

The space where tech grows

42DM: a growth marketing crew for tech companies & established startups

FOUNDED IN

2015

by digital marketing
geeks

TEAM OF

50

professionals

MORE THAN

250

successful projects

Our mission



As a growth marketing team that thinks beyond borders,
we help tech companies unlock their scalability
and find perfect customer match via value-driven
omnichannel communication.

Key services

Choose your marketing booster for faster growth:

Digital Marketing Strategy

SEO & Linkbuilding

Paid Advertising

SMM

Email marketing & Marketing automation

PR & Influencer marketing

Content & Inbound marketing

Design

Marketing data analytics & Dashboards

Content creation & Distribution

Our scaling is integral to the growth of our clients

42DM growth in 2020-2021 & 2022 goals:



42DM: plans for 2022

1

New services

Marketing data analytics & dashboard development

Omnichannel account-based marketing

Marketing automation (extension to Salesforce)

Branding

Video marketing

2

New offices

Opening a fully operational office in the US

3

New projects

42DM Uni - online digital marketing school for tech marketers

42DM knowledge management system

How we work?

ISTAS framework

After managing 250+ successful projects, we have accumulated experience in a tailored **5-step growth marketing approach** that helps our clients to scale their businesses & reach their goals.

Successful growth marketing by 42DM combines the best of both worlds: **traditional marketing & advertising consulting** + **agile** marketing.

ISTAS: 42DM tailored framework



Ideation¹

This is the foundation of your marketing plan. We form relevant targets and KPIs, craft communication ideas, and draw up evidence-based marketing hypotheses to test.

Setup²

At this point, we set up analytics systems & dashboards, bring together all relevant marketing tools, and establish interaction between all your channels.

Testing³

We choose a shortlist of marketing hypotheses based on all our strategic research and validate them through the launching of test campaigns.

