar System

03
Our projects

You can enter a subtitle here if you need it

A picture is worth a thousand words

Our projects

Mercury

It's the closest planet to the Sun

Venus

Venus has a beautiful name, but it's terribly hot

Mars

Despite being red, Mars is actually a cold place

Jupiter

It's the biggest planet in the Solar System

Saturn

Saturn is the ringed one and a gas giant

Neptune

Neptune is the farthest planet from the Sun

Project 1

You can replace the image with your own work.

It’s terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It’s the second-brightest natural object in the night sky after the Moon

Our latest project

Venus

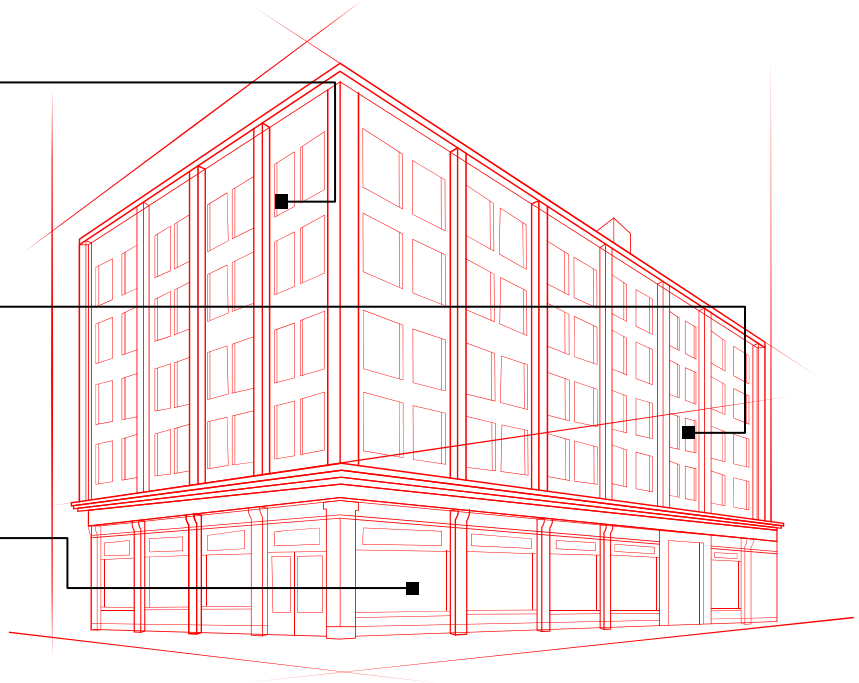
Venus has a beautiful name

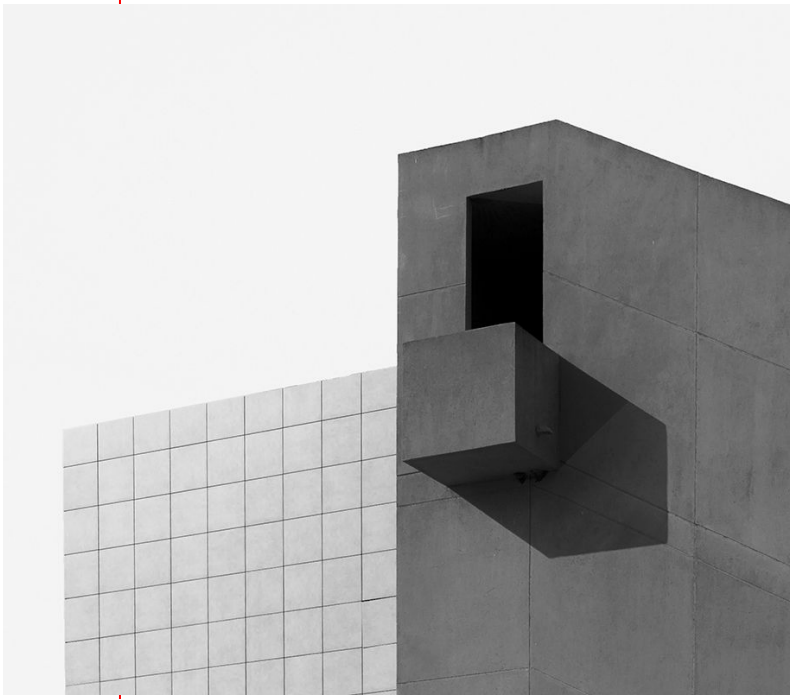
Mars

Mars is red and very cold

Mercury

Mercury is the smallest planet





Project 2

You can replace the image with your own work

It’s only a bit larger than the Moon. The planet’s name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury

Future projects

Saturn

Saturn is the ringed one and a gas giant

Venus

Venus is the second planet from the Sun

Mars

Despite being red, Mars is a cold place

Jupiter

It's the biggest planet in the Solar System

04
Our clients

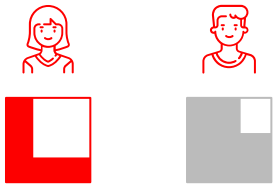
You can enter a subtitle here if you need it

4,498,300,00

Big numbers catch your audience's attention

Customer profile

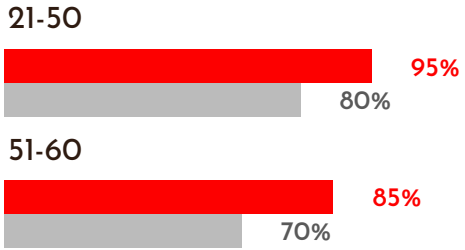
Gender



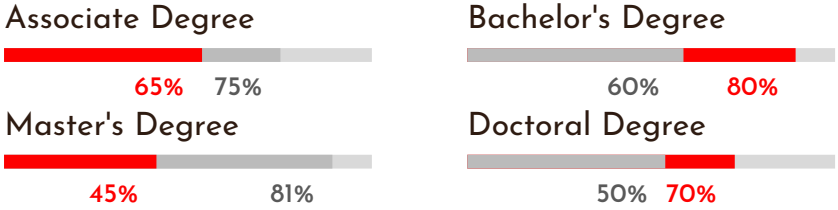
60%

80%

Age



Educational level



Customer testimonials

"Mars is actually a very cold place. It's full of iron oxide dust, giving the planet its red cast."

John Doe

"Mercury is the closest planet to the Sun and the smallest one in the Solar System"

Helena Patterson

"Venus has a beautiful name, but also a poisonous atmosphere"

Jena Doe

Awards

	2001	2012	2018
Mercury	First prize		
Mars		First prize	
Saturn			Second prize

Desktop software

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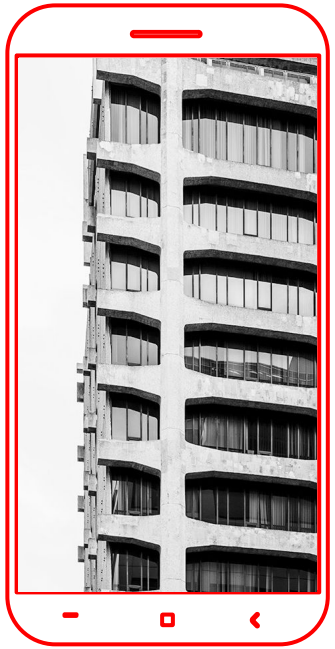
Mobile web

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly



Tablet app

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly

Thanks!

Do you have any questions?

youremail@freepik.com
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yourcompany.com

