

REFERENCE LETTER

With this reference letter, we would like to express our recommendation towards the services of ExpandX Marketing & Web. We started working together after we attended a marketing conference – MarkeThinX CONF, organized by ExpandX Marketing & Web and by knowing their work results from third parties.

The whole process started with them sending us a precise marketing brief questionnaire in order to clarify our business, the current situation of our marketing activities and our goals for the future. After reviewing it, they prepared a full marketing strategy with concrete steps to achieve our business goals. We were looking to improve our social media presence for a specific product - a savings plan targeted towards more general audience, as well as to optimize our campaigns and landing page for lead generation. We wanted to reach out and appeal to a broader audience that is very active on social media, but in the same time keep campaigns effective in terms of lead generation.

We decided together to focus on the following actions: 1/optimizing the landing page of our savings plan for lead generation. We received a very detailed step-by-step report outlining why certain actions were needed and how to implement them 2/creating a Facebook campaign from creatives and copywriting, to setting everything up and managing the campaign itself 3/creating a content marketing plan for a newly launched Instagram page Again they developed the concept, prepared the visuals and the copywriting to go with it.

During the period of the campaign managed by ExpandX team we managed to almost double the reach while decreasing the cost per conversion more than 3 times. The traffic to our landing page also tripled, and we are consistently getting more leads compared to previous periods. Our Instagram page is up and running and we are already getting followers without any promotion on our side. The workflow itself was as impressive as the results achieved by the ExpandX team. From the beginning, the process was smooth and the cooperation - efficient. The communication with our account manager was very easy and efficient. Even though all campaigns are measured by the results achieved, and in our case the results were great, for me personally what was even more impressive was the efficiency of their work in the day-to-day tasks leading to a successful outcome. They developed a very professional workflow that removes miscommunication, stressful deadlines, and execution compromises. We strongly recommend the services of ExpandX Marketing & Web.

Kind Regards,

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