4
Years on the market

524
Advertising campaigns completed

2.62B
People reached

POWERBANK
MARKETING

Our Services:

Development of Marketing Strategies
We design marketing strategies on a turn-key-basis.

Contextual Advertisement
Search and banner advertisement on Google, Yandex, Facebook, and Instagram.

Media Buying
Advertisement placement onto platforms with the largest target audience reach.

Exclusive Media buying
We work with exotic but extremely popular platforms - Pornhub and Onlyfans.

Digital Content Creation
The creation of digital tools for communicating with the TA.

Influencer marketing
Brand promotion via opinion leaders and influencers on YouTube, Twitch, Facebook, TikTok, Instagram, etc.

SEO promotion
Improvement of the site's position in search results.

Targeting
Set up the advertisements to best reach your TA.

R&D
Complex assessment and analysis of the Product/brand, and recommendations for further development.

In-house affiliate marketing
The attraction of high-quality targeted traffic.

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The Way We Work

1 Identify the client's needs and shape the task

2 Analyze the current situation in the market and analyze the competitors

3 Prepare an offer

4 Agree on the offer with the client

5 Define the deadline of the advertising campaign

6 Sign the contract and receive an upfront payment

7 Conducting a mass of preparations (refilling the advertising cabinets, writing of texts, visualization of creatives, preparation of advertising briefs for the influencers)

8 Prepare the media plan with the detailed advertisement schedule

9 Prepare a report on the result, make a plan for further cooperation.

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We are about Results

Due to the huge expertise in influence marketing, PowerBank Marketing is confident in the results of the advertising campaigns that we are launching. We know how to find an approach to the blogger's audience and know how to make creative ads.

In the offers that we make we mostly offer those influencers that we have worked with before, check their statistics and make sure that they are going to perform in the best way possible. That is the reason why we can guarantee the end result and sign on to it.

How does it work:
- We launch a test campaign;
- Our team of analysts check the results of the test and we form a new offer for a certain number, with a guaranteed performance;
- We launch the next campaign; and
- Goal is achieved - everyone is happy.

In case we don't reach the targeted numbers of key actions - we either return part of the budget or make some extra placement free of charge.

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Our Cases

PowerBank Marketing

nutriair™

(manufacturer of the vitamin inhaler device)

Task:
To increase awareness and increase the number of sales of the device.

Implementation:
An advertising campaign worked out from scratch was aimed at a solvent Ukrainian audience and included targeted advertising, both external and online advertising. Besides, a turnkey website was created that allows users to purchase the company's products, and get acquainted with promotions, new offers, and general information about the product.

Outcome:
- 8 m+ views;
- 62k+ sales; and
- ROMI reached +500% within the first 2 months.

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zakaz.ua

Attract new users:

- The advertising campaign is aimed at the solvent Ukrainian audience;
- Promotion on Instagram with the best bloggers;
- Organization and implementation of competitive mechanics; and
- Development of promotional materials

Results:

- 10m+ views;
- 100k+ clicks; and
- 15k+ orders.

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Yesim

Case description:
- Develop a marketing strategy under quarantine conditions
- Increase brand awareness and direct sales; and
- Optimize the application and its components

Implementation:
1. Conduct advertising

Campaigns using such tools as:
- Influencer marketing;
- Advertising in search engines (Yandex, Google, Bing) around the world;
- Advertising on Google Play and AppStore;
- Advertising on Facebook / Instagram;
- Ads in Viber with new and existing audiences;
- Launch advertising at the airports, tracking performance and segmenting users Working with the current audience of the product (customer notifications;
- user segmentation, development and implementation of options with a real; and
- understanding of the situation

2. Development of a system of discounts in the unit economics of the project

Results:
- 21 m+ views;
- 216 k+ installs; and
- 35 k+ sales.

HUGO

DUREX

Case description:

Product promotion through integration with influencers, branding of platforms, full involvement, and promotion of the product by bloggers (including a personal test).

Results:

In the first month of cooperation, bloggers who took part in the HUGO advertising campaign got more than 2,4 m+ views and Increased sales of selected units that were in the promotion.

