

نرم افزارهای تخصص
برنامه ریزی بازاریابی

محیط
بازاریابی



MRK.KARIMI20

MarketPlan.io تنها پلتفرمی است که به صورت خاص فقط بر روی برنامه ریزی بازاریابی تمرکز کرده و فقط ابزار کمکی برای برنامه های بازاریابی را فراهم کرده است.

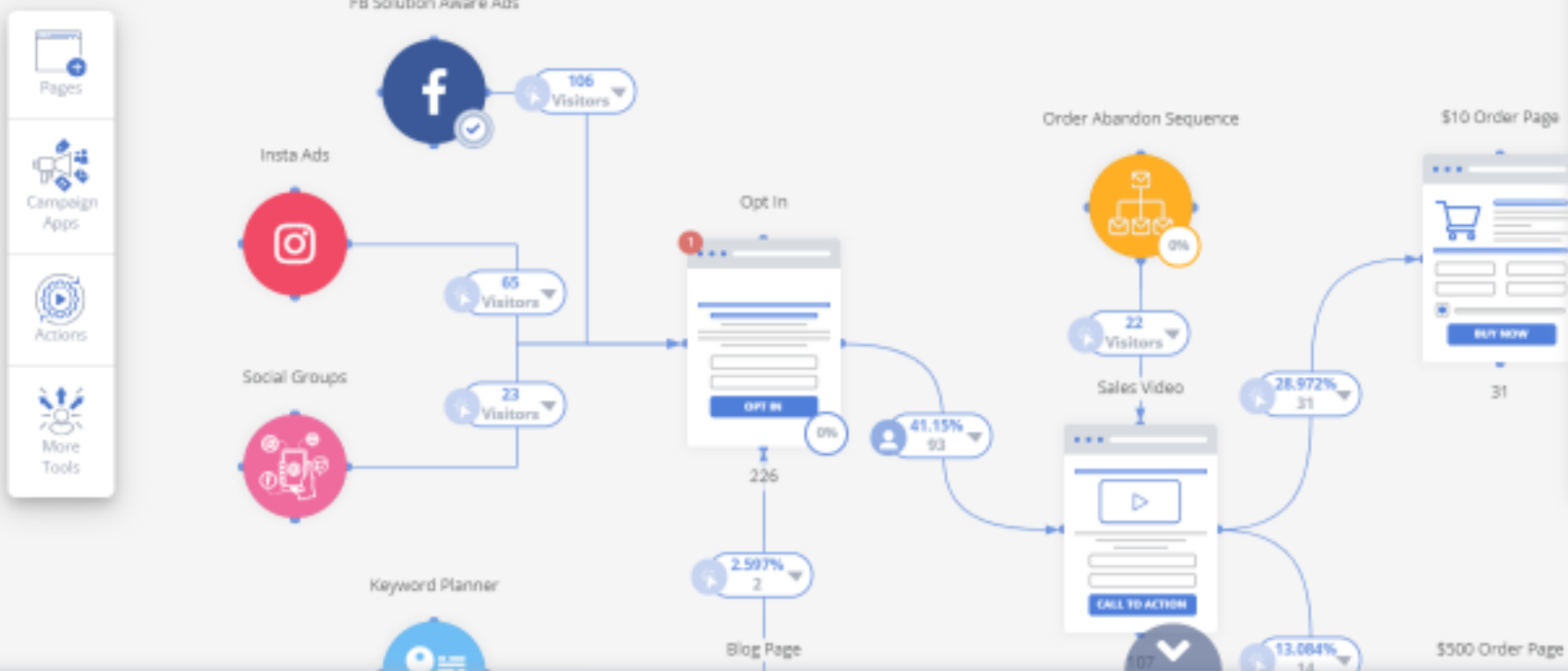


MARKETPLAN.IO

Marketing Planning

- ✓ Budgeting/Forecasting
- ✓ Goal Setting / Tracking
- ✓ Media Planning
- ✓ Presentation Tools
- ✓ Roadmapping
- ✓ Collaboration
- ✓ Marketing Calendar
- ✓ Predictive Analytics
- ✓ Project Management
- ✓ Spend Management





Visitors

248

Average Visitor Value

\$20.97

Leads

93

Average Lead Value

\$55.91

Sales

\$5,200.00

Average Transaction Value

\$273.68

Total Expenses

\$ 5,071.00

Total Revenue

\$ 129.00

Source

Search...



