

## **About Me – Supporting Your Local Marketing Mission**

Hi, I'm Bálint Kutassy, a digital marketing specialist focused on optimizing conversion rates and building high-performing web funnels for both B2B and B2C clients.

While I do not operate as a large agency, I bring focused expertise and hands-on execution to support your in-market strategy — especially when it comes to implementing and optimizing key parts of the marketing funnel.

I specialize in performance-driven tasks such as campaign localization, landing page optimization, PPC campaign setup, and conversion-focused messaging. My goal is to support your agency team by delivering concrete results in the Hungarian market — professionally, efficiently, and always aligned with your brand standards.

My largest current project in Hungary is the end-to-end development of a lead generation and sales system for Printer Service Kft., a national B2B company — a full case study is available [here](#).

I believe international expansion succeeds when local execution is grounded in data, empathy, and precision.

**A successful market entry is never about simply translating content. It's about translating trust. That's my job.**

## **How I Can Help – Strategic & Executional Support**

For international brands entering a new market, the most critical stage is the beginning. The way your value is positioned, your messaging is adapted, and your funnel is designed — these elements determine whether you connect or get ignored.

I specialize in helping marketing teams **plan and structure their go-to-market funnels** with a local mindset and data-driven approach. My primary strength lies in **the early-stage planning** that ensures clarity, consistency, and alignment before launch.

At the same time, I'm happy to assist with specific executional tasks where needed. My role is flexible: I adapt to your needs and plug in where I bring the most value.

### **Strategic support includes:**

- Buyer persona development
- Unique value proposition localization
- Funnel mapping and content structure

- Landing page wireframe planning
- Localization strategy for HQ assets

### **Executorial support includes:**

- Google Ads and PPC campaign setup
- Landing page UX & conversion optimization
- Email campaign segmentation & structure
- Adapting centrally provided content
- Performance reporting & insights

My goal is to **enhance your launch with focused, intelligent support**, rooted in experience and empathy.

**Smart planning and precise execution — exactly where and when you need it.**

## **Case Study – Printer Service Kft. (Hungary)**

### **Project scope:**

Full-funnel redesign for a B2B printing service company, focused on modernizing their online presence and building a conversion-driven lead generation system.

Printer Service Kft. is a national provider of office printing solutions and IT infrastructure services. They approached me to rethink their outdated web presence and support their shift toward a digital-first B2B sales process.

### **My role included:**

- In-depth buyer persona development (office managers, IT professionals, procurement leaders)
- Competitor and market analysis
- Funnel structure planning and page flow mapping
- New website wireframes and conversion-focused layout suggestions
- Brand messaging refinement and copy strategy

The updated site introduces a modern, clear, and high-performing user experience — designed to drive inquiries, communicate complex service offerings clearly, and support future PPC campaigns.

This project demonstrates my approach to structured digital planning — grounded in research, tailored to buyer behavior, and aligned with business goals.

The newly launched website now serves as a scalable, conversion-ready platform to support paid traffic, lead generation, and sales automation.

## KUTASSY FUNNELS.

We are now preparing to launch the first Google Ads campaigns, built on this solid foundation.

You can explore the full case study here:

<https://kutassyfunnels.hu/en/printer-case-study/>

## Let's Work Together – Local Expertise, Global Vision

If you're looking for a flexible, professional partner to support your marketing efforts in Hungary, I'd be happy to help.

Whether it's designing your local funnel, adapting global messaging, or setting up high-converting campaign assets — I'll bring focused expertise and a collaborative mindset to the table.

I work best as a **specialist contributor** alongside your core agency team. You can count on me for strategy, structure, and results-driven execution — without adding unnecessary layers or complexity.

Let's explore how I can support your mission in Hungary.

### **Bálint Kutassy**

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