Case description:

- increase brand loyalty among the gaming and eSports audience;
- create promotional materials and post them with top esports streamers; and
- full product promotion on all bloggers' media resources.

Results:

- 3,3 m+ views; and
- 38 k+ clicks.

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uklon

(taxi)

Task:
Increase brand awareness and show the ease of use of the service.

Implementation:
Increase brand awareness, show the ease of use of the service.

Results:

- 2.3 m views; and
- 11k new clients.

BMW

(To promote the BMW i3 car)

Task:

The new BMW i3 advertising was integrated into the recently created segment "Preparation for IronMan Competitions" on the "Running Banker" channel. In the 7:48 minute video, Andrey Onistrat ran accompanied by a BMW i3. The participation of Andrei Mazhara in the IronMan 70.3 tournament was announced near the electric car. Video also included the charging process of the BMW i3.

Implementation:

- More than 50 minutes of BMW brand integration

Results

- 500k+ views;
- 50k+ likes; and
- 10k+ comments.

MAHH(ROY ROBSON LERROS BETTY BARCLAY)

Case description:

- system modules installation (Hotjar, GA, Push module service, Binotel);
- retention funnels and recommendations for work with clients;
- site completion works;
- integration of one-click purchases, creation of 2 bonus systems in online shops;
- transactional emails;
- created a database to work with different segments of buyers;
- made UI / UX website redesign;
- promotion of stores on FB / Instagram; and
- development of advertising materials (banners, landing pages).

Results:
150% increase in direct sales in the first month of the ad campaign

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bodo
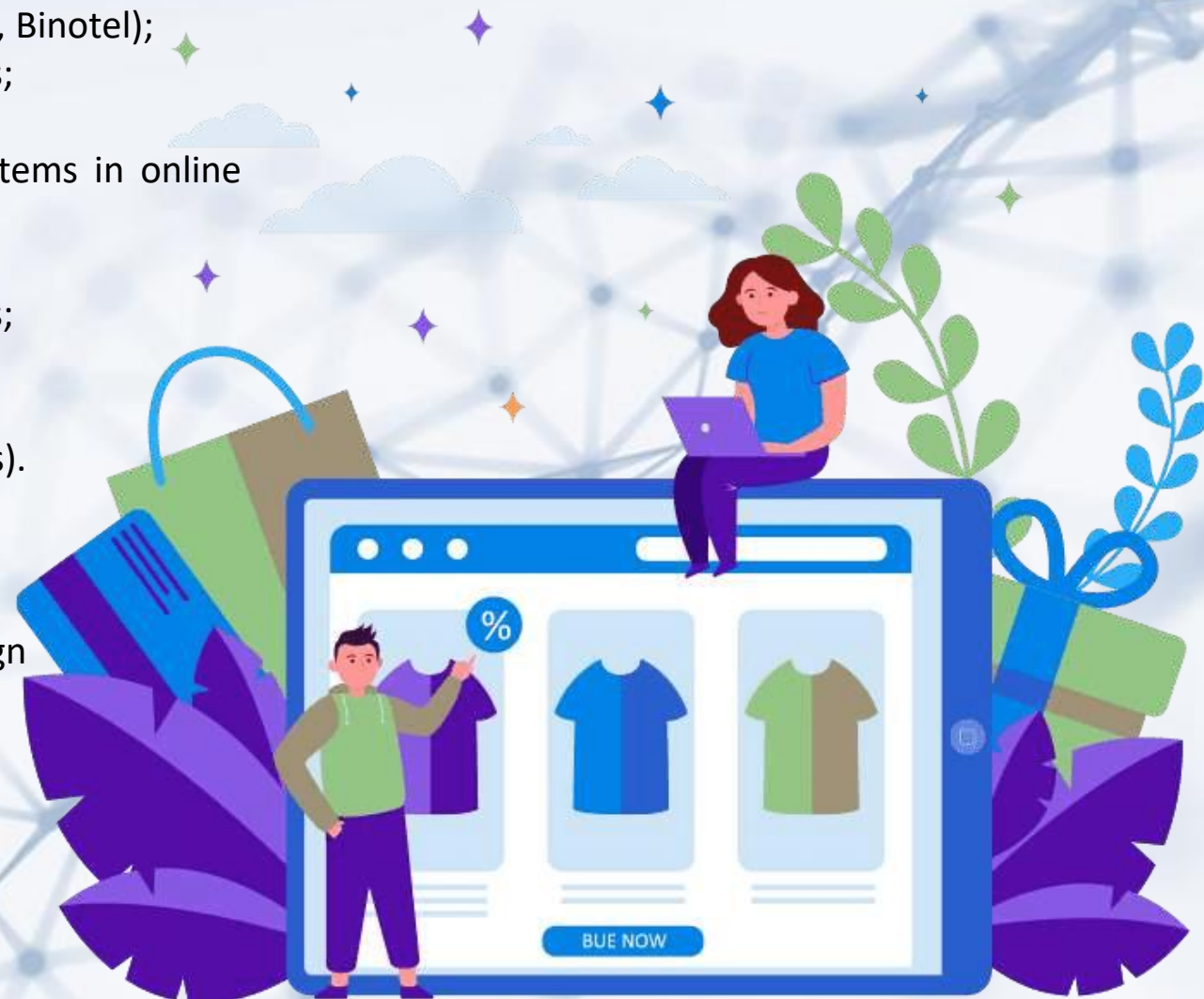
(gift certificates)

