

AjdeNaOdmor

Travel big, book easy!

CLIENT

AjdeNaOdmor

PRESENTED BY

Antweb



AGENDA

Business overview

Requirements

Challenges & objectives

Unique value proposition

Key benefits

The main communications challenge

Our approach

Target audience

Buyer persona

Digital strategy

KPIs

Logo

Color palette

Typography

Social media

Newsletter

Web design

Office posters

Business cards

Documents

Stickers

Social media audience

Community management

Stats 2024

Summer campaign overview

Testimonials



BUSINESS OVERVIEW

AjdeNaOdmor is a web aggregator for travel offers, enabling users to quickly search, compare, and book summer vacations.

The platform provides 100% accurate availability information, thanks to its integration with Merakzy, a cloud-based software used by regional tour operators and travel agencies.

AjdeNaOdmor provides a valuable tool for consumers and the Macedonian travel industry by simplifying the booking process for travelers and streamlining operations for agencies.



BOOK ONLINE



REQUIREMENTS



UNIQUE VALUE PROPOSITION

The platform is bridging the gap between convenience for travelers and operational excellence for agencies, making it a game-changer for the region's holiday packages travel industry.

EXPANSION STRATEGY

The expansion strategy focuses on scaling beyond Macedonia to serve the broader Balkan region and parts of Eastern Europe. By leveraging the proven success of our platform locally, we aim to onboard regional tour operators, offering real-time booking solutions and improving travel experiences for a broader audience facing the same problems.



KEY BENEFITS

AjdeNaOdmor offers travelers a time-saving solution by providing access to thousands of travel offers in just a few clicks.

Integrated with Merakzy, it ensures real-time, 100% accurate information on availability, enabling easy and secure online bookings.



