

The logo for CDEK, featuring the letters 'CDEK' in a bold, green, sans-serif font. The 'C' is a thick, rounded shape. The 'D' is a thick, rounded shape with a white cutout. The 'E' is a thick, rounded shape with three horizontal bars. The 'K' is a thick, rounded shape with a white cutout. The logo is set against a light gray background with a large, faint, stylized arrow pointing to the left.

**CDEK**

Marketing solution  
for entering Russian market

# CDEK marketing solution

- Our marketing team is ready to help you with entering the Russian market and expanding business geography
- You need just 1 step to start: signing a contract with CDEK





Use all CDEK advertising channels  
to enter Russian market

# Complex CDEK proposal

1

Localization, positioning  
and strategy

2

CDEK channels

3

External channels



# 1

## Localization, positioning and strategy

- Website and catalogue translation (adaptation)
- Competitors review, creating a marketing program, defining your target audience
- Creating layouts
- Marketing strategy development

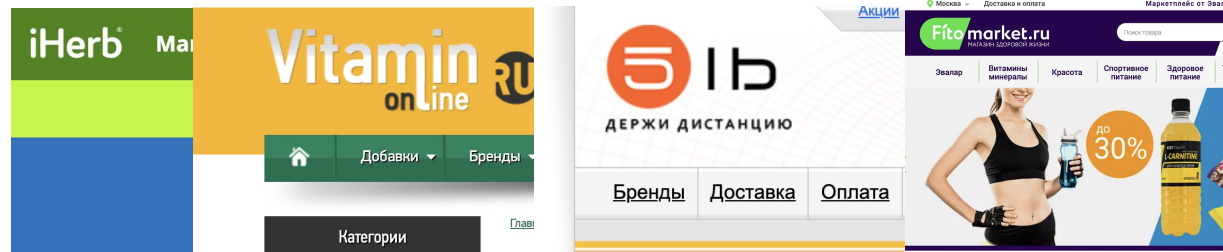
Full localization of the website, content positioning

# 1

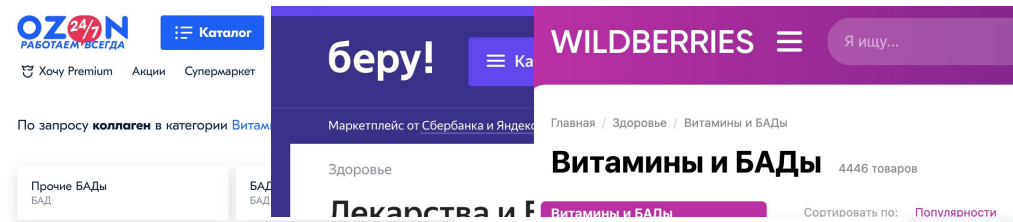
## Localization and positioning

Key point of sales and promotion of the competitors

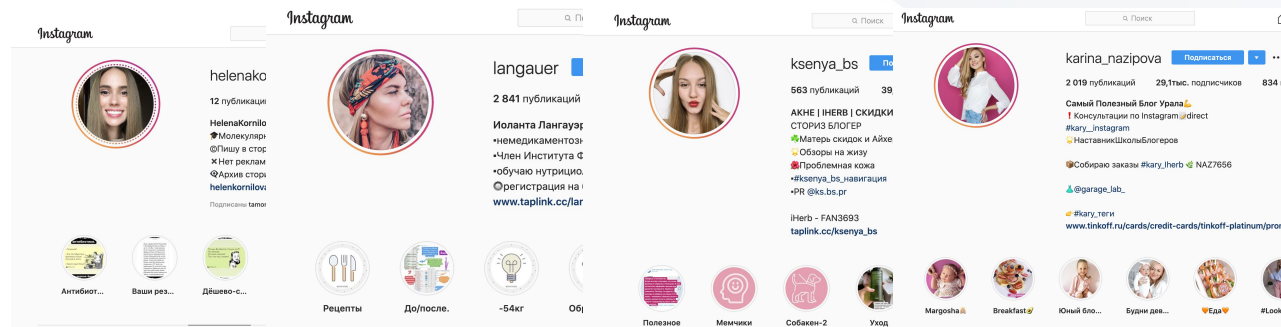
Specialized online shops



Marketplaces



Bloggers



We will analyze the competitors, their unique sales points and loyalty programs issues to understand the target audience and strategy development

# 1

## Localization and positioning

### Layouts development for:

- Leaflets, posters at Pick-up points (4 000+) (delivery included)
- Printing of materials for the Pick-up points
- Printing on CDEK envelops (B2B) and packages (C2C)
- Digital advertising screens at pick-up-points
- News and notifications in CDEK mobile app
- Event Partnership projects



**CDEK Turkey**  
CDEK Turkey is a perfect partner for shipping to Russia and CIS countries  
CDEK offers fast shipping via courier or pick-up point net, expert staff, return options, payment on delivery service and much more

