

2022

# Brandlif Digital Agency

Commercial Proposal



# Brandlif

## Digital Agency

We are a team of professionals who work with equal success at many creative areas.

Over many years of productive activity, we have achieved impressive results for our clients and have been able to establish ourselves as a reliable agency capable of successfully solving issues of various levels of complexity.

Our job is to create successful brands. We offer comprehensive solutions to business problems — from marketing research, creating unique ideas and to the final implementation of the project.

We conceive and develop brands interacting with our clients. Any advertising idea has to start with the brand and we always work in partnership with clients to get that element right first.

**6+**

years  
of experience

**200+**

successful  
projects

**30+**

loyal  
customers

# Website design & development

Website design and development on different platforms, depending on customer requirements (Tilda, Readymag, Wordpress, Bitrix).  
Multilingual support.

## Development cost:

Landing page  
**from 450 \$**

Corporate website  
**from 900 \$**

Online store  
**from 2 250 \$**

Completed projects:

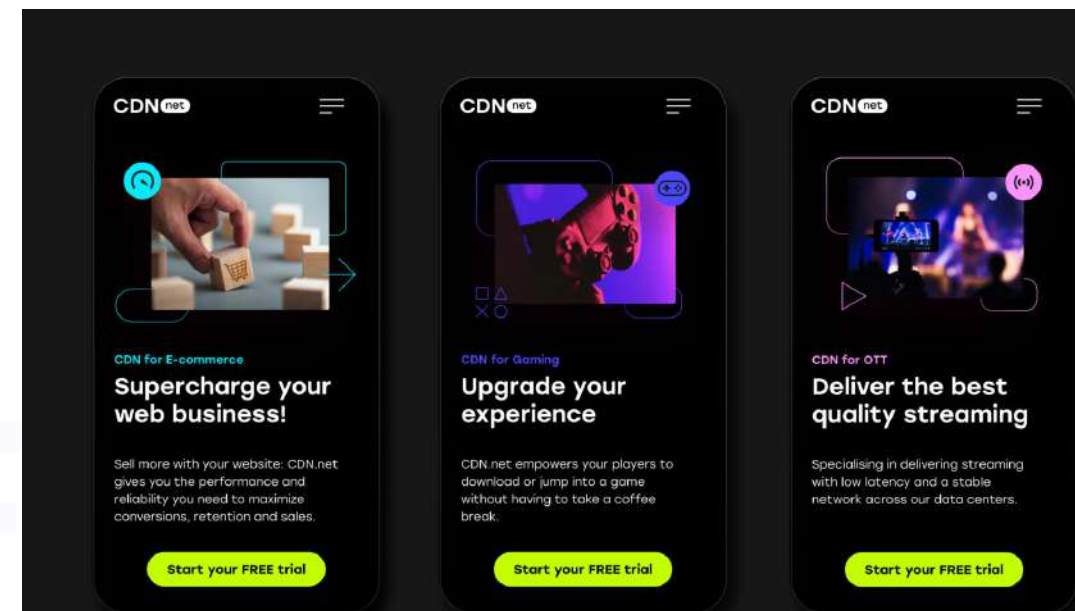
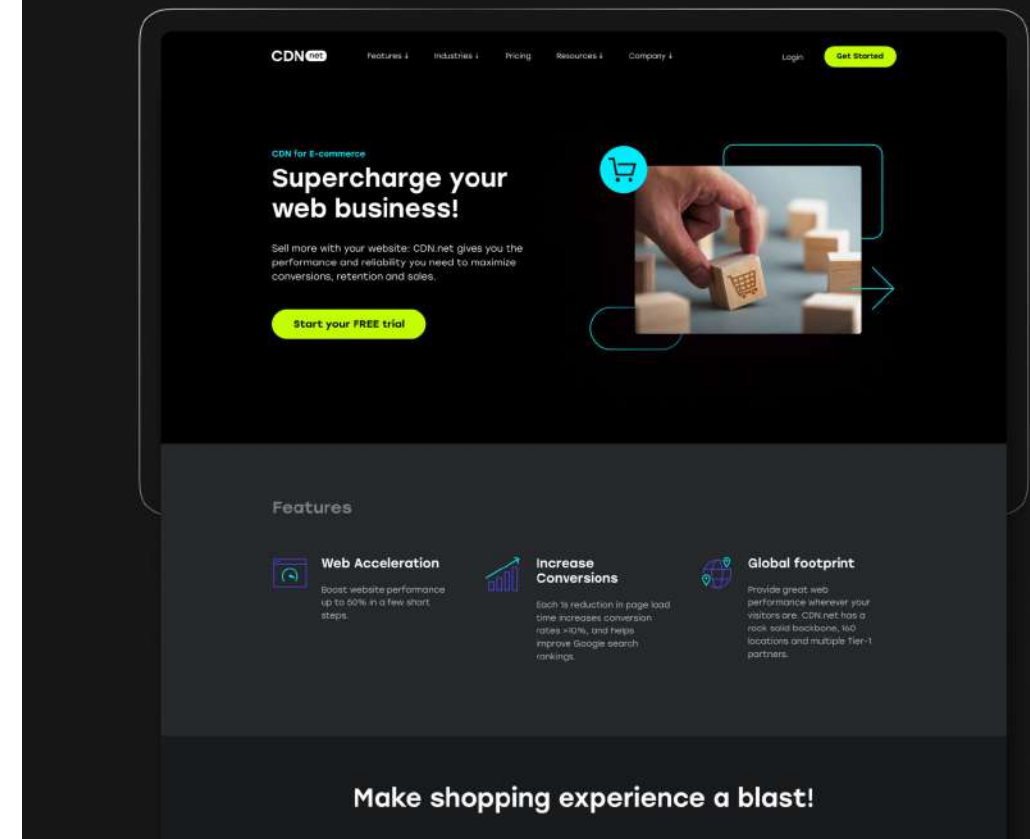
[aerocarbon.global](https://aerocarbon.global)