FB Solution Unaware Ads



Uniques

29

Leads

7

Transactions

1

Cost

\$200.00

Revenue

\$100.00

ROI

50.00%



Image 1 Text 2

Visitors

29

Leads

7

Transactions

1

Cost

\$200.00

Revenue

\$100.00

ROI

50.00%



Keyword Planner



Uniques

24

Leads

5

Transactions

2

Cost

\$500.00

Revenue

\$600.00

ROI

120.00%



Text 1 Menu

Visitors

24

Leads

5

Transactions

2

Cost

\$500.00

Revenue

\$600.00

ROI

120.00%



EF Event Suite by ExhibitForce



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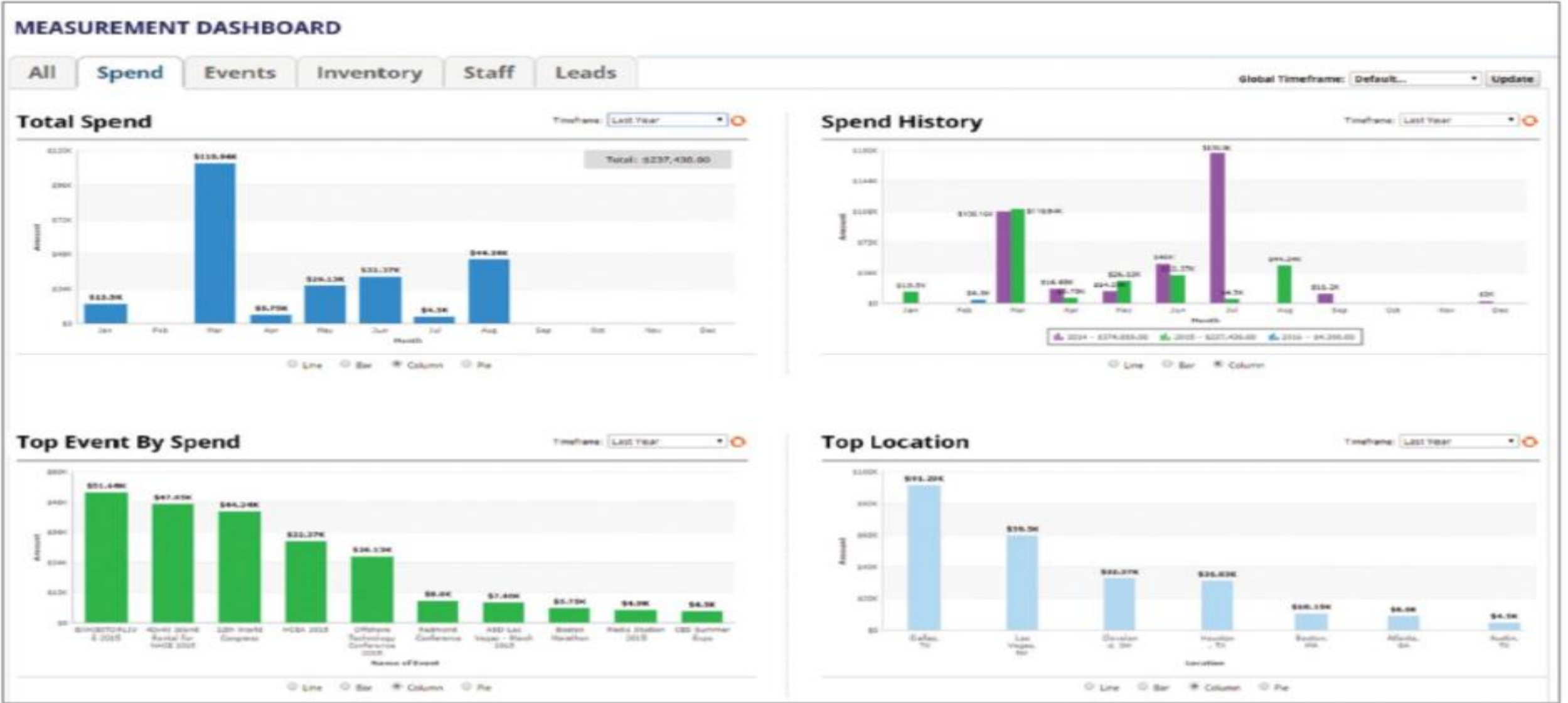


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COMPREHENSIVE LOOK

Take a snapshot of your entire program or filter by spend, events, inventory, staff, or leads. Access data points from any time period to recognize trends and distribute resources when and where they are needed.