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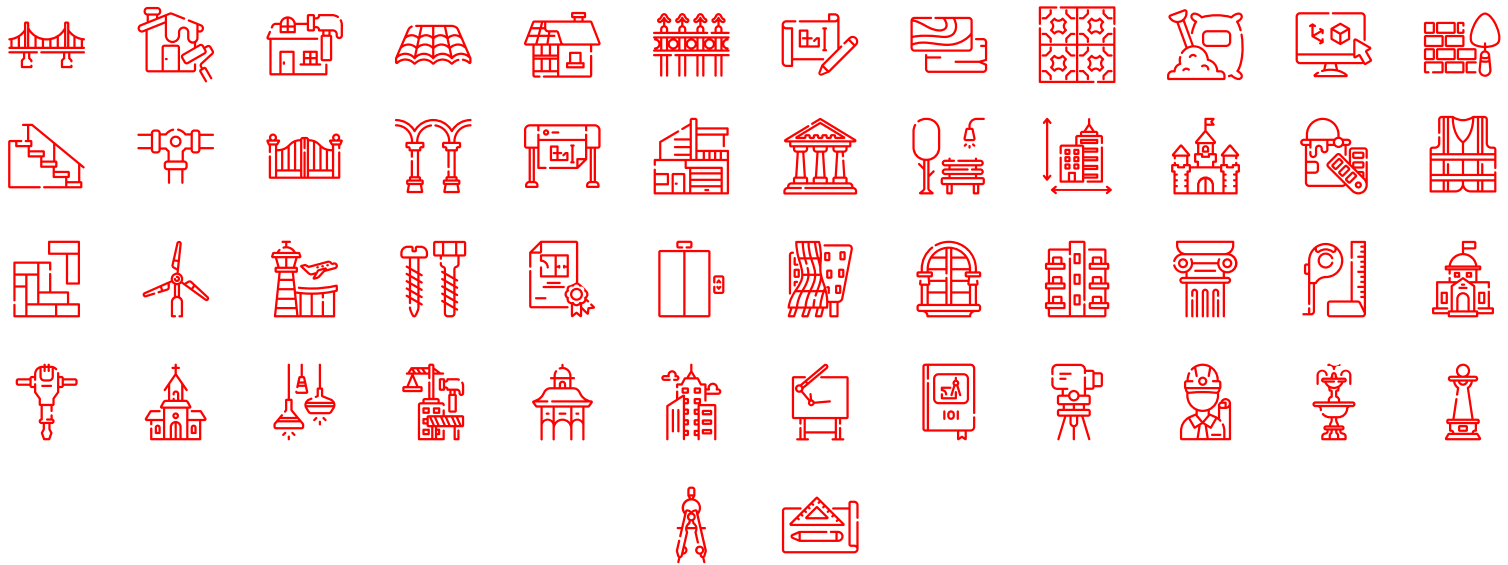
Architecture icon pack



Alternative resources

Here's an assortment of alternative resources whose style fits that of this template.

- Modern geometrical wallpaper with round lines
- Low angle design of modern building
- Close-up modern architecture office buildings
- Copy space white outdoors old wall
- Metal steel wall with holes
- Front view of simple concrete structure in the city
- Front view of plain concrete structure in the city
- Low angle of plain concrete structure in the city with copy space
- Concrete structure in the city with copy space

Resources

Did you like the resources on this template? Get them for free at our other websites:

PHOTOS

- Apartment building in the city with clear sky
- Low view modern skyscrapers office buildings
- Close-up of marble textured background
- Abstract city wall
- Architect doing a new project
- Portrait of young male architect in office
- Female architect with helmet and level
- Minimalist structure in the city
- Grey lime plaster with cracks background
- City building
- Close-up of old black and white cracked textured wall
- Bottom view modern glass buildings
- Close-up view modern skyscrapers office buildings
- Minimalistic apartment building in the city
- Background wall concept with copy space

ICONS

- Pack Architecture 22

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Josefin Sans
(https://fonts.google.com/specimen/Josefin+Sans)

#000000 #ffffff #595959 #d9d9d9 #fd0000 #f5f5f5 #bbbbbb

Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out How it Works.

