



Company Deck

BROWWORKS

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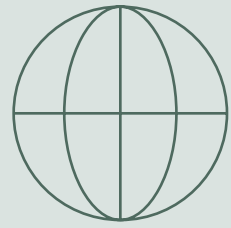
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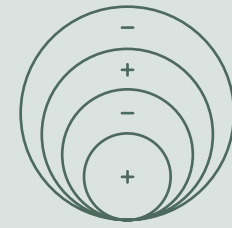
WE'RE FULL SERVICE BRAND PARTNER

We build brand identity, Webflow websites, and HubSpot automation & integrations, with ongoing support for SEO & AEO, CRO, and migration to Webflow.



2019

Founded as a design agency
in Serbia.



50%

Average growth rate in the first 6
months after launch.



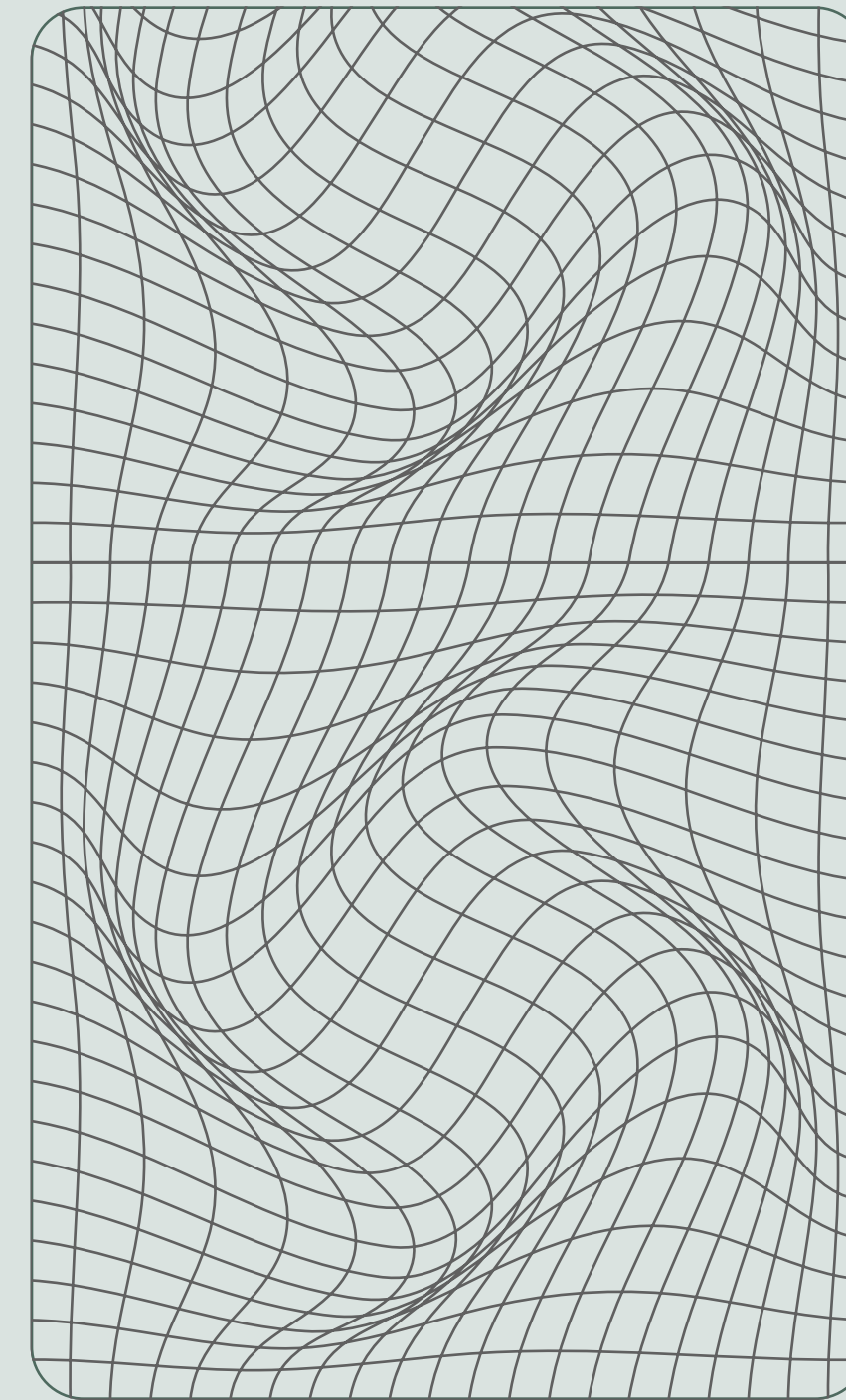
120+

Projects completed over the years.



8+

Creatives and developers, all
working to make a positive impact.



100k

Daily users impacted through the
websites we've helped shape.

At Broworks, we empower startups and small businesses to accelerate growth through tailored Webflow solutions. From seamless WordPress migrations to high-converting websites, our team integrates design, SEO & AEO, and HubSpot automation to enhance performance. With a sprint-based approach and a focus on scalability, we deliver actionable results.

Migration to Webflow

- WordPress to Webflow transition
- Site speed improvements
- Webflow CMS setup
- SEO-friendly Webflow migration

Design & Development

- Custom website design
- Client-first approach
- Relume
- Interactive website features
- Reusable components

Branding & Identity

- Brand strategy
- Logo design
- Visual identity
- Tone of voice
- Brand messaging
- Brand assets
- Brand book

No-Code Development

- Xano
- Wized
- Bubble.io
- Make
- No-code backend soolutions
- Custom logic setup
- QA
- Webflow cloud

SEO & AEO/GEO

- Webflow SEO strategy
- AI-enhanced search engine optimization
- Keyword-driven content optimization
- Schema Markup

Conversion Optimization

- Conversion rate strategy
- CRO tools
