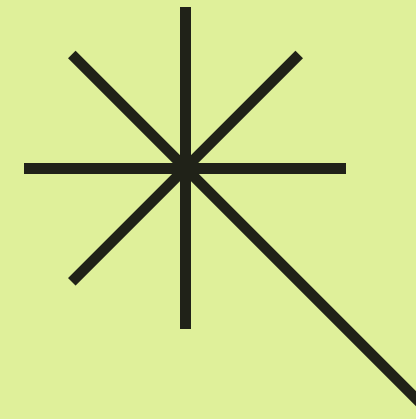


# MARKETING MAGIC\*\*\* FOR B2B SAAS

MAGIC IS MEETING  
MARKETERS



WHO CARE  
ABOUT YOU  
BUSINESS  
GROWTH

—

/

|

NOT  
MARKETING  
METRICS

# MARKETING MAGIC CONSISTS OF

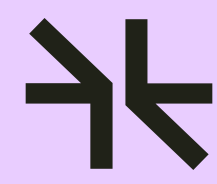


proven  
framework  
+  
seasoned fractional  
CMO  
+  
flexible execution  
team

Set up a marketing department in two weeks  
and get an opportunity to focus on product  
development and fundraising.

# PROVEN FRAMEWORK IN CLICKUP

No delays. We made launching  
a marketing department easy:



LOW-HANGING FRUITS

Get access to all platforms (Web analytics, CRM etc.)

1

Fractional CMO

Interview with CEO and Founders for strategic planning

–

Fractional CMO

Interview with the team for onboarding 3

1

Fractional CMO

Audit previous marketing efforts 3

1

Fractional CMO

Find gaps that could be easily fixed 4

2

Fractional CMO

Present findings to the Client team and agree on the next...

2

–

Set up the team for the current project needs 2

2

Fractional CMO

Make plans to tackle all the low-hanging fruits 4

3

Fractional CMO

Continue working on the mid-term and long-term strategy

4

Fractional CMO

MARKETING CHANNELS SETUP

OPTIMIZATION & SCALING

2 weeks sprints: clear goals,  
tasks, and roles

- founder-focused weekly reports
- focus on low-hanging fruits
- deep understanding of the funnel and product
- set up channels best suited to your goals

No starting from scratch.  
Your marketing experience  
is important for us:

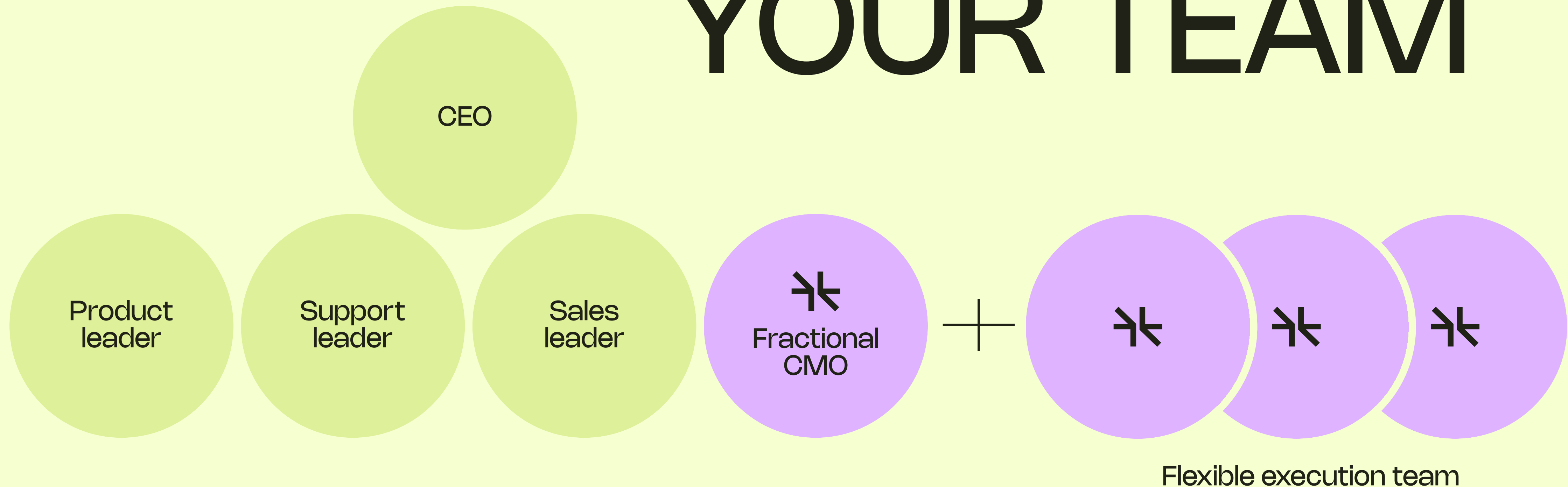
- in-depth research  
of previous  
marketing activities

- Your specialists  
join the new  
marketing team

- we involve your  
stakeholders to learn  
your business inside out



# WORKING ALONGSIDE YOUR TEAM





# SEASONED FRACTIONAL CMO



## Renata

7 years in Marketing,  
5 years in B2B Marketing  
35+ projects

Key clients: Xappex, Algoritmics

My work with Renata was great. She was an incredible specialist and strategic thinker whose knowledge was a decisive factor in the project's success. I highly recommend the opportunity to work with her.

