WHO ARE WE

REPLUG is a growing international mobile app marketing agency based in Berlin (Germany), founded by two AdTech veterans. Our mission is to help mobile apps to grow and retain their user base efficiently and ensure they invest their marketing budget in the right way.

We take partnership to a whole new level by becoming our clients’ extra team members.

Our core values are:

1. Transparency
2. Knowledge Sharing
3. Growth Focus

Our approach has resulted in an average collaboration time with our partners of about 12 months.

The founders behind REPLUG have gained over 10 years in the mobile and digital marketing industries, working for internationally recognized companies, such as Zalando, LOVOO, Fyber, AppLift, Free2Move, and Glispa.

Lorenzo Rossi - A veteran of user acquisition activities, he has managed up to 7-figure budgets on a monthly basis across leading advertising platforms (Facebook, Google, Twitter, Apple Search Ads). His experience has allowed him to develop a unique experience in mobile app marketing strategy and optimization activities. Before launching REPLUG, he has led the whole marketing department at a European mobility market leader, covering all aspects of marketing, from performance, creative strategy to branding activities.

Luca Mastrorocco - An experienced AdTech professional with 10+ years of experience, he has worked on the agency side, helping several hundreds of clients to develop growth strategies locally and internationally. He has an in-depth understanding of how mobile marketing works and how to maximize campaigns’ ROI. In his last role, before REPLUG, he led the global commercial team across 3 continents, bringing in multi-million dollar budgets.

WHAT TO EXPECT

By joining the team, you will be exposed to a “real agency life”. You will be working next to both co-founders and gain valuable insights and knowledge on all aspects of mobile app marketing, and will get to know all the basic understanding on how to run a marketing agency in a dynamic and international environment like Berlin.

We focus on:

1. **Paid user Acquisition** - Helping partners to acquire new users on Facebook, Instagram, Google, Apple Search Ads, Snapchat, and TikTok.
2. **App Store Optimization** - Supporting the organic growth of our partners’ mobile apps by implementing industry-standard activities in ASO.
3. **CRM Consulting** - Implementing in-app engagement strategies to help improve users’ LTV.
4. **Digital Infrastructure Consulting** - Defining and supporting the implementation of the advertising technology layer needed to sustain marketing activities.
We pride ourselves on having direct relationships and partnerships with key industry players that support our expertise and partners’ growth, such as Adjust, Appsflyer, Leanplum, CleverTap, Braze, Apple, Facebook, Snap, and TikTok.

**WHAT CAN YOU EXPECT TO LEARN**

By working next to both co-founders, you will be learning about key activities within a digital marketing agency:

**MARKETING:**
- How to promote mobile applications on social media and paid search channels
- How to optimize the visibility of an app in the Google Play and App Store
- How to use the right marketing media mix to maximize ROI
- How to engage potential customers through marketing content
- How to identify the right tech stack to support marketing growth
- How to become a marketing jargon and acronyms ninja

**SALES:**
- How to research potential business prospects internationally
- How to write a business proposal
- How to handle negotiations with potential customers
- How to optimize the sales cycle to close more business
- How to use a sales CRM tool to track your activities

**CONTENT:**
- Research and write (in English and Italian) articles about mobile marketing
- Identify the latest trends in mobile app marketing in Italy, but also internationally
- Manage Social Media channels to increase exposure for our brands

**WHAT WE NEED:**

We want a motivated person, who is not afraid of working hard and learning new things. We encourage risk-taking and brave decision-making over slow execution.

If that sounds like you, we also need:

- Business fluent in English
- Mother tongue or business fluent in one of the following languages: Italian, French, Spanish, German
- Curious, organized, responsible and self-starter
- Highly developed communication skills

**GET IN TOUCH!**

Excited to make a difference? We would love to hear from you! Share your CV with us at hello@rplg.io, and we will set up a call to discuss everything in more detail and answer any questions you may have.