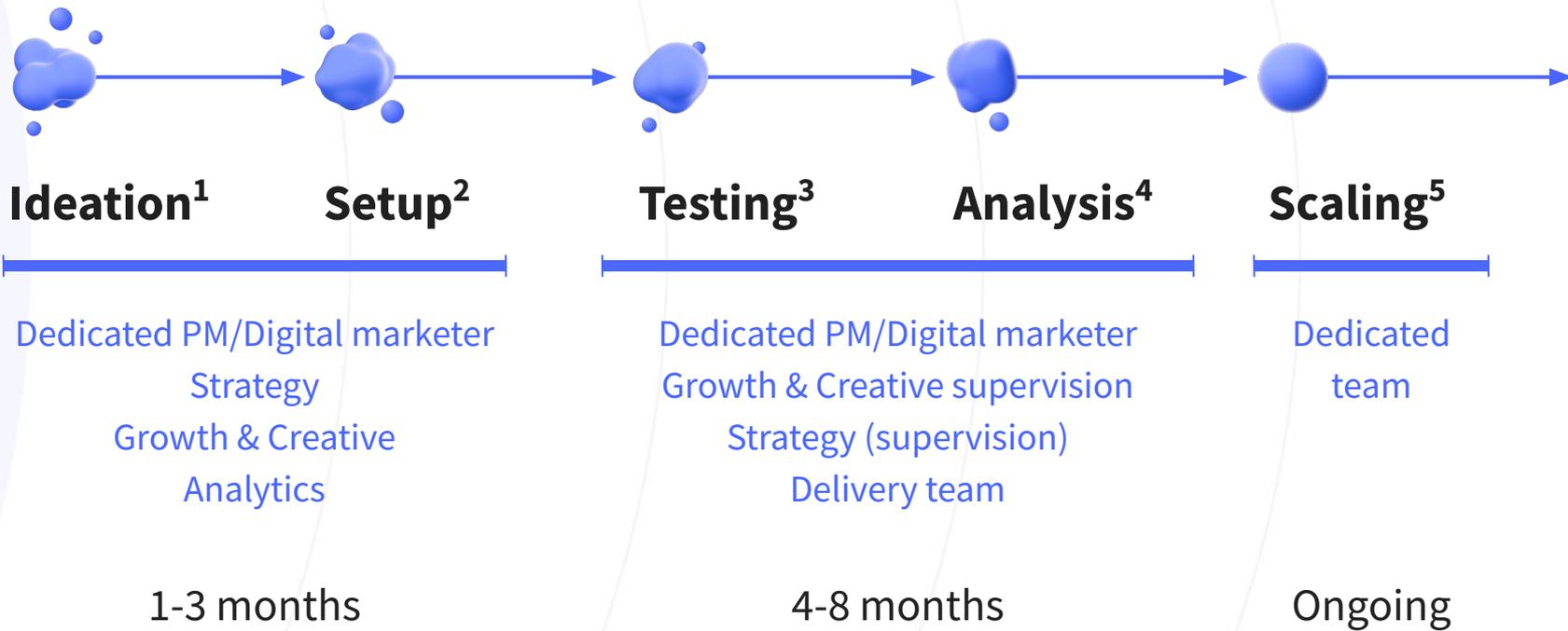
Analysis⁴

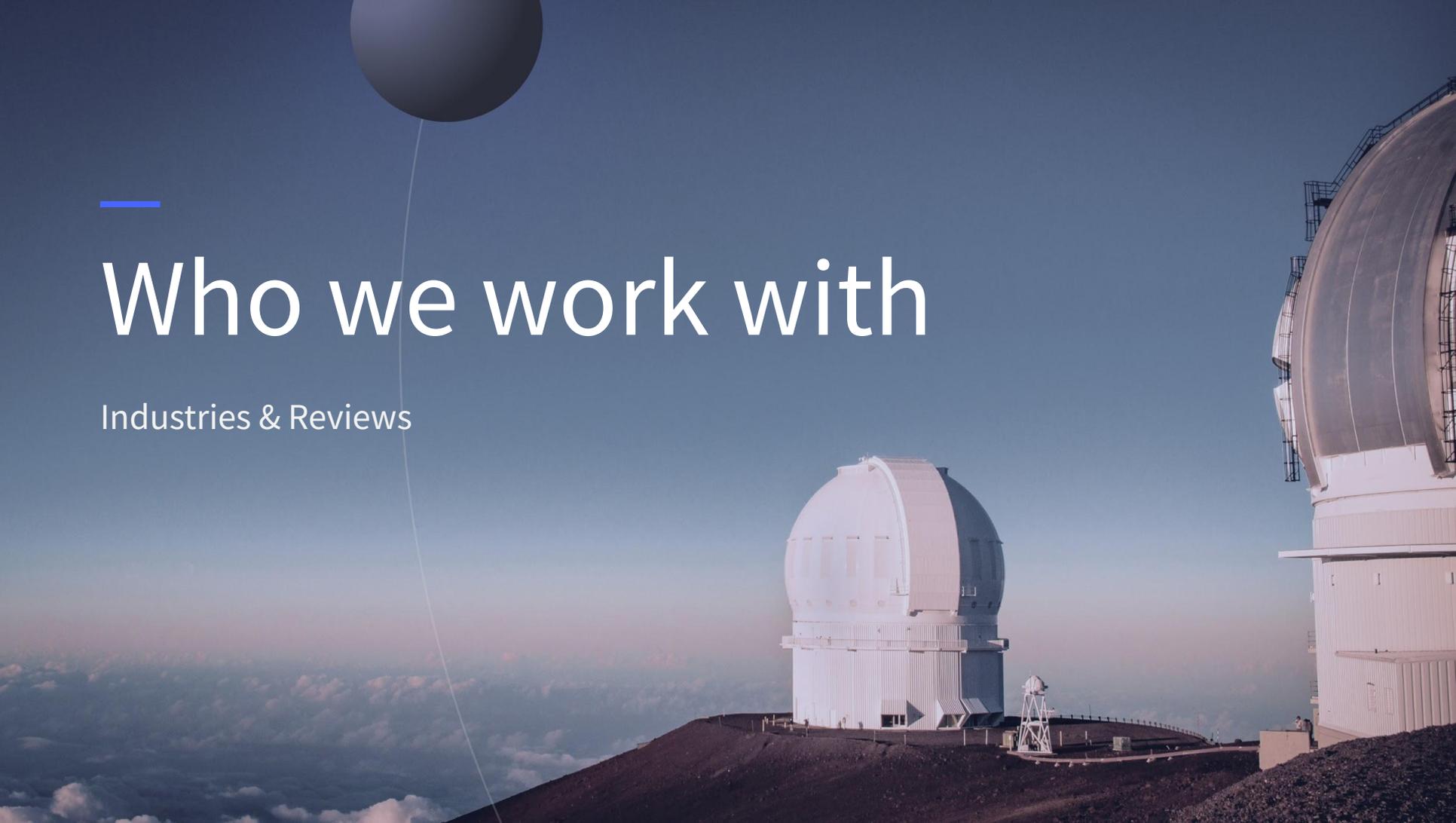
Together with you, we conduct an in-depth and detailed analysis of our work and adjust your strategy, relying on the data and results from test campaigns.

