

Final
Project

○ Интро

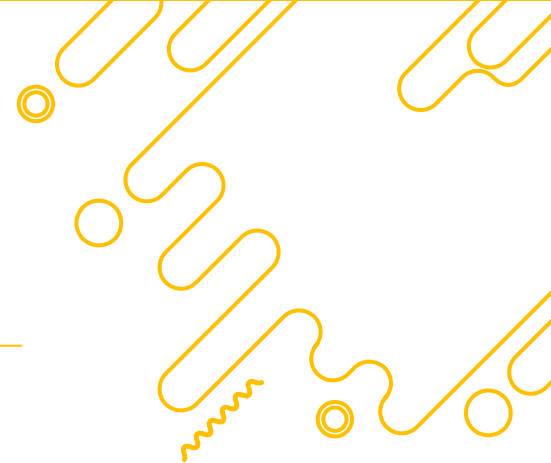
- Всем привет. Здесь небольшой пример, как можно сделать презентацию. Есть описание слайда и пример. Удачи!

○ Описание проекта

- Здесь краткое описание проекта. О чем он?
- Как он поможет клиентам?

○ Boardino

- Boardino это интернет блог о настольных играх.
- Мы даём людям краткую, полезную и интересную информацию о настольных играх, чтобы помочь им с выбором игры;



BOARDINO

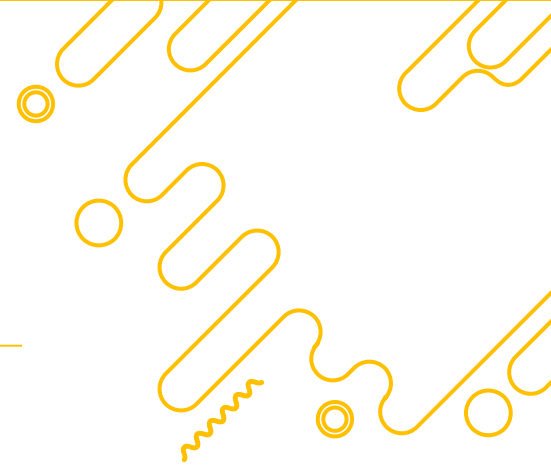
WHEN YOU PLAY YOU WIN

○ Почему вы выбрали именно этот проект

- Здесь объясняем, почему именно этот проект?
 - Нашли нишу \ незакрытую потребность;
 - Эксперт в области;
 - Хобби, интерес;

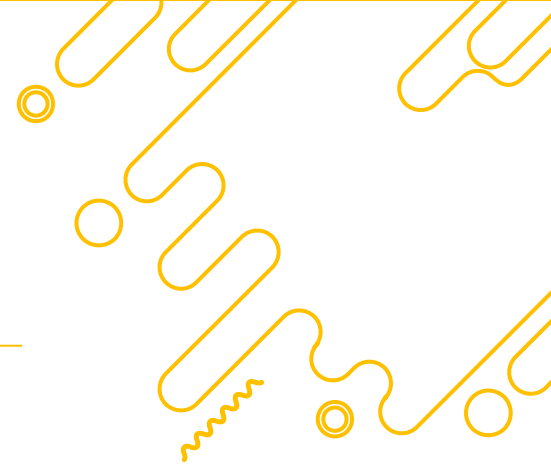
○ Почему boardino?

- Большой опыт в настолках;
- Считаю, что много обзоров слишком водяные и неинформативные;
- Часто просят посоветовать игру;



○ Профиль покупателя

- Здесь кратко описываем портрет покупателя;



○ Customer portrait

Maria



Suggestions

- Send her info about trends and latest games;
- Create suggestion lists;
- Sales list (in different shops);

Info

- Age: 32 years old;
- Gender: female;
- Martial status: married, 2 kids (boy and a girl);
- Location: Austin, Oaks street 32;
- Occupation: accountant;
- Annual income 2,5k per month;

Pain points

- Spend much time to find perfect gift;
- Afraid of the fact that children won't like her gift;

Behavior

- Prefers to buy online;
- Buys games for her kids (9 and 5 years old);
- Sometimes buys presents for her friends and their kids;
- Great spending power;
- Buys expensive games at holidays and less expensive during weekdays;
- Likes to make decisions fast and not to spend much time to decide;

Goals

- Wants recommendations;
- Wants to buy a game that her kids would like;

Channels

- Website;
- Instagram;
- Facebook;

Motivation

- Likes gifts suggestions;
- Likes sales;

