

# MARKETING SPECIALIST

## BRAND PACKAGING, POSITIONING & DEMAND GENERATION

Individual rate: personal marketing specialist

Vladislav — Your B2B Active Sales Manager

### 1. PHILOSOPHY: MARKETING THAT SELLS

I am not a theoretical marketer with beautiful presentations. I am a hands-on marketer who builds a demand generation system tied to revenue. Every action — from USP to landing page — is aimed at one goal: making it easier for the sales manager to sell, and easier for the client to buy. I work at the intersection of marketing and sales, from the position of a Sales Director who understands the funnel and counts money, not likes.

Direction	What Specifically
Positioning	Competitor analysis, USP formulation, market differentiation. Why clients choose you, not them
Product Packaging	Proposals, price lists, presentations, catalogs, case studies — materials that sell without the manager
Content Strategy	Content plan, expert articles, case studies, Social Selling for LinkedIn and social media
Landing Pages & Funnels	Dedicated pages per target segment with lead capture forms and lead magnets
Email Marketing	Nurture sequences, database campaigns, trigger emails, A/B tests

### 2. HOW I WORK

- Immerse myself in your product and market: what you sell, to whom, what sets you apart
- Analyze competitors: their USP, packaging, landing pages, ads, content
- Formulate positioning and USP for each target segment
- Create or refine all sales materials: proposals, price lists, scripts, catalogs
- Build digital funnel: landing pages, lead magnets, email sequences, retargeting
- Tie every action to metrics: conversion, cost per lead, ROI

### 3. WHAT YOU GET

Result	Details
Positioning & USP	Clear formulation: why you, not competitors. Per segment separately
Full Materials Package	Proposals, price lists, catalogs, presentations, scripts — ready to use
Segment Landing Pages	Pages with lead capture forms, lead magnets, and analytics
Content System	Content plan, expert posts, case studies, Social Selling materials
Email Funnel	Nurture sequences, trigger emails, automated follow-ups
Analytics & Reporting	Metrics per channel: conversions, cost per lead, ROI

Ready to discuss your challenge. Reach out and I will respond personally.

**Vladislavs Mamonovs**

Commercial Analyst & Sales Manager

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#### 4. WHY IT'S NEEDED

Most B2B companies "sell" a product, not a solution. A proposal is a price list with a logo. A landing page is a business card with a phone number. Content is news reposts. Result: the client doesn't understand why you, and chooses by price.

Professional packaging and positioning transform "yet another supplier" into a trusted expert. A proposal sells without the manager. A landing page generates leads 24/7. Content builds expertise and warms the database.

#### 5. WORK FORMATS

Format	What You Get
Packaging Sprint (2–3 wk.)	Positioning + USP + proposal + catalog + scripts. Full sales materials package
Digital Sprint (3–4 wk.)	Landing pages + email funnel + lead magnets + content plan + launch
Ongoing Marketing	Monthly management: content, email, landing pages, analytics, optimization

Want your product to sell itself?  
Bring in the marketer — I'll package it, position it, launch demand.  
USP, proposals, landing pages, content, email — full stack in 2–4 weeks.  
I tie every action to revenue, not likes.  
Don't need me — disconnect without risk.

#### 6. PROBLEMS I SOLVE

- No clear USP — clients don't understand what makes you better than competitors
- The proposal is a price list with a logo, not a selling document
- No landing pages or they don't convert — inbound flow near zero
- Content is absent or doesn't support sales
- Email marketing is not set up — the database "goes cold" without contact
- Managers have nothing to "sell with" — no arguments, case studies, visual materials

#### 7. WHY IT WORKS

A well-packaged product is a 24/7 salesperson. A proposal containing an ROI calculation sells better than any manager. A landing page with a calculator generates leads overnight. An email sequence warms the client while the manager is busy with others. Marketing doesn't replace sales — it makes them far more effective.

Service description is based on real B2B marketing experience. Specific conversion rates and results may vary depending on niche and market conditions.

Want to build a system of active B2B sales?  
Bring me in — I'll launch sales in 4–6 weeks.  
Working in parallel with your team, recording everything in CRM.  
Don't need me — disconnect without risk.

Ready to discuss your challenge. Reach out and I will respond personally.

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