



ANNA KINGSLEY

**PRODUCT MARKETING
PORTFOLIO**

Private & Confidential



CASE STUDY

PowToon

CASE STUDY: PowToon (b2b and b2c SaaS)

Objective:

- Increase acquisition
- Increase sales/paid users (improve conversion from free to paid membership))
- Increase brand awareness – especially in new geographies (USA)

Target Audience:

- USA/Canada, UK/Europe
- SMBs & Enterprises

Restrictions:

- Tiny budget and team
- Limited timescale

Solutions:

- Started optimising the product via the website, testing different designs for the homepage and pricing pages (the most critical pages to get customers into the basket)
- Analysing funnel drop off and optimizing
- Employed marketing channels + growth-hacking methods which provided the low-hanging fruit
- Casting the net wide (top of funnel) with a PPC campaign for email capture (more details to come on this)
- Optimizing the business model (Freemium): moving acquisitions from free users to paying customers by monthly sales promoted via email. By selling the most expensive version for the cheapest version we were able to convert customers easily. The email campaigns were linked to the content calendar so they were at key points of the year such as Thanksgiving, Christmas etc, as well as usual end of month sales.
- Expanded product features and templates e.g. change management – convincing the CEO to try something new e.g. the idea for a Valentine's campaign resulted in the most downloaded template ever to that date at PowToon
- Creating an 'always-on' strategy with an active social media campaign, blogging (to also improve the SEO) and regular emails written in a very personalised tone, talking directly to the customer.
- In order to achieve this I had to grow the marketing dept (hired a content manager, webinar/social media manager, email marketing manager and designer) and suppliers (appointed an SEO and PPC agency).

Results:

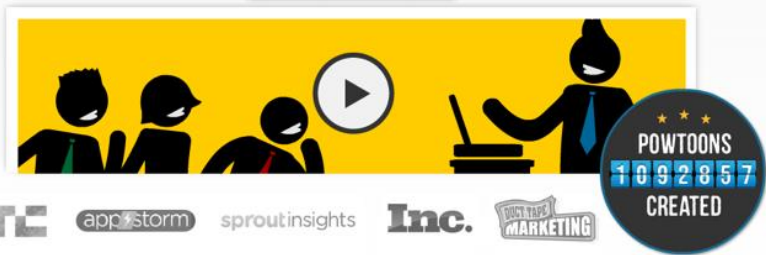
- Grew database from ~1M to 5M in 9 months organically (e.g. through promotions like the education one)
- Increased monthly rev by 200% by increasing the paid user base (e.g. through the monthly sales)
- Achieving the highest ever daily sales figures for the company with 85% take up on promos (e.g. Valentines)
- More than tripled the amount of PowToons being created (improved product with new templates)
- Within 6 months transforming PPC from a negative to a 400% positive ROI (collaborating with new supplier)
- Increased engagement and reduced funnel drop out through site optimisation
- Increased usage/take-up of product through adding to the product range with the launch of 'Slides' and 'Quick-Clip'.

CREATE ANIMATED VIDEOS AND PRESENTATIONS

It's free and it's awesome

Start Now →

Newly designed homepage for PowToon to increase conversion



← Adding social proof immediately

CAPTIVATE... ENGAGE... EXPLAIN!

Amazing videos and presentations created with PowToon

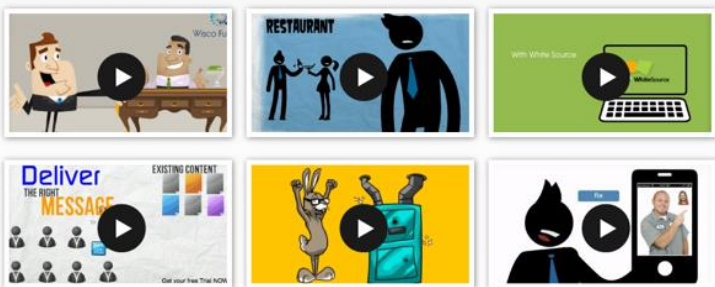
← Adding the outcome/benefit of the product

Website videos

Product demos

Explainer videos

Social clips



PERFECT FOR YOU



Marketing professionals

Cut your development time and budget, increase engagement, boost your SEO, and stand out from the crowd with PowToon's quick and powerful animated videos editor.



Small Business and Startups

Whether you're pitching your company to consumers, businesses, or investors, just add a PowToon to your website and watch your conversions leap!



Trainers and Educators

Keeping your students engaged is hard. PowToon generates excitement and motivation in any classroom - no matter the age of the student.

← Making it relatable, i.e. speaking directly to the target audience(s)

Start Now →

DISCOVER POWTOON



Easy & Intuitive!

You don't need to be a professional animator to get started with PowToon today!

We provide all the animation tools you'll ever need to immediately begin creating your own professional-looking animated explainer videos and animated presentations. From start to finish, you'll be guided through a surprisingly simple process, resulting in eye-catching videos that will hook your audience without fail.

← Highlighting the benefits of the product

One Click Export

Once you create a Powtoon, it's yours forever to do with as you wish!

Maybe you made a PowToon video just to watch all by yourself and never show anyone else...but we sincerely doubt it. You want to get your amazing new animation out to as many people as possible! Fortunately, our easy export system gets your PowToon animated video on YouTube or downloaded to your computer to do with as you wish in just a couple clicks.



Designs for a new Pricing Page

a/b and multi-variant testing & optimization



FACT: PowToon Premium members see a 300% increase in signups + sales!

- With Premium plans you get:
- ▶ Watermark + outro removed
 - ▶ Privacy control settings
 - ▶ Full HD download
 - ▶ Commercial rights
 - ▶ Royalty free music, images + styles

Used by:

+ Over 1m. small business owners around the world

SUBSCRIPTION PLANS

PAY PER PUBLISH

PowToon HD publish packages*:

	5	10	25 <small>BEST VALUE</small>	FREE
	\$18 per publish <small>Total \$90</small>	\$12 per publish <small>Total \$120 instead of \$180</small>	\$8 per publish <small>Total \$200 instead of \$450</small>	\$0
	BUY NOW	BUY NOW	BUY NOW	START NOW
Remove Watermark + Outro	✓	✓	✓	✗
Privacy	✓	✓	✓	✗
HD Download	✓	720p	✓	✗
Commercial Rights	✓	For your business only	✓	Use only with PowToon branding
Premium Support	✓	✓	✓	✗
Royalty Free Music	✓	10 tunes	✓	10 tunes
Royalty Free Styles	✓	8 styles	✓	8 styles
Max Length	✓	Up to 15 min.	✓	Up to 5 min.
3 Months FREE Wistia Account	✓	✓	✓	✗

* All packages expire after 6 months

Hear it straight from our members



“ A unique product that is affordable, that crushes the competition

Once we started offering videos as an additional service to our web and design products our sales increased by 37%. PowToon is so easy to use, and their service is amazing, allowing us to offer a unique product that is affordable, that crushes the competition.”

Matt Jones
CEO - Visioniz



“ I had a professional looking presentation or ‘PowToon’ in minutes

In the B2B market you have people coming to you at all different stages of the sales cycle, so we were able to make a few different videos (some funny, some general, some targeted to high tech marketers) in order to adapt to the different audiences that visited our booth. Simply put, we love you guys!”

Tamar Frumkin
Marketing Director - Insightera



“ PowToon is great for product demos, concept videos and pitches.

I've made animated videos before. PowToon is definitely the simplest tool to use. The learning curve is so little that it took me just minutes to fully understand it ... and having used it extensively now I prefer PowToon videos over my usual marketing presentations.”

Vineet Markan
Founder - Framebench

Continued optimization of Pricing Page a/b test



Brings Awesomeness to Your Presentations

Create

Tutorials

Premium

4Edu

Sign up for free

Login

Fact: PowToon Premium members see a 300% increase in engagement



NOW SAVE 55%!

BUSINESS

\$57 / month
billed annually

GET PLAN

or

\$127 / month
with a monthly plan

NOW SAVE 65%!