Task:
Increase brand awareness, show the functionality of the project and increase the number of sales.

Implementation:
In the course of the advertising campaign, bloggers natively talked about the advantages of the productand described how wonderful it is when you can make an astonishing gift to loved ones, colleagues, friends and relatives without spending much time. After integrations the popularity of the brand increased greatly, resulting in more sales.

Results:
- 6 m+ views; and
- 20k+ sales.

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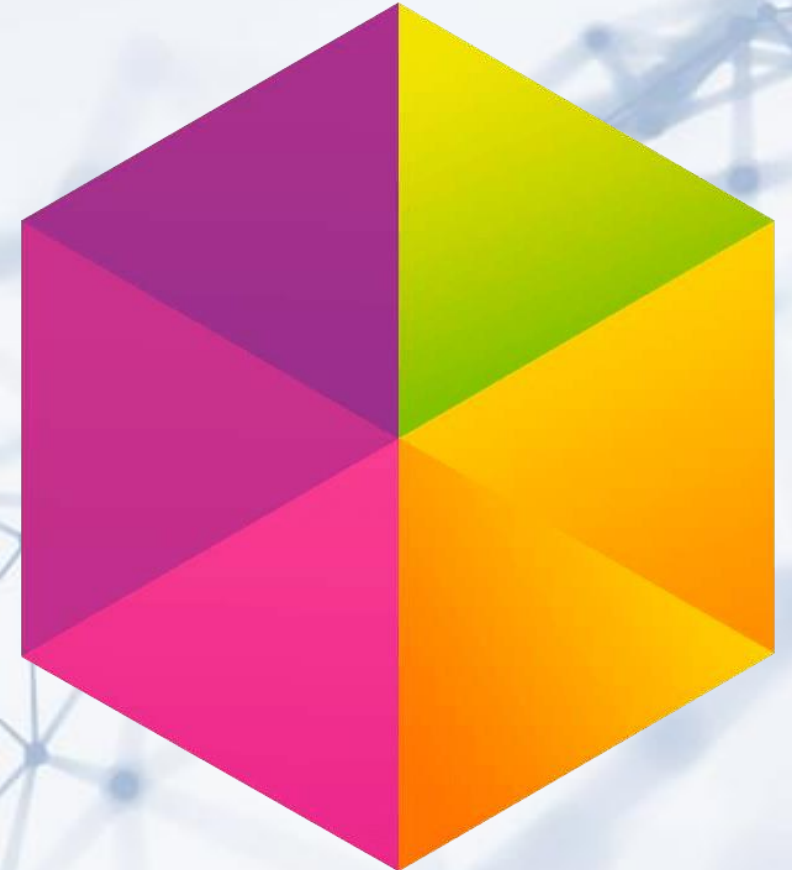
Wargaming

(video game developer)

Task:

Integrate the advertising pre-rolls into the top YouTube channel.

