

Агентство кредитных решений Ипотекамастер



Маркетинговая стратегия

Sovorir

online

Агентство кредитных решений Ипотекамастер



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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



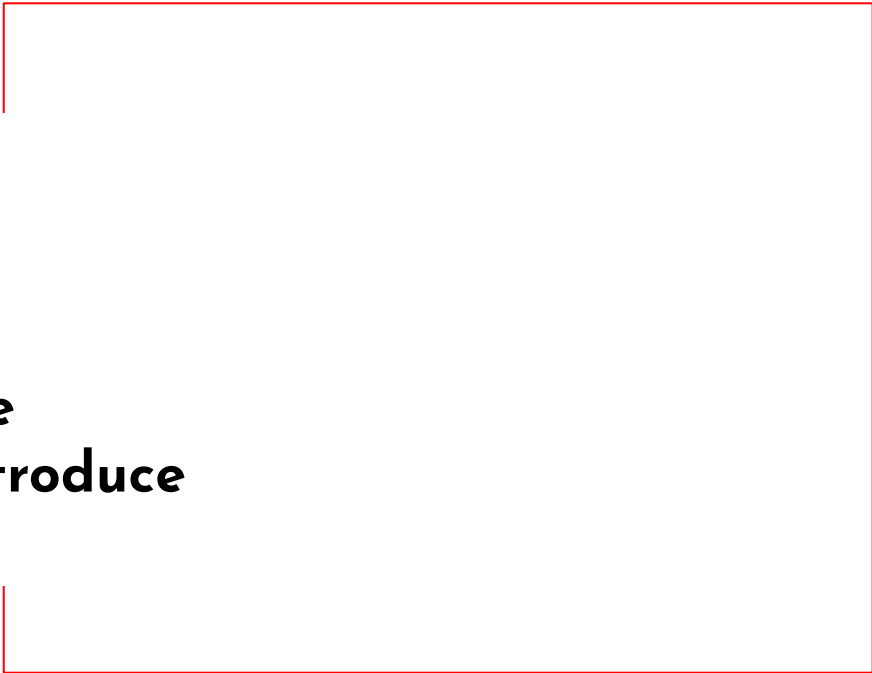
По конкурентам

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

Больш

Не хватка финансов

Неуверенность

Страх обмана

Не уверенность в
завтрашнем дне

Оффе

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

Агентство кредитных решений Ипотекамастер

+7 977 332-04-30
КУТУЗОВСКИЙ ПРОСПЕКТ 17, МОСКВА

Получение,
рефинансирование
ипотеки.

Агентство кредитных решений

Оставьте свой телефон и наш специалист с Вами свяжется

Мы не берем денег за консультацию

Имя

Телефон

Принимаю пользовательское соглашение и согласен с правилами использования и обработки персональных данных

Отправить

Все данные защищены
ИНН организации: 540429820909

Визуальный анализ



Просмотр за 3 секунды

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



Привлекательная упаковка

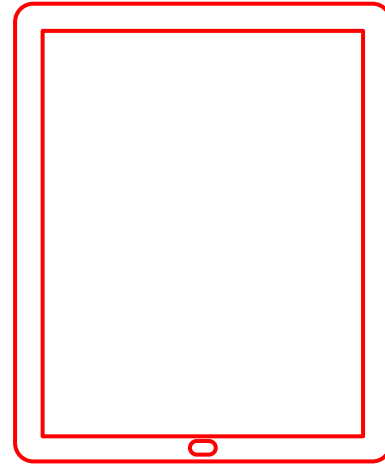
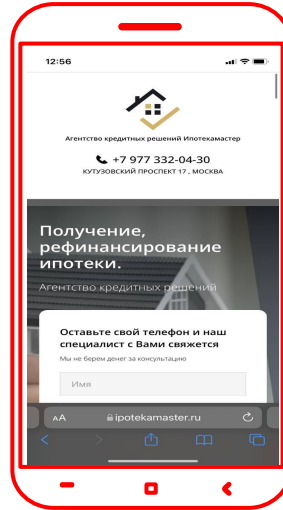
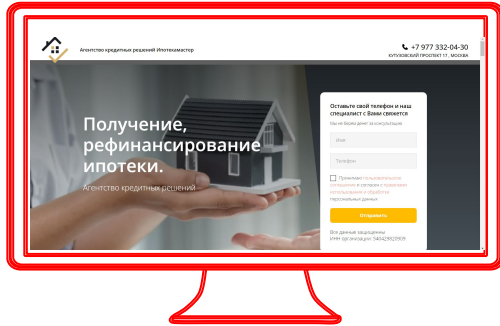
Сайт оформлен достаточно привлекательно. Нету элементов бросающихся с глаза и портящих внешний вид



Удобен ли сайт?

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

2.3 Технический анализ



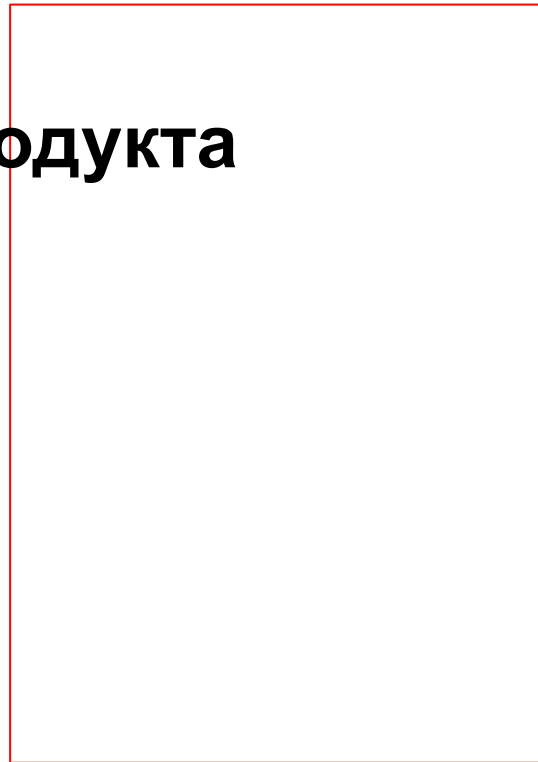
Сайт хорошо адаптирован под разные браузеры и платформы. Корректно отображается на всех носителях. Соответствует всем стандартам 21 века.