این برنامه برای بازاریاب ها و کسب و کار ها در سه حوزه ابزارهایی را ارائه می کند:

۱- برنامه بازاریابی

۲- بازاریابی محتوا

۳- مدیریت منابع بازاریابی (MRM)



NewsCred

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2019



Campaigns / Tasks / Events

▼ New Sneaker Launch

- ▶ Turning Dreams Into Swift Reality
- ▶ Mind Over Miles
- ▼ The Swifter You Run, The Further You Fly
 - ✔ Article | The 10 biggest benefits of speed training
 - ☐ Identify celebrity influencer
 - ❌ Schedule photoshoot
 - ✔ Landing page design and development
 - ☐ Article | Swift's Guide to Proper Running
 - ☐ Agency photoshoot
 - ❌ Promote influencer endorsement
 - ☐ Video | Inside Look: "Original Attitude"
 - ☐ Digital ad creative
 - ❌ VIP email invite for in-store launch
 - ☐ Social media campaign messaging
 - ☐ In-store sneaker launch
- ▶ Changing the game swiftly

▼ More than Swift Sneaker

- ▶ More than swift shoes: tennis
- ▶ More than swift shoes: cricket
- ▶ More than swift shoes: trail running

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec



The Swifter You Run, The Further You Fly

Article | The 10 biggest benefits...

IN PROGRESS

CURRENT STEP

Step - 7 of 9 post content

LABELS

Swift Launch

Marathoners

Purchase

Blog

Print

Email

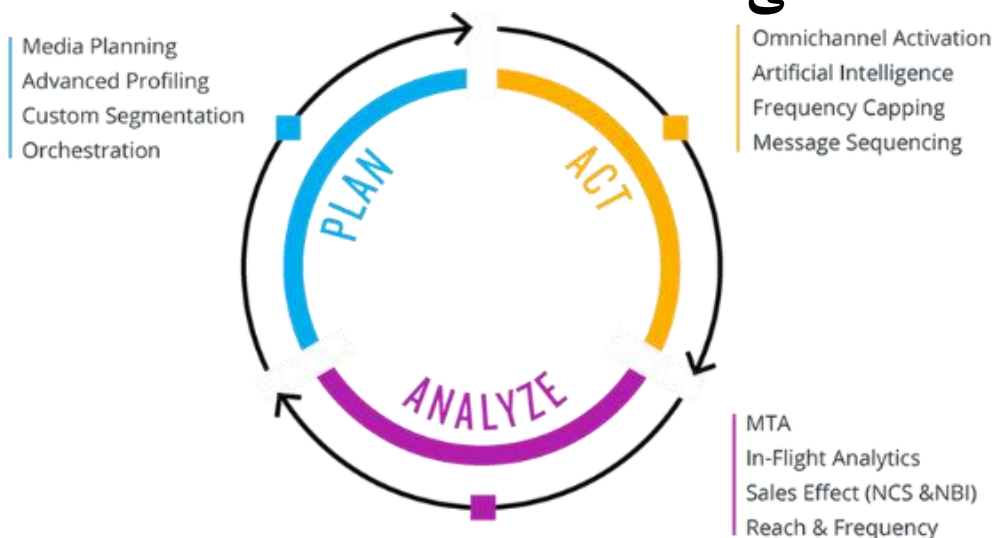
Video

Article

+7

Nielsen Marketing Cloud

این نرم افزار ابزار برنامه ریزی مبتنی بر ابر است که به اندازه گیری، تجزیه و تحلیل و کسب بینش در مورد داده های فروش و بازاریابی و ایجاد نوآوری در سراسر عملیات کمک می کند.



✓ برنامه بازاریابی

✓ تحلیل بازاریابی



Nielsen Marketing Cloud

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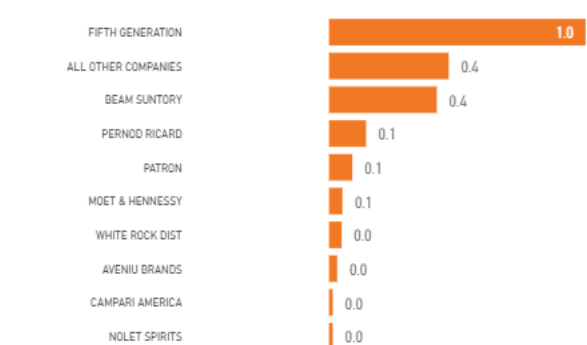
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Business Review