Implementation:

The advertising campaign for Wargaming was immense. A huge amount of YouTube channels, devoted to gaming, modern technologies, humour etc. took part in the advertising campaign. Bloggers from the whole CIS region recommended their audience amazing games and shared promo codes for faster and easier growth inside.

Results:

7 million new users

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Poker Stars ♠

(the world's largest online poker room)

Task:

To attract users to the platform.

Implementation:

PowerBank Marketing took the popular Dota2 players and streamers to the Poker Stars tournament.

Results:

- 1,321,555 users watched a video featuring Alohadance (one of the biggest streamers in CIS);
- on EPT Sochi;
- on YouTube in 7 days;
- Average online increased from 1800 to 22629 on the official Poker Stars broadcast;and
- More than 33000 new subscribers were received.

Intel (intel)

(technology company)

Task:

A new computer model Intel NUC advertising.

Implementation:

The goal of the advertising campaign was to promote the exact product bloggers, who took part in the project and started using computers themselves, to describe its advantages from their own perspective. Also, there was a special competition between subscribers and the winner got a minicomputer.

Results:

- 3,5m+ views;
- 400k+ likes; and
- 150k+ comments.

KUCOIN
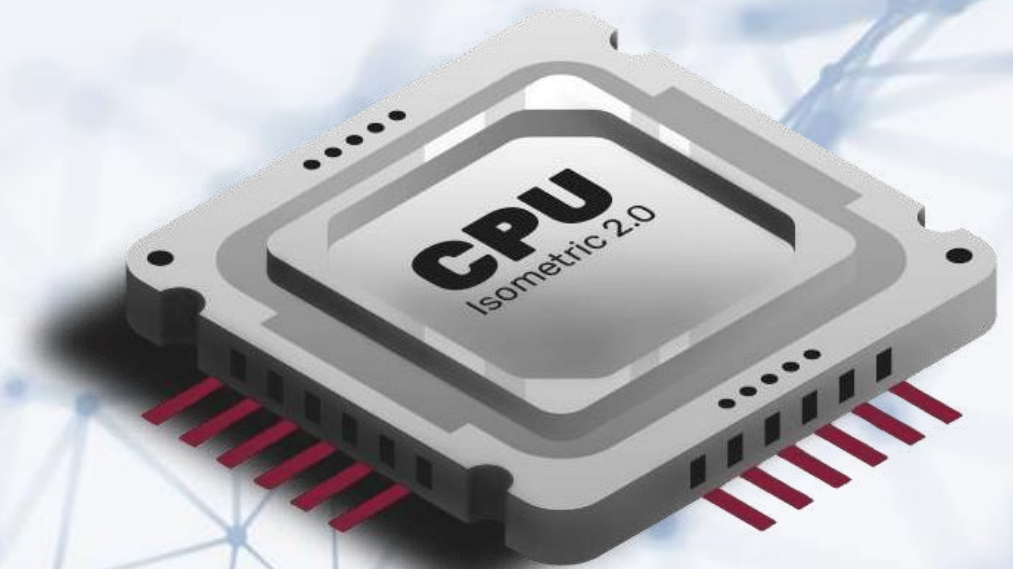
Tasks:

Increase brand recognition in CIS, and attract users to the new Promotions on the trading platform.

Implementation:

Create promotional materials, taking into account client preferences;
Creatives for bloggers; and
Ads integrations with top CIS bloggers.

Result:

- Top bloggers, with active core audience were attracted;
- 4,5m+ views; and
- 10k+ new users.