Scaling⁵

It's time to scale. We form your final 42DM team and plan your next steps for future growth.

ISTAS: 42DM tailored framework





Who we work with

Industries & Reviews

Verticals: successful projects



Key clients

(25 active clients in total)



References

Payoneer is at the beating heart of the new global economy, helping to imagine, engineer, and inspire the future of commerce with universal opportunities. 42DM is our partner in spreading this message, and we have reached millions in Ukraine. They are competent, efficient and proactive in all PR activities related to Payoneer. We appreciate all the efforts of the 42DM team very much, and we're glad to share our success with the agency.

 Payoneer

Igor Kovalov

Country Manager for Ukraine and Belarus,
Fintech SaaS

I can confidently say that 42DM and I have developed a great relationship over the course of our cooperation. Their specialists have a great understanding of blockchain, and can proficiently work within this space without my micromanagement. Their data driven approach, high-quality content creation, and detailed reporting, means that they can plan and deliver great results.



Igor Stadnyk

CEO Europe, Blockchain SaaS

Notiv has been very pleased with 42DM as our digital marketing partner. We were impressed by how quickly they understood our business, target market, and buyer personas. This allowed them to create a comprehensive roadmap that has increased brand awareness and dramatically increased paid and organic traffic. All our requests were promptly addressed, and they communicated clearly and efficiently. 42DM's dedicated team is a pleasure to work with, and I recommend them highly.

 Notiv.

Richard Tasker

Australia, AI meeting assistant, SaaS

Why Clients choose us?

Strategic mindset

Ideation in focus with ISTAS

Focus on tech

250 successful tech projects

Full ownership

Think and act as it is our own business

Long-term commitment

Growth without a talent gap

We are recognized by leading partners

Upwork



Clutch



HubSpot



Google



SaaS

(Software as a Service)

Success story



B2B & B2C. SaaS. PDF editor. North America



CHALLENGE

Lumin PDF is an online document management and editing platform. The company wanted to develop a growth marketing strategy that would help them to expand their business, build brand awareness, and grow relevant organic traffic.

Goal:

Become a top-of-mind PDF tool both for businesses, education & individuals.

SOLUTION

To win “top-of-mind” we decided to focus on winning the search battlefield. This means getting in the top-10 searches on Google for people who are looking for a pdf-editor, convert the audience with engaging content & nurture them to paid customers with both great product related content & commercial offers.

We developed a comprehensive growth marketing strategy which included content marketing, SEO & blogging, SMM on LinkedIn, lead generation via PPC campaigns (paid search in Google, Bing, and LinkedIn), and email marketing to nurture the leads, closing them via special offers.

RESULTS

1000%

non-branded organic traffic growth in 1 year

TOP5

position for High Volume Keywords

176%

increase in signups in 1 year

50%

increase in paid customer conversion

Enterprise SaaS

Success story



Enterprise SaaS. Supply chain automation. USA



CHALLENGE

Agistix is a global supply chain visibility, execution, and event management platform. It provides shippers, suppliers, and carriers with a place to see all shipments across all carriers.

Challenges:

- high competition within a very narrow market niche;
- low readiness for digital promotion: just a one page website;
- limited budget for marketing and paid promotion activities.

SOLUTION

3-step solution:

1. Build clear positioning to differentiate from competitors by aligning all the essential digital assets (website development, case studies, blog articles, social media pages).
2. Grow brand awareness and promotion campaigns in LinkedIn and Google Search.
3. Develop an efficient inbound marketing model that covers all funnel stages and brings leads even when paid ads are not run.

RESULTS

300%

total traffic growth in 1 year

\$22 / lead

LinkedIn lead magnet campaign results

15+ leads

From the blog during the last 3 months

Fintech

Success story





B2B. Fintech. Asia, Singapore

CHALLENGE

Alpha Fintech provides banks and financial institutions with a platform to manage their entire Acquiring Ecosystem in the Cloud.

Alpha processes over \$20 billion annually for over 40,000 merchants on behalf of several innovative FI's.

Main goals:

- Make digital banks and payment service providers trust Acquiring-as-a-Service solutions and increase global awareness;
- Expand to EU and US markets with simplified messaging, allowing people to better understand their solution and its value.