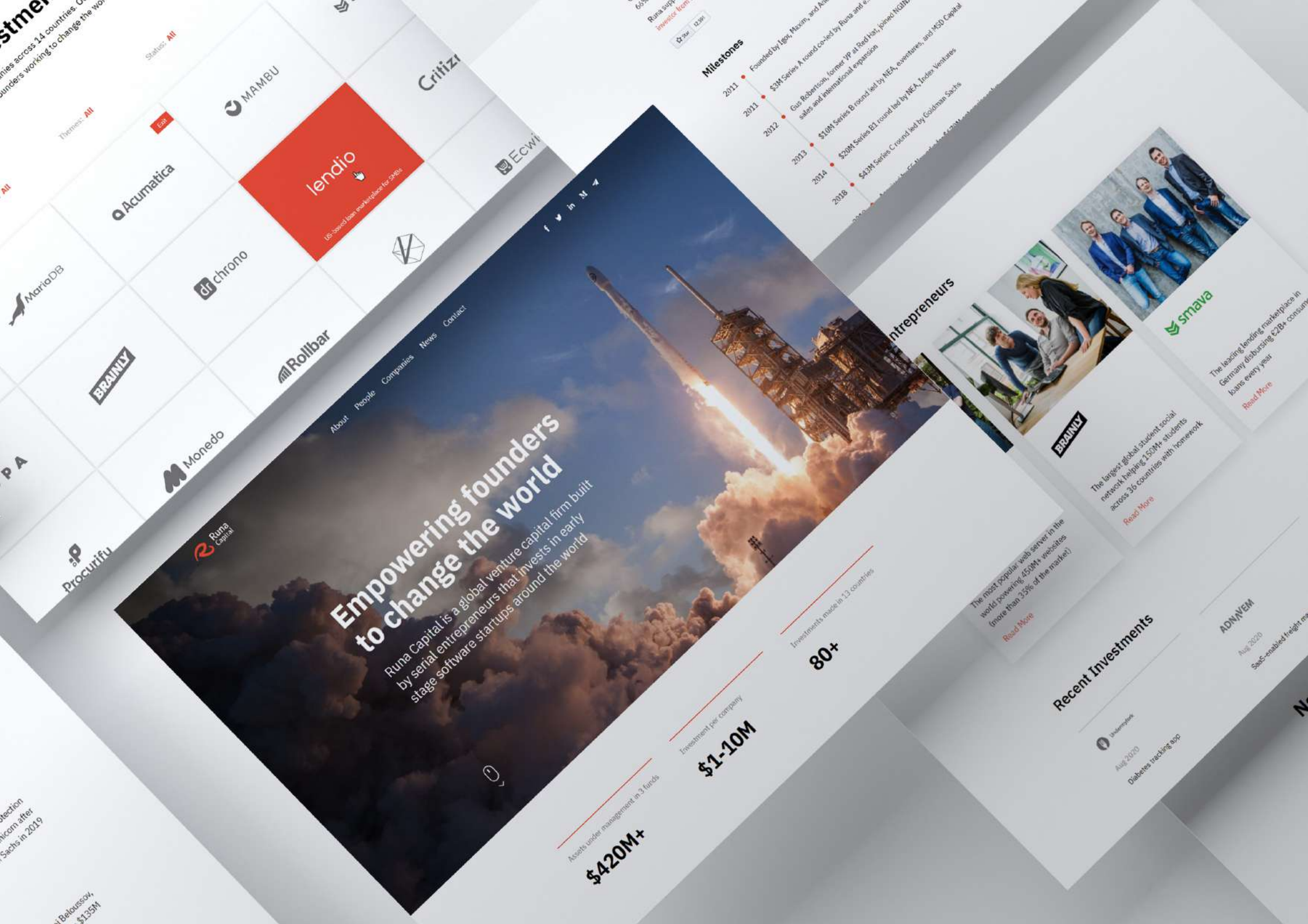
[kedar39.com](https://kedar39.com)