Pana

Amico

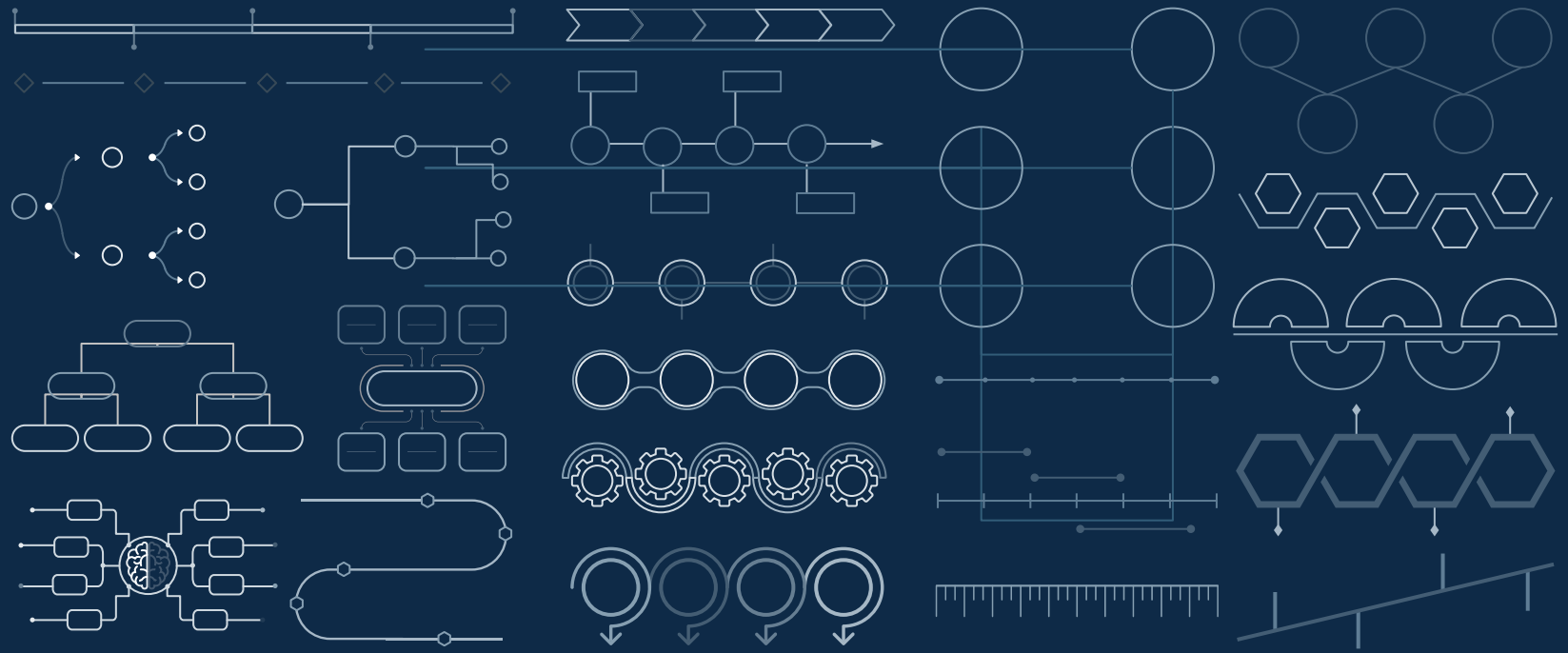
Bro

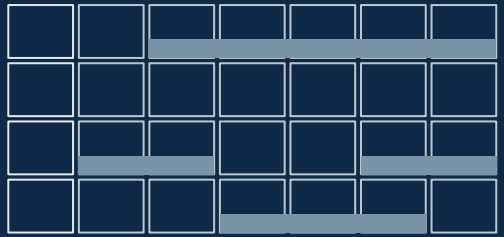
Rafiki

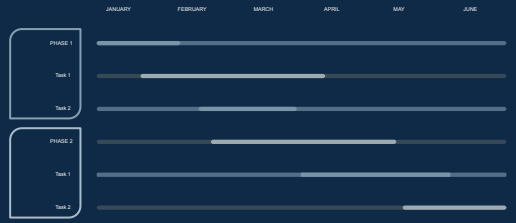
Cuate

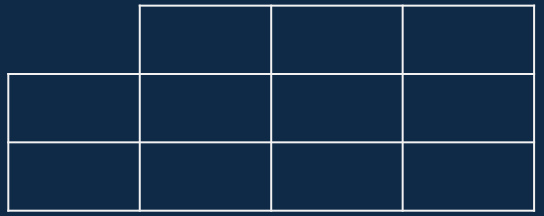
Use our editable graphic resources...

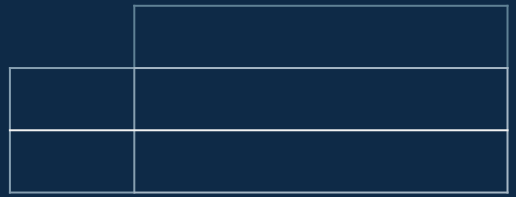
You can easily resize these resources without losing quality. To change the color, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Group the resource again when you're done. You can also look for more infographics on Slidesgo.

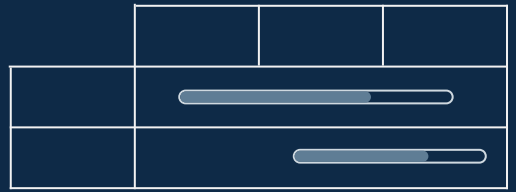


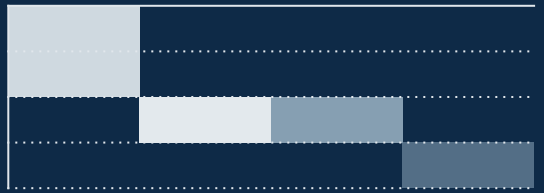


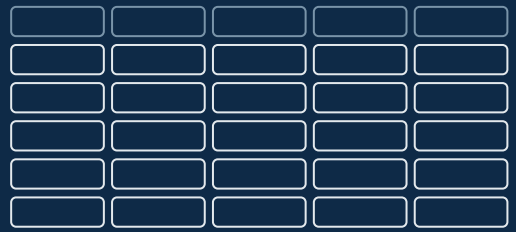

JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
PHASE 1
Task 1
Task 2
PHASE 2
Task 1
Task 2