SOLUTION

To explain Alpha's complicated business model to the different target audiences while ensuring scalable growth, we developed an inbound marketing approach, focusing on trust and simplicity.

3 stages:

Attract - here we used social media to simplify the complex financial information for users. We also worked with the founder's personal page as an additional brand awareness tool.

Convert - we developed several case studies and lead magnets to use lead ads to minimize the conversion path.

Close - at this stage, CRM & marketing automation helped us to convert leads into sales.

RESULTS

300+ leads

in less than 2 months

\$35 / lead

LinkedIn Lead Ads result

25000

Twitter impressions per post

Software development companies

Success story



B2B. IT outsourcing. Europe

CHALLENGE

Glorium technology is a custom software development company for healthcare & real estate businesses. Their high performance and domain expertise help businesses convert new challenges into opportunities.

Challenges:

- high competition
- a very narrow market niche
- low readiness for digital promotion: 1 page website only
- limited budget

SOLUTION

3-step solution:

1. Develop brand positioning and align all the essential digital assets (website creation, 30+ success stories, 27 blog articles, social media pages).
2. Awareness growth (registered and managed promotion campaigns for the most relevant marketplaces).
3. Efficient inbound marketing model creation (blog posts + lead magnet creation).

RESULTS

229%

total traffic growth in 1 year

15 leads

fper month with zero PPC budget

553%

forganic traffic growth in 1 year

B2B. IT outsourcing. Europe

CHALLENGE

K&C is a software development company based in Germany. It is committed to delivering outstanding web solutions, such as building high-loaded enterprise platforms from scratch, or outsourcing dedicated development teams.

Although K&C were well established, operating in a narrow niche left them struggling for new leads.

Goal: find new marketing channels and expand business geography while on a restricted budget.

SOLUTION

2 stage framework:

1. Build brand awareness thought expert content.
 - Switch the content focus from developers to decision makers & expand the list of keywords to get traffic from trending topics.
 - Promote the K&C company experts as a source of industry insights.
 - Boost the content's ranking by promoting it on social media.
2. Improve conversion via remarketing, with conversion-oriented content for each stage of the funnel.