[aeroland.club](https://aeroland.club)

[runacap.com](https://runacap.com)

[checkton.com](https://checkton.com)





stmen  
ies across 14 countries  
under working to change the wor

Themes: All  
Status: All

Acumatica  
MAMBU  
lendio  
US-based loan marketplace for SaaS

MariaDB  
BRAINLY  
Rollbar  
Monedo  
Procurifu

Runa Capital  
Empowering founders to change the world  
Runa Capital is a global venture capital firm built by serial entrepreneurs that invests in early stage software startups around the world

Assets under management in 3 funds  
\$420M+

Investment per company  
\$1-10M

Investments made in 13 countries  
80+

Milestones  
2011 Founded by Igor, Maxim, and Anna  
2011 \$3M Series A round co-led by Runa and e  
2012 Guy Robertson, former VP at Red Hat, joined HODL  
sales and international expansion  
2013 \$10M Series B round led by NEA, eventures, and HSD Capital  
2014 \$20M Series B1 round led by NEA, Index Ventures  
2018 \$41M Series C round led by Goldman Sachs

Entrepreneurs

BRAINLY  
The largest global student social network helping 150M+ students across 30 countries with homework  
Read More

smava  
The leading lending marketplace in Germany disbursing €2B+ consumer loans every year  
Read More

ADWEM  
Aug 2020  
SaaS-enabled freight ma

Diabetes tracking app  
Aug 2020  
Undermydesk

The most popular web server in the world powering 450M+ websites (more than 3.5% of the market)  
Read More

Recent Investments

Decision  
nicom after  
Sachs in 2019

Belorossow,  
\$125M



# Brand Identity

The logo and corporate identity are a graphic image of the brand, as well as a set of distinctive elements that together create a single image of the company in the eyes of consumers.

Development of brand identity, logo and corporate identity, layout of presentations, booklets, banners, etc. Our experience shows that it is the presence of a high-quality company identity that determines the future market leaders.