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Domino's

(pizza restaurant chain)
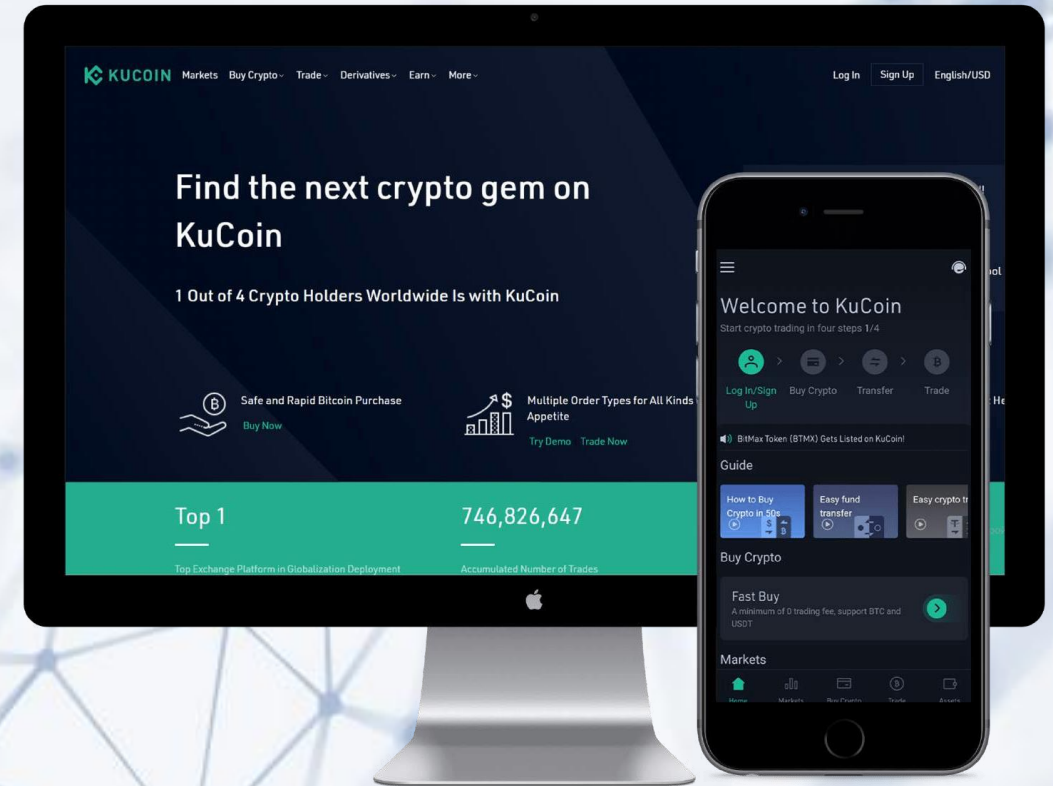
Tasks:

Promotion of Domino's pizza brand and attracting new customers.

Implementation:

Famous brand wanted to remind people about its tasty offers and attract new visitors. Native integrations took place in the course of the ads campaign causing increased demand for the product. Also Roofer Stas Agapov was involved in the implementation of the advertising campaign. He climbed onto one of the highest bridges in Kyiv and ordered pizza from there. Another roofer arrived, dressed as a courier, and delivered the pizza to Stas.

Results:

- 5m+ views; and
- 200k+ comments.

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iD inDriver

Task:

Increase brand awareness in the CIS market, and attract users to the international passenger transportation service.

Implementation:

- Ads by more than 50 local micro-influencers;
- Creatives, and promotional materials according to the client's needs; and
- Posts, stories and buying out the rights to use materials for targeted advertising.

Results:

- Bloggers with the core audience were involved;
- 100k+ views; and
- 5k+ app downloads.