K&C

RESULTS

Top 10

ranking earned for highly competitive business-oriented keywords

50 leads

from our remarketing funnel over a one-year period

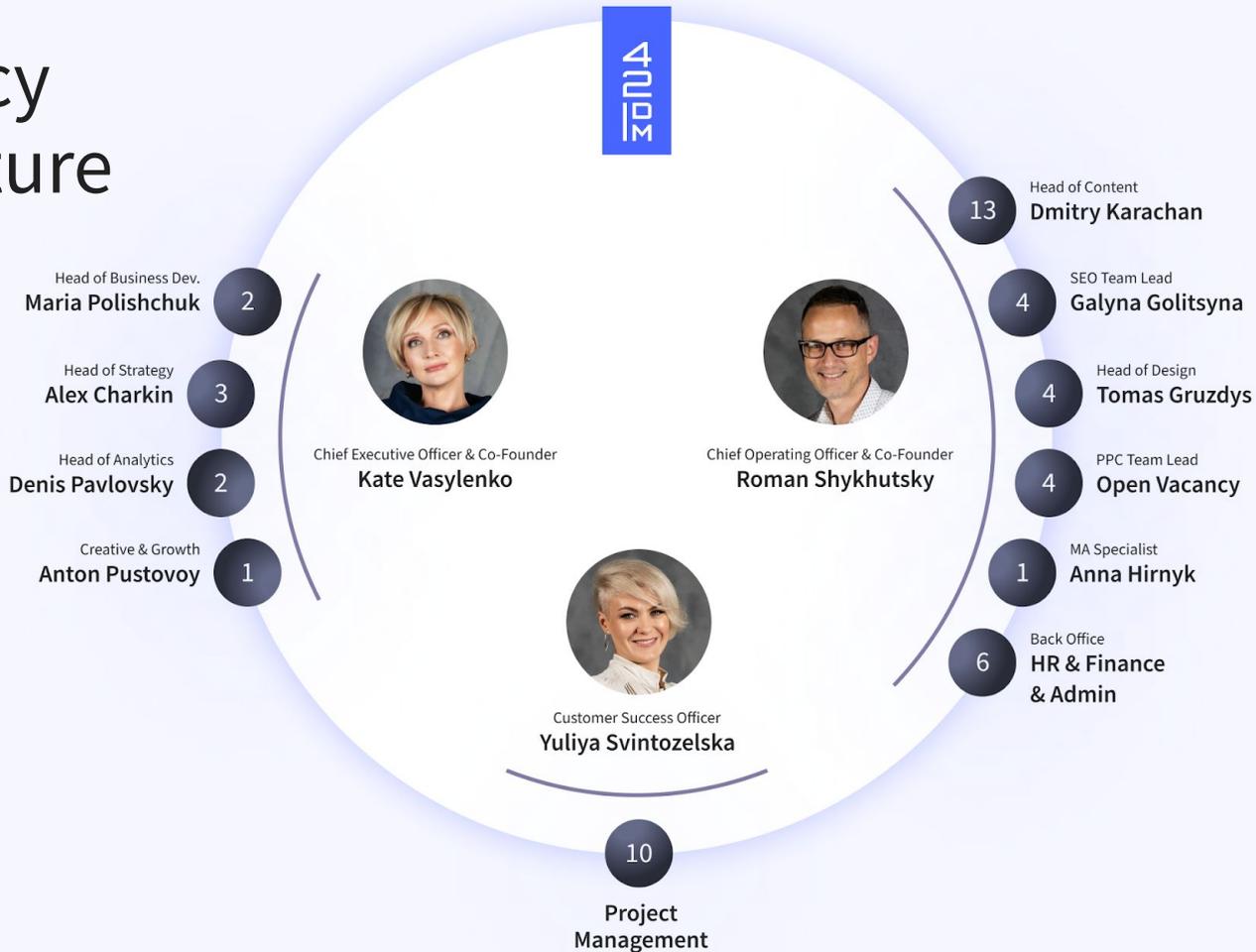
6 clients

from outside K&C's traditional market



42DM dream team

Agency structure





Kate Vasylenko

CEO & Co-Founder

Kate is a digital-savvy geek, marketing expert, and keynote speaker with an MSc in Applied Math and Marketing. She has 17 years of successful experience in marketing, advertising, and digital communications. She worked with some of the leading global brands like Microsoft, Visa, Samsung, Vodafone, Coca-cola, and many more.

— EXPERIENCE

17 years of successful experience in advertising

12 years in marketing

6 years in digital communications

4 years in promoting startups and tech companies



Roman Shykhutsky

COO & Co-Founder

Roman is an expert in digital strategy, integrated marketing, e-commerce as well as strategic management. With over 20 years of experience in marketing, Roman has a proven track record with the world's biggest brands such as McDonald's, Nestle, Pepsico, Philips, Hewlett Packard, and AsusTek.

— EXPERIENCE

20+ years in Marketing, Advertising and Media

8 years in Digital Communications



Yuliya Svintozelska

Customer Success Officer

Yuliya is an experienced marketer who uses her skills to drive clients' success. She started her career in traditional marketing and moved to digital 7 years ago. She is experienced in various areas of marketing and industries including both B2B and B2C projects. The main goal of her work is quality delivery for the customer, and smooth, efficient cooperation.

— EXPERIENCE

14+ years of experience in marketing and customer service

7 years in digital communications



Alex Charkin

Head of Strategy Department

Alex is a skillful business-oriented digital marketer with a consulting background and experience in leading teams of professionals. In 2021, he had 14+ successful projects in B2B, SaaS, Apps, D2C, and Service verticals from 7 countries (US, UK, AU, DE, UAE, NZ, UA)

— EXPERIENCE

7+ years of experience in marketing including advertising, branding, research, content creation & lead nurturing.



Dmitry Karachan

Head of Content

Dmitry is experienced in managing content production for entertainment, blockchain, and tech companies. He develops and oversees an integrated content strategy that encompasses channel selection and focus, editorial governance, and metrics to be applied and aligned with the business's overall objectives.

— EXPERIENCE

7+ years of experience in Content Marketing for technology companies



Galyna Golitsyna

Head of SEO Department

Galyna is a proficient SEO specialist with experience in large e-commerce projects such as Delticom AG shops as well as niche B2B and B2C sites. Galyna is fluent in Swedish and successfully developed SEO and Content strategies for Swedish and Norwegian geolocations, as well as for American and European markets.

— EXPERIENCE

5+ years of experience in SEO, SERM and Content Marketing.



Tomas Gruzdys

Head of Design

Tomas is a proficient art/creative director who gained expertise by working with a wide range of global brands and public sector clients including Contemporary Art Center, Save The Children, Nordea Bank, Nokia, Mondelez, Danone, Shell, Bayer AG, Nivea, Avon, Philip Morris, life :) and many more.

