

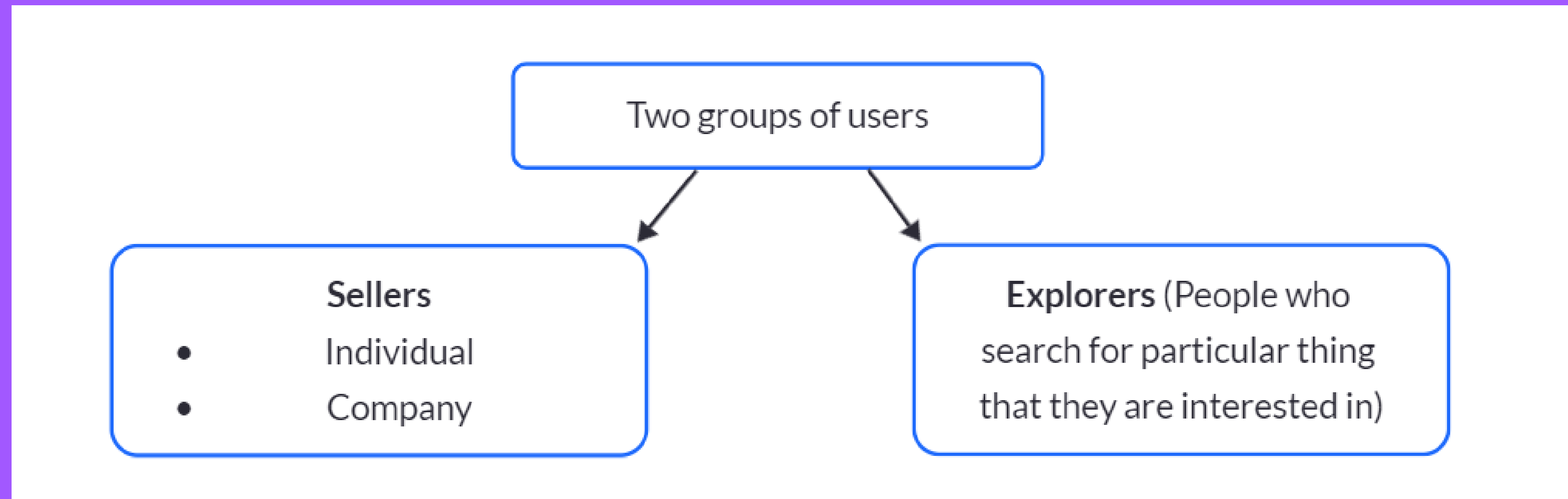
# General Information ⓘ

**Product:** Pazar3

**Website:** [www.pazar3.com](http://www.pazar3.com)

**Local Competitors:** Reklama5

**Category:** Online trading web & app-based platform



# Buyers -"Explorers"

- Those who have the intention to buy, and search for a particular thing
- These ones who search "occasionally"
- These ones who search by informative reason, to see the price range, to compare products

## Sellers

Sellers are described as individuals or companies that post ads on Pazar3 to make a sale. When it comes to paid advertisements and premium subscription model, the companies are more likely to use them as they have higher budget for marketing

# User Acquisition



In order to acquire new users, they need to focus on improving their social media strategy and to invest in paid ads, and improve their interface. Specifically for their application, their banner is located on the end of their website, in the right corner. Users mostly spend time on the front and centered points of the page, and rarely look in the right corner on the end of the page. In order to promote better and efficiently, they should make an ad which will promote their app and which will be set on the center of their website, so everyone who visits the website can see it and be aware that there is also an application.

# Marketing Funnel

To develop their marketing strategy, and to focus on acquiring new users, but as well to engage the existing, they need to pay attention on their marketing funnel.

- Producing an SEO-friendly and relevant content for the users (Ex. example how they can make an account, because there are some older people who use the platform who are not very tech oriented or how much an "X" agency increased her sales with a premium subscription, so they can provoke interest for the other agencies)
- Activities on social media, such as posting, going live to engage with audience, and fast response to messages and comments

# Marketing Funnel

These activities can definitely influence on raising awareness and creating an initial interest. It`s important to focus on the existing users, not only on acquisition, and to remain competitive in the market. For example, they can create different bonus points, surveys, webinars, free trials and more, to make it more beneficial and exciting for use, and the most important, to keep them satisfied.