Choosing the Right Influencers and Platforms for the Advertising Placements

High **Engagement Rate**, excluding suspicious activity and uninteresting content

Experience working with these platforms - as we have already collaborated with a large number of influencers, we know the potential abilities of each one of them. This considers past results where the primary metric of effectiveness is the number of new users

Responsibility - we have worked with every single blogger we are offering you. We do our best to choose the most responsible of them. This includes both timely publications and following the guidelines provided by us

Interest toward the product - we find out whether the product is interesting for the bloggers themselves. Their interest significantly influences the conversion rate. This is why we have discussed it with them beforehand and received a positive reply

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Our Tools - YouTube Influencers

Essential tools that we use for our clients together with top YouTubers are:

- **Pre-rolls/post rolls:** Prepared videos up to 30 seconds, that are placed on the channels at the beginning/the end of the video, with the link in the description;

- **Integration:** Integration in some part of the video of the native/ direct ad, 1-2 minutes long, with the link in the description;

- **Native advertising:** The product appears in the video with bloggers mentioning it, the link is possible in the description;

- **Product placement:** The product appears in the video without being mentioned or without links;

- **Review:** Exclusive video about the product, link in the description; and

- **Special project** - individual approach (promotions, discount, promo code, participation, and hosting different events.

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Our Tools - Instagram Influencers

Essential tools that we use for our clients together with top Instagrammers are:

- **Post:** Devoted solely to the product with the nice segue from blogger. The style of the photo is discussed beforehand, brand's page is tagged;

- **Story:** Story that describes product/service/promotion, swipe;

- **Native ad in the post:** Small brand incept in the post, without description or hashtag;

- **Video-review:** Video up to 60 seconds long, made in blogger's style, brand's page is tagged;

- **Live:** Ads integration in the life and/or stream devoted to the product, the link can be placed in the bio for some time; and

- **Special project:** individual approach (promotions, discount, promo code, participation, and hosting different events.

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Our Tools - TikTok Influencers

The main format that we use for our clients together with TikTokers is native advertising, integrated into the usual blogger's content:

- This task is implemented in the following way:

- Each integration has a unique script;

- To omit the ban for integrated ads referral link is placed in the bio or hidden via tap link;

- In each integration we show the client's website or logo and highlight the main advantages or motto; and

- Place text with a call to action that is telling about the referral link in the bio.

Our Tools – Ads on Twitch

An overlay is an unclickable banner on the broadcast screen and can be either animated or static such as:

- **Chatbot -** Text repeating at regular intervals. Often carries an advertising slogan, as well as a referral link;

- **Banner -** a clickable banner under the broadcast. It can only be static. Standard size - 320x32;

- **Integration -** is an ad that means active actions on the website -visit the site, use the product, etc; and

- **Mention -** a voice mention of a product/brand, up to 60 seconds long.

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Our Tools – Media Buying

One of our tools is media buying includes:

- Articles about the product on the most influential websites, devoted to suitable topics;

- Ads in the most popular telegram and Twitter publics, about topics, related to the product;

- Banners on different portals;

- Placement, maintenance, and regular optimization of advertising campaigns using key ads networks; and

- Special promos are organized together with influential websites.

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Our Tools – Targeted ads on Facebook

Page on Facebook - is an important tool for a company's well-being. We use a special system to sidestep Facebook's algorithms and place ads of any kind. This tool includes:

- Installation of the Facebook Pixel and its optimization;

- Core audience segmentation, based on its interest and SEO;

- Creatives development;

- AB-test to determine the best conversion funnels;

- Ad campaign optimization and up-scaling; and

- Remarketing strategy defining and optimization.

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Our Tools – PPC

One of the powerful channels to attract a core audience. The main advantage is that it is almost unlimited as new conversion funnels can be created.

This tool includes:

- Core audience segmentation, based on its interest and SEO;

- Creatives development;

- Core audience web search query collection;

- A-B testing to determine the best conversion funnels;

- Ad campaign optimization and scaling-up; and

- Remarketing strategy defining and optimization.

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Search engine optimization (SEO)

Inner optimization:
- Website analysis; and
- Semantic core of the site development and expansion.

Outer optimization:
- Tasks for copywriters;
- Recommendation for the creation of the new texts; and
- Inner page optimization and work with meta-data (content, page description).

Outer optimization:
- Competitors' website analysis;
- Link mass analysis (link mass and anchor-list cleaning);
- Link buying plan; and
- Organic link building (links on influential resources).

*approximate forecast, depends on many factors ranging from budget to the speed of the site improvements.

