

# NANO

#Nanoworkshop

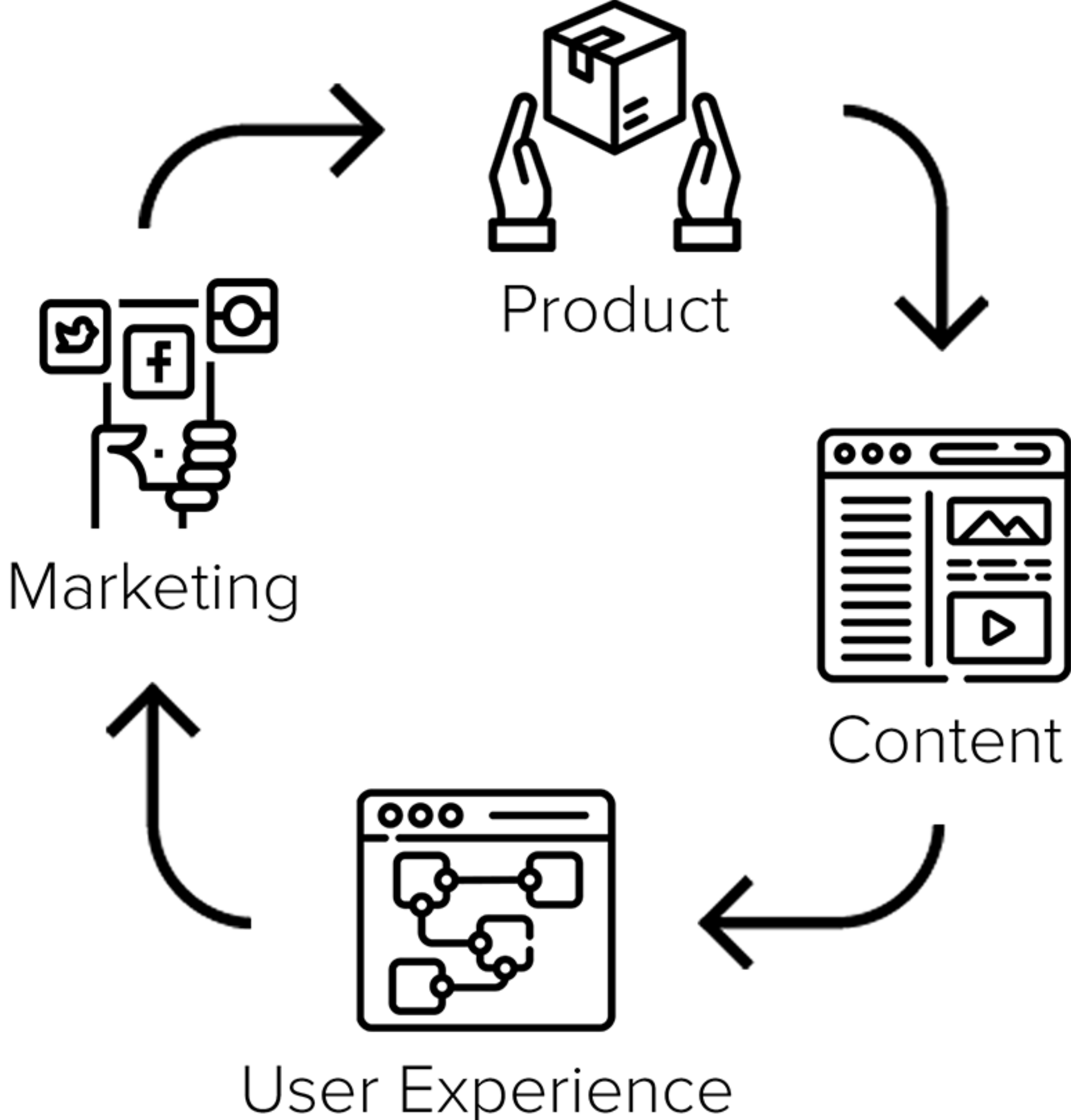
# Hello

We are NANO,  
we help companies  
transform into high  
performing businesses since 2007

Experts in Strategic Ecommerce,  
User Experience and Digital Marketing  
Your host, **Yuri Iskhakov**



# Brand Growth Ecosystem



# Traditional Approach

Retail partners. Local Ads. Print. TV. Radio.

As the world became globalized, all the marketing channels moved to digital and mobile

# Marketing Today

Spray and pray

Companies spray their money around various advertising and digital channel options, and pray that those options work out in their favor

**3%**

**The VERY sad average  
conversion rate**

97% of your traffic is a mystery to you.

# 9:21 Ratio

For ever \$92 spent on ads to drive traffic to a website, only \$1 is spent towards guiding that traffic towards conversion once its on a website



# Segmentation

Know your audience

Behavioral segmentation divides consumers according to behavior patterns as they interact with your company. Your job is to create relevance throughout their journey.





# Listen, Understand and Serve

**The Medium-Very High intent:** Those visitors who are clearly interested in your product, their digital body language says so, but they are simply not ready to complete a conversion

**What you are doing now:** NOT ENOUGH, you are letting these visitors abandon your website with no effort spend toward convincing them to continue their journey toward conversion and no way of continuing a conversation with them once they leave.

**What you need be doing:** Focus your attention and money on them, Identify them, understand them, Build trust, motivate them, Convert them



## Products - Who needs it?

Segmentation of products -

Understand your ideal customers

Cost Levels - High, Medium, Low

Personas - Age / Location / Interests

Purpose - Significance / Function / Both

Find the balance - break into personas

# Content - Sell Benefits

Usage of Content - Significance / Function / Both

Build a Content Strategy based on your client segments

Create for the channel where each segment hangs out

Connect content based on the user journey

Stay Consistent



# User experience

## - Hold my hand

- Merchandise for user segments
- Educate your consumer
- Create Trust and Certainty
- Guide through the journey -
- Don't assume they know what to do!
- Create proper **CALL TO ACTIONS**
- Test and Improve - Constantly





# Marketing

Segment your channels

Track your analytics

Segment your Retargeting

Customize your Message

Focus on Human Behaviour

A man in a dark suit and white shirt is walking on a curved concrete staircase. The staircase has black metal railings. The background is a light-colored concrete wall with vertical paneling. The overall scene is minimalist and professional.

# Organic Influencers

**Goal:** Grow a fan base

# Helpful Tools

Google Analytics

HotJar

Mailchimp

Ubersuggest

