

MARKETING STRATEGY

FOR



LAUNCH

IN MALTA

Inbound marketing strategies

- SEO
- Referral program
- Social Media channels
- Influencer marketing
- Partnership with local businesses
- PR

Outbound marketing strategies

- Paid Adv on Facebook, Instagram, Google Search
- Native adv
- Guest blogging
- Paid adv on local medias

SEO Strategy

- Creating a blog on the website, optimized for SEO
- Contents: how to/guides/tutorial about accounting (also specific to Malta). But also contents about the freelancer's lifestyle and useful tips. All contents need to generate a genuine Value for the user/reader.
- These contents are aimed to: optimize Binderr's online organic presence and having some fresh, useful contents to share on Binderr's social media channels.
- Blog seeding on channels like Medium

Referral Scheme

- A new user tries Binderr.
- Binderr offers the user an incentive to share the product (a free month subscription? Additional features?)
- The user sees value in the offer.
- The user invites new users, who take advantage of the same referral program.
- Result: user acquisition and exposure with no costs.

Social Media Channels

- Facebook and Instagram are the social media platforms to start with.
- Fresh and new content every day with a specific content strategy
- Open a Facebook Group to build a Community

Influencer Marketing Programme

- Identify influencers who have an active, engaged audience on:

Instagram, YouTube, personal blog

- Main characteristics of those influencers:

Audience in Malta/being self-employed/topics: technology, freelancing, personal growth and lifestyle

- Make them try for free Binderr for a period of time and create contents for their channels

Partnership with local businesses

- Companies which have many freelancers, ie the ones operating in real estate, food delivery and taxi companies.

Providing them with a special deal for their collaborators.

- Coworking spaces

Events & Workshop, about taxation schemes in Malta, how to set up as a freelancer in Malta, VAT options...etc. An informative event, but with a clear intention to present Binderr as well.

Inbound marketing strategies

PR

Building a valuable and durable network of journalists, stakeholders and whoever is actively involved in the tech/startup/self employment environment in Malta.

Outbound marketing strategies

Paid Adv

- Native ads on mobile (through platform like Outbrain)
- In-app advertising (related apps for freelancers: time management, etc...)
- Guest blogging
- Mobile adv through Facebook ads and Google Search ads

Thank you.

