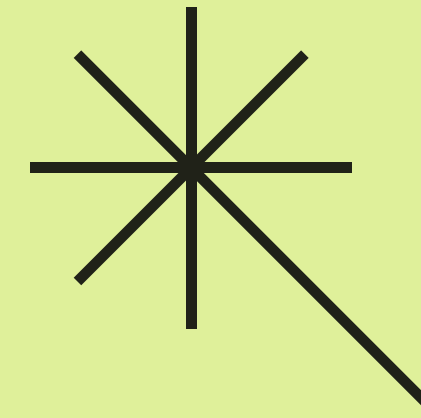


# MARKETING SERVICES FOR SAAS



WE CARE  
ABOUT YOUR  
BUSINESS  
— GROWTH



NOT  
MARKETING  
METRICS

# THE DUAL IMPACT METHOD



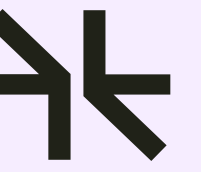
**C-level strategy**  
by fractional CMO

+

**hands-on execution**  
by channel experts

We build your marketing department in 2 weeks,  
combining ROI-driven priorities, senior direction,  
and execution you can scale.

# SEASONED FRACTIONAL CMO



## Renata

10 years in Marketing,  
4 years in SaaS Marketing  
40+ projects

Key clients: World Chess, Xappex

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

6 years in Marketing,  
2 years in SaaS Marketing  
18+ projects

Key clients: Xappex, Easypadel

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



# HANDS-ON CHANNEL EXPERTS



**SEO & AIEO**



**Content-marketing**



**Google Ads**



**Meta Ads**



**CRM-marketing**



**LinkedIn Ads**



No downtime.

We provide every client with the specialists they need to reach their goals.

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

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

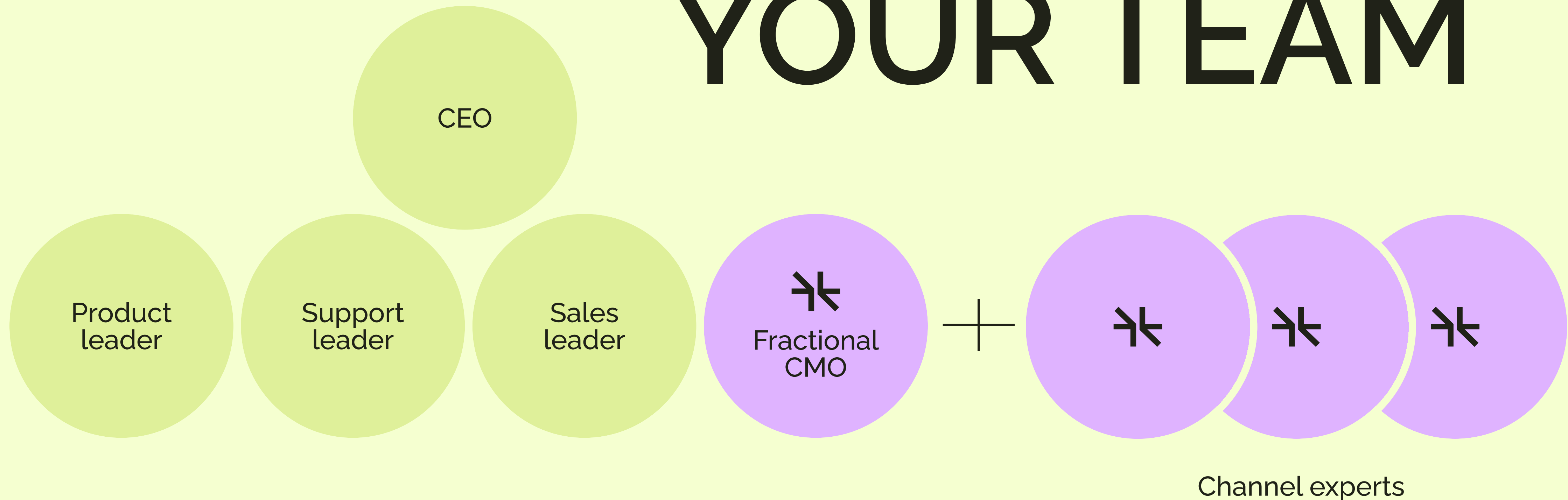
- in-depth research of  
previous marketing  
activities