The goal of the following marketing campaigns, is to drive mobile app downloads, to engage the both group of users, while explaining the benefits of the app.

These marketing campaigns are created for users who already have an account on Pazar3 (web-based account).

# Campaign Brief Description

## Client Information

**Product Name:** Pazar3

**Website:** [www.pazar3.com.mk](http://www.pazar3.com.mk)

**Competitors:** Reklama5, KupiProdaj & Oglasi.mk

**Location:** Resen, North Macedonia

## Target Audience:

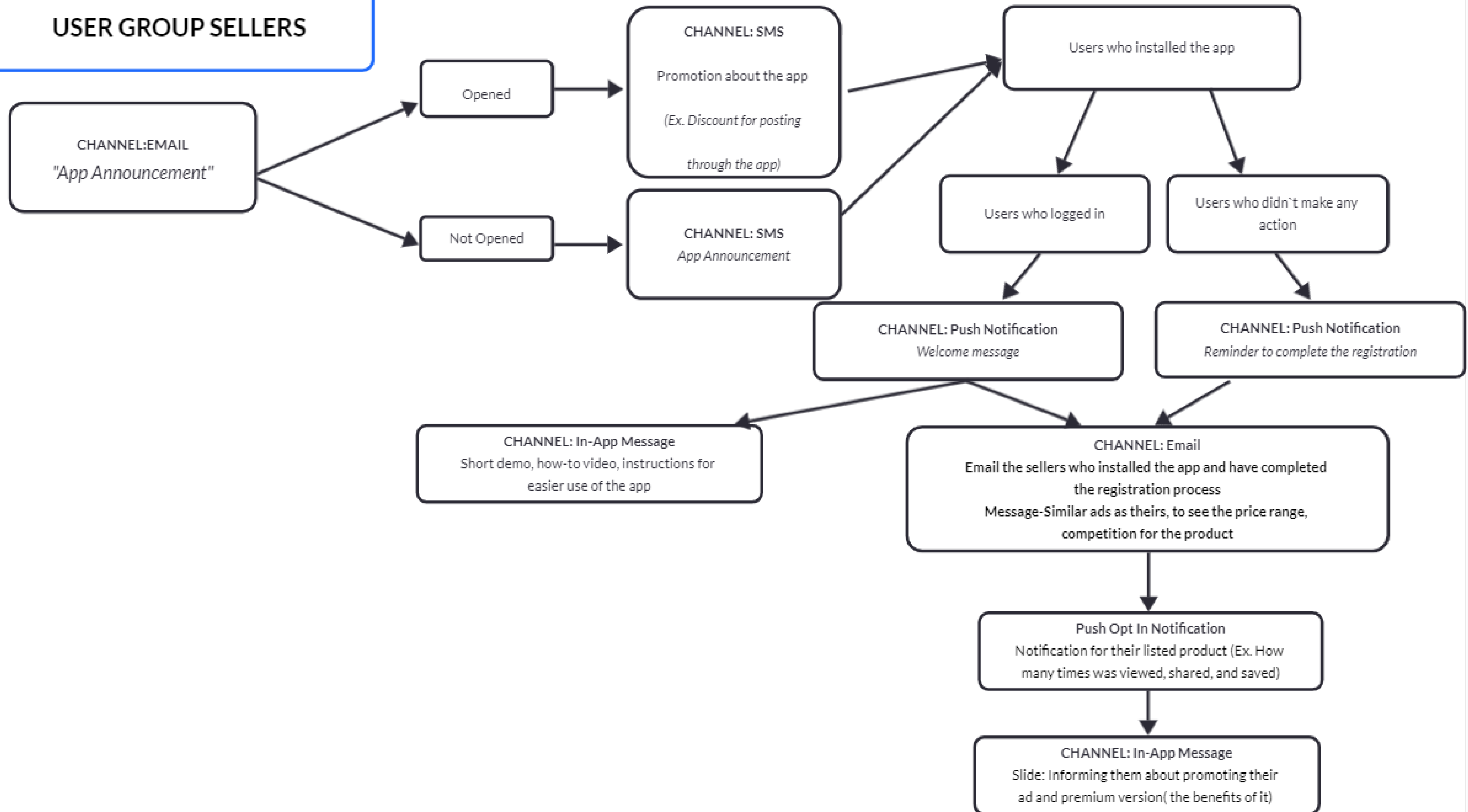
- Individuals (18-65) years old
- Companies (Ex. Retail, Real Estate)