★ **PRO** ★

\$19 / month
billed annually

GET PLAN

or

\$59 / month
with a monthly plan

FREE

\$0

START NOW

Slides Pro (worth \$167)



Remove Watermark + Outro



Privacy



File Download

Full HD Download

HD Download

No Download

Commercial Rights

3rd party transfer rights

For your business only

None

Premium Support



Royalty Free Music

Unlimited

20 tunes

10 tunes

Royalty Free Styles

24 styles

18 styles

11 styles

Max Length

HD 60 min/ Full HD 8 min

Up to 15 mins

Up to 5 mins

Optimization of Payment Page



PROCEED WITH A SECURE PAYMENT



Your Plan

PRO

\$19/month billed annually

Plan Price	\$228.00
Got a coupon?	
Order total	\$ 228.00

Fact: PowToon Premium members see a 300% increase in signups + sales!



Billing Address

UPGRADE AND YOU'LL GET:

- ✓ Complete #Slides pro package - a \$167 value
- ✓ 24/7 Premium Support
- ✓ PowToon watermark + outro removed
- ✓ Access to royalty free music, images + styles
- ✓ Up to 15 minute videos



Payment Information

CREDIT CARD **PAYPAL**



Safe & Secure

We will not share or trace online information that you provide us (including email addresses). All personal information you submit is encrypted and secure. Secured payment processing is powered by Recurly.com



One Time Only Special Offer

For \$49 upgrade your PRO to a Business Account - worth \$684

- ✓ Full HD quality
- ✓ Unlimited royalty free styles
- ✓ Up to 60 mins videos
- ✓ Unlimited royalty free styles

This offer expires if you click away

[YES, I WANT THIS XX% SAVING](#)

[NO, I HATE GREAT DEALS](#)

Promotional pop up designed for PowToon

New product pages for 'Slides'



Brilliant Design

#Slides features beautiful, modern templates and dazzling designs, with a dash of PowToon's quirky, animatedly entertaining style. You can also fully customize your #Slides presentation within the PowToon Studio.

The Ultimate Solution

#Slides solves your major presentation frustrations. Say goodbye to budgeting for professional designers with #Slides' quick and easy to make presentations that will leave your audiences spellbound. Don't just take our word for it, try it for yourself!



Clip-A-Vid™ Technology

In addition to creating presentations that will impress even the most seasoned professional designers, we are taking your presentation production to a whole new level with our patent pending Clip-A-Vid™ feature. This new technology from PowToon allows you to create Quick-Clips™ within your presentation by cropping and embedding any YouTube or personal video into your slideshow, giving it that extra splash of Awesomeness!



Impress with Elegant Design

- > Free Presentation Software
- > Stunning templates
- > Quick and Easy
- > Embed Video





embedding any YouTube or personal video into your slideshow, giving it that extra splash of Awesomeness!

Meet the Quick-Clip™

A Quick-Clip™ is a series of two or three slides combining a short sentence and an embedded video. The pizzazz this adds to any presentation is unbelievable! To see this game-changing technology in action, check out our gallery of users' featured Quick-Clip™ for inspiration to create your own.



Create & Win Big!

To celebrate the #Slides revolution, and to experience the full Awesomeness of this technology, we've got a competition for you! For 10 weeks we will pick one user-created Quick-Clip™ as a weekly winner. The Grand Prize Winner will be the weekly finalist with the most Likes and Shares. Here's how to enter and the full Terms & Conditions.

Satisfy Your Curiosity

If you feel that burning desire to know what movie/TV show is featured in a Quick-Clip™, just share the link on Twitter using #Slides to find out!

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Online Animation Software Review
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SLIDES LAUNCH COMPEITION:

Was held over a 10 week period with weekly winners and an overall winner. Emails showcasing each week's winner kept audience engaged, plus the voting mechanism we used for the grand finalist ensured virality and ensured product take up.

slides Your Pro-Slideshow-To-Go CREATE TUTORIALS PRICING 4EDU BLOG SIGN UP FOR FREE LOGIN


The Winner of the Grand Final Quick-Clip Competition is up to YOU! Vote NOW for Your Favorite Video!

Over the last 10 weeks, the Powtoon Scientists were blown away by the thousands of Awesome entries that came pouring in! The lucky Finalists are below and now it's up to YOU! Who deserves your love?! The Finalist with the greatest number of 'Likes' and 'Shares' will be immortalized into a PowToon character and win an iPhone 6 Plus!

Join the #Slides revolution

LEARN MORE ABOUT #SLIDES

PATENT CLIP-A-VID™ TECHNOLOGY Terms & Conditions













Vote for your favorite Quick-Clip below. Hurry, competition ends midnight 2 Feb

Categories

GRAND FINALISTS RUNNERS UP NEWEST

All

 <p>GRAND FINALIST</p> <p>10 YOU ARE PERFECT ...</p>	 <p>GRAND FINALIST</p> <p>8 LOST PHONE?</p>	 <p>GRAND FINALIST</p> <p>7 WHEN YOU CAN'T AFFOR...</p>
 <p>GRAND FINALIST</p> <p>10 COOLER FLAT</p>	 <p>GRAND FINALIST</p> <p>3865 HOW TO CLEAN YOUR RO...</p>	 <p>GRAND FINALIST</p> <p>5 GETTING READY FOR A</p>
 <p>GRAND FINALIST</p> <p>13 SO YOU'VE DECIDED TO...</p>	 <p>GRAND FINALIST</p> <p>6 BACKFLIP FOR ASSIGNM...</p>	 <p>GRAND FINALIST</p> <p>10503 QUICKCLIP: HOW HAPPY...</p>
 <p>GRAND FINALIST</p> <p>44 BLACKBOARD4</p>		

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POWTOON

Launching 'Slides' and 'Quick-Clip with a competition with a viral impact



Anna here, PowToon's Chief Marketing Scientist

I can't believe it's already been one week since we launched #Slides and started our Quick-Clip Competition in celebration. I'm loving all the creative entries! You really must check them out for yourself, some of them are hilarious!

Us PowToon Scientists have been completely addicted to Quick-Clipping, and it seems a lot of people are jumping on! I think it's because Quick-Clips are the perfect antidote to boring. They're not just good for winning an iPhone 6 Plus, they can spice up pretty much anything!

Please join me in congratulating our first week's winners (drum roll please!) they are...



[name XXX]
who is this week's most Awesome Quick-Clipper



Lorem ipsum dolor sit met,

And our four runners up:

Peter Berezhansky - with All I Want...
Peter Berezhansky - with All I Want...

Peter Berezhansky - with All I Want...
Peter Berezhansky - with All I Want...

If your Quick-Clip didn't make the cut this week, don't worry - you can enter the competition as many times as you like! Our judges are looking for funny or inventive Quick-Clips that are a series of two or three slides combining a short sentence and a video under 30 seconds.

Keep Quick-Clipping - you're Awesome!

Anna
CHIEF MARKETING SCIENTIST

P.S. Remember, for your Quick-Clip to be eligible for the competition it must be under ten slides and any video in it must be under 30 seconds.



SHARE THE AWESOMENESS



Landing Page: Black Friday Promotion



Adding the timer to create a sense of urgency to buy

Clearly stating the benefits, in priority order through optimisation

FACT: powtoon business members see 300% increase in sign-ups & sales



By offering the most expensive package in the promo we're able to give the biggest saving. Also with no options to choose from there's less drop off.


Showing clearly the added benefits of a paid for package

Adding a pop out CTA button throughout

- "WE'VE TRIPLED OUR RATE OF SIGN-UPS"**


"After a bit of a play on the free-trial, we signed up and within a couple of weeks we had a great explainer video by including the video on our signup page and also in our automated email sequence, we tripled our rate of self-signups. Business owners regularly comment on how much they like the video."

Fiona Adler, World Of Mouth Online


- "HELPED TO INCREASE MY CONVERSIONS BY 300% IN THE FIRST MONTH ALONE!"**


"After incorporating Powtoon into our listings our sales increased by 300%, and we are currently working on our website so that every single product and tutorial section has a video! I can honestly attribute most of my recent jump in sales to Powtoon. This strategy helped to increase my conversions by 300% in the first month alone!"

Rout, SimpleWiFi


- "I INCREASED MY ORDERS BY 30% AND EMAIL SUBSCRIPTIONS BY 50% IN THE LAST MONTH!"**

"Well, it only took me a day before I signed up for their Business (yearly) plan so I could gain access to all their features. What's so cool about this video strategy is it can apply to almost any kind of site and the results can be immediate. Because there's nothing better than discovering a strategy that is not only effective but fun at the same time. I increased my domain and hosting orders by 30% and email subscription rate by 50% in the last month."