## The cost of development:

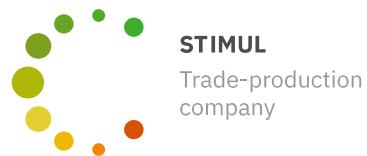
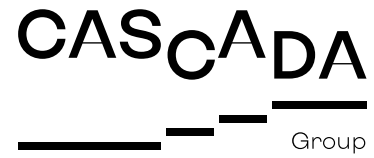
Naming  
**500 \$**

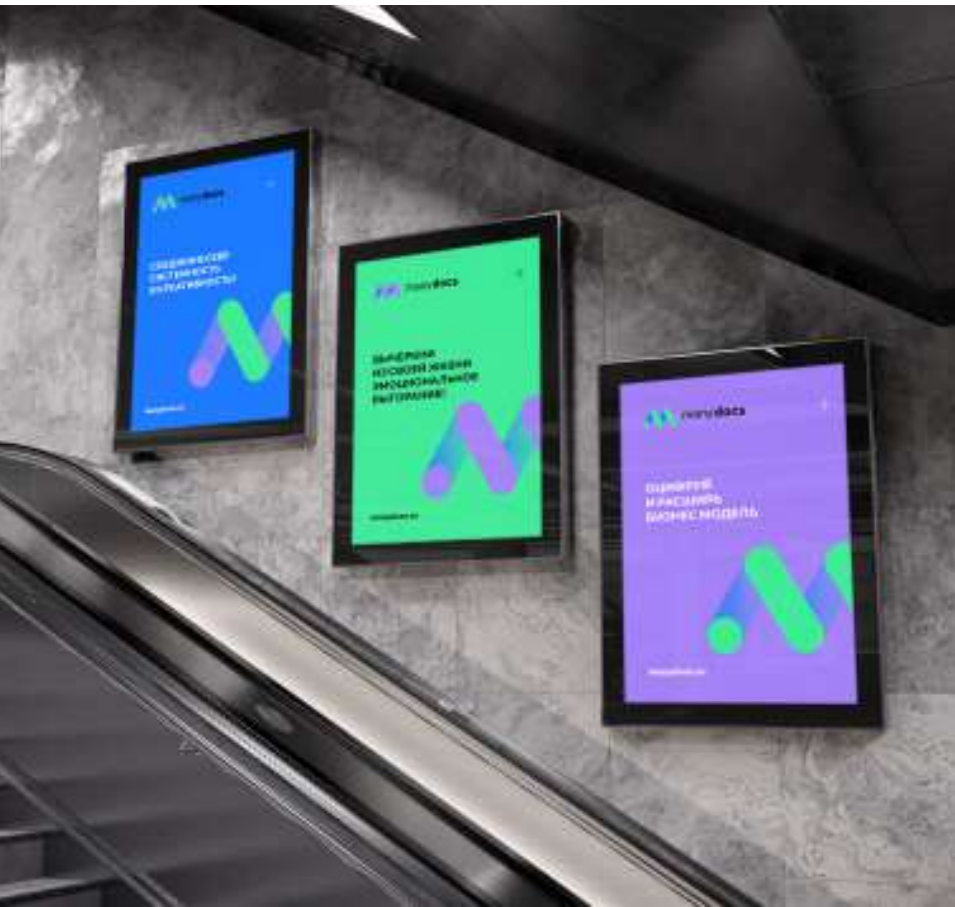
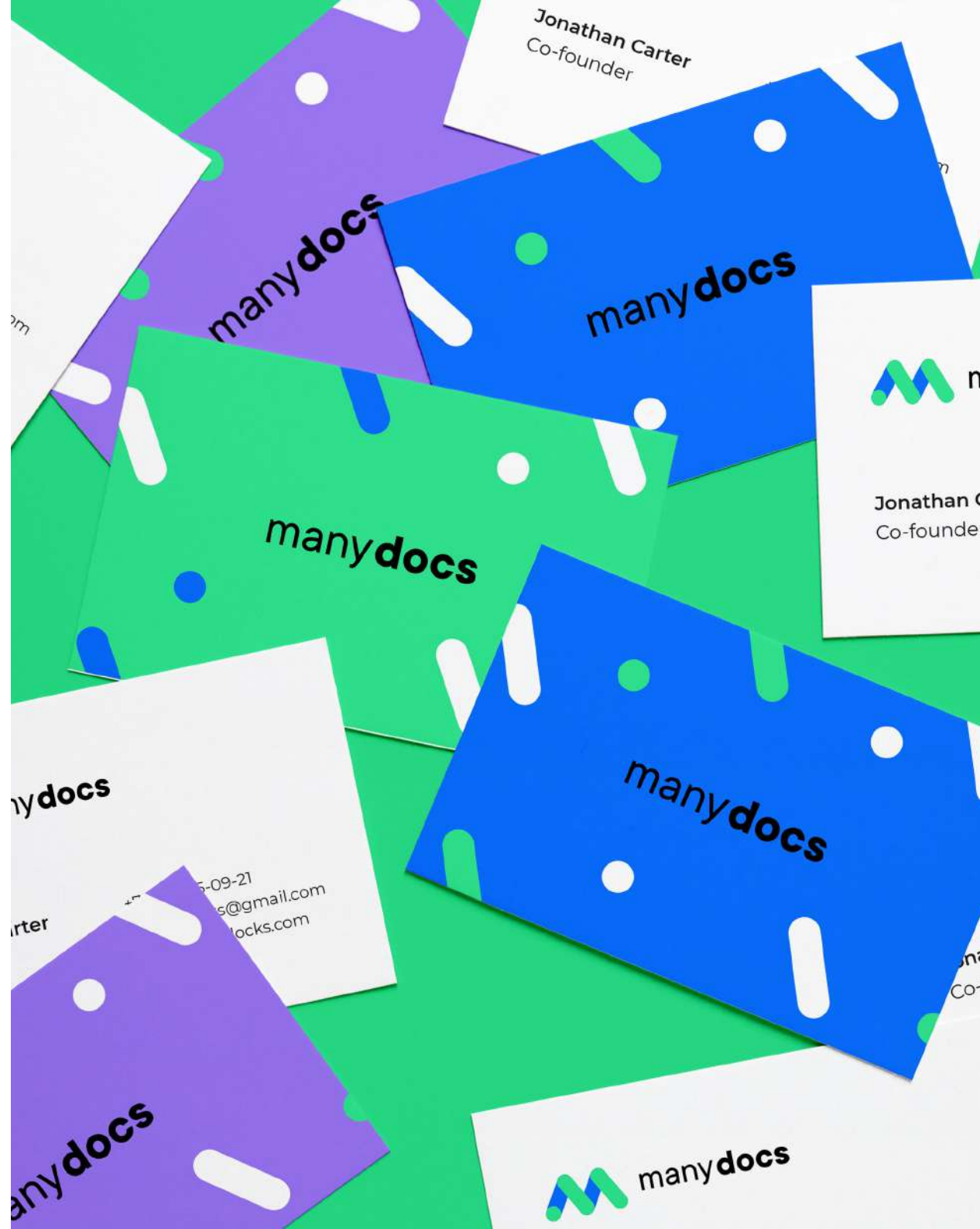
Corporate identity  
**from 1 500 \$**

