AD SETUP FOR SALES SUPPORT

Vladislav — Your B2B Active Sales Manager

1. PHILOSOPHY: ADVERTISING AS A SALES TOOL, NOT A MARKETING TOOL

I set up advertising not as a standalone service, but as a tool to amplify active sales. I know who I'm selling to — and I direct advertising precisely to those people. Contextual ads, targeting, retargeting — everything works in sync with the funnel: warming up people I've already called, catching those who left to "think", building awareness before a cold contact. I don't waste budget on reach — every ruble goes toward supporting specific deals and CRM segments.

2. WHAT I DO

Skill	How It Works
Contextual Advertising	Yandex Direct, Google Ads: search, display networks. Configured for target client queries from the sales database
Targeted Advertising	VK, Telegram Ads, LinkedIn: precise reach to DMs and companies from the target segment
Retargeting	Returning "warm" clients: website visitors, proposal recipients, missed calls. Reminder through advertising
CRM Integration	Ad campaigns synchronized with the funnel: whoever is at which stage sees the right message
Analytics & Optimization	Tracking leads from click to deal. Disabling non-performing channels, scaling converting ones

3. PROCESS: FROM TASK TO LEADS

- Funnel Analysis — I look at which stage needs advertising support: acquisition, warming, closing, re-engagement
- Audience Segmentation — I use CRM and OSINT data: industry, job title, company, behavior. Not a "broad audience" — precise targeting
- Campaign Setup — I create ads, select keywords, configure audiences. Focus on conversion, not clicks
- Launch & Testing — A/B tests of ads, platforms, audiences. Quick elimination of non-performers, scaling of winners
- Lead Handoff to CRM — Every lead enters CRM with source tag. I handle it myself — a closed loop
- Optimization — Weekly analysis: cost per lead, conversion to deal, ROI. Budget and creative adjustments

4. WORK FORMATS

Format	What You Get
Sales Advertising Support	Setup and management of advertising tied to active sales. Budget works on specific deals
Segment Leadgen	Ad campaigns for a specific ICP: industry, job title, geography. Leads with context
Funnel Retargeting	Catch those who didn't buy: visitors, proposal recipients, demo attendees. Return to funnel through advertising
Ad Audit	Analysis of current campaigns: what works, what burns budget, where are the growth points

5. WHY IT WORKS

Marketers set up advertising "in a vacuum" — they don't know who you actually sell to or what objections clients have. I'm a sales manager who calls, manages deals, and sets up advertising myself. I know what words resonate with clients because I hear them every day. The advertising budget works not on "traffic" but on specific deals and segments. The result — leads who buy, not just click.

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

Vladislavs Mamonovs
Commercial Analyst & Sales Manager
northth@profesionals.lv +371 26050644 https://profesionals.lv

Problems I solve:

— Advertising works separately from sales — leads come in but don't convert
— The marketer doesn't understand the product — ads don't resonate with the target audience
— Budget goes to clicks, not deals — no advertising→CRM→revenue link
— No retargeting — warm clients forget about you after the first contact
— Don't know which channel brings money — no end-to-end analytics

Want your advertising budget working on deals, not reach? Bring me in — I'll set up advertising tied to active sales. Every ruble goes to a specific segment, every lead goes to CRM and gets worked. Don't need me — disconnect without risk.

Ready to discuss your challenge. Reach out and I will respond personally.
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Commercial Analyst & Sales Manager
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