— EXPERIENCE

20+ years of experience in Art Direction, Graphic Design, Brand Identity, UX / UI and Interactive Advertising



Denis Pavlovsky

Head of Analytics

Self-made digital growth expert who had a long journey in various tech companies. Successfully developed and implemented data-driven growth strategies, within different markets and industries.

Specializing in ABM (Account-Based Marketing), Multi-Channel Funnels, Deep Analytics, Lead Generation, and Marketing Automation.

— EXPERIENCE

11+ years of successful experience in promoting and growing tech companies



Mariia Polishchuk

Head of Business Development

Mariia is an accomplished marketing and business development professional with experience in B2B, Fintech, SaaS, Games, IT Consulting, Online Education, Healthcare, Mobile Apps, and E-commerce. Mariia works with customers globally in Europe, the USA, Australia, and Singapore.

— EXPERIENCE

5+ years of experience in marketing, customer service, account management, and operations.

Appendix

- 42DM tech stack
- digital marketing strategy sample

42DM Tech Stack



200-240V-
15.5 A Max 50/60 Hz

200-240V-
15.5 A Max 50/60 Hz

Tools we use

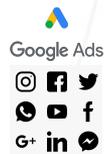
MARKET



COMPETITORS



PERFORMANCE AUDIT



KEYWORDS & CONTENT FIELD



BUYER PERSONAS RESEARCH



42DM Digital Marketing Strategy example



Digital Marketing Strategy sample slides

Competitor's general overview

Competitor	Business Storytelling	Positioning / Key Message	Features / Benefits	Traffic Volume	Marketing Channels	Revenue, USD
Factor75	Factor75 is fresh, ready-prepared meals delivery company	Get healthy, chef-prepared meals delivered to your doorstep	Fresh, Never Frozen Ingredients Chef-Crafted Recipes Designed by Dietitians	3.400M	Direct - 49.52% Organic Search - 29.55% Social - 3.26% Display Advertising - 6.33% Referrals - 9.56% Paid Search - 5.03% Email - 3.89%	40M
HelloFresh	HelloFresh is step-by-step recipes and fresh, pre-portioned ingredients delivery company	In all our active markets, we aim to provide every household with wholesome, homemade meals - no shopping and no hassle	Budget Freshness Taste Sustainability	27.98M	Direct - 57.28% Organic Search - 21.99% Social - 6.92% Paid Search - 6.31% Display Advertising - 3.42% Email - 2.88% Referrals - 2.99%	2B
Freshly	Chef cooked, healthy meals delivered to you.	Each Freshly meal is perfectly sized for 1 person to enjoy at 1 sitting. Our fully-prepared meals are delivered fresh, and ready to eat in 3 minutes.	Chef-Crafted Recipes	7.310M	Direct - 54.65% Organic Search - 29.82% Paid Search - 6.91% Display Advertising - 6.02% Social - 5.42% Email - 6.75% Referrals - 2.19%	339M

**Source of revenue - Owler, ZoomInfo
***Source of monthly traffic and geo - Similarweb, Google Analytics
****Source of brand queries - Ahrefs
*****Source of employees & date - Owler, LinkedIn

UX/UI INPUT

Significant conversion rate drop on Product Views & Conversions

We see significant amount of visitors (88,72%) with no shopping activity which indicating clear potential for improvement.

Session Stage	Count	Conversion Rate
All Sessions	25,425	-
Sessions with Product Views	2,080	8.18%
Sessions with Add to Cart	1,323	63.13%
Sessions with Check Out	191	14.43%
Sessions with Transactions	110	52.41%
No Shopping Activity	22,557	88.72%
No Cart Addition	1,499	72.07%
Cart Abandonment	1,170	88.44%
Check-Out Abandonment	89	46.6%

HYPOTHESIS #2.3

Influencers | Unfold work with influencers

Factor75 work with influencers example

FORMULATION

- We believe that by working with influencers we can get more social proof and relevant traffic.
- To verify that, we will interact with influencers from New York
- Proof of that will bring in more relevant traffic & conversions.

For "reviewer" influencers we can offer **free delivery** for 3-6 month.