Thanks to a set of measures for internal and external optimization, SEO allows for increasing the flow of organic, targeted traffic to the site and raising it in the search results for key queries to higher positions.
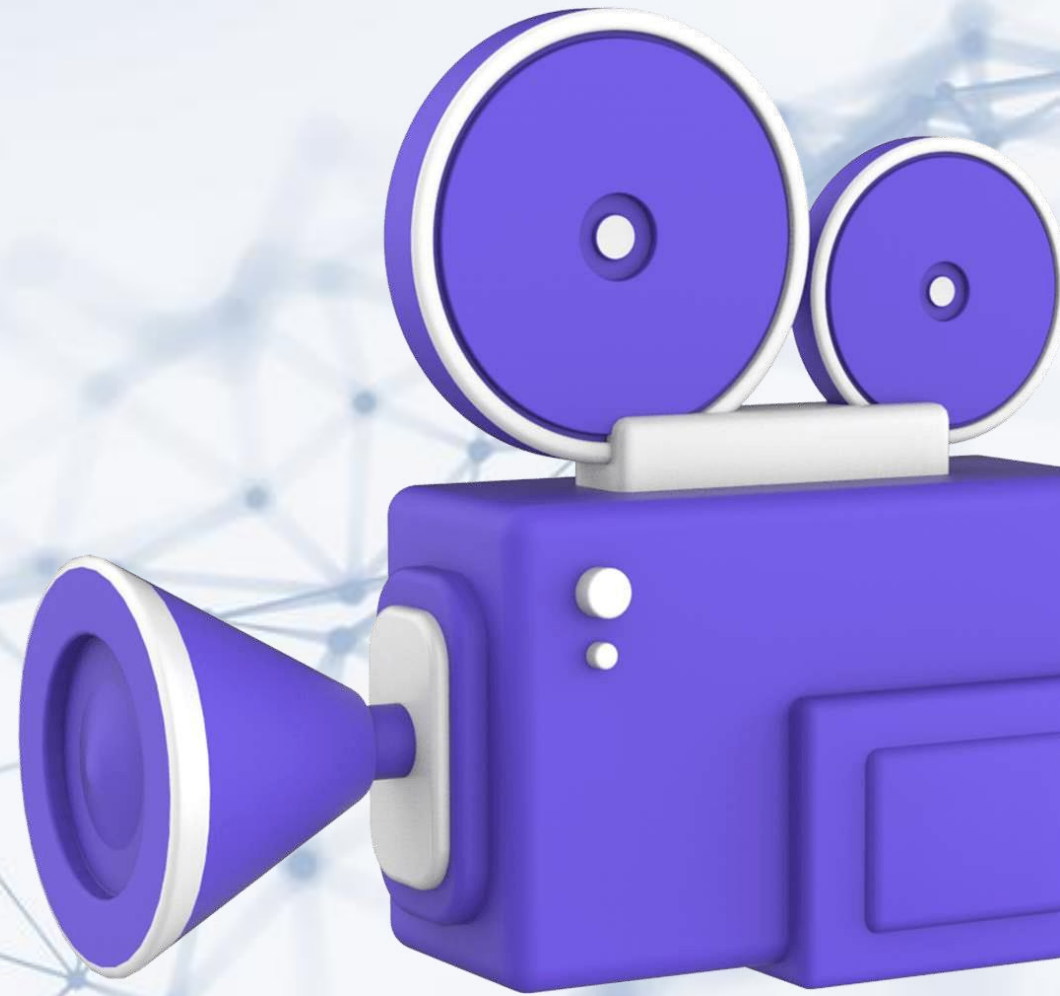
SEO

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Our Tools – Production

To increase the conversion rate we make different creatives, that are used for advertising campaigns. This tool includes:

Examples:

- Viral videos with bloggers and famous people. Scripts and music we prepare on our own;

- Different creatives including banners, website and application branding, adaptation to the size chart;

- Animated HTML banners, including adaptation to the size chart; and

- Original audio advertisement.

Our Contacts

EMAIL

WEBSITE

LINKEDIN

TWITTER

FACEBOOK

INSTAGRAM

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