



IE Ferantsevich Yana
Vadimovna

SMM, Digital Marketing & Social
Media Business Promotion Services

Comprehensive solutions for brand development, customer acquisition, and building a strong digital presence in both Russian and international markets



About the Entrepreneur

PROFESSIONAL PROMOTION

Who I Am

Yana Vadimovna Ferantsevich is a specialist in SMM, content marketing, and digital promotion for companies across various industries. I work with small businesses taking their first steps into the digital space, as well as with established companies that need a systematic approach to managing their social media presence.

My Mission

My primary goal is to help businesses effectively leverage social media as a powerful tool for attracting customers, increasing brand awareness, and driving sustainable growth in the digital environment.

My Approach

I apply a comprehensive approach that combines marketing analytics, high-quality content, and modern digital promotion tools. Every solution is focused on delivering measurable business results — growing leads, boosting brand recognition, and strengthening market positioning.

Business Challenges SMM Solves

Social media has become one of the most powerful channels for customer engagement and product promotion. A well-executed digital presence directly impacts revenue, brand reputation, and long-term competitiveness.



More Leads & Inquiries

A consistent social media strategy generates a steady flow of inbound requests from interested prospects, reducing the cost per lead acquisition.



Brand Awareness

Regular presence across relevant channels increases audience awareness of your company and its products, building a strong and recognizable brand image.



Audience Trust

Expert content and open communication build credibility with potential clients, shortening the decision-making cycle and accelerating conversions.



Customer Loyalty

An engaged audience returns repeatedly and refers others — one of the most valuable long-term assets any business can build.



Advertising Efficiency

Organic social presence amplifies the ROI of paid campaigns: a warmed-up audience converts far better than cold traffic.



Market Positioning

A professional and active digital presence strengthens your competitive standing and creates a sustainable advantage over rivals.



Our Services

A full-cycle social media management solution — from in-depth market analysis to ad campaign launch and performance evaluation. Each service package is tailored individually to meet the specific goals and needs of the client.

Strategy & Analytics

- Business, market, and competitor analysis
- Target audience research and needs assessment
- Social media promotion strategy development
- Identification of optimal communication channels
- Defining key performance indicators (KPIs)

Content Marketing

- Detailed content planning and editorial calendars
- Copywriting and editorial content creation
- Visual materials and graphic design production
- Stories, Reels, and video content creation
- Professional account design and growth management

Promotion & Advertising

- Ad campaign setup and launch
- Attracting targeted and high-intent audiences
- Promotion of specific products and services
- Ongoing advertising campaign management
- Ad tool optimization and budget efficiency

Areas of Expertise

Services are tailored to the specific nature of your business, target audience, and objectives. I don't work from templates — each project receives an individual strategy adapted to the company's real goals and the unique dynamics of its market.

Social Media Management

Systematic development of your company's accounts: consistent publishing, relevant content, responsive audience communication, and steady growth in reach.

Content Strategy

Developing long-term plans for creating and distributing content that builds the brand's expert positioning and drives conversions.

Expert & Sales-Driven Content

Texts, visuals, and videos that showcase product value, address audience objections, and motivate target actions.

Reputation Management

Building and protecting a positive company image in the digital space through consistent communication and proactive feedback handling.

Advertising Campaigns

Setup, launch, and management of targeted advertising focused on specific business goals — leads, sales, or audience growth.

Engagement & Loyalty

Designing mechanics that boost audience activity: interactive content, contests, polls, and personalized communication.

International Promotion

ENTERING FOREIGN MARKETS

For companies focused on export and international growth, I offer specialized services for adapting and promoting content to foreign audiences. Thoughtful localization and a deep understanding of cultural context are the key conditions for a successful entry into new markets.



Strategy Adaptation

Developing a content strategy tailored to the specifics of foreign markets, audience mindset, current trends, and the competitive landscape in the target country.



International Platforms

Promotion on leading international digital platforms — Instagram, Facebook, LinkedIn, TikTok, and YouTube — with a channel-specific approach for each.



Content Localization

Adapting texts, visual materials, and advertising messages to the linguistic and cultural characteristics of the target audience, in collaboration with professional translators.