- Optimizing user flows
- User behavior tracking
- A/B testing on Webflow sites

OUR WORK PROCESS

01 Project Scoping

We're partnering up with our clients by defining project requirements and establishing goals and timelines. Once agreed, we assign a dedicated project manager and assemble a team.

02 Creating Strategy

Our team conducts in-depth research into your market to inform our strategic approach and project roadmap.

03 Project Development

We bring everything to life through our design and development cycles, ensuring that everything aligns with your business objectives.

Industries we collaborate with



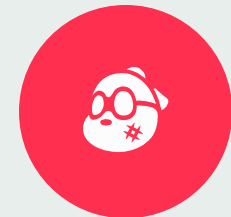
SaaS



Healthcare



Marketing



Entertainment



Fintech



Telecommunication

Results and client reviews!

3w

New website completely redesigned and migrated from WordPress

3x

Website visitors grew by 3x in the first month since launch

EPIQ X **XIPHOS**
AN EPIQ SOLUTIONS COMPANY

Browworks are amazing, talented, and hardworking people. They are very creative (always coming up with new ideas!) and a pleasure to work with.



ANASTASIA HAMEL

Marketing Director at Epiq
Solutions & Xiphos Systems

VISA
FRANCHISE

Vetted Biz

Stefan and his team were very helpful in supporting us with our WordPress to Webflow website migration. They have all the skills and experience to help with this sort of project. They also helped us improve our design and messaging so that we could have an even better user experience.



JACK FINDARO

Co-founder of Vetted Biz
& Visa Franchise

20%

Increase in conversion first 3 months after launching

2x

We designed and developed 2 large websites and full brand identity

SELECTED PROJECTS

EPIQ SOLUTIONS

Epiq build highly optimized SDR and turnkey solutions to offer unmatched visibility and control over the RF landscape.

