

MARKETING KIT 2022

# MIGEL AGENCY

**migel.**

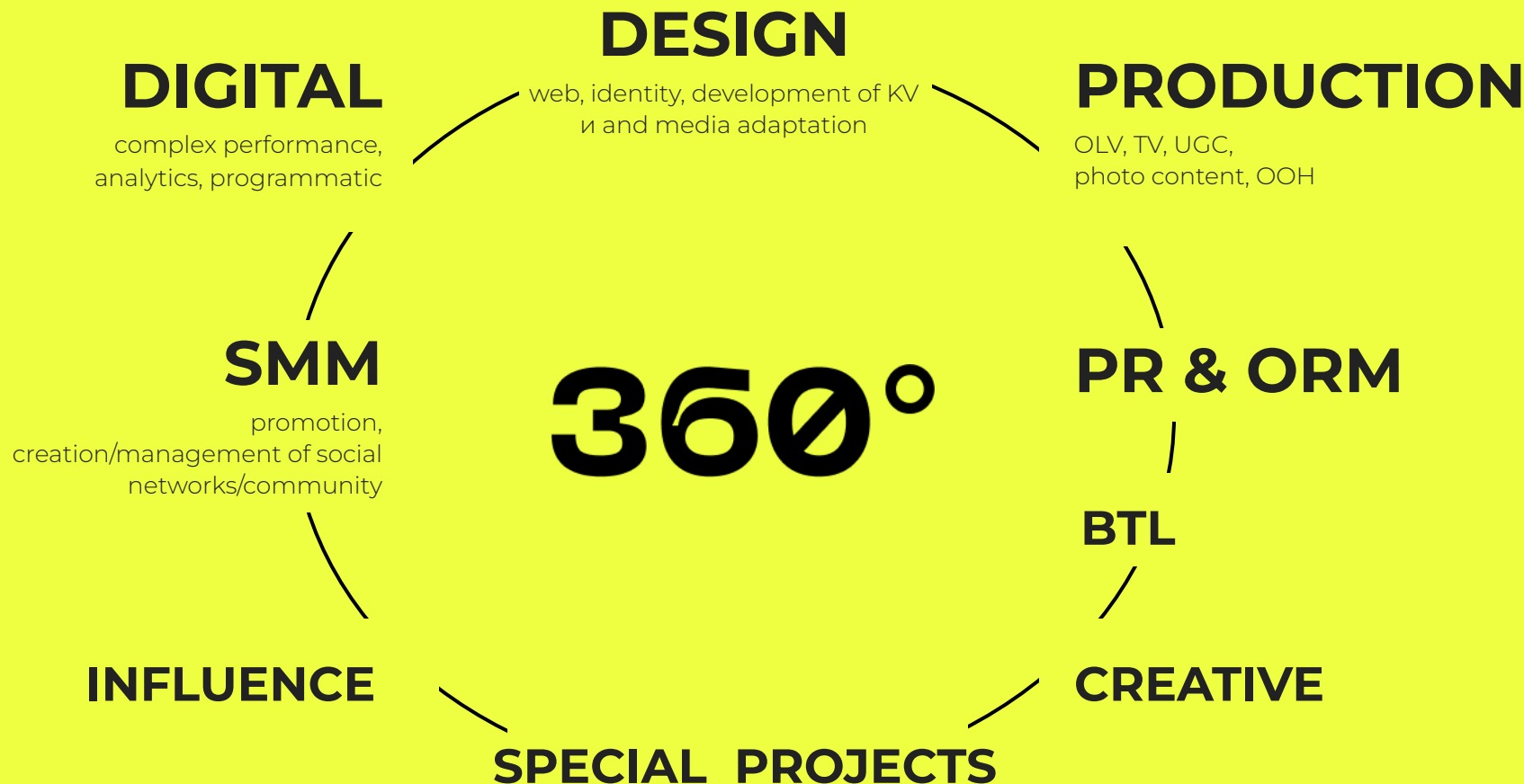
**INDEPENDENT COMMUNICATION AGENCY**

SMM, Digital, PR and creative Performance Marketing for bold brands ready to set the rules of the game in their markets

# MIGEL AGENCY

— it is a full service communication agency with 360° marketing expertise.