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

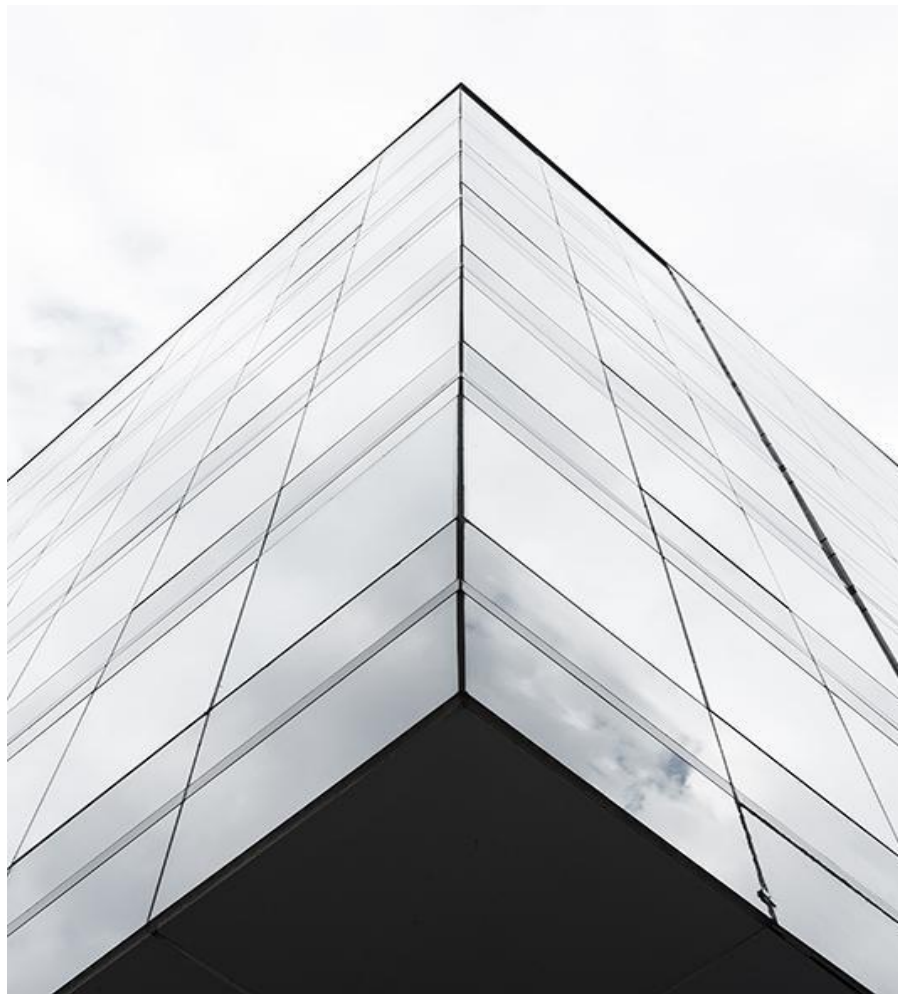


- Маркетинговая воронка отсутствует
- Авто воронка отсутствует
- Привлечением трафика не пользуются

3

Целевая аудитория

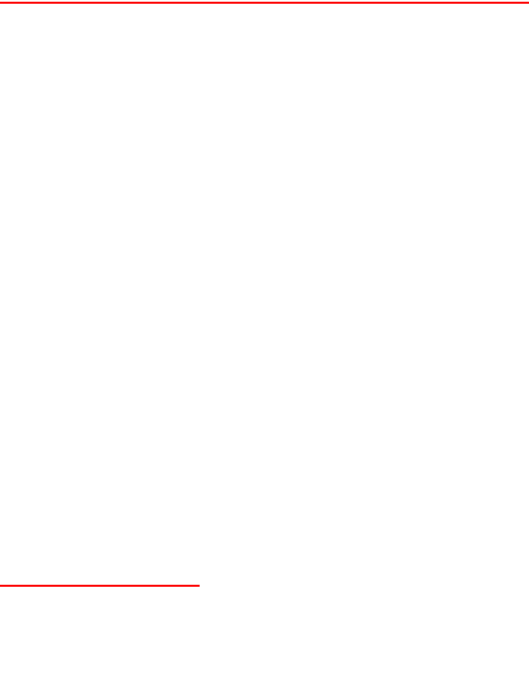
You can enter a subtitle here if you need it



← **3.1** Составление ЦА по технологии 5W →



3.2 Формирование спроса



Необходимая покупка (заранее спланированная и долго обдумываемая)