**COMPARE PRICES
LIKE A PRO**



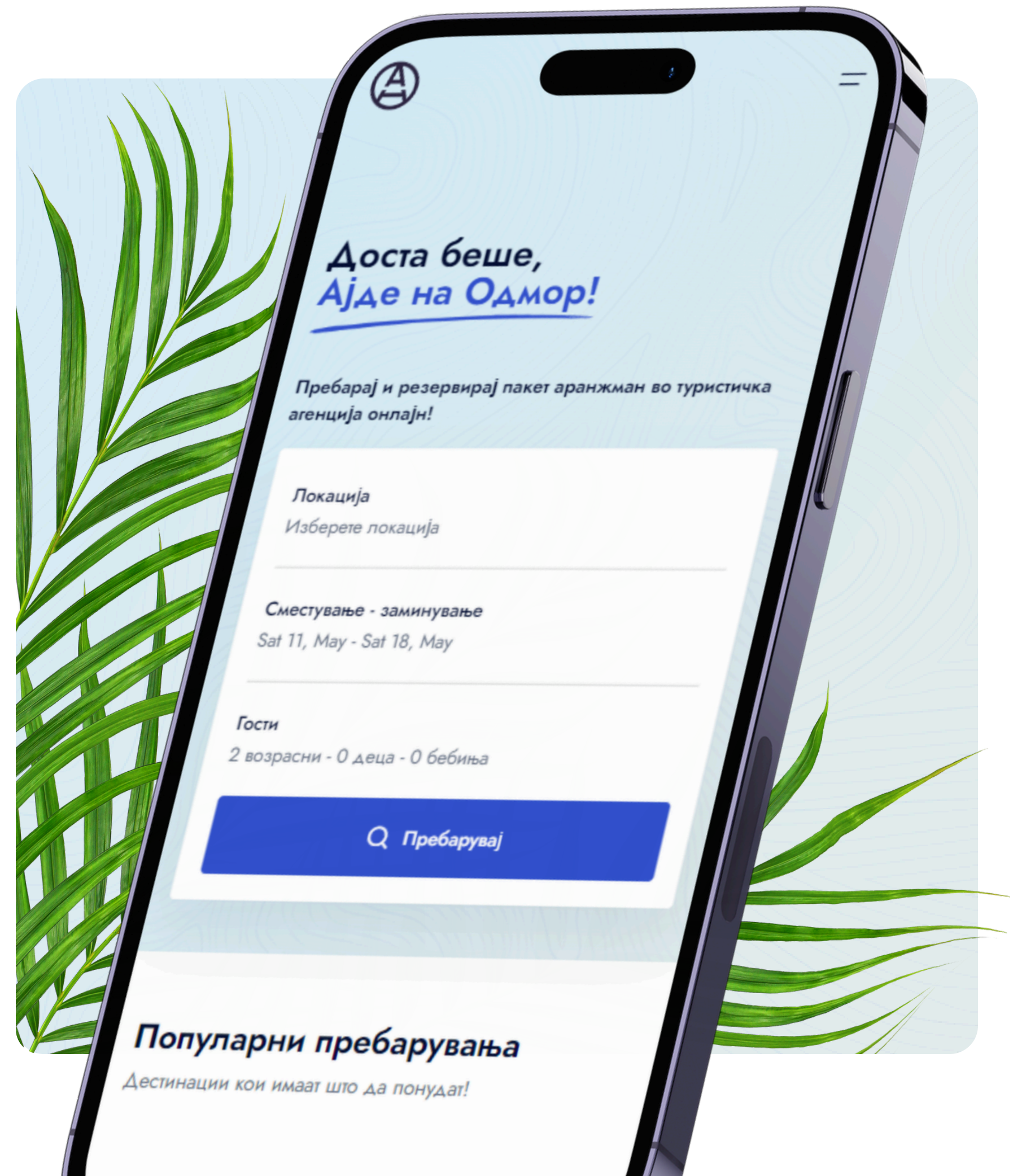
**BROWSE
SAFELY**



**PAY SECURELY
EVERY TIME**



**FILTER OPTIONS
TO FIT YOUR VIBE**



THE MAIN COMMUNICATIONS CHALLENGE

The main communications challenge was educating travelers and tour operators across the region about the platform's unique benefits. Also convincing traditional agencies to adopt digital solutions and building trust in the platform's accuracy and security are key hurdles that require targeted messaging and effective outreach.

OUR APPROACH

Our marketing approach focused on building trust and awareness through a multi-channel strategy.

We targeted travelers and tour operators by leveraging social media campaigns, collaborations, content marketing, and direct sales to showcase the ease and accuracy of AjdeNaOdmor.mk.



TARGET AUDIENCE

The target audience includes diverse travelers across, seeking convenience and reliable vacation planning.

TECH-SAVVY TRAVELERS

Individuals aged 25-45, comfortable with online booking and looking for a fast, easy way to organize their vacations.

FAMILIES

Parents who value simplicity in comparing and booking family-friendly trips that meet their needs and finances.

BUDGET-CONSCIOUS TRAVELERS

People seeking affordable vacation options and transparency in pricing.



BUYER PERSONA **#1**



SNEZHANA (42)

- Married with two children
- High school, unfinished college
- Employed in a municipality
- Monthly income: 29,000 MKD
- Family budget: 64,000 MKD

+ DESCRIPTION

Living in Kriva Palanka, she met her husband Boshko in Skopje, but they decided to settle in his family home after she finished her studies. While Boshko works in construction and is often away, she works in an office and rarely leaves town.

+ PSYCHOGRAPHIC CHARACTERISTICS

After work, she enjoys coffee with friends and reading romantic novels. Tending to the yard and planting flowers is a favorite activity. Though she dreams of traveling, family responsibilities and budget constraints keep her close to home, so she follows travel accounts online.

+ USE OF TECHNOLOGY

She listens to the radio at work and uses YouTube for music at home. Social media is her outlet for sharing life updates, and she follows fitness, cooking, and fashion profiles for inspiration. She likes shopping occasionally, especially for household items, and plans wisely within the family budget.

+ DECISION FACTORS

Active on Facebook and Instagram, she communicates with brands and shares posts she loves. Though she orders online sometimes, she prefers researching before big purchases, often consulting Boshko before final decisions. Price is important to her, but she rarely complains when things go wrong.

BUYER PERSONA

#2



MAGDALENA (65)

- Married with two children
- Higher education
- Retired
- Monthly income: 25,000 MKD
- Family budget: 54,000 MKD

+ DESCRIPTION

Living in an apartment in Bitola, she and her husband, Momir, have deep roots in the city. While their son Nikola now lives in Australia, their daughter is in Skopje, which gives them plenty of reasons to visit their grandchildren on weekends.

+ PSYCHOGRAPHIC CHARACTERISTICS

Dressing up for a walk on Shirok Sokak is a favorite pastime, and she fills her days with house chores, like ironing and cooking. She enjoys sending Serbian recipes to her friends on Viber and cherishes the rare moments spent with her grandchildren.

+ USE OF TECHNOLOGY

Regular chats with her family in Australia are a highlight, though missing their calls frustrates her. She avoids long bank lines by using ATMs and loves going on excursions with retired friends. Greece has been their travel destination for 45 years.

+ DECISION FACTORS

Facebook is mostly for staying informed, but Viber is where she chats with friends. She avoids online payments, relying on Momir for that. Uncertainty bothers her, so she prefers to make decisions in advance, often choosing familiar comforts over new risks.

BUYER PERSONA

#3



MARTIN (24)

- Single
- High school, currently pursuing a master's degree
- Program assistant in a NGO
- Monthly income: 37,000 MKD
- Family budget: 37,000 MKD

+ DESCRIPTION

He lives in an apartment with his parents in Novo Lisiche, Skopje. His parents own another flat in Kisela Voda, which they rent out. He plans to move there after stabilizing his finances and completing his master's. Despite his relationship with Anna, he'll live alone.

+ PSYCHOGRAPHIC CHARACTERISTICS

Leading a fast-paced life, he enjoys drinks after work or spending time with Anna, who works at Shatzi. He goes to the gym three times a week, travels Europe with Anna, and spends weekends with friends in Macedonia. Netflix, Spotify, FIFA, and Debar Maalo nightlife are part of his routine.

+ USE OF TECHNOLOGY

Very active online, he uses Instagram and TikTok the most. He pays bills, shops online, and is careful about data security, preferring certified stores. Communication with friends happens mainly through voice messages, and he stays updated with podcasts and tutorials.