We do not have a conveyor and templates. From the very beginning of communication we are deeply immersed in a client's business, conduct marketing research and develop individual communication strategies.



5

years in the market

35+

industry awards

20+

companies -  
workshops for B2B

93%

NPS of clients

15+

own events and  
organizations

45

employees

2

offices: Dubai and  
Moscow

38

clients

410+

implemented tasks  
aimed at the increase of  
reach

80+

publications

8

specialized  
departments

184+

implemented  
projects

360°

expertise

135+

implemented tasks  
aimed at the  
increase of  
conversion

B2B & B2C  
expertise

+  
flexible rates

# Our Blogs



In 2021 and 2022 we have published more than **80 materials**, about 5000 people read about us, we have held more than **15 events** with the total audience over **10 000 listeners**.

## Case: Age

Performance m  
store sales in the



One of the trend  
of e-commerce:  
influenced the l  
stores.

Along with the g  
in the online ma  
variety of servic  
from the compe

## THE CONTENT GENERATED BY INFLUENCERS, CREATORS AND USERS: DIFFERENCES AND PROS



19-08-2022

## The content generated by influencers, creators and users: differences and pros

What types of content are there and which  
one is the best for you? Let's figure it out!

## SOCIAL E-COMMERCE: POPULAR MECHANICS, TIPS FOR BRANDS



19-07-2022

## Social e- commerce: popular mechanics, tips for brands

Marketplaces feel the need of the audience  
for such an option. Therefore, while social  
networks are now learning to sell, e-  
commerce platforms are acquiring their own  
content.

# ARTICLES IN MEDIA

- 1) There is a contact: which communication channels to choose for online magazines in order to save customer proximity **(Cossa)**
- 2) **Special project "Digital in the media business".** Guide to podcast promotion and the use of audio advertising on the Internet **(Cossa)**
- 3) Five ways to increase sales on the marketplace **(MarketMedia)**
- 4) What millennials and generation X expect from additional education **(Quokka media)**
- 5) Which communication channels should be used by stores; audience opinion **(CMS magazine)**
- 6) Leads and lead generation: how a business can attract potential buyers **(Roistat.Blog)**
- 7) Case: Age of Innocence **(Medium)**