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

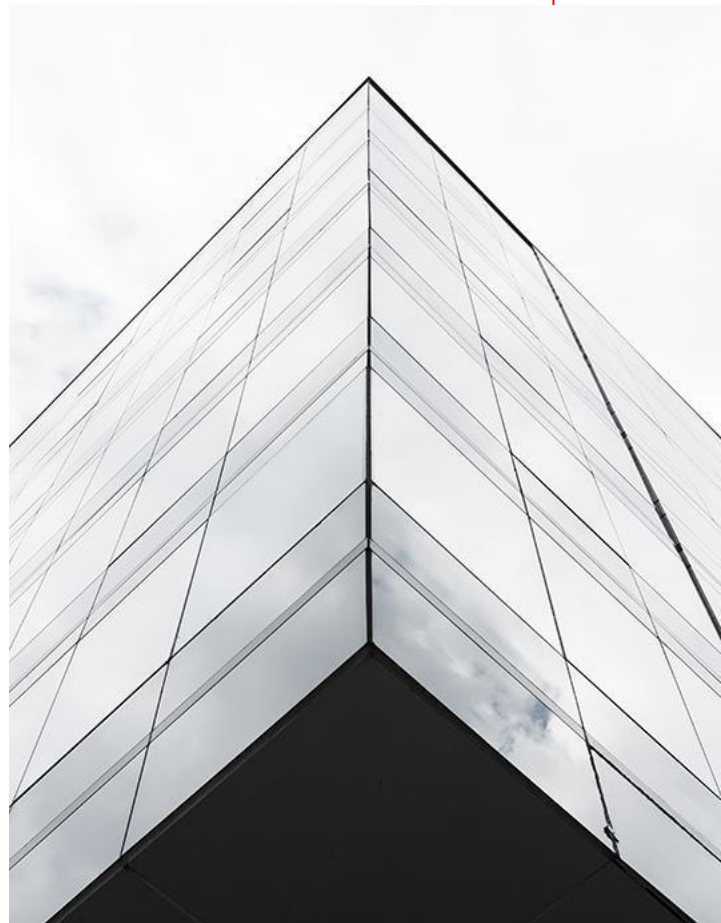
Jane Patterson



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

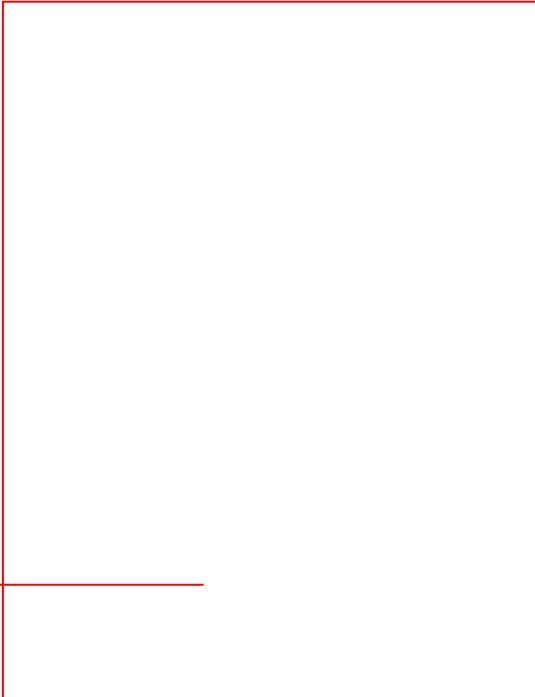
5.2 Декомпозиция трафика

5) Расчет оптимальной цены клика

V_{cxvcxv}



6 Декомпозиция трафика



XXXXXXXXXXXXXXXXXX





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!

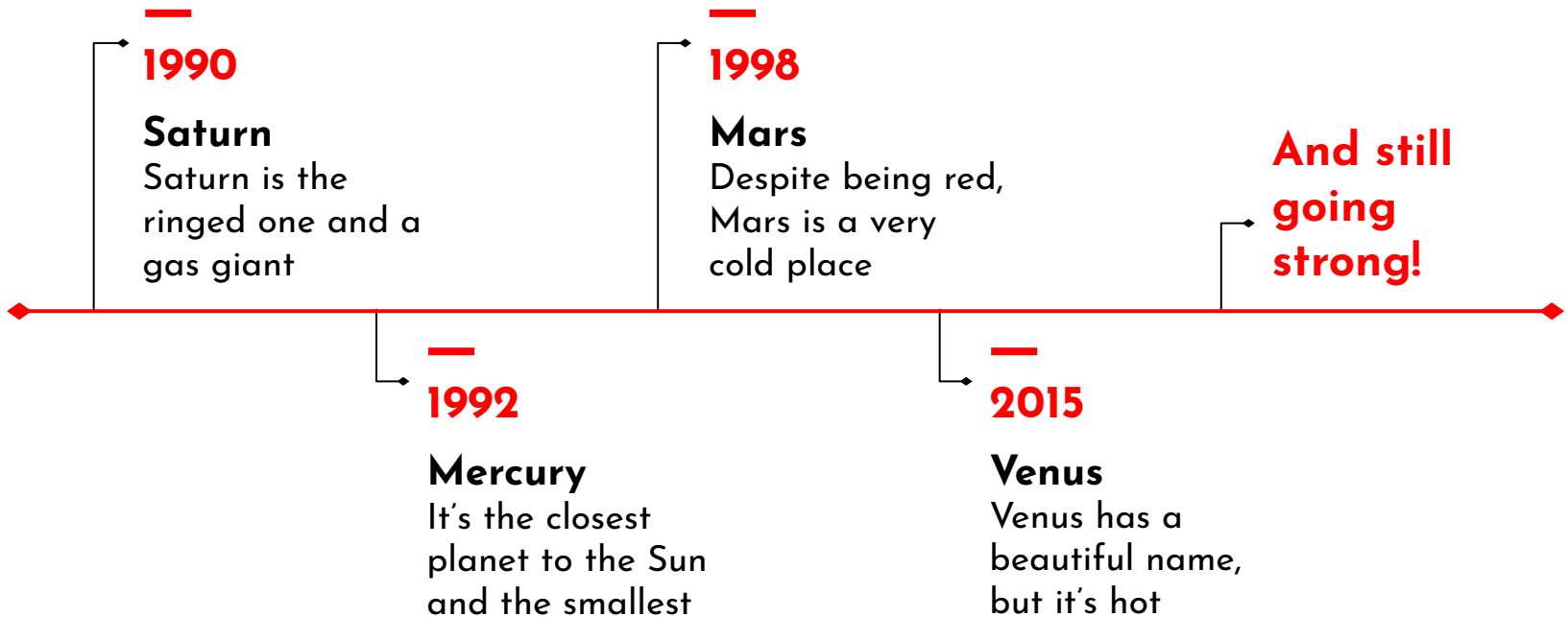
Venus has a beautiful name and is the second planet from the Sun. It's hot and has a poisonous atmosphere!