- Logotype (3 concepts).
- Graphic elements.
- 7 corporate identity carriers.
- Brandbook.



## Brandlif









# Development of presentation materials

We prepare presentation materials for your company: product catalogs, brochures, booklets, leaflets, etc.

We provide copywriting and translation services into different languages.

The cost of layout of one strip:  
**from 15 \$**





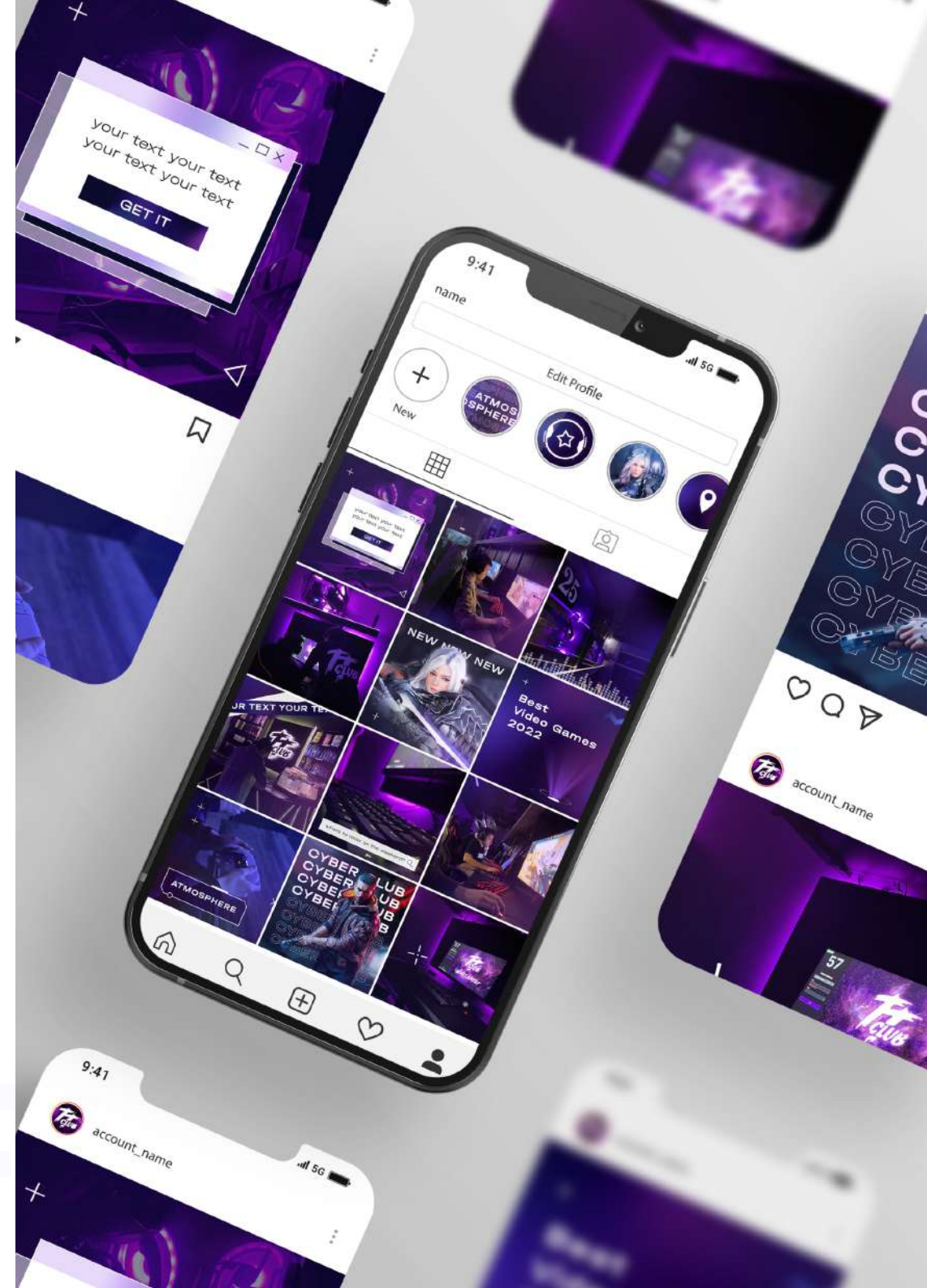


# Social Media Marketing

Social networks are the business card of your company on the Internet.

Our agency provides services for the comprehensive management and promotion of accounts, including the development of a memorable corporate publications style, creation of content, working with the audience and attracting organic traffic.