Engagement	2x full branding projects, Monthly retainer
Industry	Communication & Networking
Company size	Enterprise (200+ employees)
Headquarters	Rolling Meadows, USA

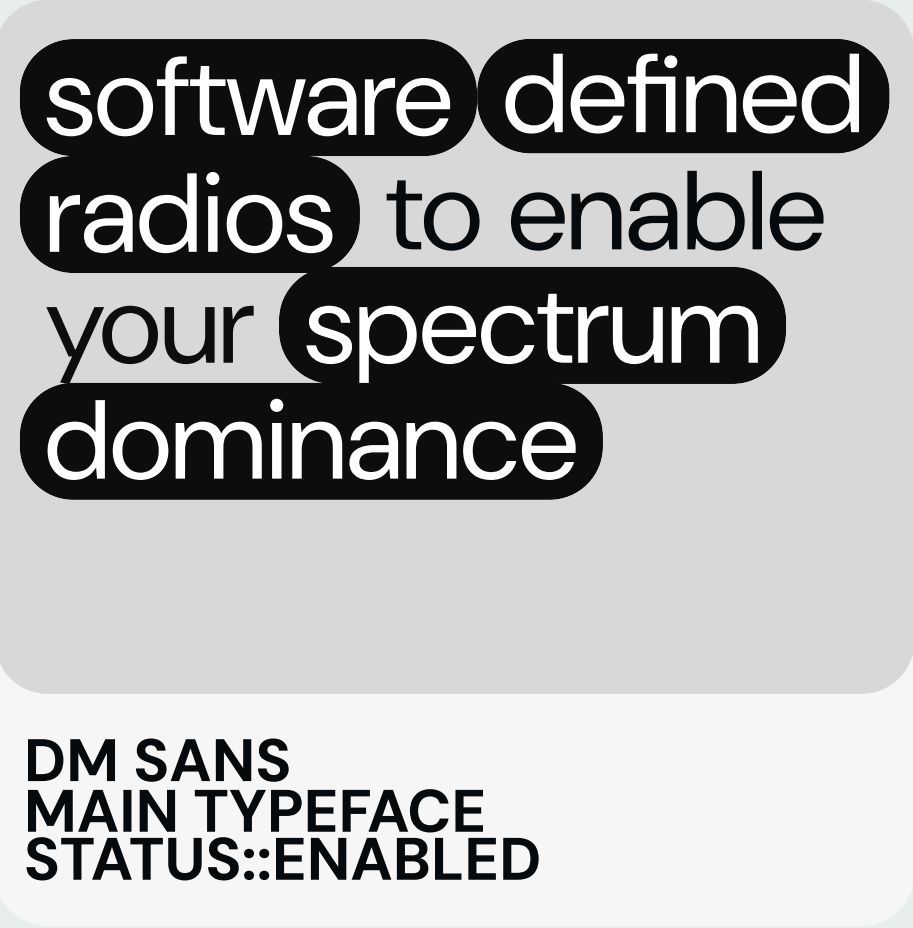
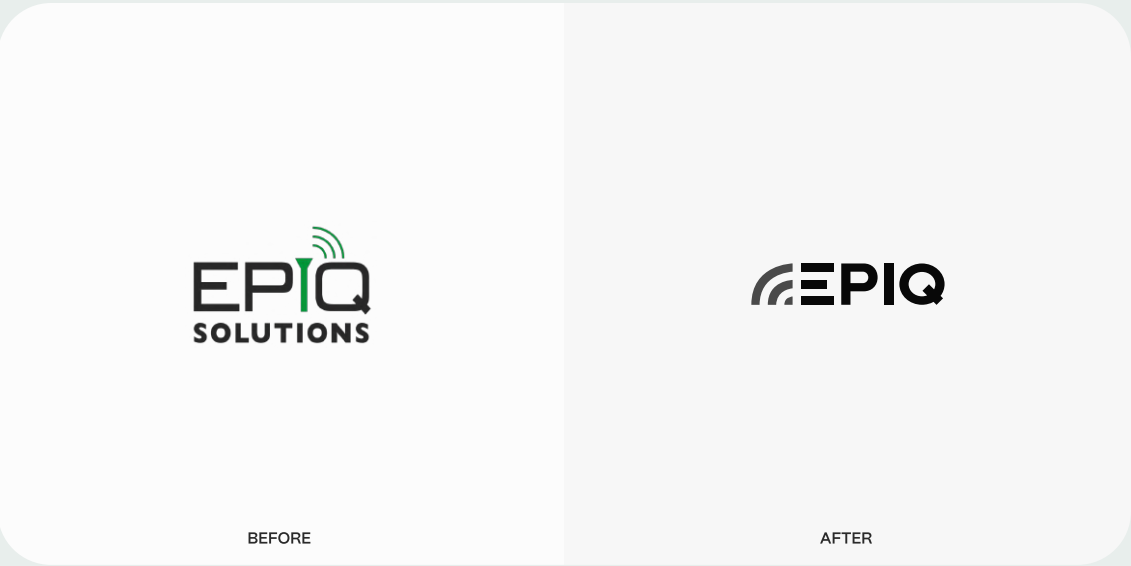
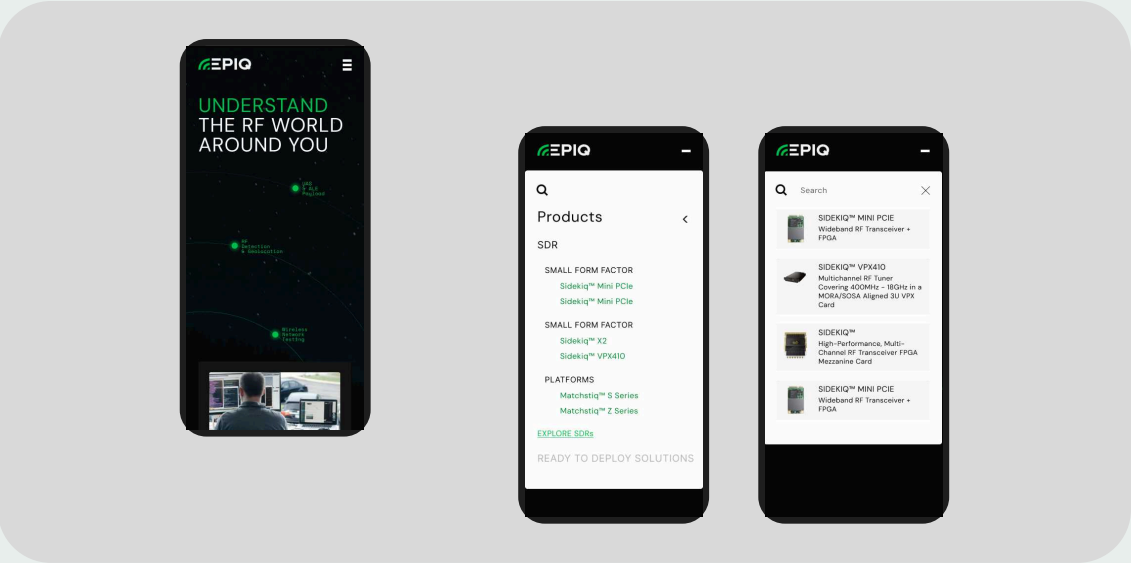
Challenge