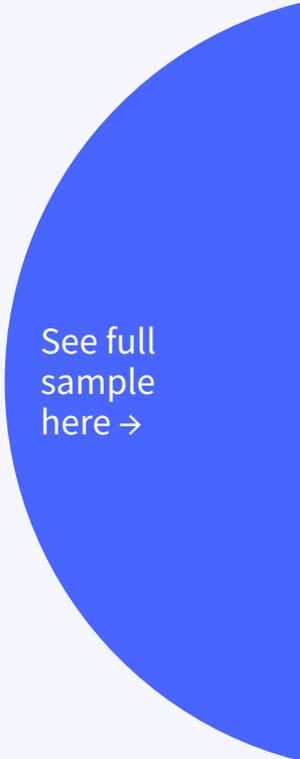
Coaches and nutritionists will get a chance to use the Company X as a platform to develop their recipes & meal plans + earn referral fee from sales.

AUDIENCE

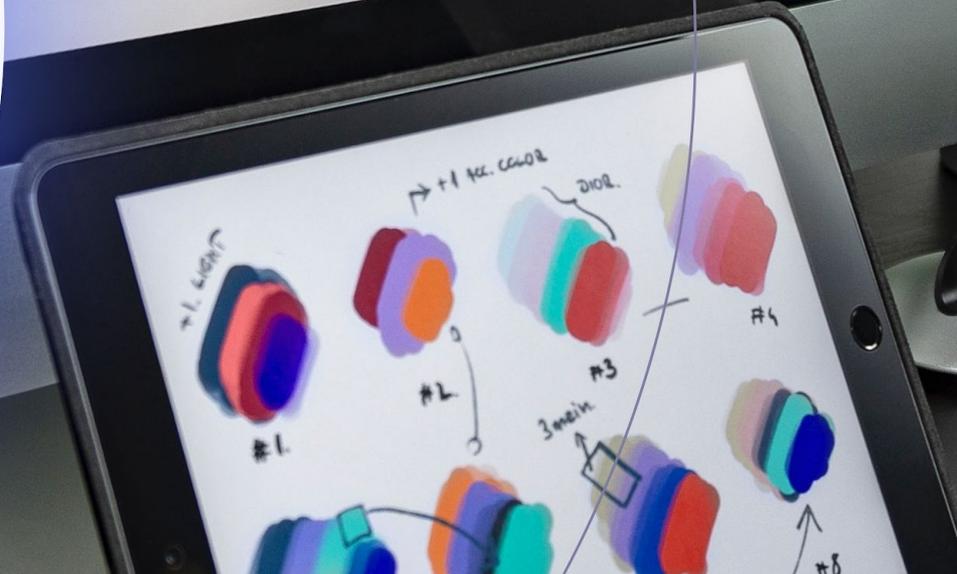
Core Potential Segment

Health Goals Healthy LifeStyle Health Problems Gourmet (Foodie)