A picture always reinforces the concept

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

Our history



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



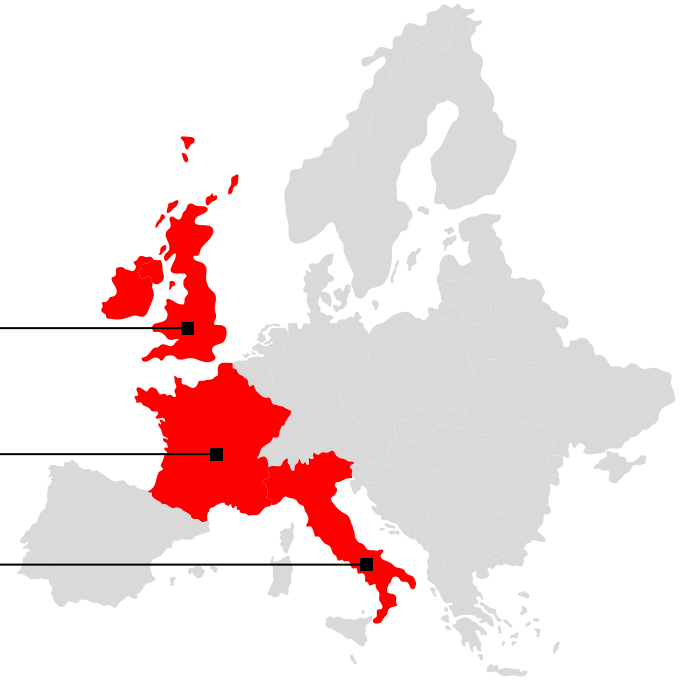
You can replace the image on the screen with your own