+ DECISION FACTORS

He likes speed, convenience, and as little contact with people as possible.

DIGITAL STRATEGY

SOCIAL MEDIA MARKETING

We use Facebook and Instagram to raise awareness, engage users with content, and push deals.

EMAIL MARKETING

We send users tailored emails with exclusive offers, travel information, and savings.

GOOGLE ADS

Targeted search and display ads to attract travelers looking for vacation offers, increasing conversions and reservations.

PR AND MEDIA OUTREACH

Press coverage and media partnerships will help us establish credibility and increase regional brand visibility.

CONTENT MARKETING

Our blog features travel advice, guidelines, and SEO-optimized material to increase organic traffic and search rankings.

VIDEO MARKETING

We create videos for YouTube and social media, featuring testimonials, destination highlights, and booking tutorials to boost awareness and trust.

KPIs

Our key performance indicators (KPIs) are designed for measuring indicators to track progress and optimize strategies for growth and customer engagement.

USERS SPEND PER BOOKING

Increase the average user spend per booking compared to 2023



CUSTOMER CONVERSION RATE

Number of bookings divided by add to carts.



EMAIL OPEN AND CTR

Maintain high open rate by delivering compelling calls-to-action



LOGO

*Ensure a minimum clear space equal to at least the height of the logo from its edge to the nearest visual element, maintaining balance and prominence in all layouts.
**Minimum size of the logos must be 0.5 inch in width.



COLOR PALETTE

Every shade is carefully chosen to produce a unified, contemporary design that improves visual appeal while ensuring uniformity across all platforms and materials.

HEX: #FA0053

HEX: #B6003C

HEX: #EFEFEF

HEX: #171616

TYPOGRAPHY

We've selected typography that enhances readability and complements the brand's personality. The fonts blend modern elegance with a professional touch, ensuring clarity and visual coherence across all materials. This consistent typographic style reinforces our brand identity in every communication.

Ford Antenna Cond Black

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

Ford Antenna Regular

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

SOCIAL MEDIA

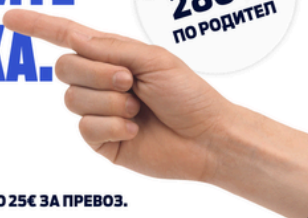
Engaging social media posts designed to build brand awareness, foster community interaction, and drive user action.

**БЕСПЛАТЕН ОДМОР
ЗА ДЕЦА ДО 5 ГОДИНИ
ВО АЛБАНИЈА.**



РЕЗЕРВИРАЈ НА
WWW.AJDENAOODMOR.MK

**САМО ЗЕМЕТЕ СИ
ГИ И РОДИТЕЛИТЕ
ДА ВИ ГИ НОСАТ
КОФИЧКИТЕ
НА ПЛАЖА.**

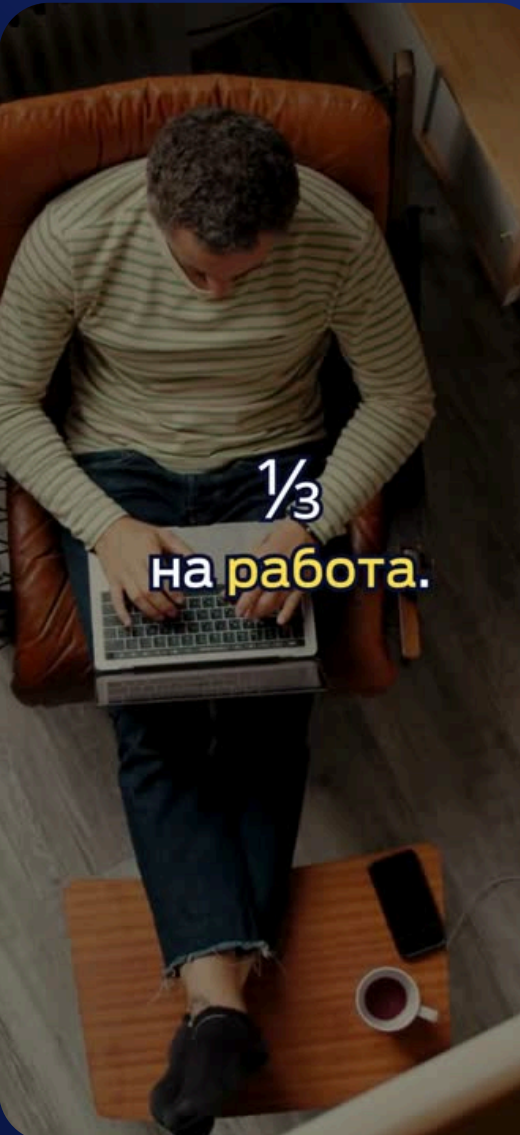


ЦЕНИ ОД
280€
ПО РОДИТЕЛ

*ДЕЦАТА ДОПЛАЌААТ САМО 25€ ЗА ПРЕВОЗ.