Our wide range of delivery methods allows us to cover the entire country

Pick-up points are available in major cities and administrative centers as well in small towns

Courier delivery is available to all 35,000 locations, even those without a local office

**Items from Turkey**  
Items that customers usually purchase from Turkey:

- clothes
- shoes
- bags
- accessories
- tea and coffee
- spices
- home textile and carpet

**Delivery to Russia and CIS countries**  
For online stores

- Delivery of packages and goods in 4+ to Moscow and St. Petersburg
- To 35,000 locations in the Russia

We ship from Turkey to Russia now

We are working at opening destinations of delivery to Ukraine, Kazakhstan, Kyrgyzstan and Uzbekistan

We are ready to provide the expertise we have

#### Solution for e-commerce

- Online shop parcels delivery within wide geography
- Customs clearance and personal data storage
- Marketing consulting and promotion

# 2

## CDEK channels

- Banner placement at cdek.ru (12 mln+ monthly visits)
- E-mailing (600 000+ email addresses)
- Social networks: CDEK groups Facebook, Instagram, Vkontakte (100 000+ followers), LinkedIn:  
publications, adv, streams
- Pick-up points (4000+): digital screens and POS

**1 600 000 +**

monthly people reach of pick-up-points

**1 000 000 +**

monthly people reach by couriers

**5 200 000 +**

monthly reach of social media accounts  
(organic + adv)

**17 ranked**

shipping and logistics websites  
worldwide

\*according to similarweb.com



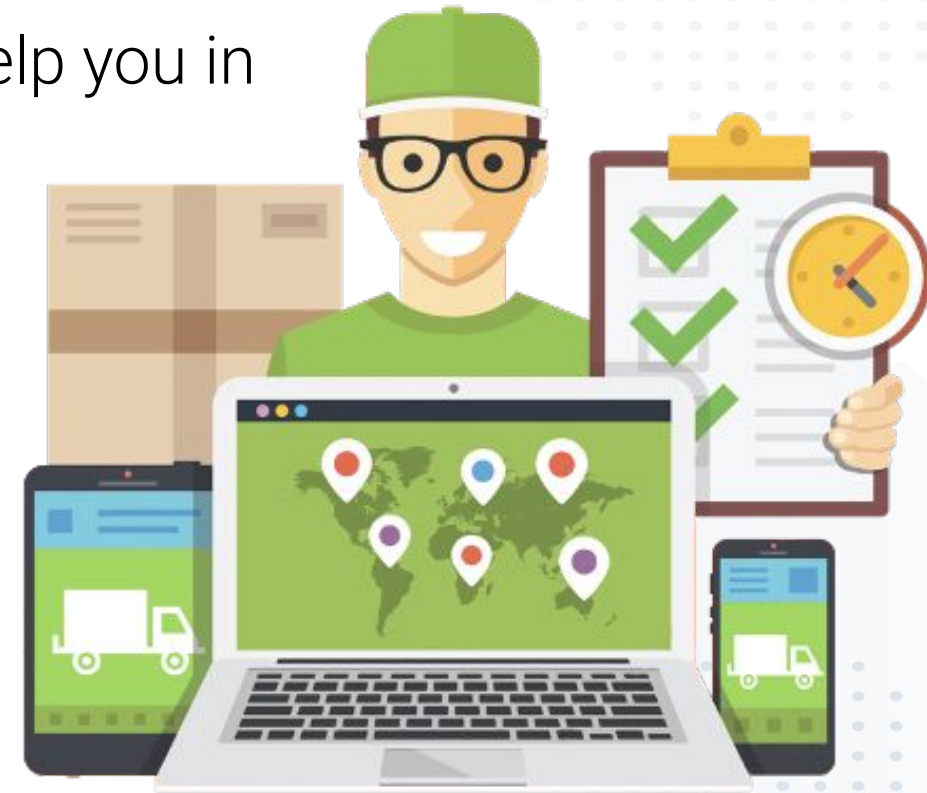


# 3

## External channels

According to advanced promotion we will also help you in the following channels

- accounts in Russian social networks (vk, fb, instagram);
- advertising campaigns in Yandex, Google, Youtube: targeted, context etc.;
- creating targeted marketing plan after test campaign;
- developing discount and loyalty programs in accordance with Russian consumer needs and preferences;
- External costs depend on suppliers.



# Solutions are free for CDEK partners

You need to pay only for marketing budgets

Additional terms and period of marketing support will be discussed

Option	Details	Price
Competitors review, target audience, strategy		free
Website and catalogue adaptation	We'll translate and copywrite all the website content	Price for translation agency services
Layouts creating	For banners, POS etc.	free
Banners at cdek.ru		free
E-mailing (600 000+)		free
Social networks: CDEK communities (Facebook, Instagram, vk.com, LinkedIn)	2 posts/month in each channel	free
POS at Pick-up points	Delivery included	free
External sources		To be discussed



Are you interested in this?

Please, let us know.

CDEK international marketing

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