Subscription service cost:  
**500 \$ (per month)**



## Targeted advertising

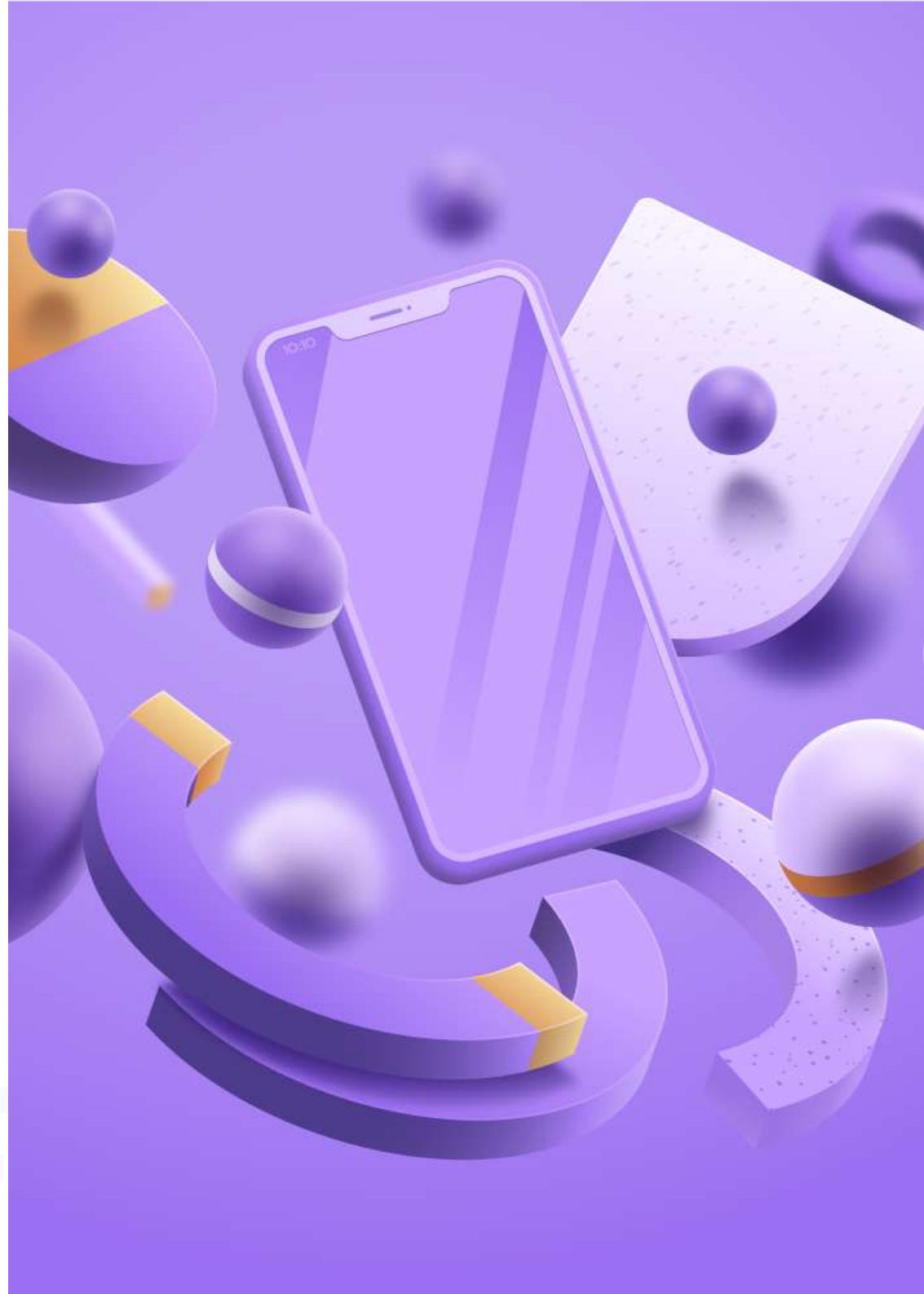
Targeted advertising in social networks allows you to introduce potential customers to your brand, increase sales, and also significantly stand out among competitors in the market.

- ✓ Instagram
- ✓ Facebook

Setting up in one test advertising campaign:  
**from 150 \$**

Setting up three advertising campaigns:  
**from 400 \$**

The budget for the replenishment  
of the advertising cabinet is paid separately.





## Package design

Product packaging is a decisive factor that determines the competitiveness of your product.

We develop packaging for any type of product. Whether it's a construction tool, coffee packaging, jewelry or clothing.