**ИМА ВРЕМЕ
ДО ЛЕТЕН
ОДМОР**

**АМА ЌЕ НЕМА ВАКОВ
ПОПУСТ**



**1/3
на работа.**

**ЦИКЕН ОР
ПОРК?
ЏАТСИКИ?**

**ПОЧНА ДА МИСЛИШ
ЗА ЛЕТЕН ОДМОР?**

WWW.AJDENAOODMOR.MK

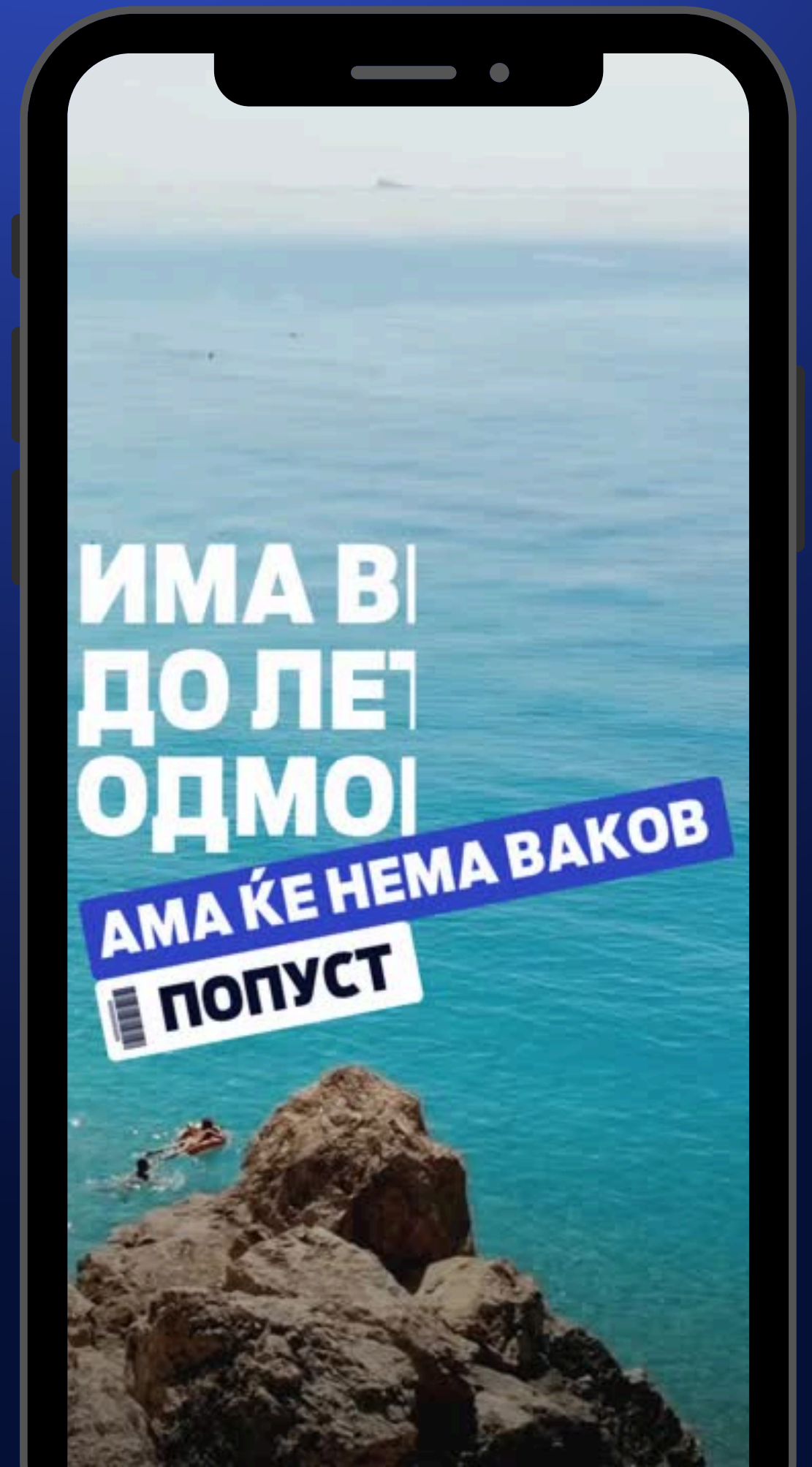
**БУКИРАЈ ОНЛАЈН ИЛИ
ЈАВИ СЕ НА 075 803 161**



Паралија, Грција | 7 ноќевања
Мелбурн

Клима уред Превоз Лифт

ЦЕНИ ПО НОЌ ЗА 4 ЛИЦА ОД
79€



NEWSLETTER

Our newsletter, created and sent with Mailchimp and SendGrid, uses email automation to ease communication and assure timely delivery.

