

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



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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)

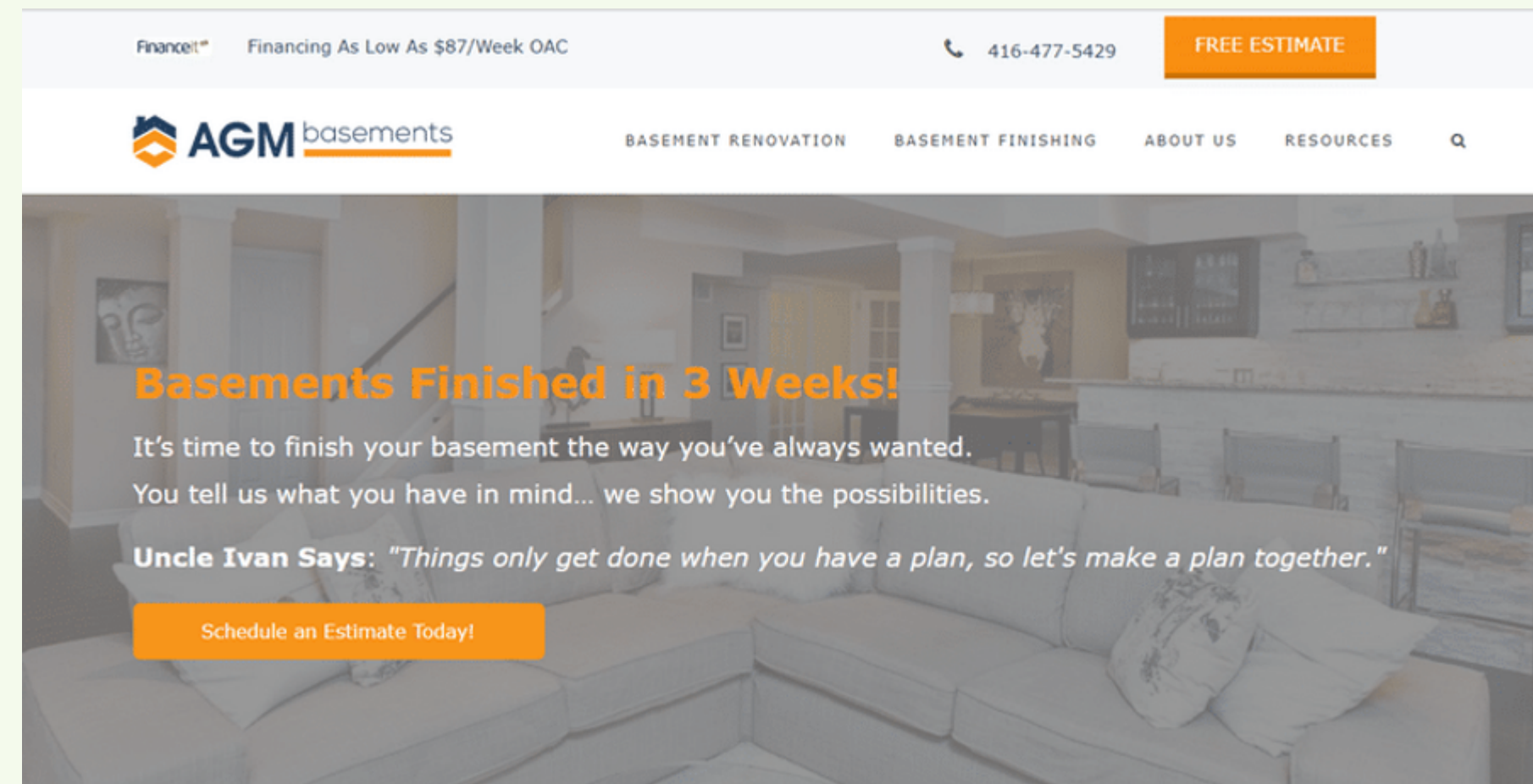
Result :

- 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

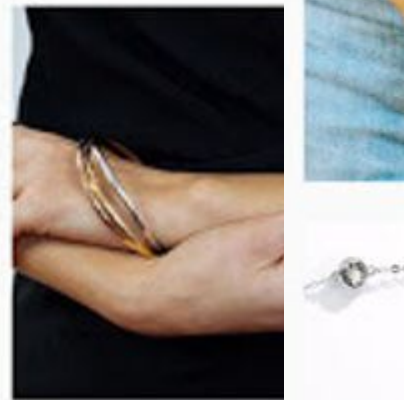
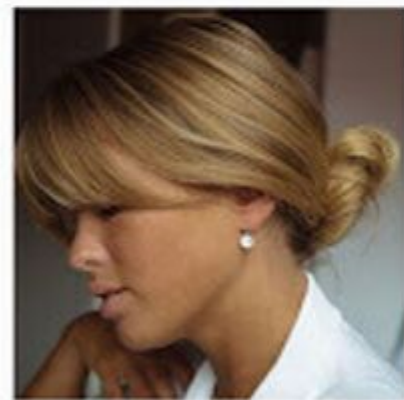
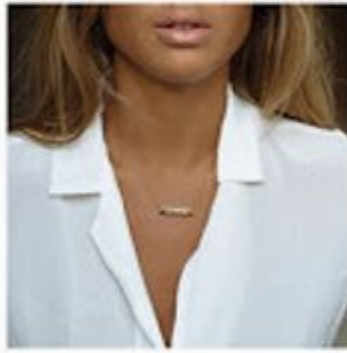
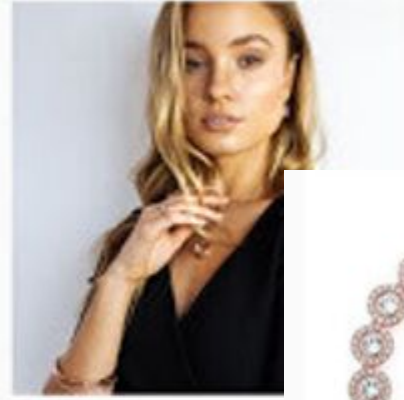
Butter = Creating sense of urgency by creating limited promotions

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



BLACK FRIDAY DEAL!

£100 OFF

ANY
AGILE
COURSE

Learn More



BLACK FRIDAY DEAL!

£100 OFF

ANY
AGILE
COURSE

Book Now

Must have ingredients for every strategy

Ubersuggest



mailchimp



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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