## MIGEL AGENCY

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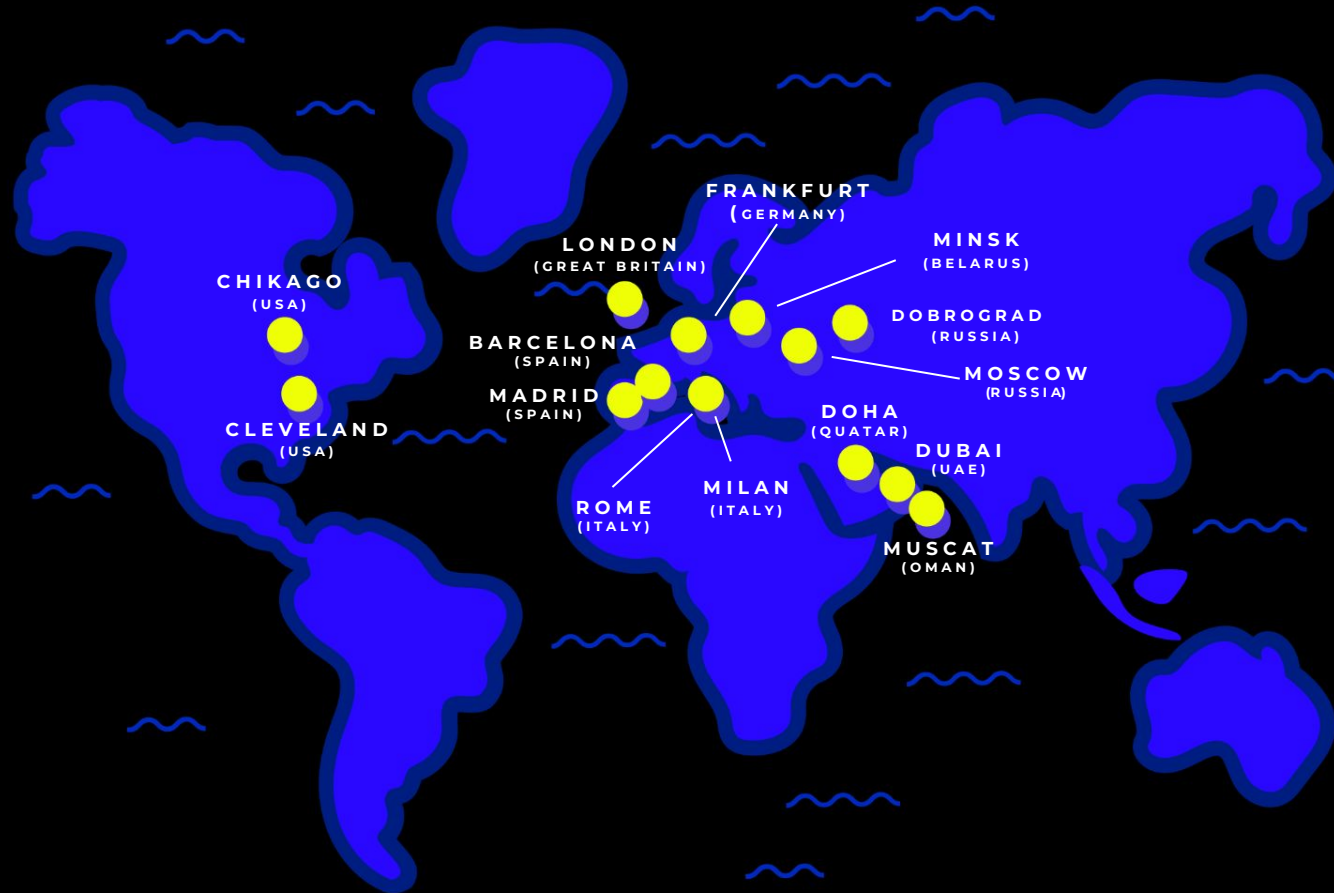
Mar 14

### Case: Age of Innocence

Performance marketing: comprehensive promotion and the scaling of online store sales in the global market. One of the trends born during the pandemic was the increased development of e-commerce: numerous...