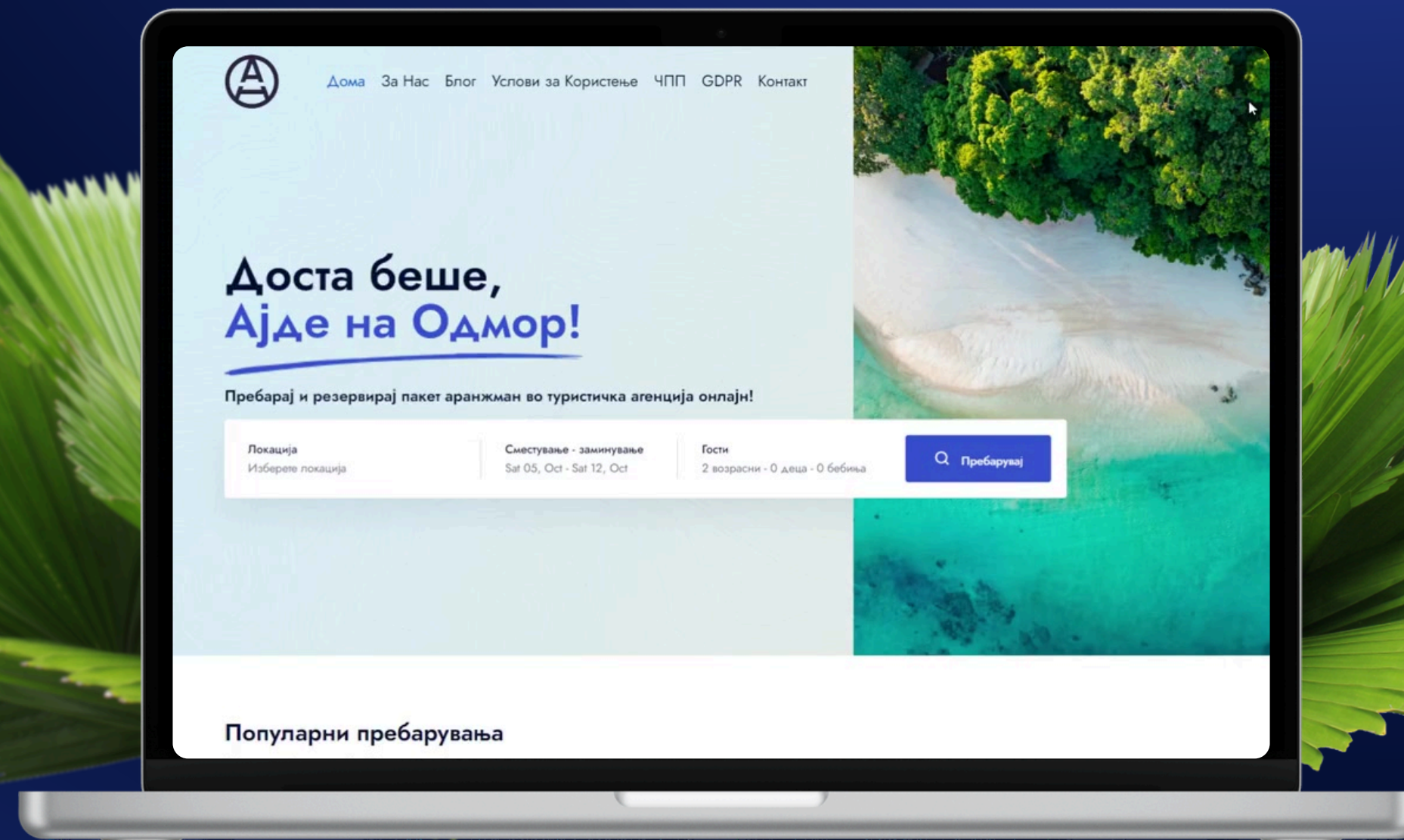
By sending personalized content, special offers, and updates, we effectively engage our audience, nurture loyalty, and drive action.

Each automated campaign is crafted to align with our brand's voice and deliver meaningful value.

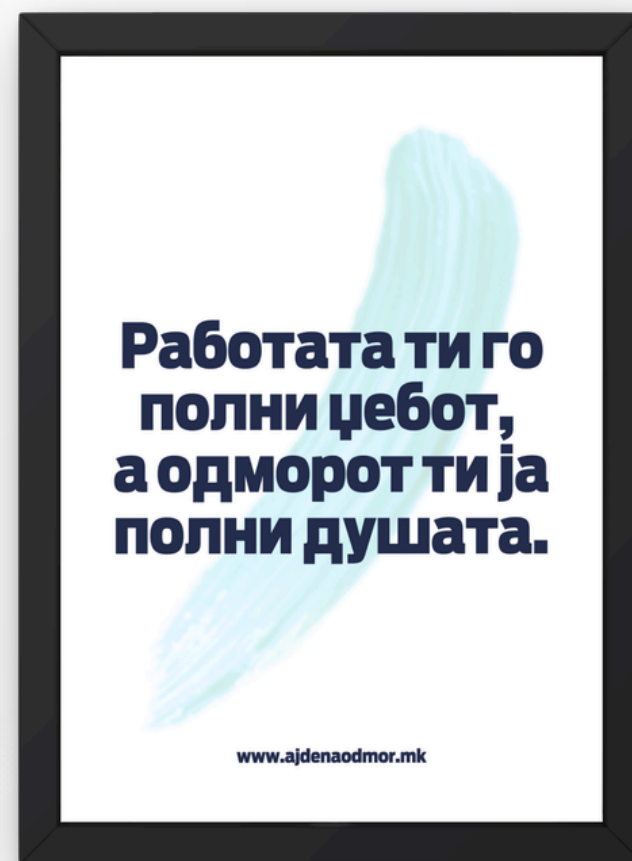


WEB DESIGN

Our web design is clean, user-friendly, and optimized for seamless navigation. The service is designed to provide an intuitive and enjoyable browsing experience, making it easy for users to find what they need quickly.