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



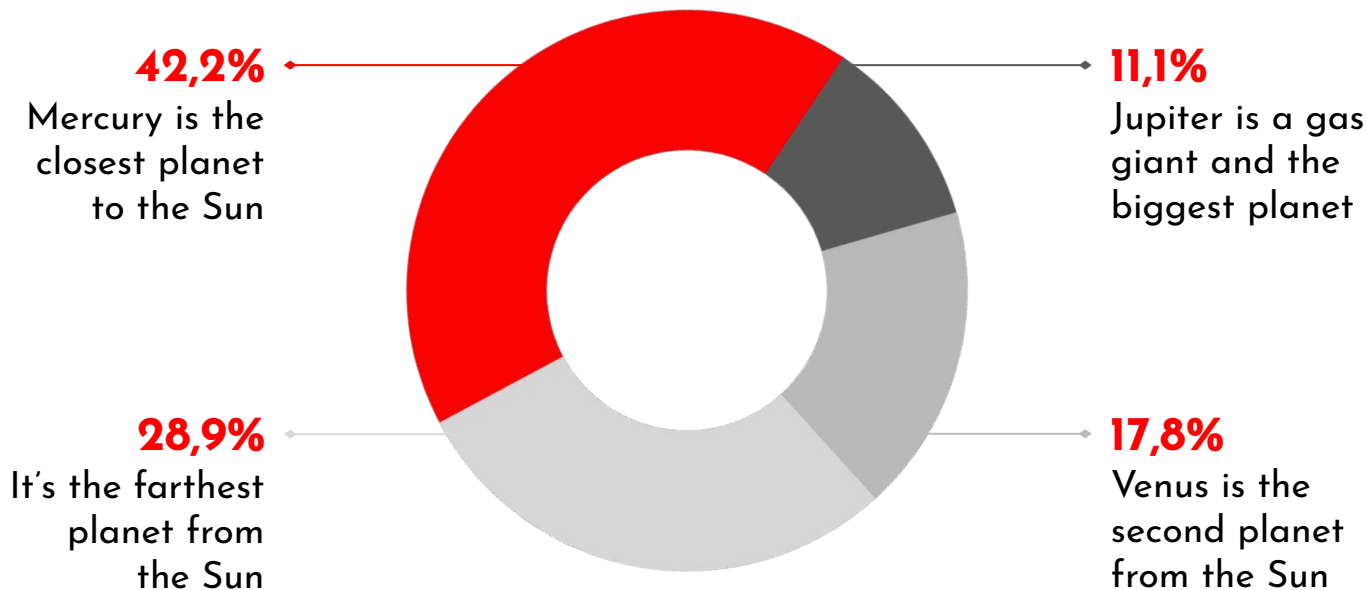
Commitment

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



— Awesome words

Our numbers



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

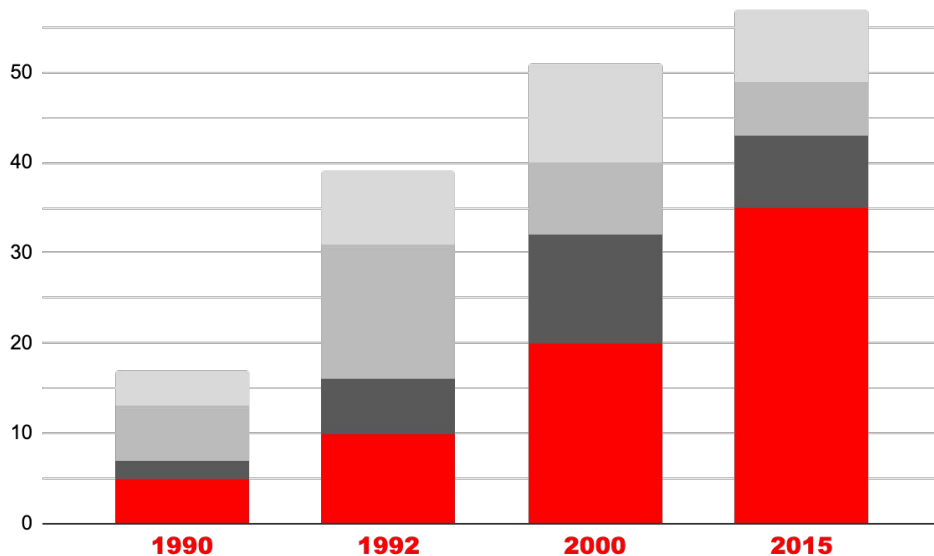
—
30,000

You can enter a subtitle

—
20,000

You can enter a subtitle

Our growth



■ Mars ■ Mercury
■ Venus ■ Jupiter

| \$25M
Mars

| \$2M
Mercury

| \$6M
Venus

| \$7M
Jupiter

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



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

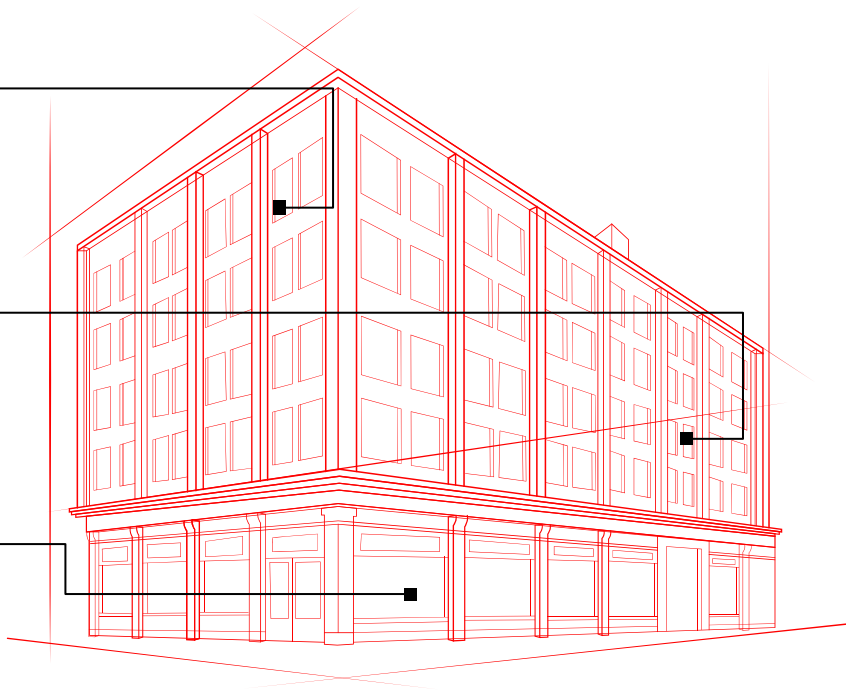
~~T~~name

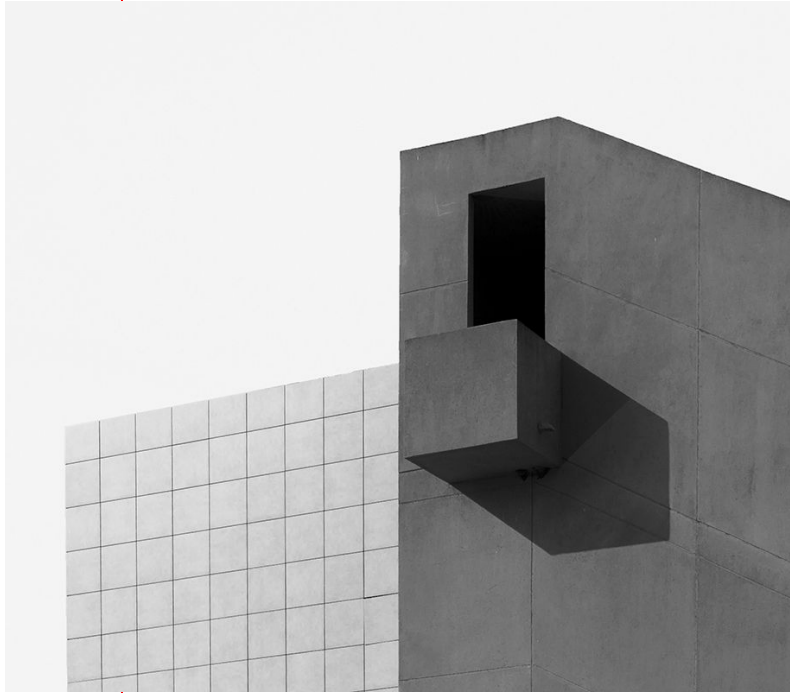
Mars

Mars is red and
very cold

~~Mercury~~ is

the smallest
planet



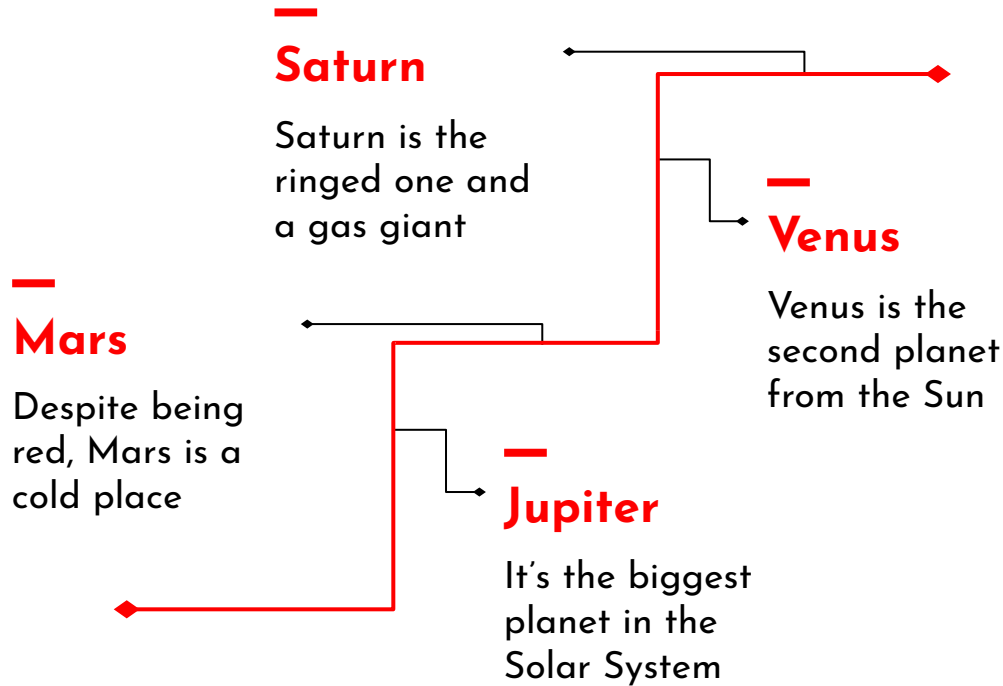