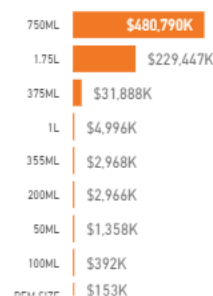
\$ - CURR by Category



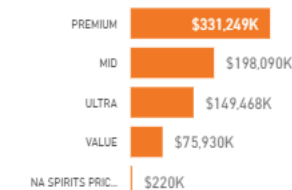
\$ SHR CHG by Manufacturer



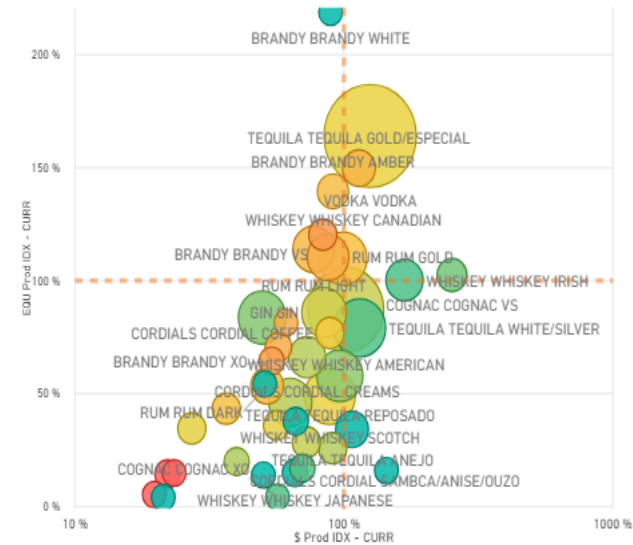
\$ - CURR by Size



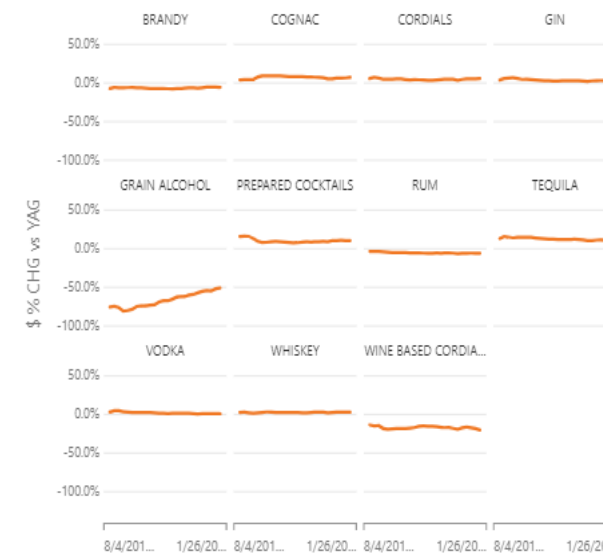
\$ - CURR by Spirits Price Tier



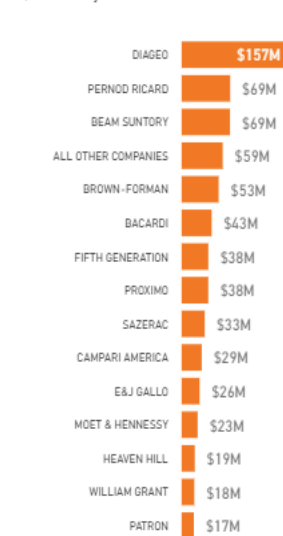
Productivity



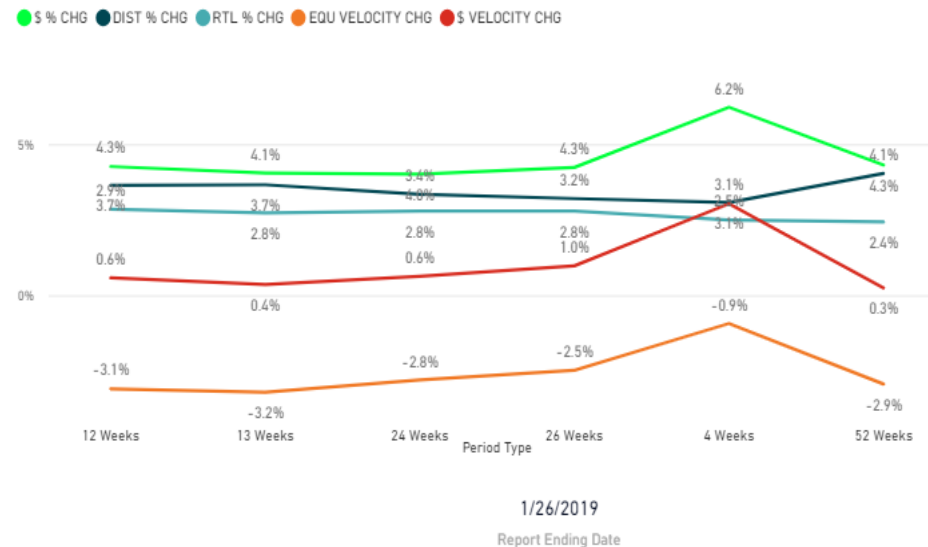
\$ WK % CHG vs YAG



\$ - CURR by Manufacturer



Decomposition





INFINIGROW

InfiniGrow یک پلتفرم برنامه ریزی و تجزیه و تحلیل بازاریابی مجهز به هوش مصنوعی است که تیم های بازاریابی را قادر می سازد بودجه خود را مطابق با مرتبط ترین و به روزترین داده ها ، در هر لحظه ، در تمام کانال های بازاریابی تخصیص دهند.

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Analyze

Time frame

Last 30 days

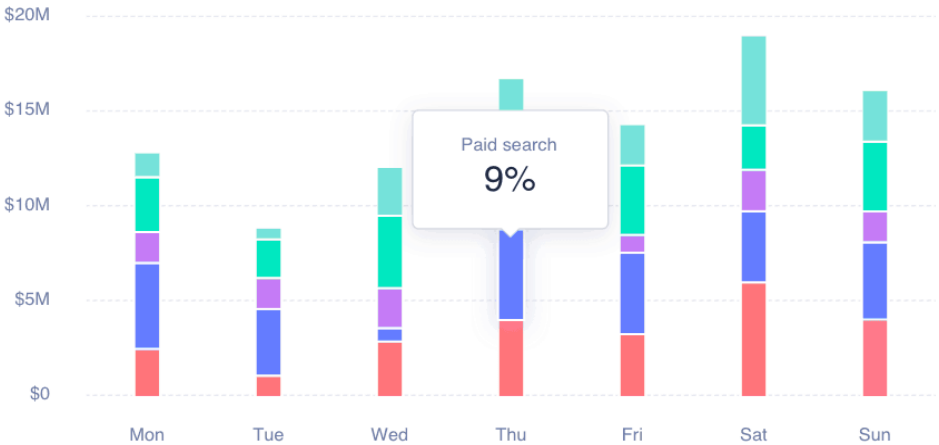
Attribution model

Full journey

Marketing-generated business impact

New paying accounts

- Organic search — 524 (24%)
- Paid search — 498 (22%)
- Business directories — 378 (18%)
- Social — 221 (10%)
- Email — 546 (26%)



IDENTIFIED VISITORS125,294▲ 8.5%

→

LEADS64,602▼ -3.2%

→

SQL49,291▲ 2.7%

→

OPPS32,115▼ -1.9%

→

ACCOUNTS12,693▲ 6.3%

Channels Impacts Analysis

CHANNEL	COST	TOUCHED ACCOUNTS	ATTRIBUTED ACCOUNTS	EFFICIENCY	TOUCHED REVENUE	ATTRIBUTED REVENUE	ROI	ARPA	LTV
PPC - Bing	\$9,400	72	68	\$138 per account	\$150,000	\$140,000	\$15.24	\$1,825	\$150,000