OFFICE POSTERS



BUSINESS CARDS

VIKTOR MILEVSKI

CMO

+389 71 343 293
viktor@ajdenaodmor.mk

www.ajdenaodmor.mk





STICKERS

PROMO MATERIALS



STATS 2024

Key statistics showcasing our social media performance, including followers, post engagement, messages received, published posts, and overall reach.

105k

Followers

380k

Post engagements

2k

Comments

5%

Click Through Rate

5,7K

Messages

236

Published posts

321K

Facebook link clicks

791K

Reach

22M

Impressions

27.3

Frequency

SOCIAL MEDIA AUDIENCE

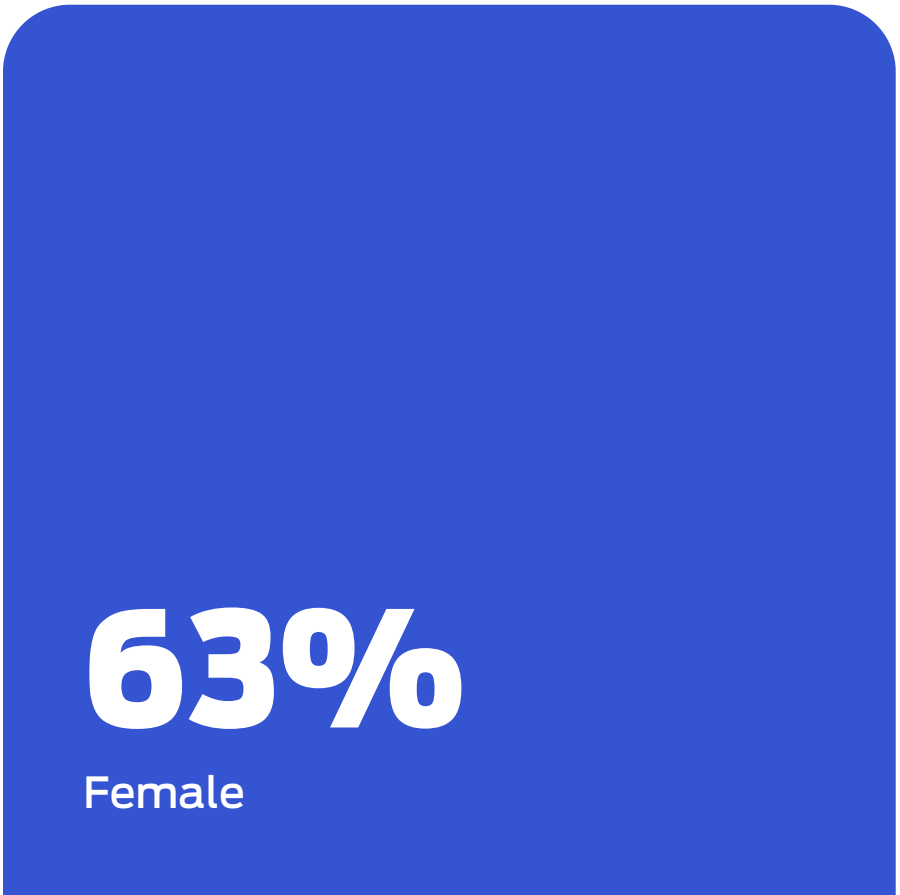
AGE



LOCATION

Skopje	65%