Project 2

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





04

Our clients

You can enter a subtitle here if you need it

←

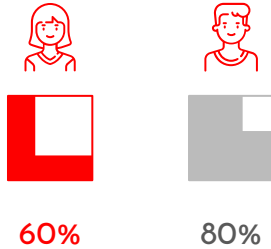
→

4,498,300,00

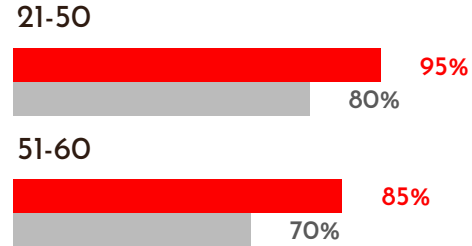
Big numbers catch your audience's attention

Customer profile

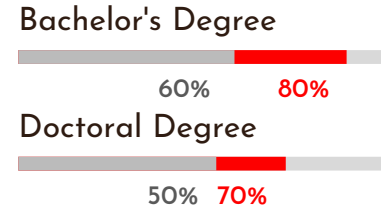
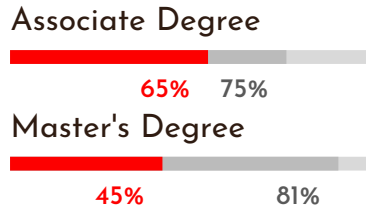
Gender



Age



Educational level



Customer testimonials

“Mars is actually a very cold place. It’s full of iron oxide dust, giving the planet its red color”
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

Mercury



First prize

Mars

Saturn

2012



First prize

2018



Second prize

Desktop software



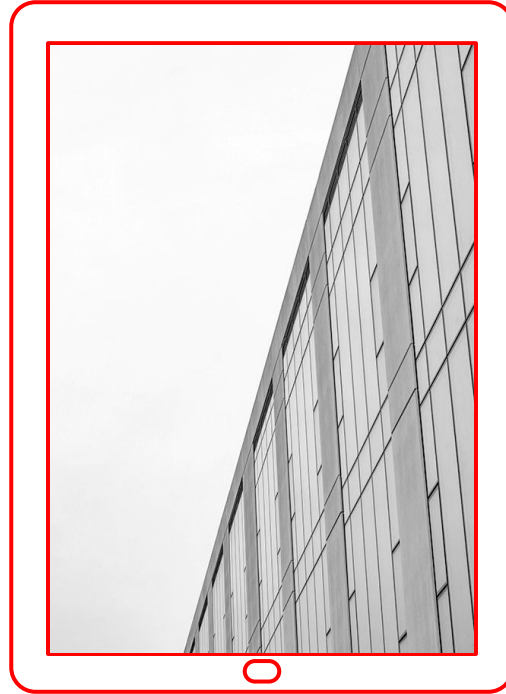
You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly

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

+91 620 421 838

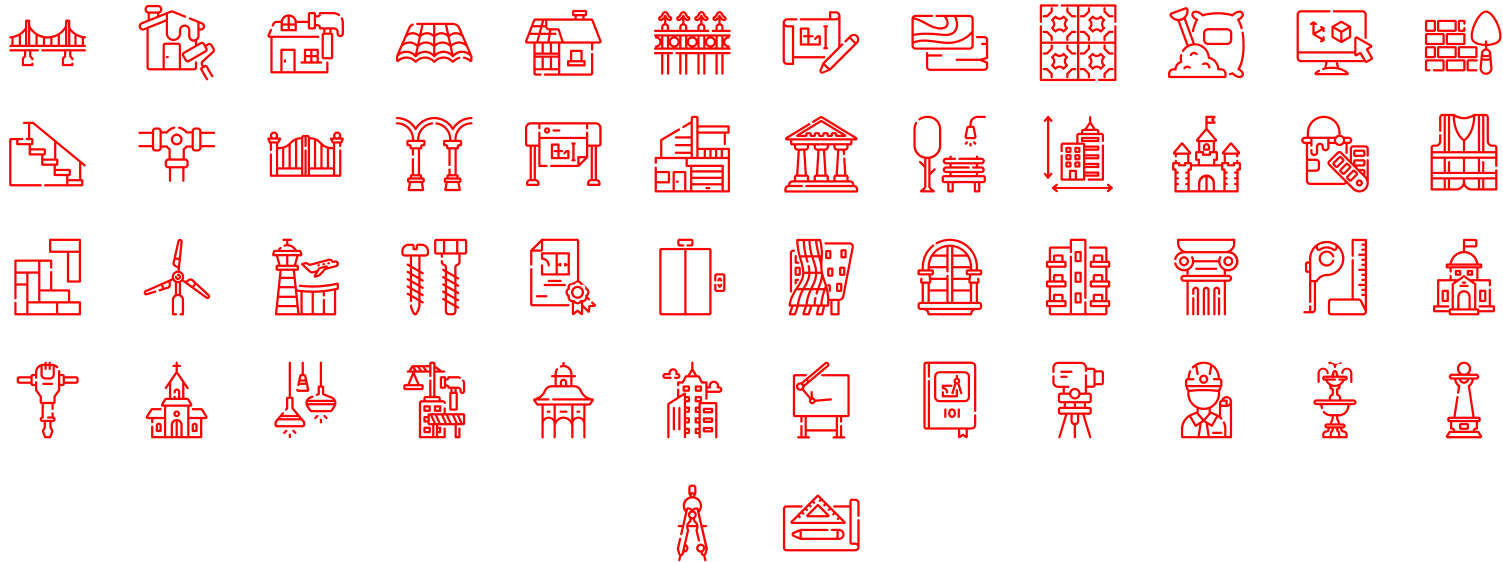
yourcompany.com

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Architecture icon pack



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

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



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

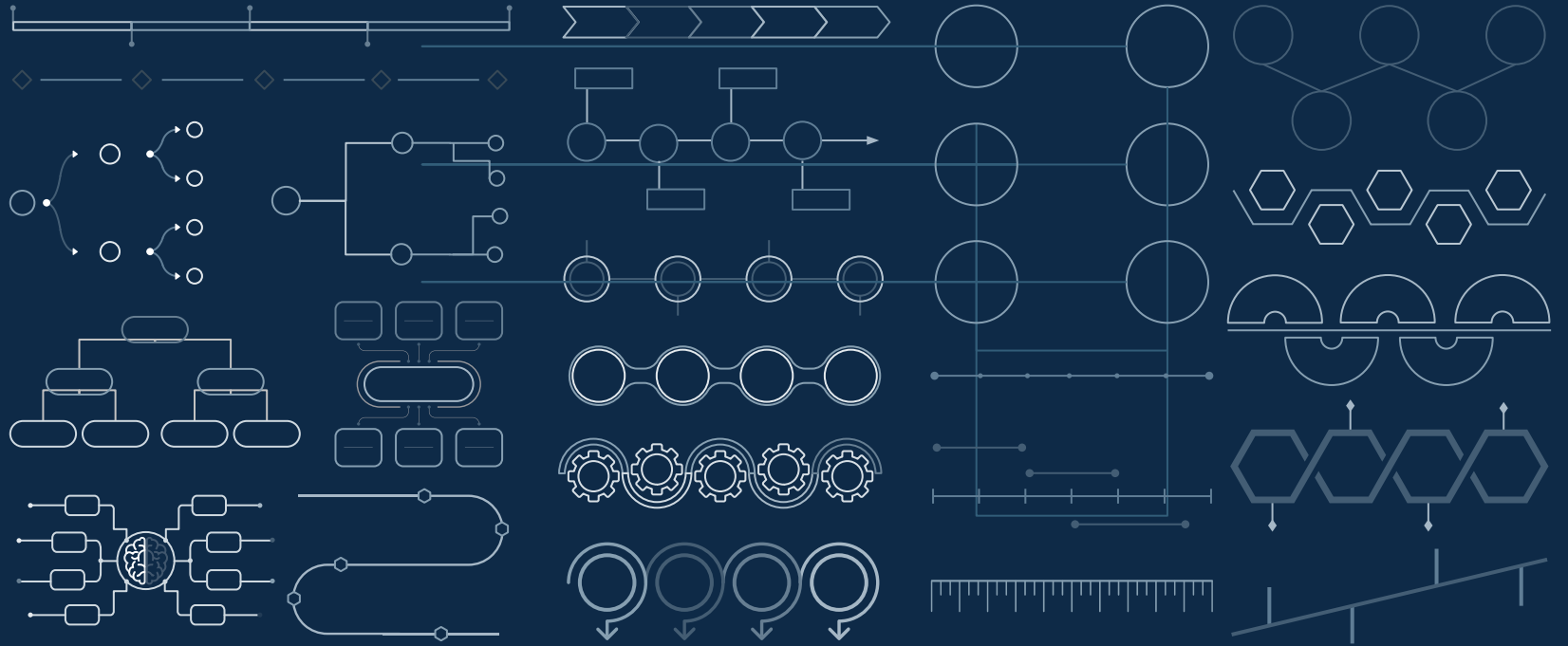
Use our editable graphic resources...