LinkedIn - Paid	\$5,250	47	41	\$128 per account	\$87,295	\$75,100	\$16.29	\$1,205	\$140,000

Ruum

Ruum یک نرم افزار مدیریت پروژه است که یکی از ابزارهایی که ارائه میکند برنامه بازاریابی است. این نرم افزار مبتنی بر هوش مصنوعی است. علاوه بر این دستیار مجازی هم دارد.



Ruum

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YOUR TEMPLATES

- Owned by you
- Shared with you

RUUM TEMPLATES

- Admin & Operations
- Event Planning
- HR & Recruiting
- Marketing & Content
- Nonprofit NPOs
- Project Management
- Sales & Customers
- Team Management

Project Templates

+ New Template

Owned by you

Goals:

- Review, revise and re-launch Ruum website and content
 - New introduction video to replace Devin Dine video
- Content planning and strategy
 - Record 10 Podcast episodes (ongoing)
- Update onboarding email copy (x)
- Begin update videos with Phil, Stefan and team - 30 seconds per update with a quick and funny walk through of the new feature

- Later
- Review social media presence, 10 opportunities
- Customer success stories to publish, interviews, use as sales asset - evergreen content at first, timely content later

Content Planning

Track required onboarding to-dos and give new employees all the...

Owned by you · Unpublished changes

MS

GH

SW

SW

+15

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Track required onboarding to-dos and give new employees all the...

By Matthias Stegmueller

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