The cost of packaging design development:  
**from 900 \$**







# Corporate identity & logo

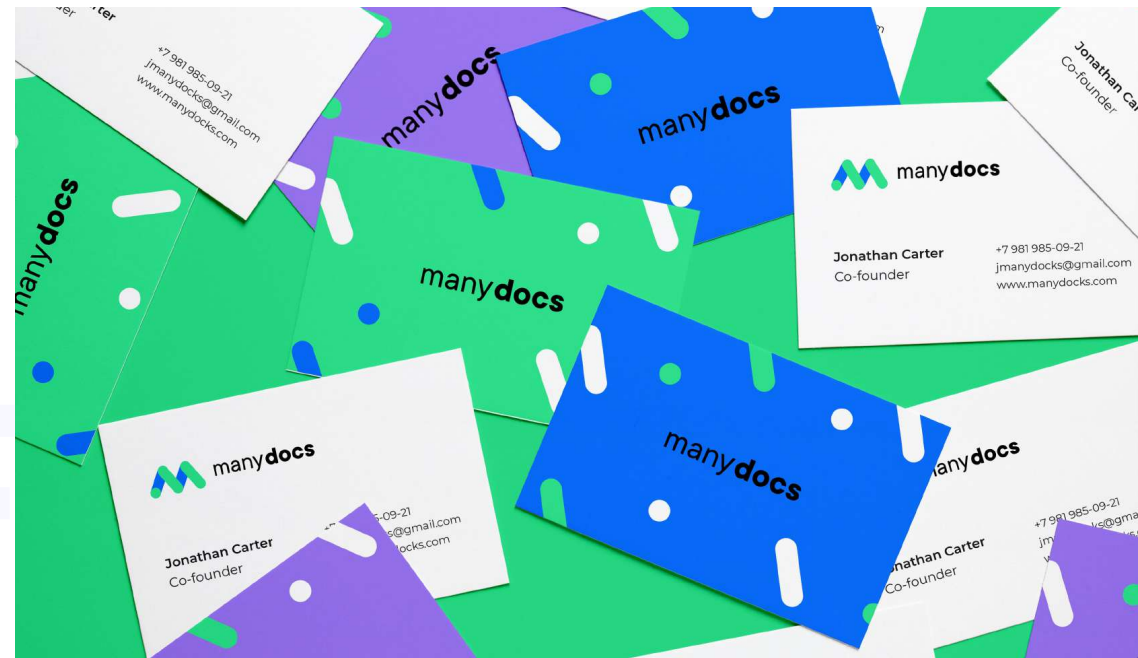
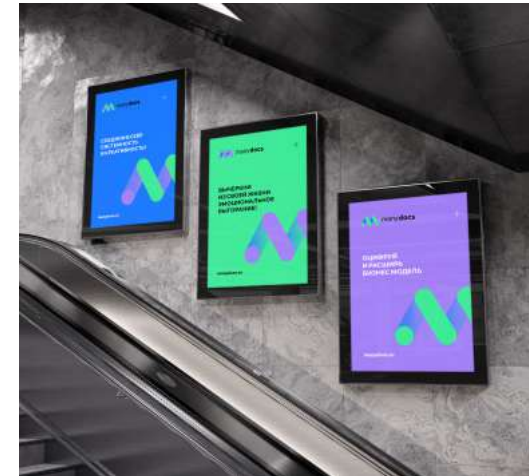
Express company logo development.

The cost of company's logo development  
(2 concepts): **from 450 \$**

Corporate identity 'Light'

Corporate identity cost:  
**from 900 \$**

- Graphic elements.
- Corporate identity carriers (to choose from).
- Guideline.



# Brand audit

This is a qualitative analysis of all the "pains" of the company. It helps to determine the level competitiveness, assess the real position of the brand in the market, as well as answer the following questions:

- Why is your company inferior to competitors in the market?
- What influences the formation of the reputation of your brand?
- How relevant are your products?

The cost of brand audit:  
**500 \$**





## Contact us

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Social Media

**[Instagram](#) [Facebook](#)**

## Clients