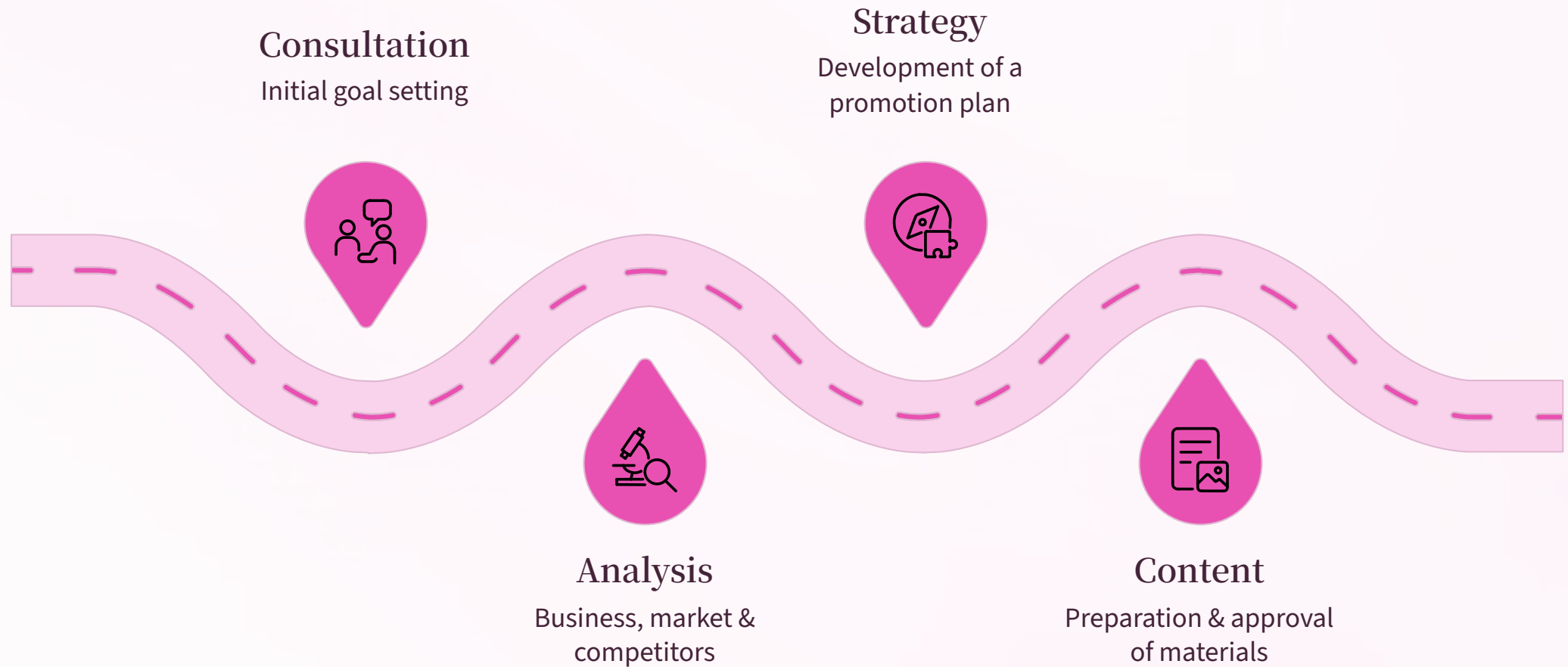


Audience Communication

Managing dialogue with international followers and clients, handling comments and messages promptly while adhering to the business etiquette standards of the target country.

Stages of Collaboration

A transparent and structured workflow allows us to achieve set goals within agreed timelines. Each stage includes client sign-off, ensuring full control over the project at every step.



Each stage concludes with a clear deliverable that is presented to the client for review and approval. This approach eliminates misunderstandings and ensures maximum transparency throughout the entire collaboration.

Results for Our Clients

A systematic approach to social media marketing delivers sustainable, measurable results — reflected in concrete metrics such as traffic growth, lead volume, reach, and conversions. Below are the key outcomes businesses achieve through our collaboration.



Professional Brand Presence

Your brand looks credible and polished across all digital channels, building trust with potential clients from the very first interaction.



Increased Brand Awareness

Expanding reach and brand mentions creates broad audience awareness of your company and its value proposition in the market.



Audience Engagement

An active and loyal audience that interacts with your content, shares posts, and recommends your business within their networks.



Lead Generation Growth

A steady flow of inquiries from interested prospects attracted through organic promotion and targeted advertising campaigns.



Analytics & Insights

Detailed reports and analytical data that serve as the foundation for informed management decisions and ongoing marketing strategy optimization.



Scalability Tools

A fully built digital marketing system that becomes a reliable foundation for continued growth and business expansion into new markets.

Why Work With Us

What sets us apart for our clients

Tailored Approach

Every project is treated as unique. Strategy, content, and tools are selected exclusively to match the goals, niche, and target audience of each individual business — no templates, no one-size-fits-all solutions.

Results-Driven Focus

Our work is built around achieving measurable business outcomes: increasing lead volume, growing reach, reducing customer acquisition costs, and improving conversion rates.

End-to-End Support

From initial audit and strategy development to content publishing, ad campaign management, and analytics reporting — full-cycle support without the need to coordinate multiple vendors.

Transparency & Accountability

Clients are always kept in the loop: regular reports, clearly defined KPIs, and open communication ensure full visibility into project progress and budget allocation at every stage.

Flexible Engagement Models

Choose the format that suits your needs: project-based work, ongoing retainer, or standalone consultations — adaptable to any budget and business requirement.

Local & International Markets

Expertise in promoting businesses across both domestic platforms and international digital channels — ideal for companies with ambitions for global growth.

Contact

Ready to discuss your business goals

If you're looking to strengthen your company's presence on social media, attract new clients, and build a systematic digital marketing strategy — I'm here to help. Leave a request or reach out in any convenient way to schedule a free initial consultation.

I offer effective solutions in SMM, content marketing, and digital promotion, aimed at growing your brand, acquiring customers, and reinforcing your company's position in the market.

- ✓ The initial consultation is free of charge. Tell me about your goals — and I'll propose the best solution for your business.

Yana Ferantsevich — Individual Entrepreneur

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