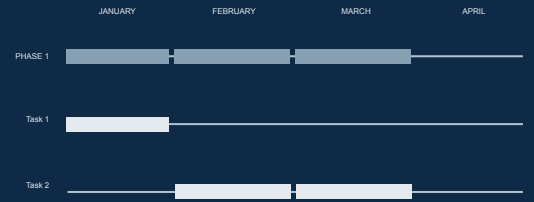











JANUARY
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PHASE 1
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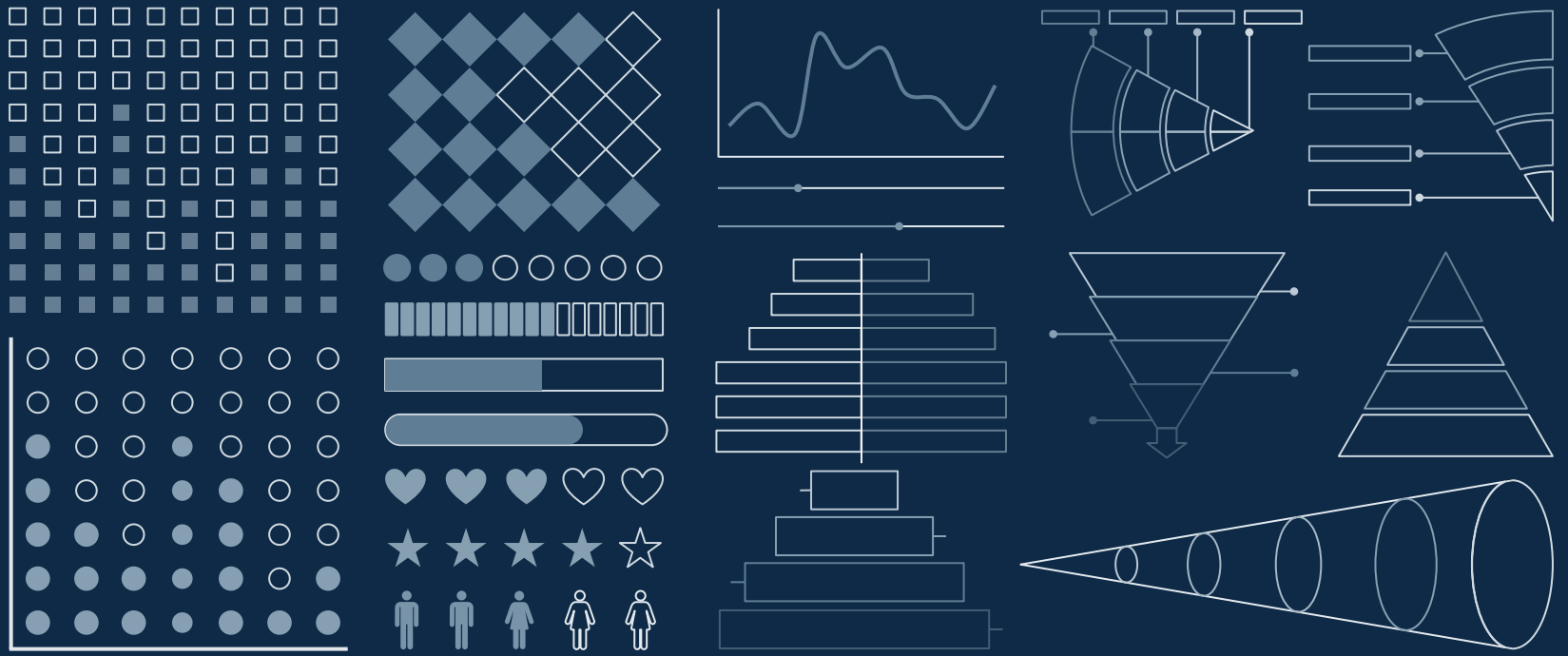

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