Diego Diaz Serra  
Managing Director at Eligens.io



## Jahan

5 years in Marketing,  
4 years in B2B Marketing  
15+ projects

Key clients: Xappex, Purrweb

This is the kind of specialist everyone needs: Jahan didn't just fix the problem — she looked at the bigger picture, made sense of the business results, and gave us advice we could actually use.

Alex Golovatyy  
Co-Founder at WeGoTrip.com



# AND FLEXIBLE EXECUTION TEAM



FCMO + Growth Marketer +  
Content Specialist + SEO

**Sprint 13** Feb 24



FCMO + Growth Marketer

**Sprint 14** Mar 10

No downtime.

Every sprint, you are  
provided with specialists  
that you need to match  
the sprint goals.

We deliver exceptional results for B2B SaaS companies,  
maximizing return on marketing investment (ROMI) and  
helping achieve business targets.



All SaaS companies are seeking new acquisition opportunities, but most of them need to improve onboarding and conversation rate from the trial period.

1

# NOT TYPICAL AGENCY

2

## **Work closely with your product & sales team**

This synergy not only improves the customer experience but also boosts retention and revenue growth.

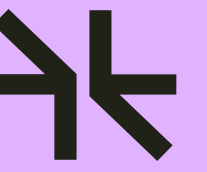
3

## **Revenue-first prioritization**

We focus on initiatives that impact your bottom line, starting with low-hanging fruit and resolving bottlenecks before testing new channels.



# DESIGNED FOR YOUR GROWTH: WHO WE HELP BEST



B2C  
SaaS

B2B SaaS

\$1M – \$10M ARR  
0–1 marketer in a team  
global market

B2B  
Services

# B2B CASE STUDIES



B2B SaaS, data connectors for SalesForce

Project Team



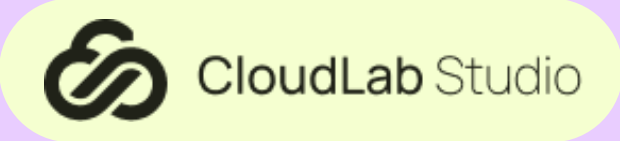
Renata, fCMO  
+3 specialists

Services

- Fractional CMO
- Web Analytics
- CRM-marketing
- Paid Ads
- Link Building
- SEO
- Conversion Optimization

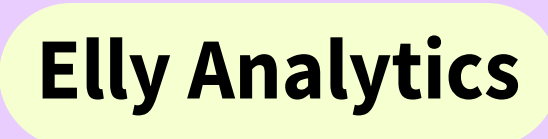
28%

increase in lead-to-trial conversions within 3 months, with ongoing funnel optimization in progress.



B2B, software development company

Developed an ICP, clarified goals and OKRs, created a 6-month implementation plan for internal team



B2B SaaS, full-funnel dashboards

20% increase in meeting booking conversion rates with advanced attribution



+11 others

# B2C CASE STUDIES



 NDA

B2C, DNA Testing Service

Project Team



Renata, fCMO  
+9 specialists

Services

- Fractional CMO
- Product marketing
- Link Building
- SEO
- Conversion Optimization
- Paid Ads

**5X** times increase in revenue across Latin America, Europe, and the CIS.



B2C, an international school of programming and math

x2.5 times increase in lifetime value (LTV)



B2C, B2B, a renovation and remodeling company based in NYC

x1.5 times increase in site traffic



Diego Diaz Serra  
Managing Director,  
Eligens

★★★★★

Digital Hunch team player's spirit and attention to detail kept everyone on the same wave-length and allowed us to accomplish our goals effectively. I highly recommend the opportunity to work with them.

# GET THE SUPPORT YOU NEED

The minimum project  
duration is 3 month.  
The media/ad spend is not  
included.



## CHANNEL MANAGE MENT

from \$2,800 per month

SEO, Meta Ads, Google Ads,  
email-marketing

## FULL- SERVICE TEAM

avg. \$8,000 per month

fCMO + implementation  
team (2-3 specialists)

## CMO COACHING

from \$3,500 per month

1-to-1 calls, templates,  
operation support,  
case studies, sharing of  
expertise



# AN AGENCY THAT CARES ABOUT YOUR BUSINESS GROWTH