## Project Objectives

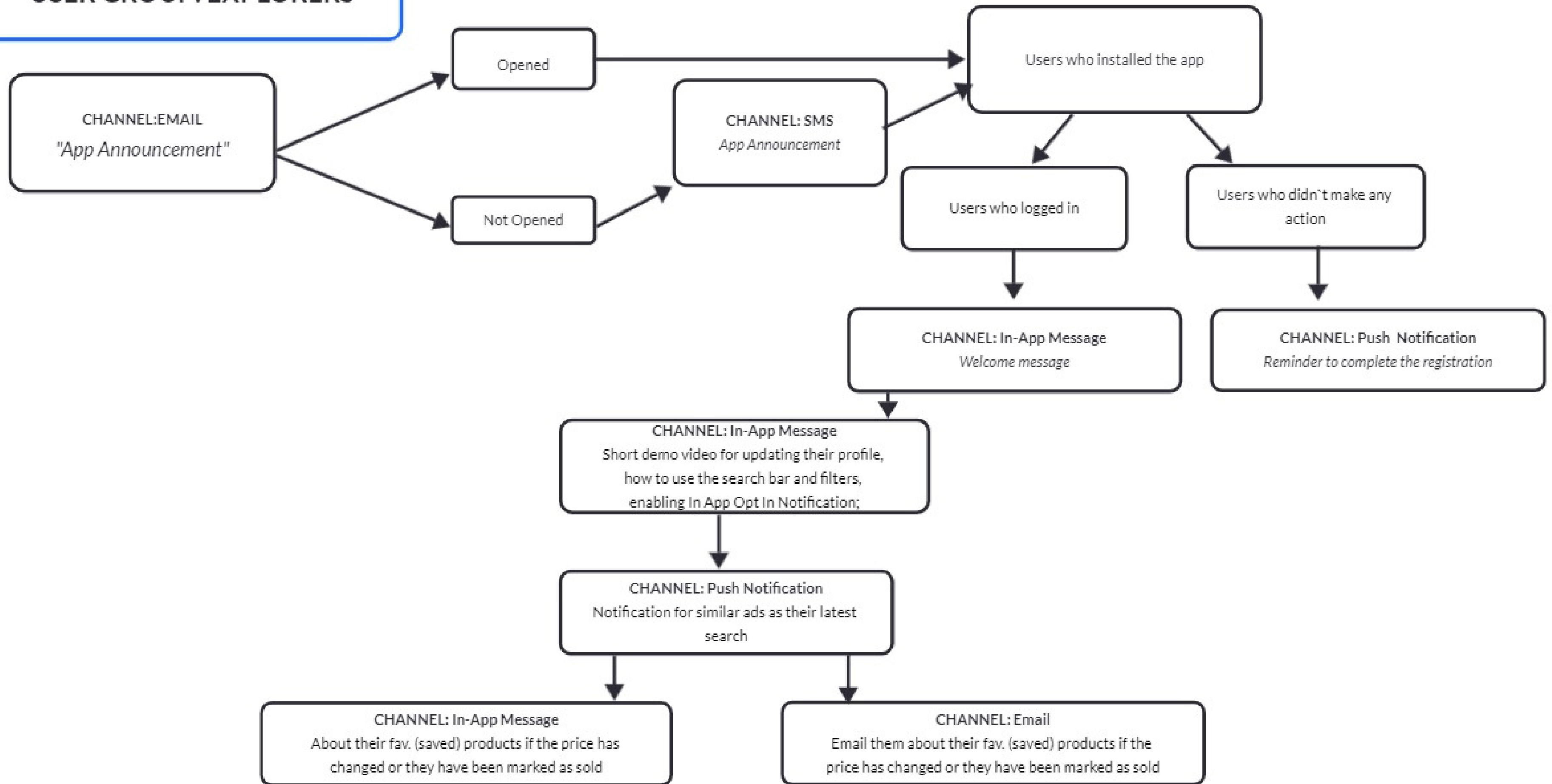
With a cross-channel marketing campaign we should improve and achieve:

- Mobile app installs from web
- Registrations
- Push notifications opt-ins
- Browsing within the product
- Favoriting ads
- Sharing of ads
- Posting an ad
- Usage of Additional Advertisement Options

## USER GROUP SELLERS

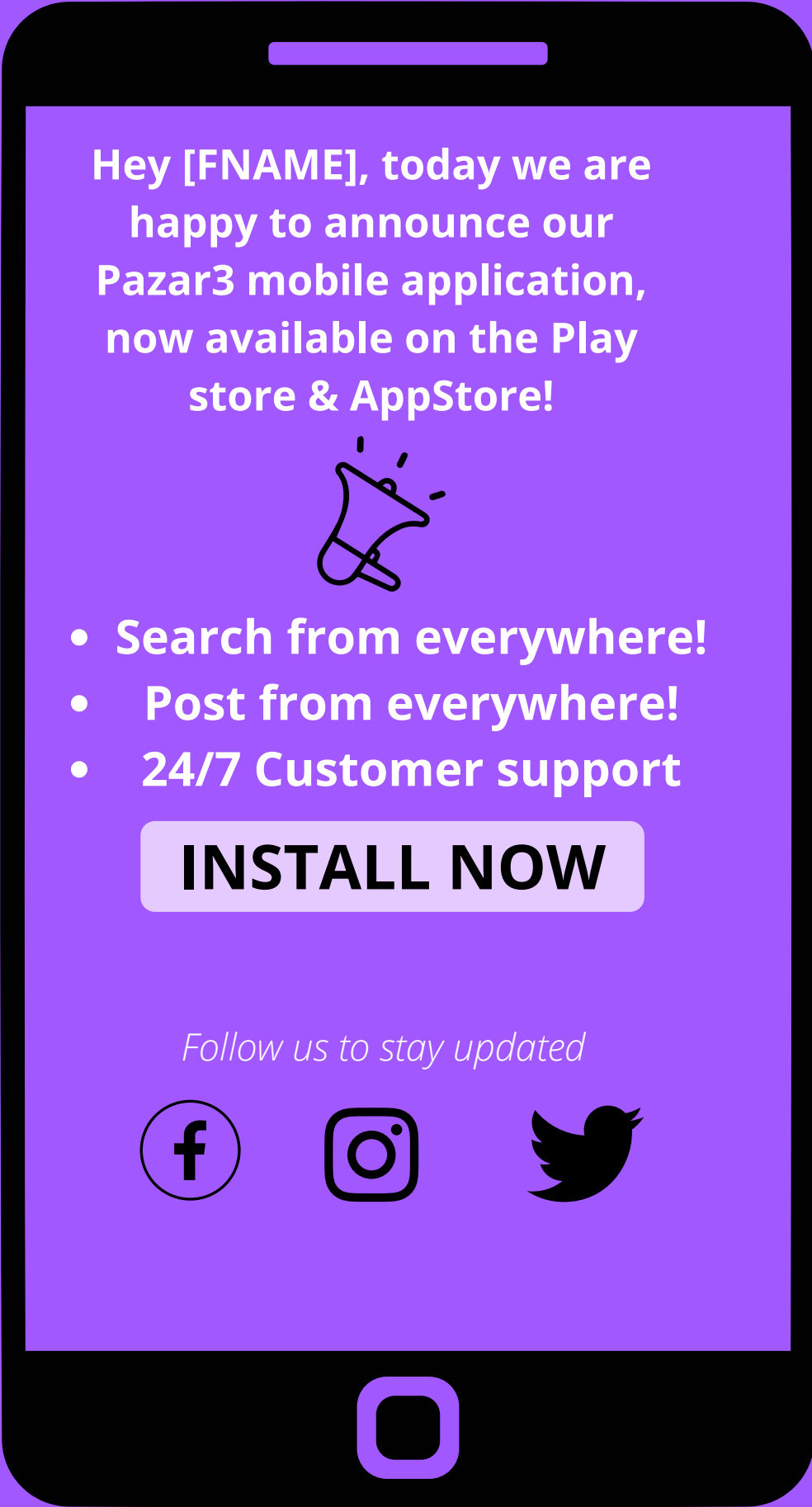


## USER GROUP: EXPLORERS

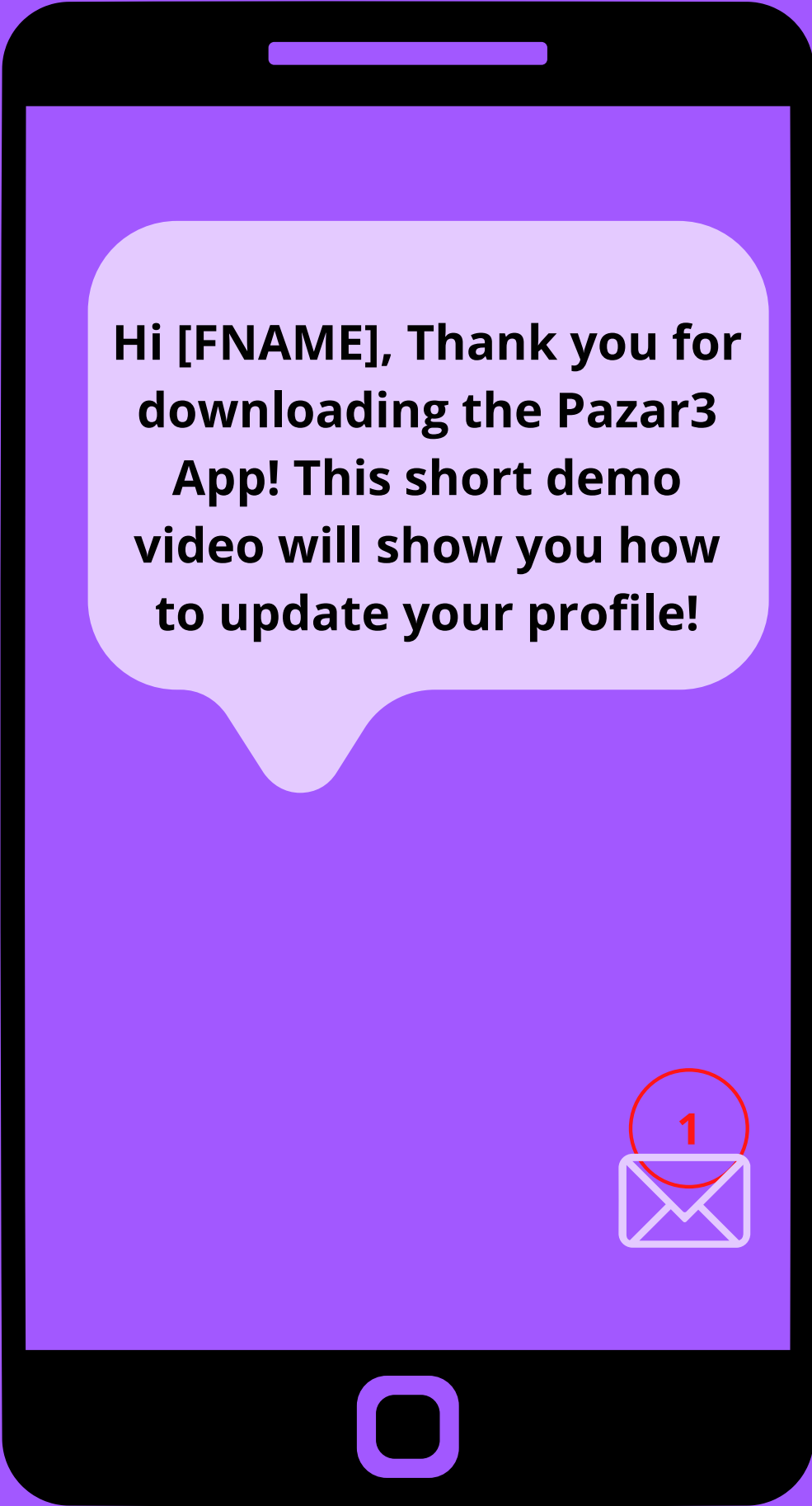




# App Announcement- Email Copy



# In-App Message Copy



# Push Notification Copy

