Creatium Lab

WEBSITE DESIGN AND DIGITAL MARKETING

A website that sells. Marketing that brings customers.

Your whole digital engine – in one working system.

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THE PROBLEM

Where are you losing customers?

SCENARIO 1

A good-looking site nobody finds

When one team builds the site and another runs the ads, nobody is responsible for the end result. One side says "the site is done", the other says "the problem is the site", and you pay both.

SCENARIO 2

You pay for ads but lose enquiries

You pour money into Google and Meta ads, but the contact forms are not connected properly. Customers try to reach you, the enquiries get lost on the way, and the ad budget goes to waste.

THE SOLUTION

Everything in one place. With real results.

We take on the whole process: from coding the site and connecting the forms to your email or CRM to setting up the ads in full. We are responsible for the whole system, from the visitor's first click to the first enquiry.

The components of your digital engine

01
Web architecture and infrastructure
the web foundation

02
Business analysis and SEO/GEO positioning
visibility and discoverability



03
Marketing automation and conversions
retention and sales

04
Operational security and continuity
support

THE WEB PLATFORM

Technology infrastructure

Operational stability and protection
Modern web architecture built for fast loading, full mobile adaptation and resilience under heavy traffic.

Commerce integrations and payments
Modern payment systems (Stripe, myPOS, Apple Pay, Google Pay) and automated user identification.

Round-the-clock monitoring and system care
Continuous technical control and regular updates that keep your business processes running without interruption.

Business communication and hosting
Configuration and central maintenance of server infrastructure, domains and business email addresses.

Independent content management
An intuitive admin panel where you change prices, texts and media yourself in one click, without depending on outside specialists.

Cybersecurity and backups
SSL encryption, protection from hacking attempts and daily backups that keep your site, your data and your enquiries safe at all times.

THE GROWTH

Marketing, analysis and positioning

Business analysis and data control
Measurement systems that accurately track every traffic source, real conversion and return.

Paid ads in the main channels (Google, Meta, TikTok)
Planning, setting up and managing targeted campaigns on Google, Facebook, Instagram and TikTok, focused on generating enquiries and sales directly.

Advertising and positioning on AI platforms
Launching and managing ad formats in the new generation of AI systems (OpenAI, Perplexity) for an early advantage and access to high-intent traffic.

Search and AI search optimisation (SEO & AIO)
Precise data structuring for priority organic visibility in Google Search, Google Maps and AI assistants (ChatGPT, Gemini).

Marketing process automation
Automated email communication for follow-up engagement, retention and more repeat sales.

Strategic content and positioning
Targeted business texts that establish your brand's authority and put you ahead of the competition in your sector.

WHO WE WORK WITH

Where we create the most value

We only take on projects where we can guarantee a direct impact on revenue. We work with businesses that already have a proven product or service, but whose digital infrastructure holds back their growth.

01 Businesses with proven quality and limited online reach

Companies with an excellent reputation on the ground that lose market share to competitors only because they lack precise digital visibility in search engines and AI platforms.

02 Sales-driven teams focused on pure conversion

Organisations for which the website is the main tool for generating qualified deals, quotes and direct sales.

03 Leaders who invest against a clear return (ROI)

Owners who require an exact report on every euro invested, full control of the data and strict measurement of the final profit.

04 E-commerce brands seeking maximum margin

Online shops that aim to raise the average basket value and the revenue from every customer.

HOW WE WORK

A managed, structured path from concept to market launch

01

Strategic analysis

A deep dive into the business model, the target audience and the competitive positioning.

02

Architecture and marketing plan

Designing the website structure, the marketing funnels and the analytics points in parallel.

03

Demo and approval

Reviewing an interactive prototype and approving the concept before the technical build.

04

Development and integration

Coding the platform, configuring security and setting up analytics, SEO parameters and email platforms.

05

Technical tests and launch

Checking system stability, mobile compatibility and integrations before the official launch.

06

Regular support and growth

Daily care for technical health and steady scaling of your marketing presence.

PACKAGES

Three packages with clear prices.

Starter Engine

A modern website, a secure technical base and your first customers online.

€450 website build

€150 / month support, security and basic marketing

Most popular

Active Marketing & Growth

For a business ready to grow: marketing, content, automation and online sales.

€850 first month: website and marketing launch

€400 / month active marketing and support

Custom Marketing Scale

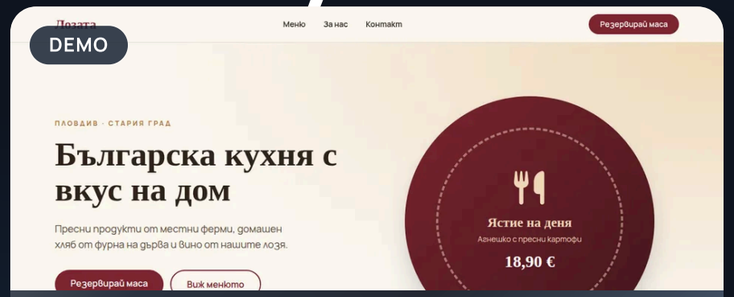
For companies with specific processes, integrations (CRM, ERP) and large-scale marketing.