Lisa Hby, 2createwebsites.com



Adding social proof



FOOTER: Adding further social proof through showing how many PowToons created, providing trust through all the different ways you can be supported, plus the 'articles' are great for helping SEO. We used a simple plugin so they always change in the footer, synced from the blog itself.

Example of Change Management:
 This Valentines Promotion resulted in this template becoming
 the most downloaded template ever at the time.

slides Your Pro-Slideshow-To-Go

CREATE TUTORIALS PREMIUM 4EDU SIGN UP FOR FREE LOGIN

Happy Valentine's Day

What's the fastest way to melt your crush's heart or make your friend feel all warm and fuzzy?

Spread the Love by sending an original VALENTOON greeting card!
 Choose your favorite from the 9 quotations below, personalize it and share it with your friends!

Roses are Red, Violets are Blue, If we get chased BY VALENTINES, I won't trip you.

Wherever you are, I want to be... in a non-slushy way! Happy Valentine's Day!

You'll Do. Happy Valentine's Day

PowToon Brings Awesomeness to Your Presentations

DASHBOARD PREMIUM CLUB UPGRADE RESOURCES PETERO

Merry Christmas

Send Christmas cheer to friends, family, and anyone else on your list with our new, customizable greeting card template!

Create Yours Now

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 PowerPoint alternative? Why?

PowToon

© 2012-2014 PowToon limited. 28 Church Rd, London UK HA7 4JG - Powtoon is an online animated presentation software that allows anyone to create amazing animated presentations and animated explainer videos.

Creating the CRM Laydown:
 Christmas Card template

Landing Page: Promotion to increase engagement within the education sector target audience, a specific target audience for us.

This promotion resulted in approx. 1.8M new users and didn't cost a dime!



The image shows a promotional landing page for PowToon. At the top, the PowToon logo is displayed in a stylized, colorful font. Below the logo, the text reads "is giving away" in a smaller font, followed by "over \$5M worth of classroom accounts" in a larger, bold font. A paragraph of text explains the promotion: "We believe in the importance of education so to celebrate 5 million PowToons created we have over 50,000 FREE Classroom Accounts to give away! Each account gives one teacher + 60 students access (normally \$96/yr per account)". A prominent red button with white text says "GET yours for FREE now". Below the button, a small yellow box contains the promo code "ToonUp5M". The main visual is a cartoon teacher character with glasses and a purple top, holding a large white banner with a list of six benefits. To the left of the teacher is a computer monitor displaying a video player with the title "Unlock your students' potential" and a play button. The background features a blurred image of a classroom with students and a large grey arrow pointing towards the bottom right. At the bottom, there is a paragraph of text: "With PowToon you can create professional animated lesson plans, coursework and presentations that your students will applaud you for." and "We believe that every student deserves to have the best educational tools and technology so thanks for helping spread the Awesomeness!". Below this, there is a small text box: "Offer Expires: 31st October 2014 Accounts are valid for one year." and social media sharing buttons for Facebook (Recommend), Twitter (Share), and a general Share button.

PowTOON
is giving away
over \$5M worth of classroom accounts

We believe in the importance of education so to celebrate 5 million PowToons created we have over 50,000 FREE Classroom Accounts to give away!
Each account gives one teacher + 60 students access (normally \$96/yr per account)

GET yours for FREE now

Promo code: ToonUp5M

Unlock your students' potential

- ✓ Get your students' attention
- ✓ It's quick + easy to use
- ✓ Animate lesson plans + create engaging presentations
- ✓ Be seen as innovative + cutting edge
- ✓ A library full of professional templates
- ✓ Over a hundred drag & drop characters + props
- ✓ Encourage creativity in your classroom

With PowToon you can create professional animated lesson plans, coursework and presentations that your students will applaud you for.

We believe that every student deserves to have the best educational tools and technology so thanks for helping spread the Awesomeness!

Offer Expires: 31st October 2014
Accounts are valid for one year.

Recommend Share Tweet
Share

1. The key selling points (KSPs) were specially developed for this target audience. I spent a while analysing which would be the most compelling aspects of the product for them and what was the best priority order to put them in.
2. The characters and design were developed specifically to appeal to the audience too, i.e. pics of teachers, and then the hint of their pupils in the gradient background
3. We have a clear CTA
4. We gave an extremely compelling offer, they can get access for 60 students through this
5. We reminded them of not only the benefits to themselves (as teachers of PowToon) but for their students too.
6. We also created a sense of urgency by giving the promo an end date.



Hi, Anna here

I recently realized I've never properly introduced myself to you. I'm PowToon's new Chief Marketing Scientist.

In keeping with the Thanksgiving season I actually wanted to take this opportunity to thank you for being the most amazing Tribe ever. I absolutely love reading all the beautiful messages from you. In my 20 year career, which has involved being responsible for the marketing of some of the biggest brands in the world, I've never experienced such incredible feedback from users. I'm literally overcome with feelings of gratefulness, so I hope you don't mind me sharing this with you!

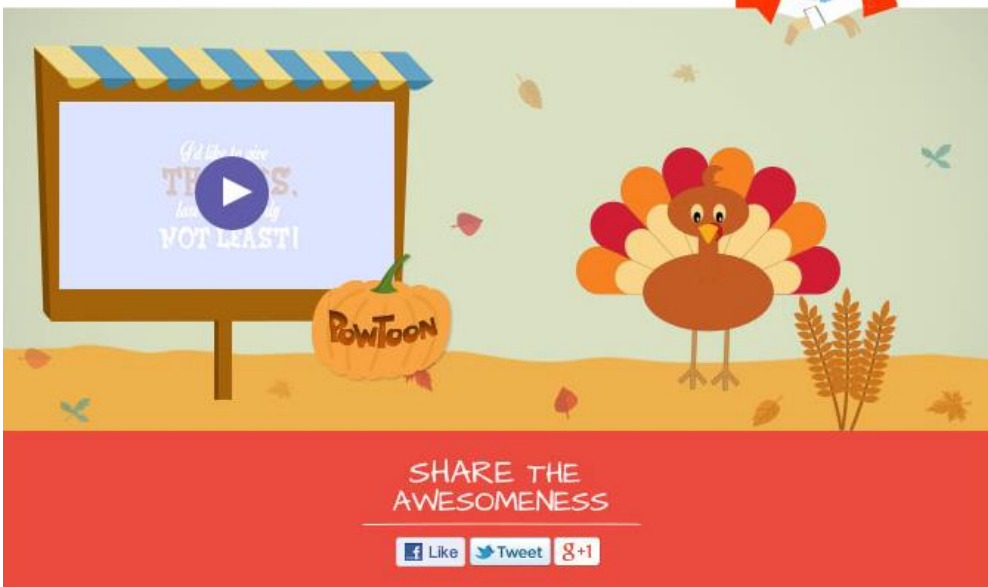
You continue to blow my mind with all your creativity - just check out The Gallery of all the Awesome Quick-Clips you've made for our Competition.

As a small token of my appreciation, I've had our talented PowToon Scientists here make this brand new template that you can use to tell the special people in your life how grateful you are. I hope it helps to simplify your holiday to-do list. Cross off trips to the post office, stationery purchases, and crampy hands from letter writing, and spend some extra time with those you love.

So once again thanks for your support, for being part of the PowToon community, and for just being you!

You're Awesome!

Anna
CHIEF MARKETING SCIENTIST - POWTOON



PowToon Ltd. 28 Church Rd, London, HA74XR United Kingdom.

You are receiving this email because you signed up to be awesome. If you no longer want to receive amazing offers and updates from us you can unsubscribe [here](#).
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CRM DEVELOPMENT

By personalising the emails and speaking to the audience in a tone of voice they would relate to we enjoyed incredible engagement. We had many users write in with very lengthy emails giving us their appreciation and success stories.

In this email we're also giving them something TIMELELY and USEFUL i.e. a template they can use for thanking people for this holiday season.

We enjoyed very good results from this promo.

As this was during the time of the launch of Slides it was another way to remind them of the competition and link to it, to increase take up of the product further.