Device

- Mostly mobile;



○ Customer Journey Map

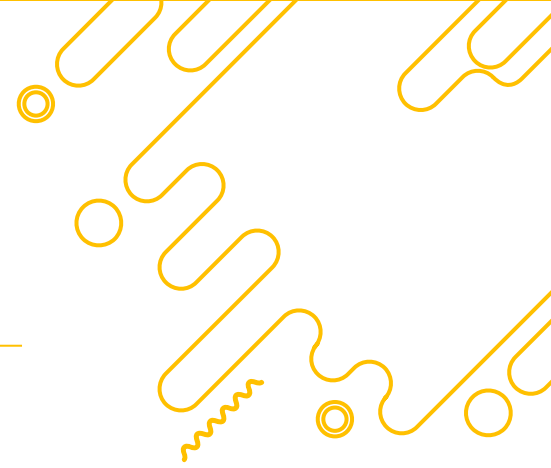
- Размещаем CJM;
- Рассказываем основные идеи, которые появились на основе CJM;

Customer Journey Map

	THINKING ABOUT THE GIFT	SEARCHING THROUGH THE INTERNET	CHECKS THE REVIEWS	SEARCHES FOR THE RULES
MOTIVATION	Thinks about the holidays	Find any ideas about the gift	Find the best gift	Explain the rules to the kids
CLIENT'S ACTIONS	Just thinking and looking through the ads	Searches through the internet. Visits social networks	Checks the reviews	Tries to find the explanations for better understanding
CONTACT POINTS	<ul style="list-style-type: none"> Banner ads E-mail marketing 	Social networks Website	Social networks Website, YouTube	Social networks Website, YouTube
EXPECTATIONS	Lots of thoughts about the gifts	Someone will help me	Someone will help me	Someone will help me
PROBLEMS (PAIN POINTS)	Don't know what to present	Lots of info to read	Lots of info to read	Can't understand the rules
QUESTIONS	What to give as a gift?	What to give as a gift?	What to give as a gift?	How to play this game?
BARRIERS	lots of banners or e-mails, hard to find us.	Hard to find us in google	Hard to find us in google, Instagram	Hard to find us in google, Instagram
RECOMMENDATIONS	Make some ads in social networks	SEO		

○ Сайт

- Презентуйте свой сайт;
- Просто скриншотами;





BOARDINO

WHEN YOU PLAY YOU WIN

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A background image showing green wooden pieces and a stack of coins on a wooden surface.

Discover

A close-up photograph of a board game board. In the foreground, there are several green wooden pieces, some of which are shaped like stylized figures or animals. To the right, there is a stack of three coins, one gold and two silver. The background is blurred, showing more of the board and some other game components.

Discover Boardino

Short boardgames reviews every day.
No huge text. No boring videos. Just
FUN!

Different boardgames

Lot's of info about how to play table top games



Solo Games

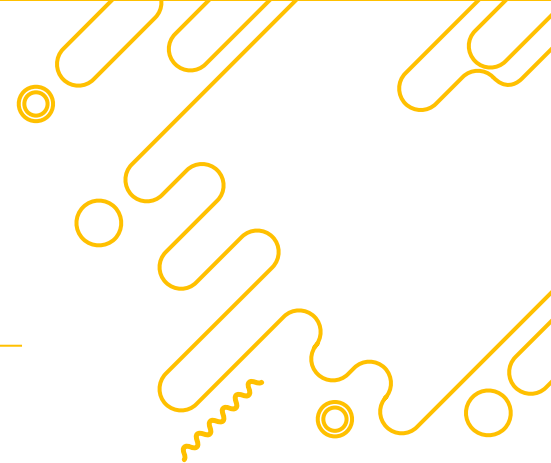
To play when you are home alone

○ Контент маркетинг

- Цель создания контента;
- Расскажите связь представленного контента с CJM;
- Предоставьте пример контента;


○ Boardino

- Цель: повысить количество посещений сайта на 50 человек до конца октября;
- Множество людей ищет ответы на вопросы после покупки настольных игр;
- Контент: создать цикл статей, отвечающих на самые частые вопросы;



BOARDINO

WHEN YOU PLAY YOU WIN

The background is a vibrant yellow color. It is decorated with various white and yellow geometric shapes, including circles, ovals, and elongated rounded rectangles. Some of these shapes are solid, while others are hollow. Additionally, there are several thin, white, wavy lines scattered across the composition, adding a sense of movement and organic form to the otherwise geometric design.

Благодарю
за внимание