- your specialists  
join the new  
marketing team

- we involve your  
stakeholders to learn  
your business inside out



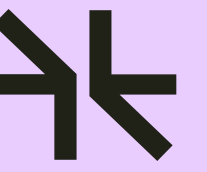
# WORKING ALONGSIDE YOUR TEAM





# PROVEN FRAMEWORK

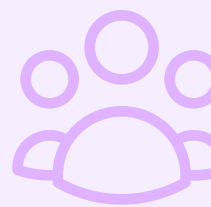
No delays. We made launching  
a marketing department easy



**FUNNEL MAPPING &  
AUDIT PREVIOUS EFFORTS**



**RANK INITIATIVES BY IMPACT  
TO FOCUS ON WHAT MATTERS**



**EXECUTE WITH DUAL EXPERTISE:  
STRATEGIST PLUS HANDS-ON  
EXECUTION**

2 weeks sprints:  
clear goals, tasks, and roles

- founder-focused weekly reports
- focus on MRR & ROMI
- deep understanding of the funnel and product
- set up channels best suited to your goals



All SaaS companies are seeking new acquisition opportunities, but most of them need to improve onboarding and conversion 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.

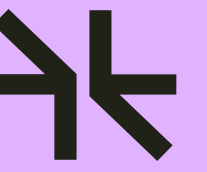
3

## 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 **SAAS GROWTH:** WHERE WE HELP MOST



## Early stage SaaS

Turning early user insights  
into a working funnel.

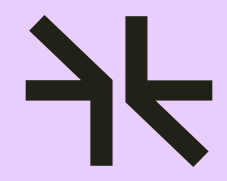
## Scaling SaaS

Growth engine,  
channel testing,  
conversion optimization.

## Mature SaaS

Boosting efficiency,  
scaling to new markets,  
adding in-house capacity.

# B2B CASE STUDIES



B2B SaaS, data connectors for Salesforce



Renata, fCMO  
+3 specialists

Fractional CMO

Web Analytics

CRM-marketing

SEO

Paid Ads

Link Building

Conversion Optimization

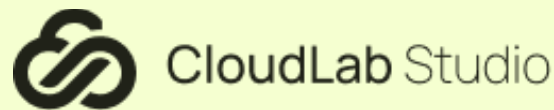
10%

increase in ARR within 12 months, with ongoing funnel optimization in progress.

Elly Analytics

B2B SaaS, full-funnel dashboards

20% increase in meeting booking conversion rates with advanced attribution



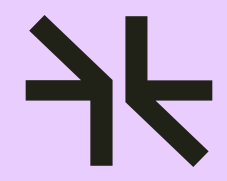
B2B, software development company

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



+11 others

# B2C CASE STUDIES



 NDA

B2C, DNA Testing Service



Renata, fCMO  
+9 specialists

Fractional CMO

Product marketing

Link Building

SEO

Conversion Optimization

Paid Ads

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



B2C, SaaS for booking  
paddle courts

+30% paid bookings in one month,  
4x reduction in acquisition cost



B2C, an international  
school of programming  
and math

x2.5 times increase in lifetime  
value (LTV)



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.



## ACQUISITION FOCUS

€2,500 per month

Hands-on management of  
one channel (Meta Ads,  
Google Ads, LinkedIn Ads,  
SEO, email-marketing)

## GROWTH PARTNER

€4,500 per month

Fractional CMO + hands-on  
execution in 1 channels

## SCALE ENGINE

€7,500 per month

Fractional CMO + hands-on  
execution in 2 channels



# AN AGENCY THAT CARES ABOUT YOUR BUSINESS GROWTH