We also developed our own Avatars and job titles for our comms with our audience, hence me being 'Chief Marketing Scientist'!

Hi, Anna here

I have a confession to make...

Please don't judge me for what I'm about to say, but I always find that during the holidays, this "season of giving," I feel like spoiling myself. Is it just me?

And it certainly doesn't help that somewhere along the way we all learn that being even the tiniest bit selfish is a bad thing. So of course, as the gift-giving season draws nearer, so does the inevitable guilt fueled by an unquenchable desire for new things.

If you can relate to my seasonal dilemma, I think you'll be really excited about this new present from the PowToon Scientists that adds up to a savings of \$1,368. If you buy a Business Membership TODAY, you'll get 3 years for the price of 1 - a value worth \$2,052. Keep two years for yourself, and give one as a gift.

I think this could be just the thing to satisfy that itch to splurge, while still crossing a name off of your list. Whether you're at a loss for what to get your colleague or client, you want to become the office favorite, or you're racking your brain trying to think of the gift for that person that has everything, this deal will solve your gift-giving woes.

As a PowToon Business Member you'll receive:

- Complete #Slides package for quick + easy, stunning presentations
- 24/7 Premium Support
- HD/Full HD downloads to computer + uploads to YouTube
- PowToon watermark + outro removed
- 3rd party resell rights
- Unlimited music, images, + styles
- Full-length, 60 minute videos
- Advanced, live training webinars
- Plus, with our current promotion, share the joy of a year of Business Membership (and all of these Awesome benefits) with anyone your heart desires!

Do something nice, while getting away with treating yourself. Two for you, and one for someone else...

You're Awesome!



P.S.

By the way, if you're panicking about forgetting to order the office Christmas cards this year, have no fear! Once again the Scientists are here to your rescue with our festive new Christmas Template to simplify merry-wishing.



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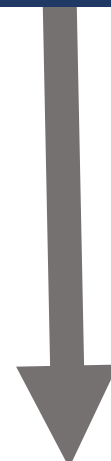
You are receiving this email because you signed up to be awesome.
If you no longer want to receive amazing offers and updates from us you can unsubscribe [here](#).
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CRM DEVELOPMENT FOR POWTOON

This promotion ran throughout the holiday season and was extremely successful as we'd created an extremely compelling offer. As well as making the price saving clear we introduced the idea of 'giving' as it was the holiday season, so by buying two you'd get one extra free to give to someone else.

We created a special mechanism so that users could forward this as a gift to someone else too, thus increasing the reach further.

The landing page for this sale is on the next slide. This email clicked through to it in several places.



LANDING PAGE FOR PRODUCT SALE:

As with everything in the previous example of the Black Friday Sale, offering the biggest savings also showing how much the package is worth and that you're able to get 3 accounts ensures positive take up.

New Years Blow Out Sale

Upgrade to a Business Account for just \$249 TODAY,
and get 2 years of Business for yourself and 1 year for someone else -
a package worth \$2,052!

SAVE 87% NOW >>

Our Business Accounts are normally priced at \$684 annually, so buy NOW
before this limited supply runs out.

Kickstart 2015 and make your goals a reality by
[taking advantage of this incredible savings TODAY >>](#)



SHARE
THE AWESOMENESS

[f Like](#) [t Tweet](#) [g+1](#) [Share](#)



PowToon Ltd. 28 Church Rd, London, HA74XR United Kingdom.

You are receiving this email because you signed up to be awesome.
If you no longer want to receive amazing offers and updates from us you can [unsubscribe here](#).
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PPC:

Challenges:

- PowToon had entered a highly competitive market with large and successful competitors, meaning core keywords were expensive.
- At least one main direct competitor was bidding on our brand keywords, raising the CPC by 10%.
- As the majority of users signed up for PowToon's free packages, maintaining a positive ROI as we expanded our activity was also a challenge.
- As traditionally PowToon's management had not achieved a positive ROI through PPC it meant I was under even further scrutiny to ensure the campaign worked. This is another example of change management.
- Due to this apathy, I also had to start the campaign in an extremely limited budget. As there were also a lot of different keywords we needed to bid on, plus territories we wanted to target it meant that the campaign was extremely fragmented so it was harder to get results/learnings would take longer.

Solutions:

- Initially our activity targeted US users, before expanding internationally. At this point we created geographical clusters to track the best performing campaigns in each region. The countries with the highest performance were then split from their clusters and separate targeted campaigns were created to attract users in these regions.
- We used multiple types of ad extensions, notably sitelinks to the Pricing Page from brand campaigns. This helped capture already registered (freemium) users who were searching for PowToon in order to login, with an irresistible value proposition for the upgrade.

The screenshot shows a Google search for 'powtoon'. The search bar contains 'powtoon' and the search button is visible. Below the search bar, there are tabs for 'Web', 'Videos', 'Apps', 'Images', 'Shopping', 'More', and 'Search tools'. The search results show 'About 562,000 results (0.52 seconds)'. The first result is an advertisement for 'PowToon.com - PowToon Animated Videos' with a link to 'www.powtoon.com/'. The ad text says: 'See How Easy It Is To Make Your Own Animation. Try It Out Now - Free! Easy-to-Use & Intuitive - It's Free & It's Awesome - Ready to Use Templates PowToon has 13,206 followers on Google+'. Below the ad, there are two columns of links: 'Create Animated Videos' (Make Your Own Website Video, Product Demos, Or Explainer Video.) and 'Make Unique Presentations' (Choose From Our Stunning Variety Of Ready To Use Templates, For Free!). A red box highlights the 'Upgrade To Premium' link, which says: 'Get your Videos in HD, Remove The Watermark, and get more Styles!'. Below these links, there is a result for 'Powtoon For Education' (Flip The Classroom, Engage Students Present your assignments with a Wow) and another for 'PowToon, free business presentation software animated ...' (www.powtoon.com/). The 'PowToon, free business presentation software animated ...' result includes a 'Login' link (Login. or. Email/Username. Password. Remember me ...) and a 'Tutorials' link (Step 2. Length: 1:00. How To Use The Library: Powtoon has built ...). There are also links for 'PowToon for Education' (PowToon for Education simple presentation tool for awesome ...) and 'POw toon' (2012-2014 PowToon limited. 28 Church Rd, London UK HA7 ...). At the bottom, there is a link for 'More results from powtoon.com »'. On the right side of the search results, there is a 'Knowledge Panel' for 'PowToon'. The panel includes the company name 'PowToon', the word 'Company', a description 'PowToon is a company which sells cloud-based software for creating animated presentations and animated explainer videos. Wikipedia', the founding date 'Founded: January 2012', and the CEO 'CEO: Ilya Spitalnik'. Below the description, there are 'Profiles' for 'LinkedIn' and 'Google+'. A 'Feedback' link is visible at the bottom right of the knowledge panel.

- We also employed smart remarketing campaigns to better target those users who had signed up for free, to encourage them to subscribe to a premium plan.
- This group of users were emailed the end of month sale offer from PowToon, offering major % discount off the most expensive packages. As the number of recipients who didn't open the email was quite high, we then took this list of users and retargeted them using Facebook.
- Audience insights on Facebook showed the majority of this audience were from a certain profession. From this data, we created a Lookalike Audience and developed a campaign targeting that segment of professionals with sponsored posts.
- Additionally, we implemented broad campaigns to target broader match terms and attract new clients within the limits of the budget.

Results

- Within six months we'd achieved a 400% ROI
- Employing these tactics, alongside PowToon's organic growth, enabled campaigns to grow steadily, and at the same time, improve ROI.
- As we gathered more and more data to optimize on, we are able to test new ideas and capitalize on the growing free user base as an engine for conversion to paying clients.
- Overall it resulted in long-term sustainable growth

BRAND & PRODUCT BUILDING & CORPORATE STORYTELLING

For

- [FlagshipReporting.com](https://www.FlagshipReporting.com)
- [Cliqa.io](https://cliqa.io)
- [Crave.io](https://crave.io)

Building the website/proposition (this is part of the homepage - work in progress) for Flagship Reporting, a SaaS Fin-Tech product.



Reporting Reinvented



Financial Reports

- Balance Sheet, Balance Sheet, Cash Flow
- Profit and Loss Statement, Income Statement
- Budget vs Actuals
- Gross Profit and Net Profit
- With notes or comments to your reports

[Read More](#)

Dashboards

- Drag and drop a grid of widgets and customize layout on the fly
- Drag and drop reports
- Filter and sort data on the fly

[Read More](#)



Quick. Easy. Intuitive.

Take your reporting to another level!



Building the business model and the Pricing Page. I worked closely with the designers to create the logo, branding and overall website.



The image shows a pricing page for a company named 'Flagship'. The page has a navigation bar with links for Features, Pricing, Reviews, Blog, Help Centre, and Contact. There are also links for Login and a Free Trial button. The main heading is 'Pricing & Plans'. Below this, there are three pricing plans: Starter (1 Company, £29.95/mo), Professional (2-5 Companies, £69.95/mo), and Enterprise (6-10 Companies, £99.95/mo). Each plan includes unlimited users, full functionality, and UK phone support. A 'Start Now' button is provided for each plan. Below the plans, there is a section for 'More than 10 companies?' with a 'Contact Us' button.

li. Flagship Features Pricing Reviews Blog Help Centre Contact Login Free Trial

Pricing & Plans

Annual | Monthly

Plan	Company Count	Price /mo	Payment	Features
Starter	1 Company	£29.95	Paid Annually	✓ Unlimited Users ✓ Full Functionality ✓ UK Phone Support
Professional	2 - 5 Companies	£69.95	Paid Annually	✓ Unlimited Users ✓ Full Functionality ✓ UK Phone Support
Enterprise	6 - 10 Companies	£99.95	Paid Annually	✓ Unlimited Users ✓ Full Functionality ✓ UK Phone Support

Start Now Start Now Start Now

All prices exclude VAT

More than 10 companies?

Contact Us



The image shows a testimonial from Jordan Daniels, CEO at KPMG. It features a photo of Jordan wearing a cap and a dark t-shirt. To the right of the photo is a dark blue box with white text containing his name, title, and a quote. The quote is partially obscured but appears to be a positive review of the product.

“

Jordan Daniels
CEO at KPMG

Using your software to manage our company's advertising and marketing has been a game-changer. From increasing sales to improving our customer engagement, we've seen a significant impact on our business. We highly recommend your software to any business looking to grow.

Have any queries? We're here for you.

Read our FAQs



Give Us a Call



CLIQA: Copy & Branding for The App Store

Before I could write this, I went through a whole branding process to work out the product's characteristics, value proposition, vision and mission etc.

App name/title and tag line

Cliqa

Classify. Capture. Collab (25 characters)

Short (170 characters) description:

Easily magic up photos. Catalogued from the start, you'll never need to scroll back again!

Collab with friends as your true self. Create memories together. (158 characters). winner

Long description:

Cliqa disrupts the way you take photos by getting you to be organised from the start. No more wasted time scrolling back. With Cliqa you'll access your photos instantly - they're always to hand. Remember the good old-fashioned photo album? Well Cliqa is a real-time collaboration tool that gives you the framework to create albums so the right photos go to the right people. With Cliqa, you can be your real self (not the paint-brushed you). Enjoy the magic of creating memories together with your close friends and family.

iPhone short version (80 characters)

Categorize 2 magic up photos. Collab on albums & create memories together! 78 characters

Tags/SEO

- Shared Memories Simplified
- Sharable Memories Simplified.
- Shared Memories to Hand
- Building Memories Together
- Easy Sharable Memories.
- Collab with friends
- Get your photos organised
- Access Photos Quickly
- Share Memories Easily
- Your Photos to Hand
- Collaborative Memories
- Collab With Close Ones.
- Create albums to categorize your photos
- Your Photos. Sorted & Shared - Simplified.
- Shoot, Sort & Share pictures
- Photography Simplified!
- Catalogue photos
- Capture your photos
- Collate your photos
- Classify your photos
- Creating memories together
- Capturing photos together
- Sharing photos easily
- Shared photo albums
- Digital real-time photo albums

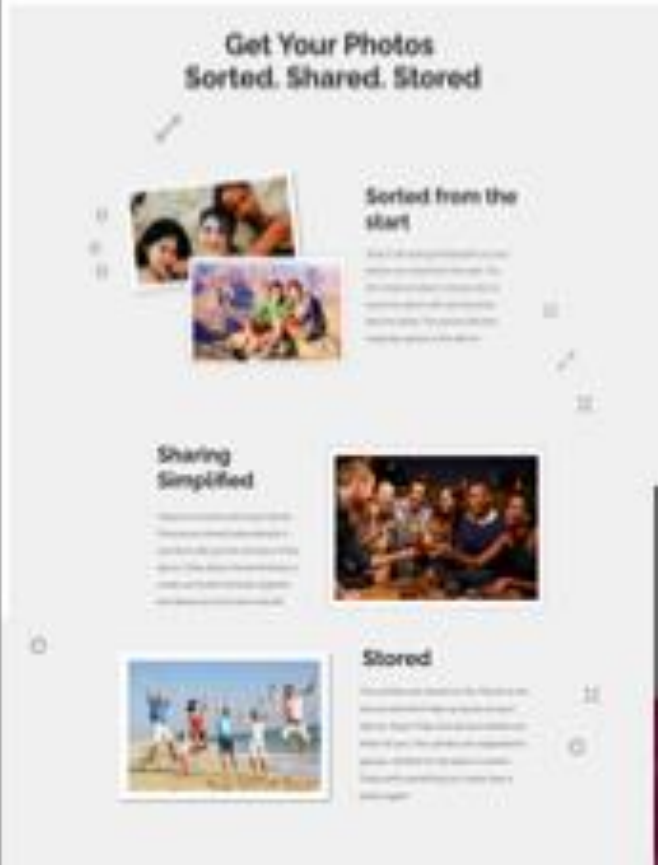
Permission pop up texts:

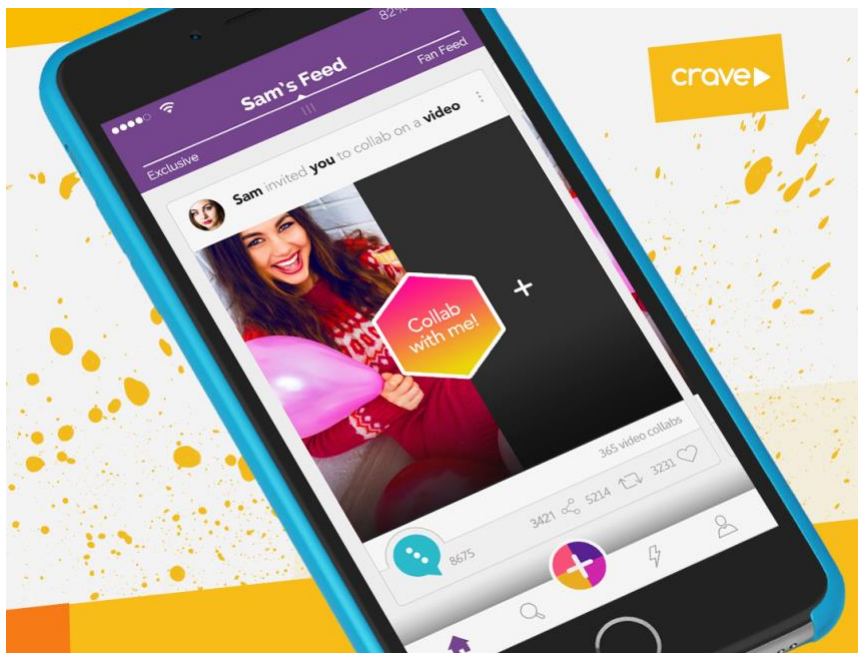
1. **Cliqa would like to access your storage:** so you can share photos with your family & friends. Photos are completely secure. You're in control of who sees your pics.
2. **Cliqa would like to access your microphone:** so you can hear the sound on your videos & share awesome moments with family & friends.
3. **Cliqa would like to access your camera:** so that you can take pictures which automatically go into albums and are organized from the start.



I created the whole brand for **Cliqa**, which included corporate storytelling, writing all the copy for the website, which I also designed and built from scratch, www.cliqa.io

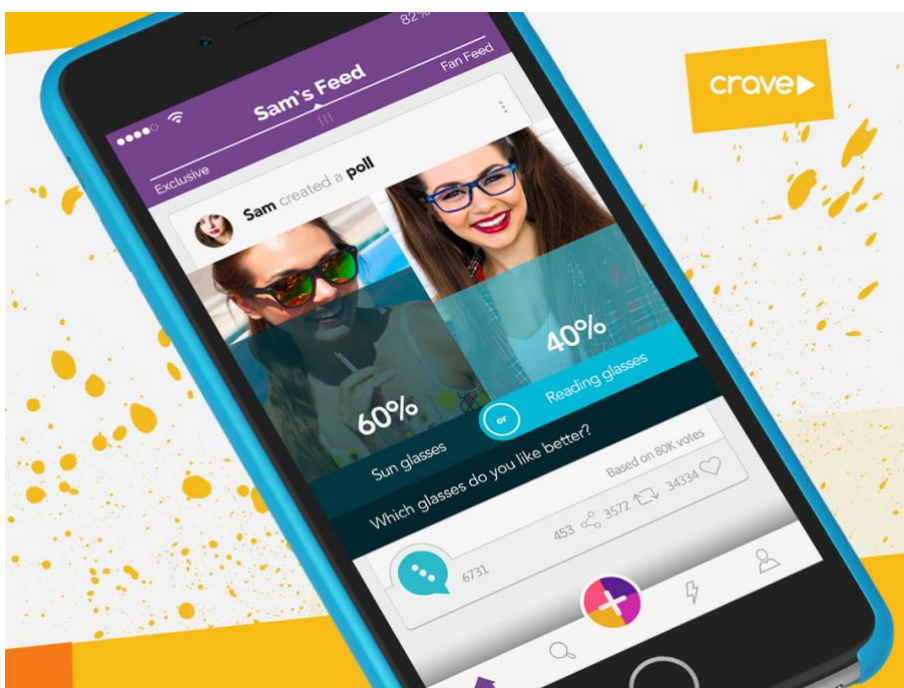
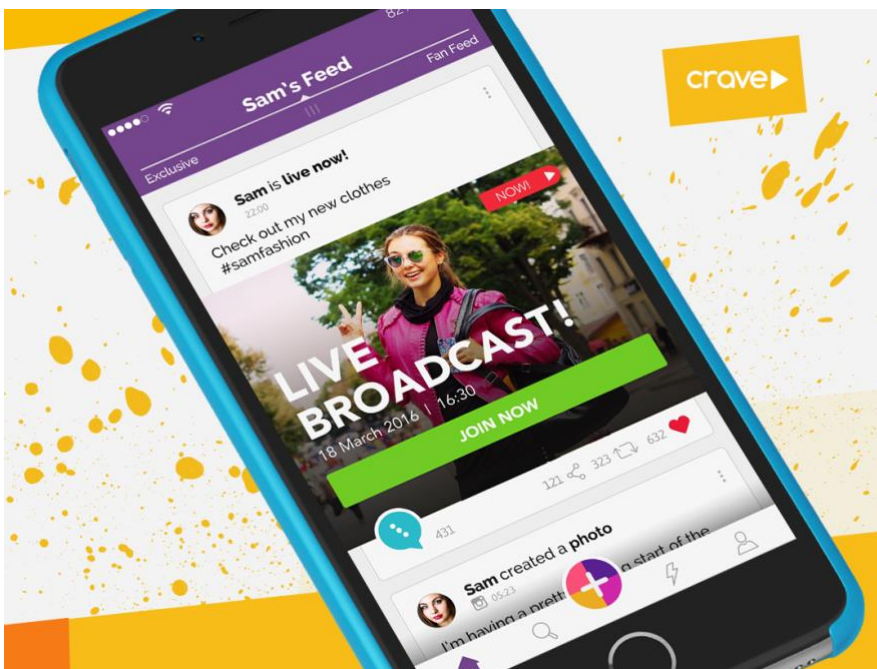
I also got Cliqa investor-ready which included creating the pitch doc, elevator pitch, helping with Sales Enablement, writing the Marketing Strategy and Business Plan for.

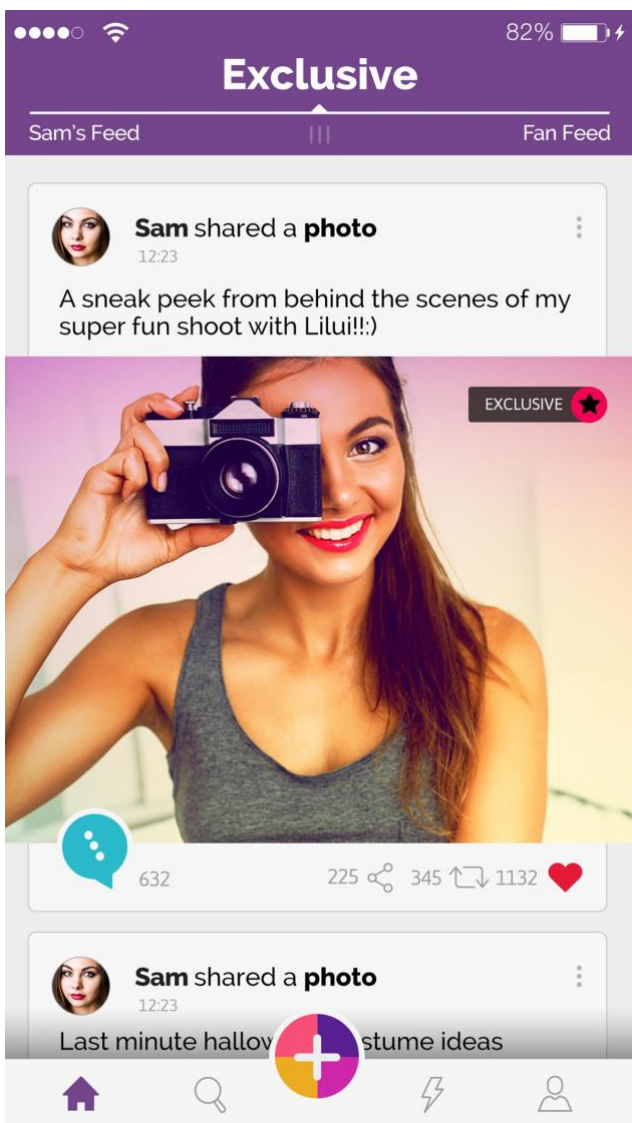




Slides from a Sales Enablement deck for Crave.

An app that helps influencers and creators connect and collab with their fans.





Join Appnamethirteen +PLUS

Be Like Clara
Create and Share YOUR Content

● ● ● ● ●

SAVE 50%

12 Months for \$11.99 \$0.99/mo

6 Months for \$7.99 \$1.99/mo

1 Month for \$1.99

NOT NOW

Experience the App Like a Star

Get the unique tools to create and share YOUR content.

Only With **Thirteenchara +PLUS**

● ● ● ● ●

1 month 45.99\$/mo	3 month 45.99\$/mo SAVE 40%	6 month 45.99\$/mo SAVE 60%
---------------------------------	--	--

Creating the App itself & the upsell/biz model.
Scamps for A/B testing the Subscription Page.

Features

With thousands of digital influencers owning the social media space and commanding the attention of millions and millions of people, Crave is disrupting and revolutionizing the entire social market by handing our Creators ownership over their audience. We are empowering you with the tools to break free from the boundaries of third party platforms that prevent you from reaching and directly communicating with your fans, as well as having full transparency over your audience's metrics and data.

Crave awards you a dedicated spotlight where you not only own the show, but have the ability to co-create and collaborate directly with your fandom.

Your audience will be completely captivated by your content without the distractions of competing digital noise.

Crave is transforming the digital space for Creators and changing the way Influencers run their business.

Engage



- Collaborate with fans on co-creating content
- Live broadcast and host live Q&A sessions
- Integrate all your social feeds
- Engage fans directly and personally
- Distribute all your content from one place

Grow



- Build & nurture super fans by offering exclusive content for subscribers
- Grow your fan base on one platform
- Enjoy the viral aspect created by the unique content collaborations with fans
- Have presence and be searchable on both the AppStore and GooglePlay
- Enjoy a 100% native custom branded app

Monetize



- Create & sell virtual and digital goods
- Offer subscriptions to fans for full access
- Enjoy increased revenues from ad integration
- Complete ownership of app data
- Increased revenue split
- Sell merchandise

Benefits

As a result of these unique features, now fans can really feel like they are a part of your brand and ultimately will be more compelled to show their support and grow your fandom.