4 min read







OZON



▶ skyeng

**HAVAL**

L'ORÉAL  
PROFESSIONNEL  
PARIS

▶ skysmart

GeekBrains

**CARMEX**

kaspersky

VIVIENNE SABÓ  
PARIS

Avito

*Age of Innocence*  
LONDON

**SHEIN**

**BIRKENSTOCK**

**CINEMOOD**  
WATCH DIFFERENT

**METRO**

## AWARDS AND RATINGS



FILMFEST  
MÜNCHEN

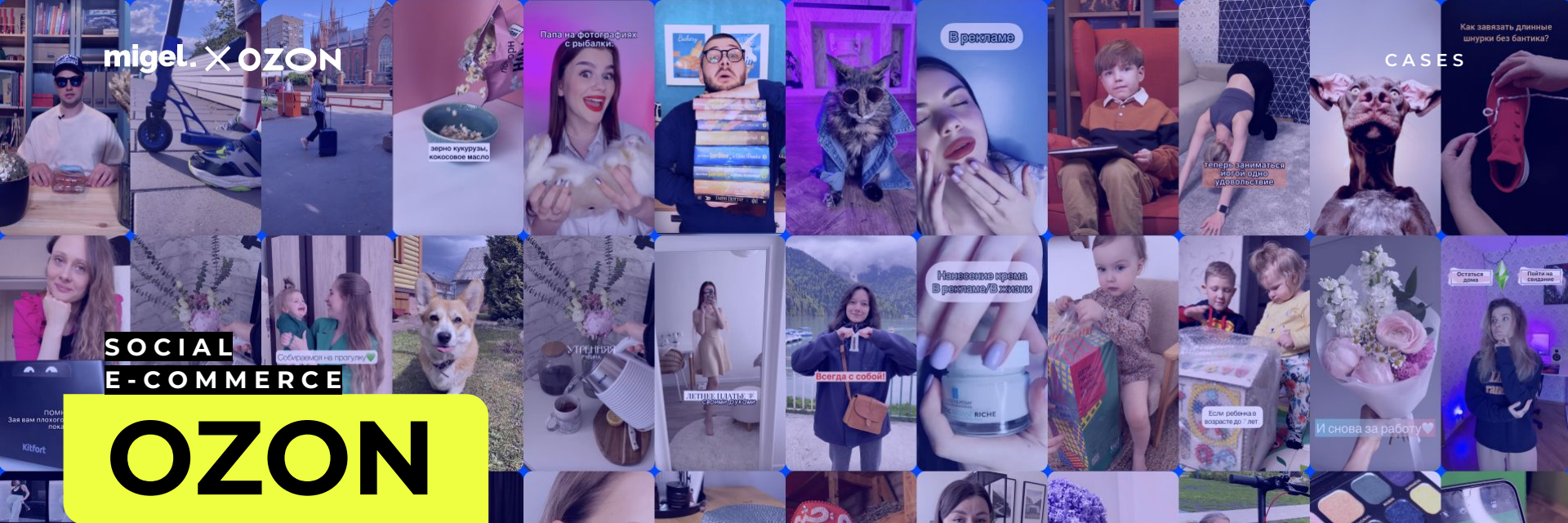


Los Angeles CineFest,  
Film Festival, Tagline,  
Golden Frame and 30+  
international awards

**MIGEL.AGENCY** cooperates  
with **Google, Telegram ADS, Meta,  
Shopify and TikTok** directly.

Therefore, if you need help with  
setting up and running an  
advertising campaign, please contact  
the agency team.

# CASES



Now users come to **Ozon** not only for a purchase but also for inspiration. To support that idea , within 5 months we had been working on the launch of the Ozon Moments e-commerce project together with the marketplace.

Periods: December 2021 – August 2022

## RESULTS:

**400+** creators attracted to the platform for 5 months of work.

**11 000+** videos posted.



SPECIAL PROJECT

**SHEIN**

**SHEIN** — Chinese fashion retailer, one of the world leaders in fast fashion. To promote the brand in the Russian market, we carried out a special project, namely, we have developed a capsule collection and launched integration with @lynacom\_2000, the SHEIN ambassador.

Periods: September 2021 – January 2022



## RESULTS:

**24 937 737** — Reach of publications in the blogger account

**11 298 300** — Impressions on TikTok

SOCIAL  
E-COMMERCE

AVITO



For AVITO we have organized offline training for sellers (with theory and practice) in the production of video content with goods for the marketplace.

## RESULTS:

During 6 hours of the first workshop 100 sellers were able to create more than **100 UGC videos** ready for the upload to the Avito platform.

Periods: from July 2022 by now





The agency team helped the Skyeng, an English school, conduct a test launch of new products — the Life and Talks platforms — in the Italian market. We have developed creatives and conducted A/B tests.

## RESULTS:

the development of creatives  
the targeting in Italy and Spain:

**1 050 000** — reach

**7,7%** — conversion

**12\$** — lead cost

Period: June 2022 – August 2022



PERFORMANCE-MARKETING  
LIVESTREAMING

## HASBRO, NUTRICIA AND FISHER PRICE

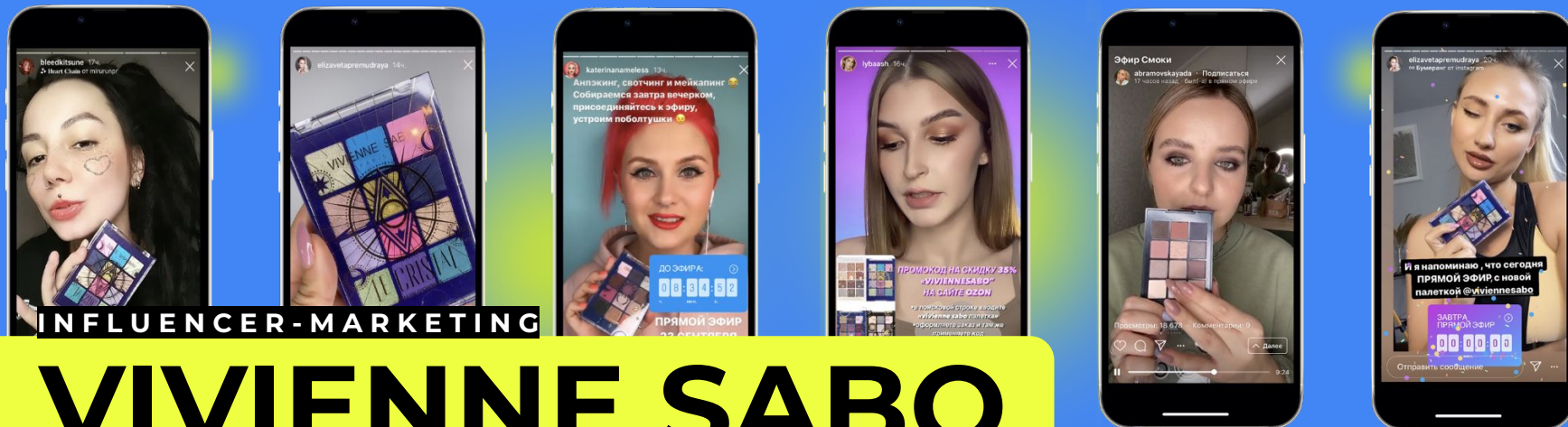
A series of live broadcasts (from concept development to conducting and providing technical support of broadcasts) for Hasbro, Nutricia, and Fisher Price brands presented on the marketplace.

Periods: June 2021 – October 2021

### RESULTS:

On average one broadcast was watched by more than **5,000** people (more than **250** of them clicked the "Buy" button). In the recording more than **14,000** people watched each stream (more than 500 of them clicked the "Buy" button). The conversion from the viewer to the target action reached the point of 5.17%

**Total impressions ~ 95 000**



Live chat is the best solution for getting closer to your audience. That's why livestreaming has become a key tool in the campaign to promote the Vivienne Sabo's new Palette Magique eyeshadow collection.

Periods: June 2021 – July 2021

## RESULTS:

Number of live broadcasts: **40**.

Number of posts and stories with announcements: **13** and **167**, respectively.

Number of viewers: **260 000+**.

The escalation of sales in «Rive Gauche», «Golden Apple» and Ozon: from **68%** till **7 700%**.



With the help of video content for Fix Price accounts in **TikTok and YouTube (and later for VK, VK Clips and Yandex.Zen)**, we increase brand loyalty and attract a new audience.

Periods: from January 2021 by now

## RESULTS:

Brand accounts on TikTok and YouTube (between May 2021 and April 2022): subscriptions — **55 351**; views — **24 836 612**; reach — **12 602 567**.

The cost per subscriber on TikTok (according to the results of the AC) was **5** rubles.



SMM/PRODUCTION/TARGETED ADVERTISING  
/INFLUENCER-MARKETING

# BANDI RUSSIA

**BANDI** — Korean professional nail cosmetics market leader. To promote a company that develops sustainable nail products, we used an integrated approach.

Periods: January 2021 – December 2021

## RESULTS:

The total reach for six months of cooperation for 5 advertising campaigns: **1 000 000+**.

Impressions on the social network: **2 350 901**.

Reducing the cost of targeted actions for lead generation by **2,5** times.

PRODUCTION

# PERFECT DERMA

When working with the **Perfect Derma** brand, we were focused on two key tasks. Firstly, we needed to emphasize the pharmacy of products without going deep into the category of medical cosmetics during the launch of the product in the Russian market. Our second goal was to get rid of the association with the ethnic Indian roots of the brand.

Periods: April 2021 – June 2021

## RESULTS:

For the Perfect Derma brand a shooting was carried out according to the author's concept.

PERFORMANCE - MARKETING

# AGE OF INNOCENCE

Promotion of a European brand of premium footwear in the markets of **America, Asia, UAE, UK and Middle East**. Creatives were prepared for each region, taking into account the peculiarities of their culture.

## RESULTS:

The increase in sales by 30% by setting up and optimizing the link between FB/IG and Google (context).

Periods: July 2021 – May 2022

migel.

**MIGEL.AGENCY**

COMMUNICATION AGENCY

[info@migel.agency](mailto:info@migel.agency)

[www.migel.agency](http://www.migel.agency)

**Ready to answer your questions and  
start working immediately**



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[Medium](#)



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