

Final  
Project

# ○ Интро

---

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



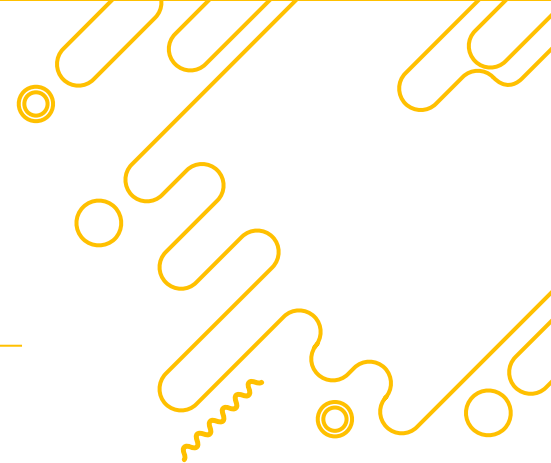
# ○ Описание проекта

- 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

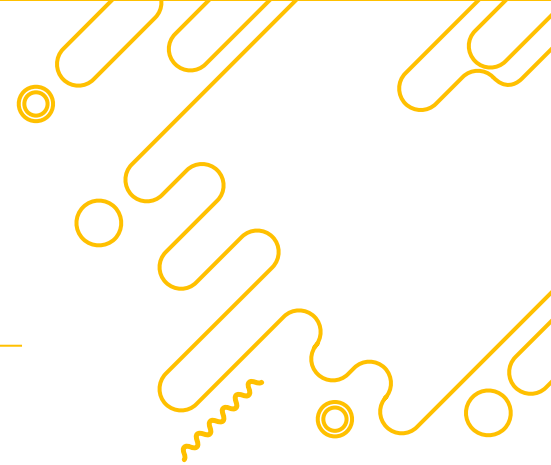
# ○ Почему вы выбрали именно этот проект

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

# ○ Почему boardino?

---

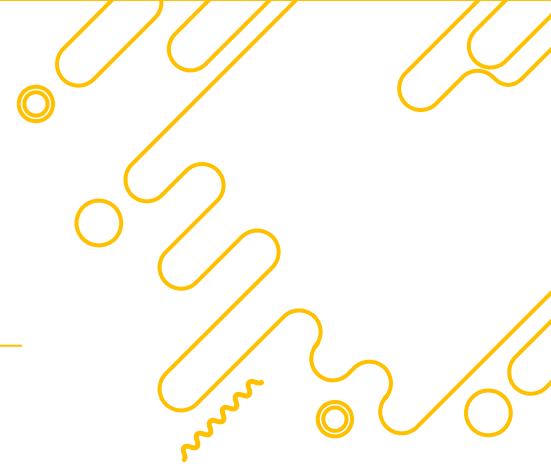
- Большой опыт в настолках;
- Считаю, что много обзоров слишком водяные и неинформативные;
- Часто просят посоветовать игру;



# ○ 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

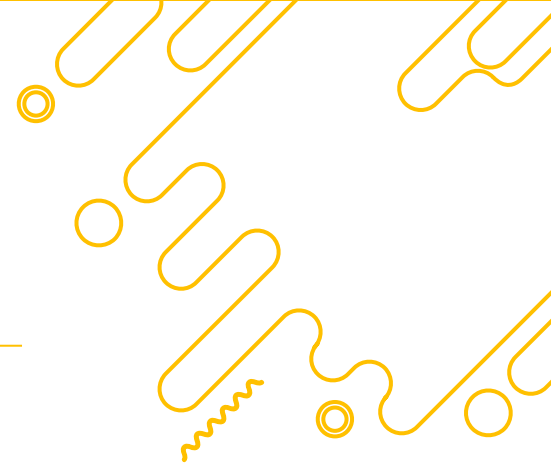
- Mostly mobile;





# ○ Customer Journey Map

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



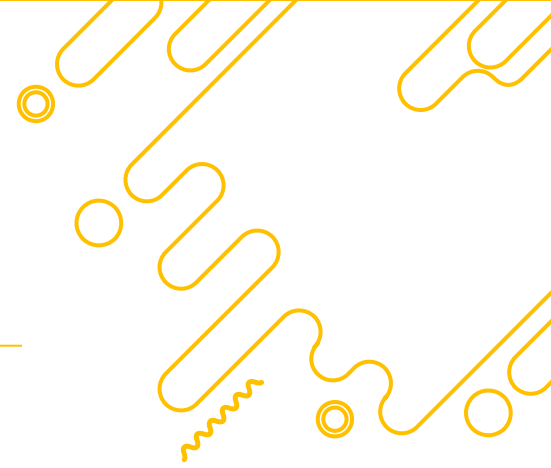
# Customer Journey Map

|                        | 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.<br>Visits social networks | Checks the reviews                   | Tries to find the explanations for better understanding |
| CONTACT POINTS         | <ul style="list-style-type: none"> <li>Banner ads</li> <li>E-mail marketing</li> </ul> | Social networks<br>Website                               | Social networks<br>Website, YouTube  | Social networks<br>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

[Home](#) [About](#) [Forum](#) [Members](#) [Party games](#) [Shop](#) [Plans & Pricing](#)

 [Log In](#)

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 a white plastic container and a blue object. The overall scene is brightly lit, suggesting an indoor setting.

# 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

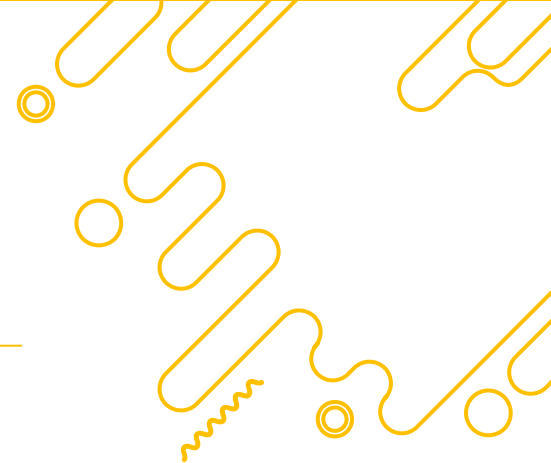
# ○ Контент маркетинг

- 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. There are also several thin, wavy white lines scattered across the composition, adding a sense of movement and playfulness. The overall aesthetic is clean, modern, and cheerful.

Благодарю  
за внимание