Bitola	10%
Kumanovo	8%
Prilep	7%
Veles	5%

GENDER

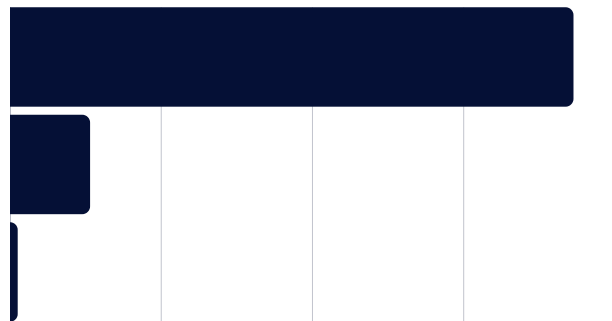


105,000

Followers

SUMMER PAID ADS CAMPAIGN OVERVIEW

MAY



Impressions: 3,726,000
Reach: 529,600
Link clicks: 50,890
CTR (all): 4,35%

JUNE



Impressions: 4,237,000
Reach: 439,670
Link clicks: 73,540
CTR (all): 5,96%

JULY

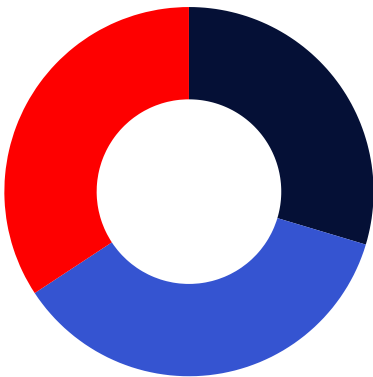


Impressions: 3,600,000
Reach: 357,000
Link clicks: 60,100
CTR (all): 6,16%

Ad Spent Total

\$5,400

*CPC: \$0,01



MAY

JUNE

JULY

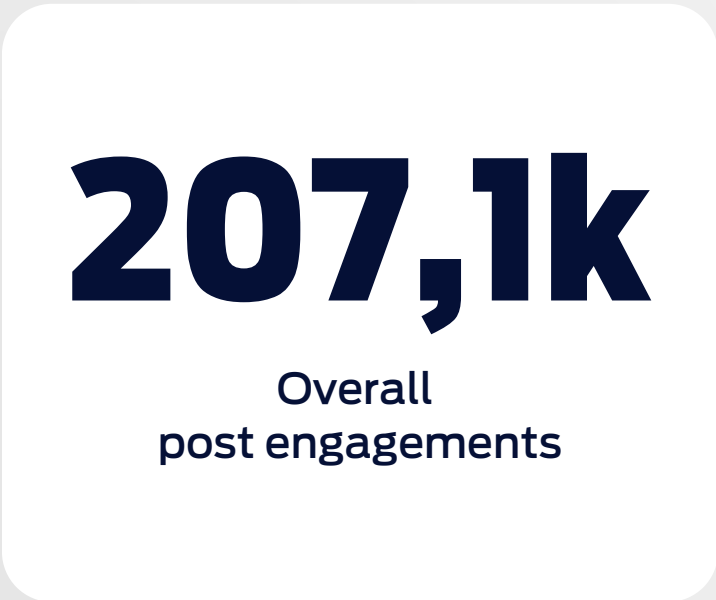
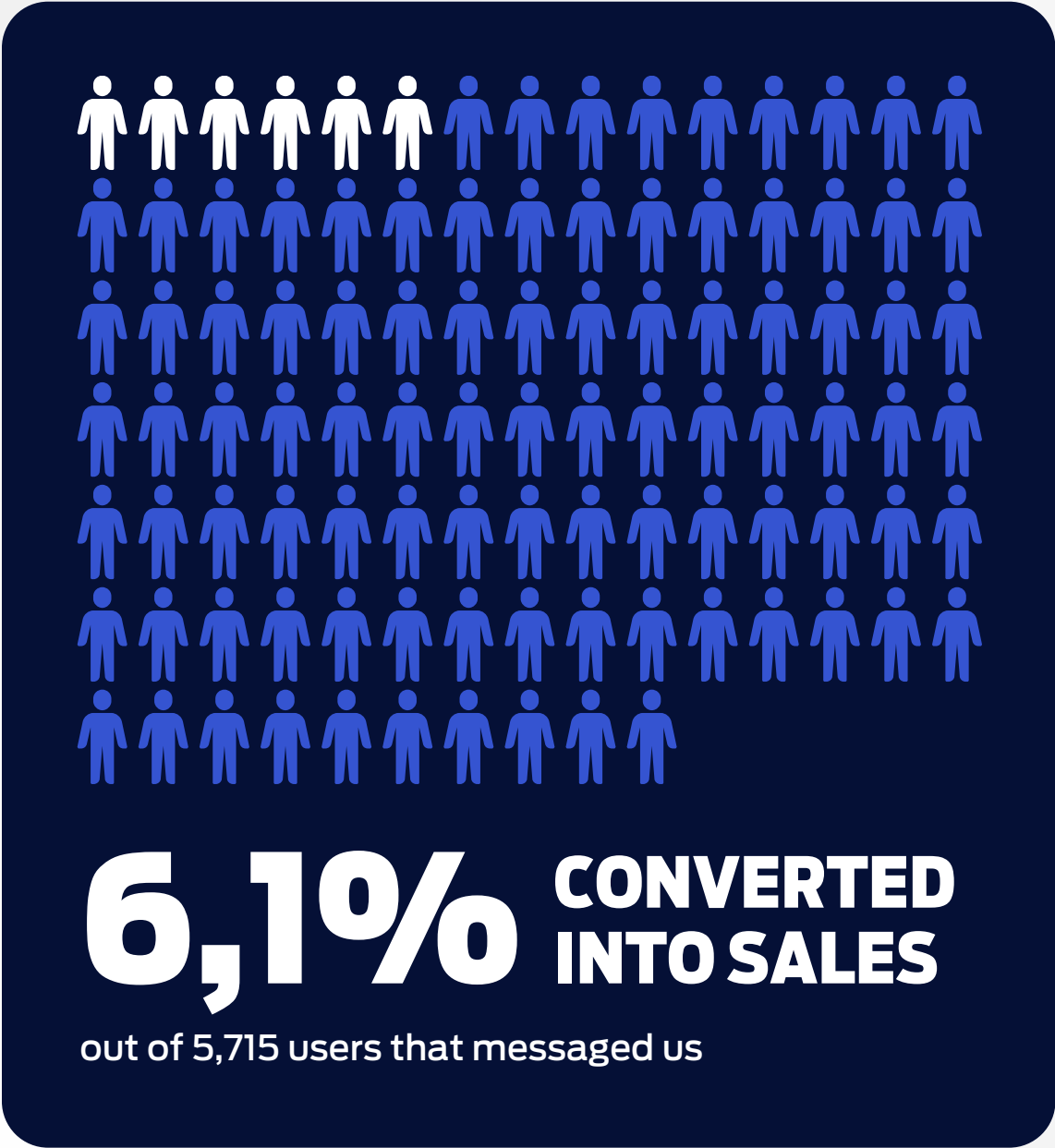
\$1,600

