PRESENTATION OF OPPORTUNITIES

MAKE BRANDS STRONGER
Hello! We are USTRONG Digital Agency. We know how to introduce your company into the Russian market. We can ensure the most effective growth of your business in Russia as we are familiar with all details and nuances of the Russian advertising industry. Our customers from the USA, UK, Germany, Israel, Emirates, China and other countries have already assured of our expertise.
EFFECTIVE DIGITAL PROMOTION IN RUSSIA
10+ Years of Excellence and Expertise
CLIENT GEOGRAPHY
More than 500 successful projects
Alpari is one of the biggest Forex brokers in the world
Challenge:

- Social media marketing
- Online reputation management
- Expand to new countries and continents
Results:

• Facebook marketing and promotion in Russia, Latin America, Nigeria, Egypt
• The largest Russian Forex community in Facebook
• Online and search engine reputation management in real time. PR activity on trade forums
• YouTube and Twitter promotion
• Expanding the client base world wide
Express Office — Russia’s leading e-shop of office furniture
EXPRESS OFFICE
Russia’s Leading E-shop of Office Furniture

Challenge:
• Develop the e-shop
• Improve the website usability and services constantly
• Perform long-term complex promotion in the Internet using all kinds of advertisement with constant conversion growth
• Expand to all Russia’s cities

Results:
• Top Russia’s e-shop of office furniture
• Increasing sales by 35 times from 2008 to 2014
• Developing e-shop
• Developing CRM system for e-shop managers
• Content and tech support
• Advertising via SEO, SEM, Display ads, Yandex.Market, e-mail marketing
• Expanding the Client Base to 600 Russian cities
Mercury Marine (USA)

Mercury provides marine engines for private, commercial and government sales since 1939
MERCURY MARINE (USA)
Marine Engine Manufacturer

Challenge:
• Develop the website of Mercury Marine Representation Office in Russia
• Perform the website content update
• Improve the website usability and services constantly

Results:
• The winner of “The Golden Website 2008” Russian contest in “Resellers and Dealers, Transport & Logistics” category
• Website development
• Content support
GlaxoSmithKline (UK)
The world's 6th-largest pharmaceutical company
Challenge:

- Develop the website for consulting people with diabetics
- Share information on “Gensupen” autoinjector
- Run the advertizing campaign in the Internet
Results:

- Website development
- Search engine optimization (SEO)
- Search engine advertising in Yandex Direct, Google AdWords. Decreasing the cost of click by 3 times (compared to the campaign start).
- Content support
GLAXOSMITHKLINE (UK)
The World's 6th-largest Pharmaceutical Company

Challenge:

- Develop a social network “Diabetes is not a Sentence” for people with diabetes, their relatives and doctors
- Bring people together to fight the disease and to give them new opportunities for healthy living
- Run the advertizing campaign in the Internet
Results:

- Social network users can easily find friends, create and join on-line communities, arrange meetings and be always aware of their friends’ and acquaintances’ news
- Website development
- Increasing site traffic by 100 times via search engine optimization (SEO) and search engine advertising in Yandex Direct, Google AdWords
- Content support
Marine Bikes (USA)
Marin is a bicycle manufacturer in Marin County, California
MARINE BIKES (USA)
Bicycle manufacturer in California

Challenge:
• Develop the e-shop for Marin Bikes in Russia
• Run the advertizing campaign

Results:
• Structure of the product catalog allows customers to quickly select a bicycle depending on the riding style
• Increasing sales by 3 times after website redesign
• E-shop development
• Search engine optimization (SEO)
• Search engine advertising in Yandex Direct
• Content and tech support
THE LARGEST RUSSIAN BANKS

Challenge:
• Enterprise portal development
• Enterprise portal support
• Online and search engine reputation management
SBERBANK ENTERPRISE PORTAL (RUSSIA)

The largest bank in Russia and Eastern Europe, and the third largest in Europe

Challenge:

• Develop enterprise information portal for Sberbank branch in Tula Region
• Integrate the portal into the Sberbank infrastructure
• Train the employees
SBERBANK ENTERPRISE PORTAL (RUSSIA)

The largest bank in Russia and Eastern Europe, and the third largest in Europe

Results:

- Current information about Sberbank activities in real time
- Direct dialog with executives
- Unique design development in accordance with the corporate style
- Training key employees with administration and management skills to operate the enterprise portal
- Enterprise portal development and upgrading
JINGA SMARTPHONES (CHINA)

Challenge:
Launch of the new products on Russian market

Results:
• Search engine marketing (SEM)
• Display ads
• Internet consulting
Senseit (Russia, China)
Protected Cell Phones
SENSEIT (RUSSIA, CHINA)
Protected Cell Phones

Challenge:

- Develop the website and e-shop of cell phones’ manufacturer with suitable customer support
- Run the advertising campaign for improving brand recognition
Results:

- Website development
- Cell phone photo shooting
- Cell phone 3D-photo shooting with possibility of 360 degrees rotation
- Website content and tech support
- Website update and development
- Search engine advertising in Yandex Direct and Google AdWords
- Display advertising
- CR rate leveled up from 1% to 1.8% = 180% growth
USTRONG – PROMOTION OF FAMOUS BRANDS IN RUSSIA AND WORLDWIDE