YOU AND YOUR FANS AS ONE

- What better way to amp up your engagement than co-creating and collaborating directly with your fandom? Many of your followers aspire to be like you and what better way to encourage them than to build content WITH them! Collab on videos, images, work in progress, share opinions, gain insight, the potential to expand your artistic creation and vision is endless!

Make it rain

- Now that you have your own custom app you can enjoy all the financial benefits that come with it! Increase in revenue is just one of the many assets of using Crave's platform to build your online empire!

Example of webpage with the new branding I developed for Crave

Really working out how we could sell the app with benefit-driven copy.

Sign up to our Newsletter

Get access to new features and benefits being added regularly!

Stay Connected



Automate dashcam video analysis & boost efficiency with Brodmann17's Video Telematics Cloud-AI

- ✓ **Enable accuracy**
no false positives from g-sensor triggers
- ✓ **Reduce costs**
no more endless manual video review or human error

[START NOW](#)



Why you need Brodmann17's cloud-based Video Telematics AI solution

- ✓ Uncompromising event recall
- ✓ Stay relevant - automation is now expected
- ✓ Supports real-time insurance & FNOL (First Notification of Loss)
- ✓ Improves driver scoring & safety
- ✓ Infinitely scalable
- ✓ Deploy within days
- ✓ Camera & platform agnostic
- ✓ Deep Learning optimized for telematics

[LEARN MORE](#)



New product pages created for Brodmann17

The Power of Video Telematics AI: Cloud



Reduces manual & long video review



Supports FNOL & Real-Time insurance



Improves driver scoring & duty of care



Supports privacy masking



Saves on costs - processes are automated



Reduces accidents & claims

Trusted by leading Video Telematics companies



edgetensor

THINKWARE



How it works



Technical information

Supports CPU-based environments
A Docker-based solution designed for installation in any cloud-based environment, including:



[INTEGRATE TODAY](#)

Our team of experts are available for support

Challenges Brodmann17's Video Telematics Cloud-AI resolves

- ✓ G-sensor triggers provide too many false positives
- ✓ Manual analysis of videos is costly, impractical & prone to human error
- ✓ No in-vehicle hardware/camera upgrades required
- ✓ Provides your clients with a faster/more accurate product
- ✓ Generates analysis on every ADAS event
- ✓ Reduces storage costs

[LEARN MORE](#)

Insights & Events Supported



Forward Collision Warning (FCW)



Headway Monitoring Warning (HMW)



Solid Lane Departure Warning (SLDW)



Stop Sign Compliance (SSC)



Traffic Lights Compliance (TLC)



Distance Warning (MDW)

Success Stories

Brodmann17 brings its automotive-grade detection algorithms and performance to the Video Telematics industry. Hear from some of our happy customers who use Brodmann17/VideoTelematics-AI:Cloud



Cloud-AI: THINKWARE

Thinkware bring high-end NCAP-certified deep learning based ADAS to the telematics market by calibrating with Brodmann17

[READ MORE](#)



Edge-AI: WAYLENS

Waylens created the next generation of video-telematics by integrating Brodmann17's ADAS perception into their edge devices...

[READ MORE](#)



Hybrid-AI: edgetensor

EdgeTensor delivers a complete camera-based telematics AI driver safety solution by using Brodmann17's perception software...

[READ MORE](#)

Get in touch

We'd love to talk! Drop us an email and we'll get back to you ASAP!

Name

Email

Company

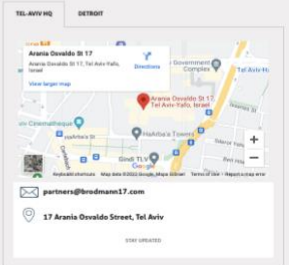
Message

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protected by reCAPTCHA

Privacy Terms

[SUBMIT](#)



EXAMPLES FROM GTM STRATEGY

- Competitor research
- Persona Creation
- Brand positioning

COMPETITOR RESEARCH

1.

Plotting the proposition next to the direct competition to work out the differentiators.

	Pricing	Objectivity	Quality of content	Accessibility	Continuous Engagement
<u>Invivox</u>			★	★	★
QMP (Quality Medical Publishing)		★	★	★	★
IMCAS					
ISAPS		★	★		★
American Aesthetic Association					★
Company-sponsored activity			★	★	
Client's company		★	★	★	★

2.

Slicing n dicing the community to understand how we would segment it.

c

Community Segmentation			
Early learner	Intermediate	Expert	Faculty/KO
Years in practice <ul style="list-style-type: none"> Resident/ fellow developing specialty Within the first 3 years of practice 	Years in practice <ul style="list-style-type: none"> 4 - 8 years' experience Focus on expanding clinic/ practice 	Years in practice <ul style="list-style-type: none"> 9 – 14 years' experience Established, successful clinic/practice Generally performing high # procedures 	Years in practice <ul style="list-style-type: none"> 15+ years' experience Established, successful clinic/practice World-renowned thought leaders
Skills level <ul style="list-style-type: none"> Interested in developing basic skills: Anatomy, Patient measurement, etc. 	Skills level <ul style="list-style-type: none"> Seek to improve procedural confidence, skills, outcomes Seek training in fundamental "business-makers" 	Skills level <ul style="list-style-type: none"> Have perfected surgical technique, philosophy May be involved in training & education but primary focus is surgery, procedures May work in both public & private practices 	Skills level <ul style="list-style-type: none"> Time mostly spent educating/training others, publishing and presenting research May be operating lower quantity of patients
Main priorities/concerns <ul style="list-style-type: none"> Main priority is to observe specialty-focused procedures 	Main priorities/concerns <ul style="list-style-type: none"> Concerned with complications, revisions Concerned with their ability to meet patient demands Concerned with negative patient reviews 	Main priorities/concerns <ul style="list-style-type: none"> Concerned with serious long-term complications (ALCL), litigation, communication w/ patient groups Seeking opportunities to speak/ train others 	Main priorities/concerns <ul style="list-style-type: none"> Limited brand loyalty Contracted with several implant providers Happy to collaborate w/ colleagues
Experience in education <ul style="list-style-type: none"> Learning development in hands of director/supervisor 	Experience in education <ul style="list-style-type: none"> Actively seeking learning opportunities 	Experience in education <ul style="list-style-type: none"> Involved in publishing and are on-circuit Macro-influencers 	Experience in education <ul style="list-style-type: none"> Highly active on Congress circuit Involved in studies and publications Mega-influencers
Our primary user segment		Our trainers / faculty	

CREATING PERSONAS

Persona 1: EARLY LEARNER

NAME: Lissa Bergstrom
AGE: 26yrs
LOCATION: Copenhagen, Denmark
OCCUPATION: Senior Resident plastic surgeon
JOB TITLE: Resident Doctor
SALARY: 52,000 USD
STATUS: In a domestic partnership

BACK STORY: Grew up in Denmark; mother was a psychologist and father was a General Manager of a fortune 500 company. Her parents installed in her the importance of education and pushed her to do well at school, however Lissa always had an inner compass to succeed, and did particularly well in the sciences. She was popular at school, but cerebral; whilst she enjoyed socializing, her primary focus was on her achievements. She recently finished her rotations and decided on plastic surgery because, as a woman, she felt she could help other women. She lives in a family-owned apartment with her boyfriend, who is also a resident in general surgery.

LIFE GOALS: wants to be recognized in her field of plastic and reconstructive surgery. Doesn't currently consider children but assumes it will happen one day.

FRUSTATIONS: She is tired from a rigorous schedule; despite changing laws on maximum number of work days for doctors, Lissa still finds the residency arduous, although challenging and interesting.

DAILY ROUTINE: Currently completing her final year of residency. Rides her bike to the hospital. Likes outdoor sports, hiking, running with her boyfriend, and goes out with friends or organizes a dinner at home sometimes, but has a very busy schedule at the hospital, which changes week to week.