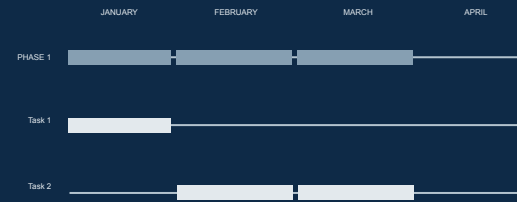
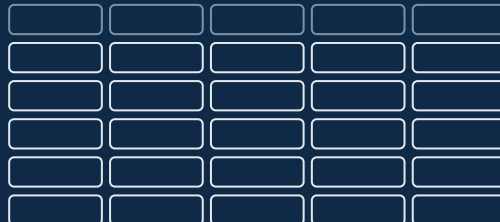
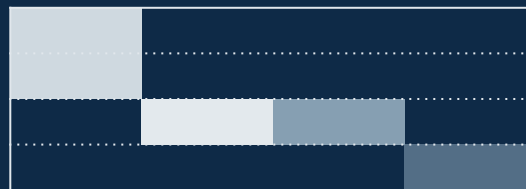
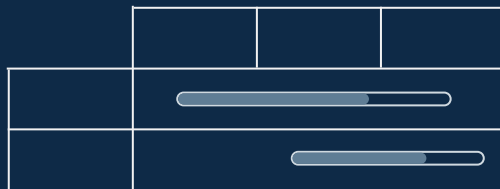
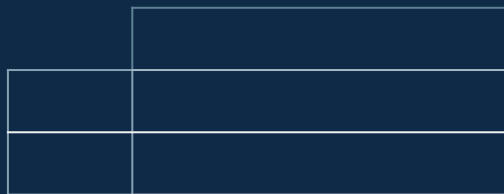
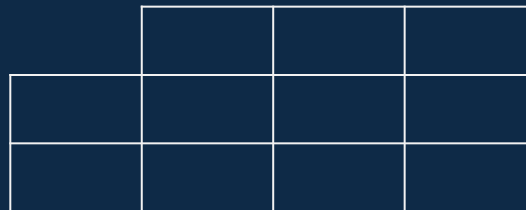
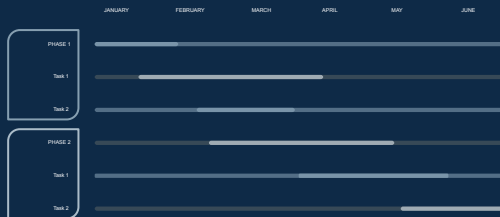
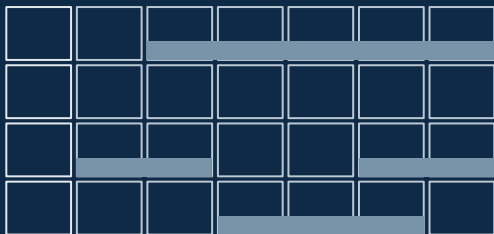
You can easily **resize** these resources without losing quality. To **change the color**, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want.

Group the resource again when you're done. You can also look for more **infographics** on [Slidesgo](#).

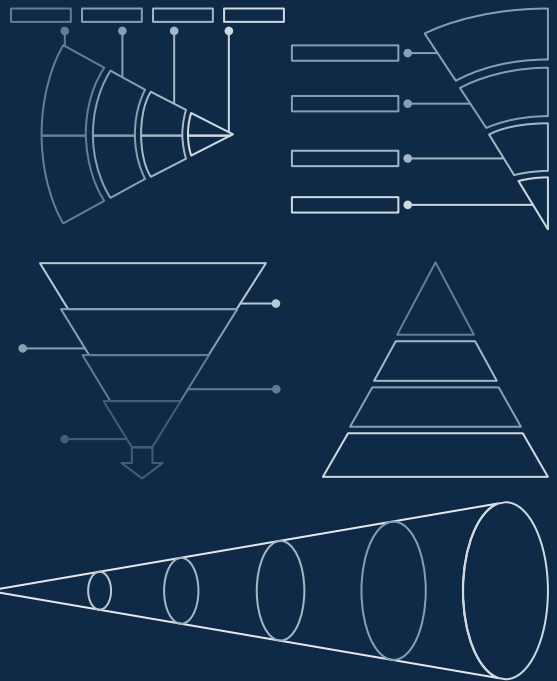
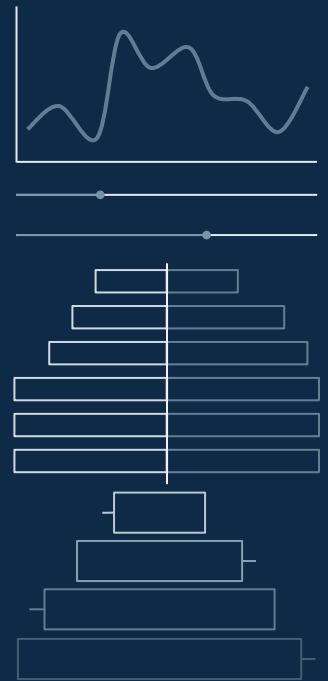
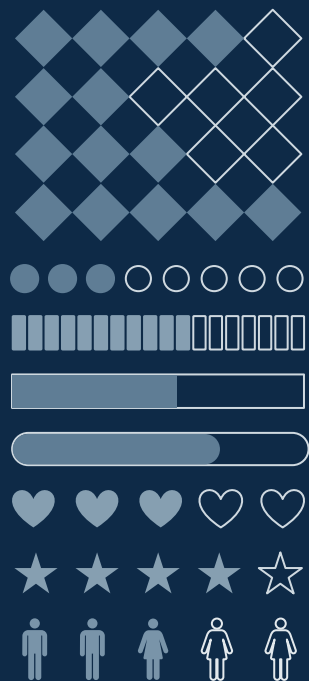
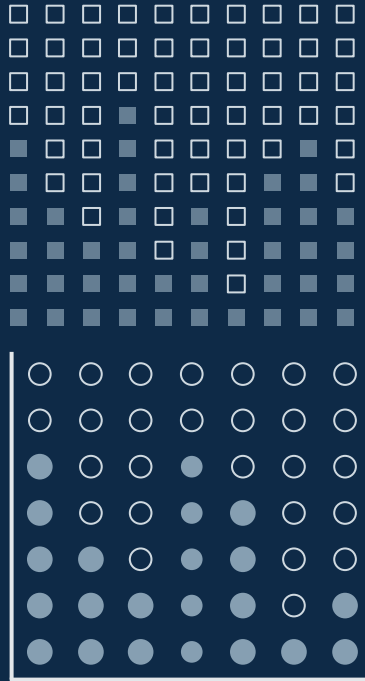












...and our sets of editable icons

You can resize these icons without losing quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use [Flaticon's extension](#), allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons