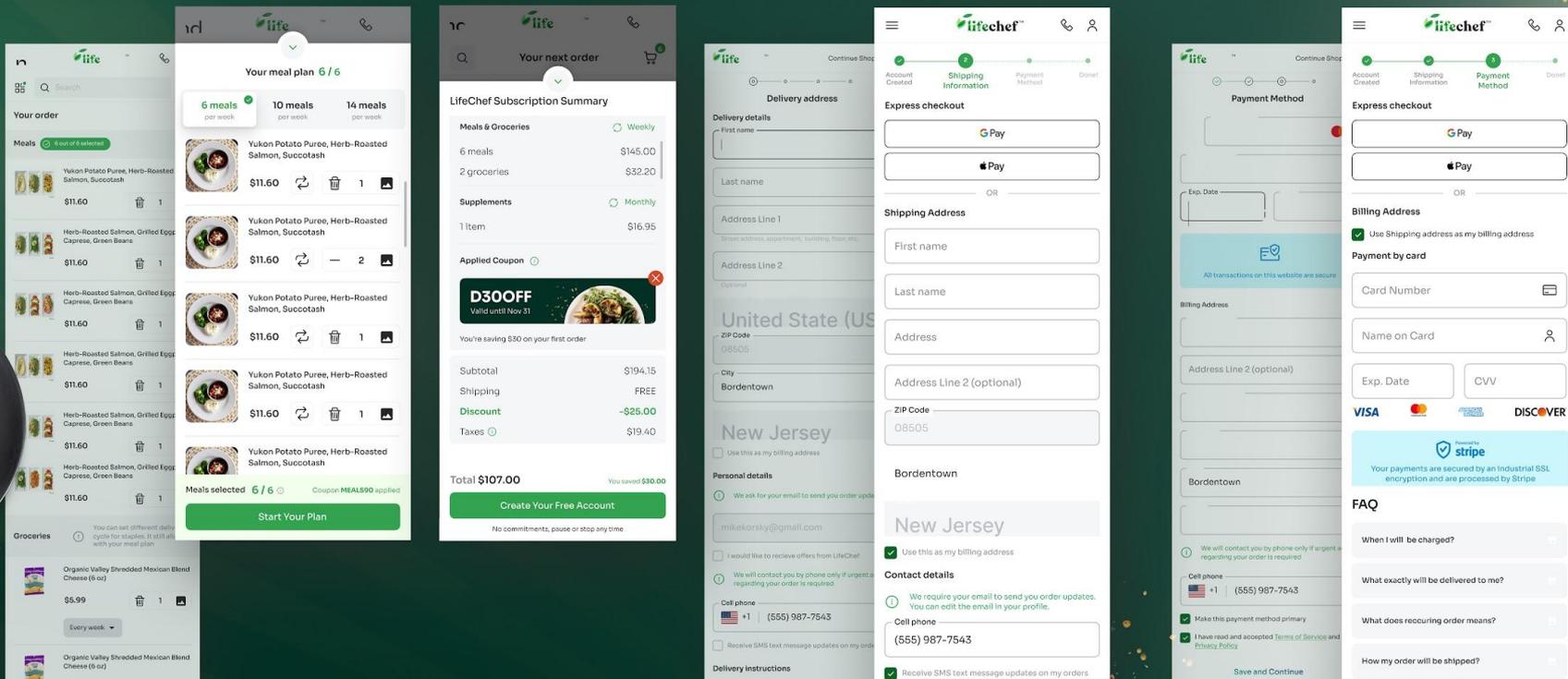
With new positioning the Company X will be able to attract new customer segments



Branding, web design and UX success stories



UI design and UX solutions



Whitepaper, web and marketing campaign content design



ext Big Thing

concern leaders and helps back businesses get their full potential. While it's a challenging task, digital work is becoming essential as the key to successfully navigating a digital transition into your next era of growth.

Full transformation is a core concern and increasingly a top priority for many businesses. To truly understand the growing trend:

According to McKinsey, the average level of digitization in supply chains is 43%.

Mainframe application modernization

The mainframe environment provides fast reaction times, is highly resilient, and can scale to meet the needs of an organization. However, mainframe applications cannot remain static. Organizations are continuously expanding and changing, as are their demands. As a result, in order to meet current business objectives, mission-critical mainframe software must be kept up-to-date.

Mainframe applications remain vital components of large, highly transactional enterprises. At the same time, as IT depends on the digitalization practices these firms adopt to integrate into a modern hybrid IT environment, according to IBM 2020 Cloud Survey ...

71%	4 out of 5	50%
of CIOs claim that mainframe applications are critical to their business strategy.	chief executives believe that their mainframe applications are critical to their business strategy.	increases is essential to the percentage of organizations planning significant mainframe modernization in their hybrid cloud environment.

The Benefits of Adopting a Digital Model

Improve customer efficiency	46%
Reduce customer acquisition costs	39%
Increase revenue per user	38%
Increase time to market	18%
Reduce product development costs	16%
Increase new customer acquisition	15%
Increase sales of your quality	14%
Reduce risk of your quality	14%

A guide to supply chain innovation

Mobile app outsourcing: How to

Read more →

modern business world seamlessly

Check out our guide and get a deep understanding of the following:

- Key insights and predictions around mainframe technology
- What exactly mainframe modernization is and how to approach it
- A roadmap to transformation: Mainframe modernization best practices
- Application modernization, infrastructure modernization, refactoring, or DevOps?
- How to leverage mainframe technology in the hybrid cloud

Explore your opportunities and increase your business and IT potential through mainframe modernization.

IBA GROUP CONTACT US

Guide to Hiring and Working with an Eastern European Dedicated Team of Mobile App Development

First name *

Your position *

Business email *

I consent to receive marketing emails from IBA Group

I (I) give my consent to IBA Group to use my personal data for marketing purposes

[Download the guide](#)

Who is this technical comparison for?

In our free guide, we'll show you key insights and current rates for hiring an outsourcing development team, highlighting why Eastern Europe is currently the most cost-effective destination for IT services.

Thank you!



Maria will discuss your business needs, goals, and expectations with you.

[BOOK A MEETING](#)

WITH YOUR MARKETING ADVISOR