\$1,950

\$1,850

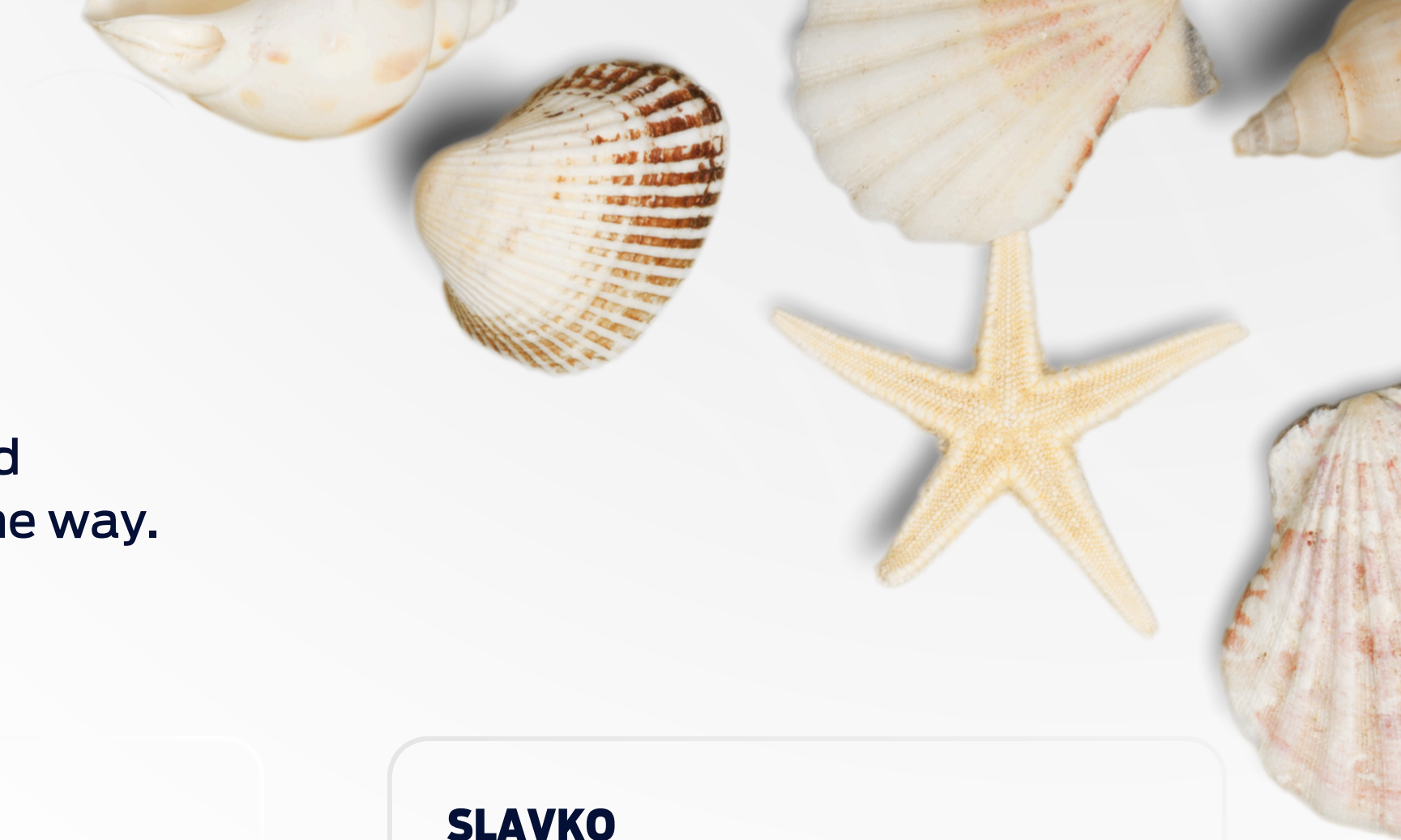
COMMUNITY MANAGEMENT

*This stat covers the period from May 1st to July 31st.



TESTIMONIALS

Our greatest challenge and joy is ensuring client satisfaction, and we believe we're doing well. Fortunately, our clients feel the same way.



**CONA
KALAMERNIKOVA**



Thank you for your dedication, professionalism and wonderful communication with customers.

You have made choosing a holiday, booking and paying from home simple for all generations.

**MARIJA
HEGJKEZI**



Excellent relationship with clients.

I recommend it from the bottom of my heart!

**SLAVKO
DESIK**



Currently the best platform for travel arrangements, with a variety of offers, and prices far lower than those of Booking!

PING US

FOR RESULTS THAT HIT DIFFERENT

EMAIL

hello[at]antweb.io

CALL US

+389 70 952 828

SOCIAL MEDIA

@antweb