INTERESTS: Currently laser focused on developing her basic skills as a doctor, and obtaining as much experience as possible from the doctors whom she respects. Tries to pay attention to eating habits and cook where possible, but let's face it – the long hours at the hospital are conducive to eating on the fly.

MEDIA CONSUMPTION: Reading medical publications online to learn more, including "Plastic and Reconstructive Surgery;" watches surgical videos on IMCAS Academy to learn more; is adept with social media but doesn't have the time to post obsessively. Listens to podcasts.

CONTINUAL EDUCATION HABITS: Medical / surgical videos, free content as much as possible. Observant about spending habits and anyways has not much time to spend on extras.

PAIN POINTS WITH THE ABOVE: Wants to be taken seriously. Working as a resident, Lissa relies on having a positive role model, mentor and supervisor who will invest in her education and help her in her career. Sometimes she has an amazing supervisor, who brings her into tough cases and invests in her education as much as possible. At the moment, Lissa has a supervisor who is more focused on politics and Lissa is at times frustrated that she doesn't have enough opportunities for advancements. Overall, Lissa is very happy. Working in Denmark means the laws and structure of her residency program are supporting her advancement.



Persona 2: INTERMEDIATE

NAME: Jane Parrsons-Bertrand
AGE: 37 yrs
LOCATION: London, U.K.
OCCUPATION: Dermatologist /
Plastic Surgeon
JOB TITLE: M.D.
SALARY: 120,000 USD/ year
STATUS: Married, 1 child



BACK STORY: Both parents were doctors, so she grew up in a medical environment. Achieved at school and attended the finest institutions. Lives in central London with her husband. Has one child and plans to have another child shortly.

LIFE GOALS: Wants to grow her practice, and raise her family. Her husband is an entrepreneur. Both are very busy, but it seems that her husband recently has more time to spend with the kids which frees up her time to expand her business and attract more clients.

FRUSTATIONS: Patients who have unrealistic expectations, or who have psychological problems and blow up her phone with issues that don't exist. She's also frustrated by complex and revision cases, that she or another doctor have been unable to solve properly. Jane does not like the heaps of administrative work that take her away from what she loves to do the most – be with patients and make them look and feel more beautiful. Concerned by on-line negative patient reviews.

DAILY ROUTINE: Wakes up at 5:45 daily, prepares lunch for her child and takes her to school before going to the clinic by 7:30. Works until 8:30 p.m. and is twice per week at the public hospital doing breast reconstruction cases. Does yoga 2-3 times per week and is starting meditation from time to time.

INTERESTS: Growing her practice and attracting more patients is her number one interest and aim right now. Learning a bit about marketing on-line. Knows about the major beauty trends but is not obsessed by it, and wears expensive, high quality clothing – both known brands and young designers. Enjoys a bi-annual holiday with her family; also volunteers for associations that help women who are the victims of human trafficking. She would like to train younger surgeons one day, when she will be more established in her practice.

MEDIA CONSUMPTION: Reading medical publications online, including "Plastic and Reconstructive Surgery;" watches surgical videos on IMCAS Academy to learn more; is using social media to promote her practice and has hired a marketing firm to help her grow her practice.

CONTINUAL EDUCATION HABITS: Medical / surgical videos. Attending educational events, either sponsored by companies or on her own dime to Congresses. Very interested in developing her knowledge in her field and positioning herself. Listens to podcasts.

PAIN POINTS WITH THE ABOVE: It's tough establishing a new practice of her own. In addition to being a doctor, she also has to care about the business aspects, ensure proper profit margins, manage large investments to make the clinic exclusive and prestigious (and ensure the latest technologies are on hand!), market her business, and manage patient demands and complications.

Building the Content Calendar for G2M

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>World Cancer Day National Homemade Soup Day Superbowl 52</p> <p>Itinerary/blog promoted: http://blog.routeperfect.com/top-20-honeymoon-travel-destinations-of-2017/</p> <p>Facebook: Your honeymoon is a once in a lifetime experience ❤️ and you want to choose the perfect place! 🌍 We've narrowed it down for you - check out our official list of the best honeymoon destinations for 2018 and start planning your #trip today! 👉 https://go.gl/sGZCd Explore the world YOUR way with www.routeperfect.com 🌍</p> <p>Twitter: Your #honeymoon is a once in a lifetime experience ❤️ and you want to choose the perfect place! 🌍 We've narrowed it down for you - check out our official list of the best honeymoon destinations for 2018 and start planning your #trip today! 👉 https://go.gl/hwUMTH Explore the world YOUR way with www.routeperfect.com 🌍</p> <p>Blog updated: http://blog.routeperfect.com/top-20-honeymoon-travel-destinations-of-2017/ Taube</p> <p>Update Deadline: 28/1</p>	<p>Chocolate Fondue Day Constitution Day in Mexico Birthday of Mary, Crown Princess of Denmark</p> <p>Itinerary/blog promoted: Allen review share - dont forget to mention FB profile on Twitter as well</p> <p>Facebook: Want to know how to effortlessly plan the perfect trip? ❤️ And once that trip is planned, how about saving up to 20% on your hotels? 🏨 Check out Allen's review of Routeperfect, and benefit from her step by step guide. Start planning your perfect trip today! 🌍</p> <p>Twitter: Want to know how to effortlessly plan the perfect trip? ❤️ And once that trip is planned, how about saving up to 20% on your hotels? 🏨 Check out Allen's review of Routeperfect, and benefit from her step by step guide. Start planning your perfect trip today! 🌍</p> <p>Blog published: Budget mlemials Romantic Slovenia</p> <p>Update Deadline: 30/1</p>	<p>Sami National Day Birthday of Princess Marie of Denmark</p> <p>Itinerary/blog promoted: http://blog.routeperfect.com/majestic-scandinavia-denmark-norway-sweden/</p> <p>Facebook: Happy birthday to Denmark's #PrincessMarie! 🌸 Inspired to celebrate with a visit to Denmark? Start planning your trip to #Scandinavia today and SAVE <20%! 🏨 👉 https://go.gl/31x2JL Explore the world YOUR way with www.routeperfect.com</p> <p>Twitter: Happy birthday to Denmark's #PrincessMarie! 🌸 Inspired to celebrate with a visit to Denmark? Start planning your trip to #Scandinavia today and SAVE <20%! 🏨 👉 https://go.gl/MzYw Explore the world YOUR way with www.routeperfect.com</p> <p>Blog updated: http://blog.routeperfect.com/majestic-scandinavia-denmark-norway-sweden/ Taube</p> <p>Update Deadline: 13</p>	<p>National Fettuccine Alfredo Day</p> <p>Itinerary/blog promoted: Pasta blog (AP to confirm this has been written)</p> <p>Facebook: Everyone knows that the best comfort food around is #pasta, so 🇮🇹 #NationalFettuccineAlfredoDay is falling in the winter is just perfect. 🍝 Learn a bit more about this delicious food, and start planning your trip to #Italy! 👉 https://go.gl/TW7c7m Create YOUR dream trip TODAY and SAVE <20% with www.routeperfect.com 🌍</p> <p>Twitter: Everyone knows that the best comfort food around is #pasta, so 🇮🇹 #NationalFettuccineAlfredoDay is falling in the winter is just perfect. 🍝 Learn a bit more about this delicious food, and start planning your trip to #Italy! 👉 https://go.gl/Coyue Create YOUR dream trip TODAY and SAVE <20% with www.routeperfect.com 🌍</p> <p>Blog published: Slovenia blog</p> <p>Copy Deadline:</p>	<p>Boy Scout Day Prešeren Day in Slovenia</p> <p>Itinerary/blog promoted: Budget mlemials Romantic Slovenia</p> <p>Facebook: #ValentinesDay 🌸 is coming, but your budget is tight and a #romantic getaway seems out of the question. 🏡 Don't worry, we've got you covered! Check out our list of #Slovenia's most romantic and #affordable destinations. Start planning your getaway today! 🌍 👉 https://go.gl/h417nc Explore the world YOUR way with www.routeperfect.com</p> <p>Twitter: #ValentinesDay 🌸 is coming, but your budget is tight and a #romantic getaway seems out of the question. 🏡 Check out our list of #Slovenia's most romantic and #affordable destinations. 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