The tastiest recipes from the digital marketing kitchen

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Our childhood’s favorite memories are grandma’s dishes.

But what's the secret ingredient?
Local agency working with global clients.

- USA
- UAE
- Australia
- Western Europe
Breakfast recipe -
Spinach & Egg Sweet Potato Toast
aka Construction contractor for Basements renovation in Canada

Main ingredients:
-Sweet Potato = Website development in WordPress
-Eggs = Search Engine Optimization (SEO)

Result:
- OVER 1154 organic clicks on the website in a month
- OVER 300+ Organic keywords (starting with only 8)
- 2.69% Conversion rates
AGM Basements

Secret ingredients:

-Spinach = Thorough research and creating an extensive list of keywords covering 90% of the targeted topic
-Fresh chives = Creating content from scratch based on the keyword research
-Bread = Taking the whole website into consideration while optimizing, instead of optimizing single pages in a vacuum
-Hot Sauce = Designing UX friendly website aligned with the core buyer persona and marketing funnel
Lunch recipe - Chicken Alfredo pasta
aka eCommerce company that produces and sells jewelry worldwide

Main ingredients:
- Onion = Market research
- Oil = Pay Per Click
- Chicken = Content marketing
- Pasta = Social media marketing
- Milk = Email marketing

Result:
- OVER 4% Conversion rate
- OVER 5 times increase in sales from Facebook
- OVER 3 times increase in sales from Instagram
- UP TO 30% lower cost per conversion
MYJS

Secret ingredients:

Heavy cream = Tagging products on the photos on Instagram
Parmesan = Reaching 10k followers on purpose so we can link products on stories
Butter = Creating sense of urgency by creating limited promotions
Parsley = Social listening on Facebook & Instagram
Seasoning = Promotional newsletters with limited products
-Moto: Less is more
Dinner recipe - Rice and Chicken curry
aka Company delivering business trainings for 25 years in the UK

Main ingredients:
- Chicken = Google Search Campaigns
- Rice = Google Display Campaigns

Result:
- OVER 19% Increase in sales in the first few weeks
- OVER 300 New high intent leads in the first few weeks from the Search Campaigns
- OVER 1030 New leads from the Black Friday Display Campaign in only 4 days
- UP TO 15 Times increased the return on ad spend (RoAS)
Metadata Training

Secret ingredients:

**Onion** = Correct Google Ads Account setup
**Garlic** = Correct incorporation of landing pages in the ads
**Oil** = Using Static Display Ads over Responsive
**Tomatoes** = Creating Single Keyword Ad Groups (SKAGS)
**Curry seasoning** = Using Remarketing lists for different campaigns
**Greek yogurt** = Must do: A/B tested Call to Action buttons & ad copy on the creatives
Must have ingredients for every strategy
No matter if you are cooking Italian, Mexican or Chinese, don’t forget these few things:

- Research about the recipe
- Get all the ingredients you need
- Use the ingredients wisely and in the correct order
- Add a little bit of the secret ingredients, and don’t tell anybody :)
- Voila! Your meal is served! and your client will be happy and excited!
- Get a 5-star review and add it to your website/portfolio
- Get recommendations and get new clients for your digital marketing kitchen
Thank You!
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