

Clear direction. More impact.

Strategy, marketing and digital implementation
for small and medium-sized businesses.



Your business. The next step.

You have a strong offer.
We help you reach the right
customers and turn your
next plans into action.

Customer acquisition

Relevant enquiries for your sales team.

Digital presence

A clear and relevant offer.

E-commerce

An online shop with a commercial goal.

Processes

Clear responsibilities in daily work.

What PASS Solutions brings together

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|----|---------------------------------|---|
| 01 | Business consulting | Clear direction. Well-informed decisions. |
| 02 | Online marketing | SEO, paid search and qualified enquiries. |
| 03 | Websites & redesigns | Content, design and technical delivery. |
| 04 | E-commerce consulting | Shop, purchasing journey and marketing. |
| 05 | Process consulting | Simpler workflows. Practical support. |

Business consulting

A clear plan for moving your business forward.

Direction.
Priorities.
Action.

Sharpen your positioning

Align your audience, the value you deliver and your offer in a clear proposition.

Assess opportunities

Prioritise growth opportunities by value, effort and the resources available.

Manage projects

Define tasks and responsibilities, and support implementation.

Online marketing

Show your offer where the right people are searching.

SEO

Technical foundations, site structure and content for organic visibility.

Paid search

Search campaigns and ads with a clear goal, agreed budget and relevant pages.

Enquiries

Make contact easier, record enquiries and assess them with your sales team.

Enquiry quality informs the next improvements.

Lead guarantee

A firm commitment, with clear conditions

For suitable marketing projects, we agree the conditions in writing before we begin. You know which results count.

Lead definition	What makes an enquiry relevant to your business.
Target, timeframe & budget	The number of leads and the agreed project parameters.
Measurement & your role	How results are assessed and what is needed from each side.
If the target is not met	What PASS Solutions will provide in that case.

The guarantee covers the agreed leads. It does not promise specific Google rankings, signed contracts or revenue.

Your website as a sales tool

A compelling website makes your offer clear
and helps potential customers take the next step.

01

Positioning

Who you help and
the value you offer.

02

Content

Answers to the
questions that matter.

03

User journeys

Clear navigation and
easy ways to get in touch.

04

Technology

Responsive delivery
and solid foundations.

E-commerce consulting

**Your shop is
part of your
business.**

Offer & product range

Why does your offer matter to customers?

Product pages & purchase journey

Where is guidance or trust missing?

Marketing

What fits your margins and your goals?

Processes & systems

How does your shop connect with daily operations?

Process consulting & digitalisation

For businesses and teams of different sizes.

01

Understand

Map the steps,
people involved
and handovers.

02

Simplify

Identify friction
and make
responsibilities clear.

03

Digitalise

Choose tools
for the practical
value they bring.

04

Embed

Test changes
and build them
into daily work.

How we work together

You know your business. We bring structure and hands-on support.

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| 01 | Understand | A shared understanding of your starting point and goals. |
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| 02 | Agree | A clear scope, with deliverables, costs and responsibilities. |
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| 03 | Deliver | Tangible results and regular communication. |
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| 04 | Improve | A review of the impact and the next priorities. |
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The people behind PASS Solutions

RP.

Robin Pass

Strategy, marketing & processes

NP.

Nathalie Pass

Online marketing & sales

And the other people helping shape PASS Solutions.
Different perspectives. A shared commitment to good solutions.

THE NEXT STEP

What would you like to improve?

Let's talk about where you are today.
Together, we will explore how we can help.

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PASS.
SOLUTIONS