A custom quote and a subscription based on scale

INDUSTRIES

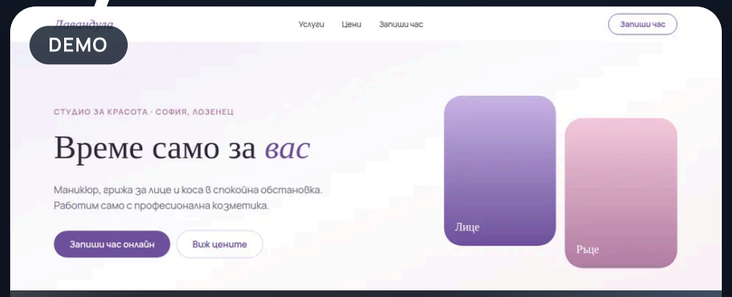
We have thought about your industry.

We built demo websites for businesses we want to work with. Each one solves the real problems of its industry. The businesses are fictional, the solutions are real.



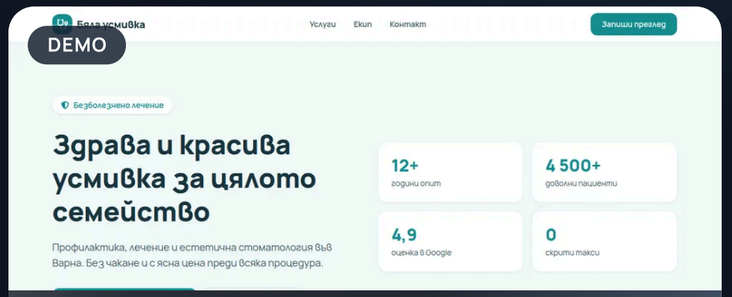
RESTAURANT

Lozata Restaurant



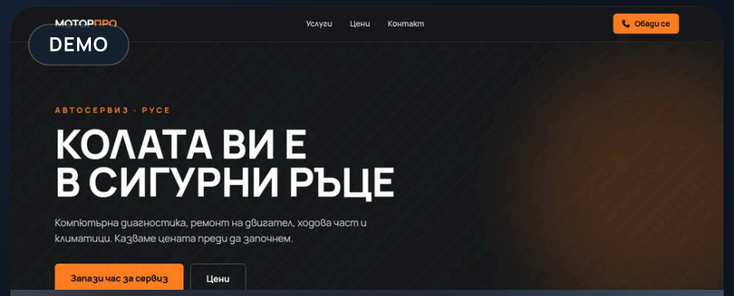
BEAUTY SALON

Lavandula Studio



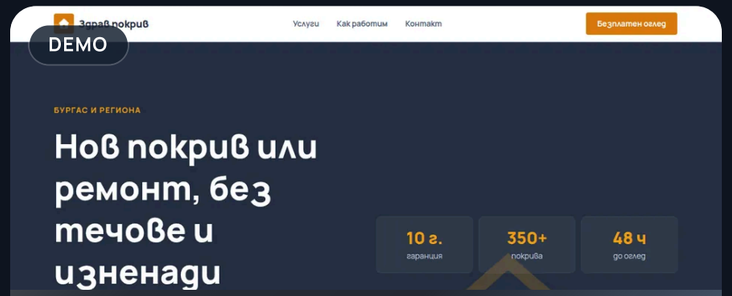
DENTAL CLINIC

Byala Usmivka Dental Centre



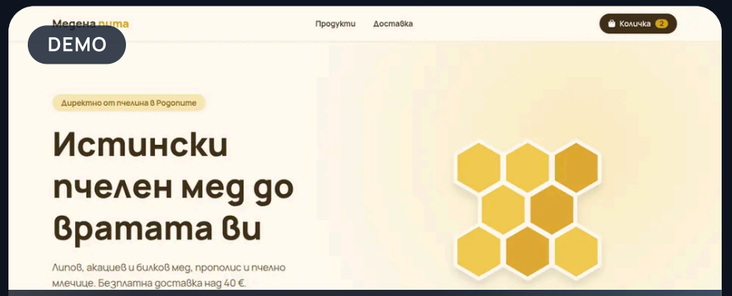
CAR REPAIR SHOP

Motor Pro Car Service



CONSTRUCTION AND ROOFING

Zdrav Pokriv



ONLINE SHOP

Medena Pita

HOW WE THINK

One system instead of five contractors.

01

Customer first, decoration second

Every page leads to one action: a call, an inquiry or a purchase. The design serves that.

02

We measure, we don't guess

Every website starts with Google Analytics and Search Console. You see where inquiries come from.

03

No middlemen

You work directly with the people who build your website and marketing. Your questions don't go through account managers.

04

Everything is in your name

The domain, profiles and access are yours from day one. If you ever leave, you take everything.



Borislav Kostadinov

Full-Stack Developer



Vladimir Tsonchev

Marketing and SEO

Creatium Lab

THE NEXT STEP

A free consultation for your business.

A 30-minute call: we look at your website and your presence in Google and tell you what we would do first.

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