

RemitSo Marketing Scope of Work			
Task/Activity	Deliverables	KPIs/Metrics	Goal
SEO Optimization			Dominate search results for money transfer keywords, establishing the digital ecosystem as a leader in the digital remittance space.
Keyword research and targeting (core and long-tail)	List of high-value keywords, segmented by customer intent (e.g., "send money instantly", "best exchange rates [country]")	Increased keyword rankings, growth in organic traffic from target keywords	Uncover the precise search terms used by potential customers, allowing for hyper-targeted SEO efforts.
On-page optimization (title tags, meta descriptions, content optimization)	Optimized website content, including schema markup for money transfer services, and keyword-rich meta descriptions	Improved organic CTR, higher conversion rates from organic search traffic	Ensure the client's website appears as a top result for relevant searches, with compelling snippets that drive clicks.
Content marketing (blog posts, guides, FAQs)	In-depth content on topics like "How to Avoid Hidden Fees", "Fastest Money Transfer Options", "[Country]-specific guides"	Increased website traffic, longer time-on-page, backlinks from authoritative finance sites	Position the client as a thought leader in the money transfer space, building trust and attracting organic traffic.
Link building (outreach, guest posting)	Secure backlinks from high-authority websites (finance blogs, fintech publications, review sites)	Improved domain authority, increased referral traffic, higher keyword rankings	Enhance the client's online reputation and search engine visibility through strategic link building.
Technical SEO (site speed, mobile-friendliness)	Optimized website speed and mobile responsiveness, ensuring a seamless user experience across all devices	Improved page load speed, lower bounce rates, increased mobile conversions	Provide a fast and user-friendly experience, essential for high search rankings and customer satisfaction in the mobile-first world of remittances.
Paid Advertising (Ad spend as per agreed term and need)			Drive high-value customer acquisition through targeted paid campaigns that leverage data for maximum ROI.
Campaign planning and setup (Google Ads, Meta Ads, Programmatic)	Develop and launch multi-platform campaigns, including retargeting and geofencing strategies for precise audience reach	Increased website traffic, qualified lead generation, cost-effective customer acquisition	Utilize a data-driven approach to reach the right audience with the right message at the right time.
Audience targeting (demographics, interests, behavior)	Create granular audience segments based on demographics, financial behavior, online activity, and location data	Improved ad relevance, higher CTRs, lower CPCs, increased conversion rates	Leverage data to hyper-target ads to users most likely to need money transfer services, maximizing campaign efficiency.
Ad creative development (text ads, display ads, video ads)	Develop compelling ad creatives that highlight the client's unique selling propositions (speed, security, low fees) and resonate with target audiences	High CTRs, strong engagement rates, improved conversion rates	Craft data-informed ad creatives that drive action and communicate the client's value proposition effectively.
Conversion tracking and optimization	Implement advanced conversion tracking to measure campaign effectiveness and optimize for key actions (e.g., account sign-ups, transactions)	Increased conversion rates, lower CPAs, improved ROI	Continuously analyze data to optimize campaigns for maximum conversions and cost-efficiency.
A/B testing	Conduct rigorous A/B testing on ad copy, visuals, landing pages, and bidding strategies to maximize campaign performance	Improved ad performance, increased conversion rates, reduced customer acquisition costs	Utilize data-driven experimentation to refine campaigns and ensure optimal performance.
WhatsApp / App Download Campaigns			Drive app installs and user engagement through data-driven app marketing campaigns.
WhatsApp Channel Promotion	Drive traffic to WhatsApp channel through QR codes, deep links, and promotional banners	Growth in WhatsApp subscribers	Increase WhatsApp subscribers
App Store Optimization (ASO)	Optimize app store listing with relevant keywords, compelling descriptions, high-quality screenshots, and localized content	Improved app store visibility, increased organic app installs, higher conversion rates	Maximize organic app discovery and drive downloads by optimizing the app's presence in app stores.
Paid app install campaigns (Google Ads, social media)	Launch targeted app install campaigns across major ad networks, leveraging data to reach the right users	Increased app installs, improved cost per install (CPI), high-quality user acquisition	Drive app downloads through paid campaigns, utilizing data to optimize targeting and ad creatives for maximum efficiency.
Creative development (app store screenshots, videos)	Create visually appealing and informative app store assets that showcase the app's features and benefits	Higher click-through rates on app store listings, increased conversion rates	Develop engaging visuals and videos that effectively communicate the app's value proposition and encourage downloads.
Conversion tracking (downloads, registrations)	Implement robust conversion tracking to measure the effectiveness of app campaigns and optimize for key actions (e.g., app installs, account registrations, first transactions)	Improved conversion rates, optimized campaign performance, increased user engagement	Track and analyze app campaign performance to maximize ROI and drive user acquisition and engagement.
Data-Driven Marketing			Leverage data and analytics to personalize marketing efforts, enhance customer experiences, and drive repeat user transactions.
Website analytics setup and tracking (Google Analytics, custom event tracking)	Implement comprehensive website analytics to track user behavior, conversions, and key performance indicators	Improved data collection and analysis, actionable insights into user behavior	Gather valuable data on user interactions to inform marketing strategies and optimize the user experience.
User segmentation and targeting	Segment users based on demographics, behavior, transaction history, and other relevant data points to deliver personalized messaging and offers	Increased email open rates, higher click-through rates, improved conversion rates	Tailor marketing messages to specific user segments, increasing engagement and driving conversions.
Personalized email marketing (welcome series, re-engagement campaigns, transactional emails)	Develop and execute automated email campaigns triggered by user actions and behavior, delivering personalized content and offers	Increased email engagement, improved customer retention, higher customer lifetime value	Nurture customer relationships and drive repeat usage through personalized email communications.
Marketing automation (abandoned cart emails, behavior-triggered messages, personalized notifications)	Implement marketing automation workflows to deliver timely and relevant messages to users based on their actions and preferences	Increased conversion rates, improved customer engagement, reduced churn	Automate marketing tasks and personalize customer interactions to improve efficiency and drive engagement.
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User Behavior Analysis			Gain deep insights into user behavior to optimize the customer experience with digital ecosystem and conversions.
Session recording and analysis	Utilize session recording tools to analyze user interactions on the client's website and app, identifying pain points and opportunities for improvement	Improved user experience, increased conversion rates, reduced churn	Understand how users navigate the platform and identify areas for optimization.
Heatmap analysis	Employ heatmap analysis to visualize user behavior on key pages, identifying areas of interest and engagement	Improved website design, optimized call-to-actions, increased conversion rates	Gain insights into user behavior patterns and optimize website design for better engagement and conversions.
User journey mapping	Map out the user journey across all touchpoints, identifying key stages and opportunities for optimization	Improved user experience, increased customer satisfaction, higher conversion rates	Visualize the customer journey and identify areas for improvement to create a seamless and engaging experience.