Epiq already had a recognizable brand and a functioning website, but both were outdated and difficult to navigate. Their logo needed a subtle redesign to align with the visual systems used across their growing network of sister companies, without straying too far from the industry-recognized identity they’ve built over the years.

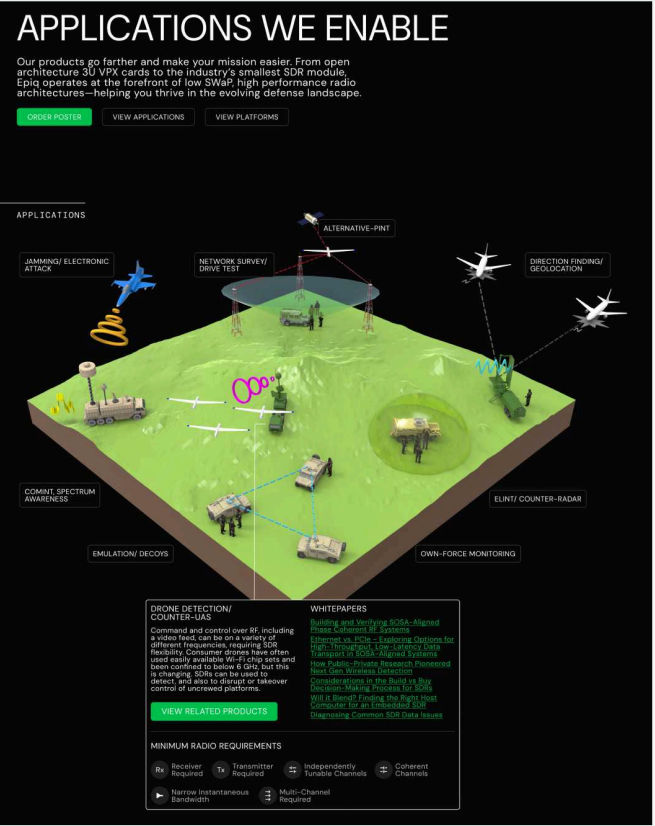
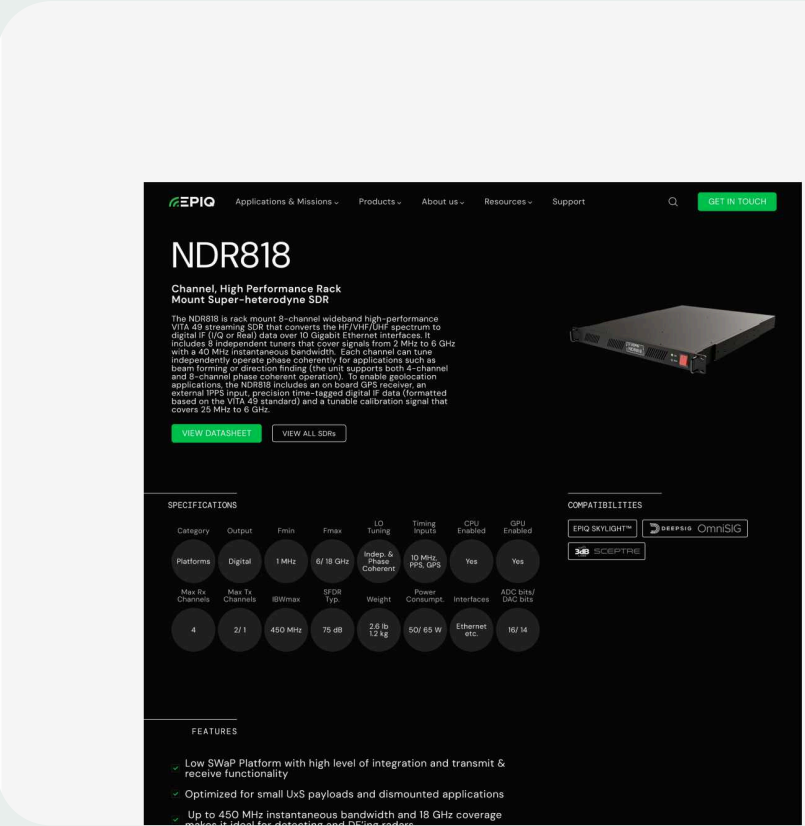
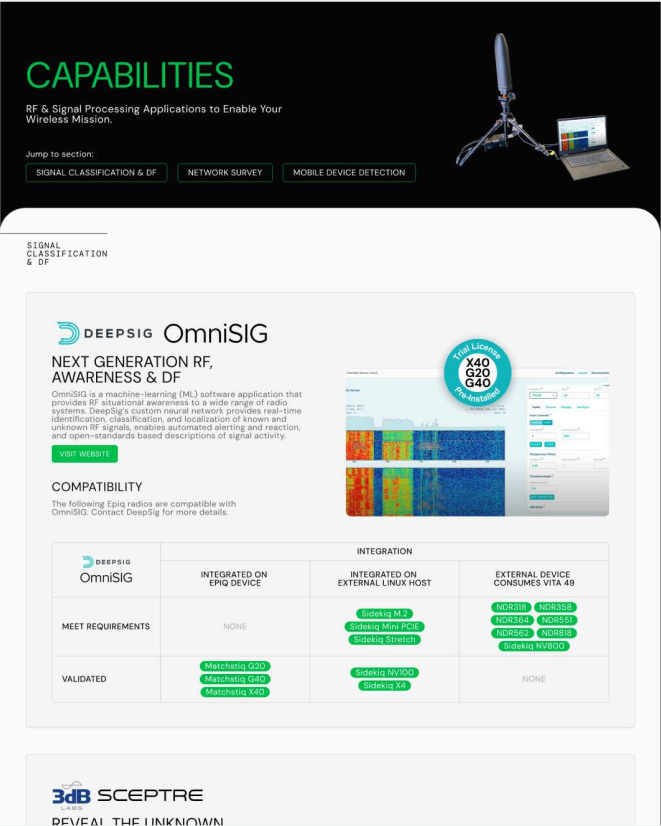
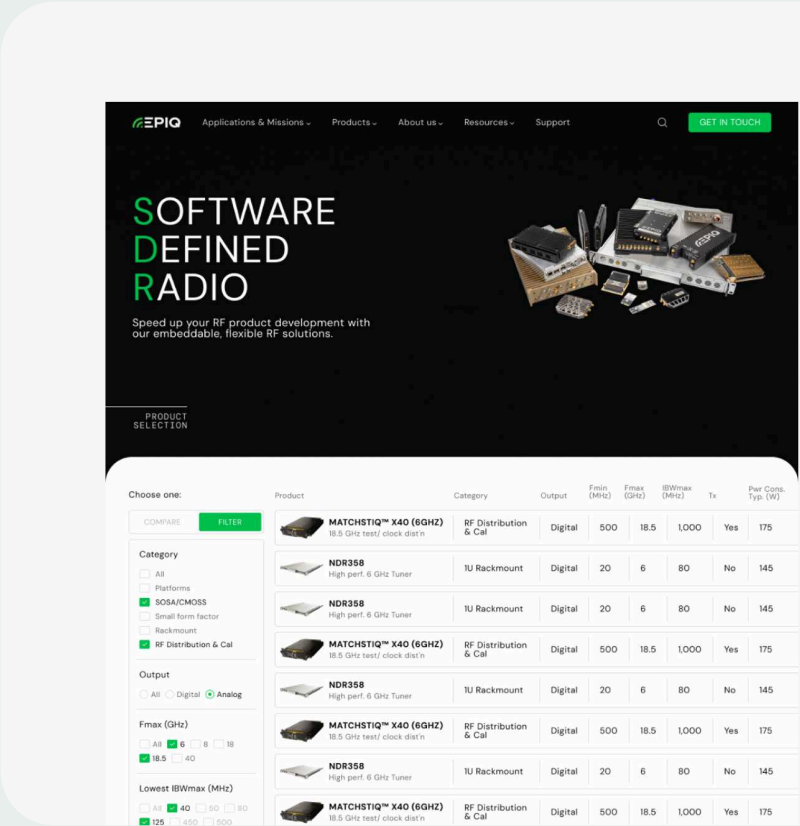
The website’s UX posed a bigger challenge: the product pages were cluttered, and the path to purchase or contact sales was unclear. Since their audience is largely made up of engineers, we aimed to simplify and streamline the entire experience. We redesigned the homepage to improve clarity and focus, removing unnecessary elements and introducing intuitive navigation. Most notably, we transformed the product selection page into a clean, spreadsheet-like table to reflect how engineers prefer to scan and compare specs quickly.

What we did

- Conducted in-depth research to inform structure and design decisions
- Subtly redesigned the logo to align with Epiq’s expanding brand ecosystem
- Simplified the homepage for faster, more intuitive navigation
- Transformed the product selection page for easier comparison
- Tailored the UX specifically for engineers, their core audience



DM SANS
MAIN TYPEFACE
STATUS::ENABLED



VISA FRANCHISE

Visa Franchise helps international entrepreneurs secure U.S. residency through franchise investment by offering a turnkey solution that combines immigration expertise, vetted franchise opportunities, and full legal and business support.

Engagement

WordPress to Webflow migration

Industry

Consulting

Company size

Small (30+ employees)

Headquarters

Miami, USA

Challenge

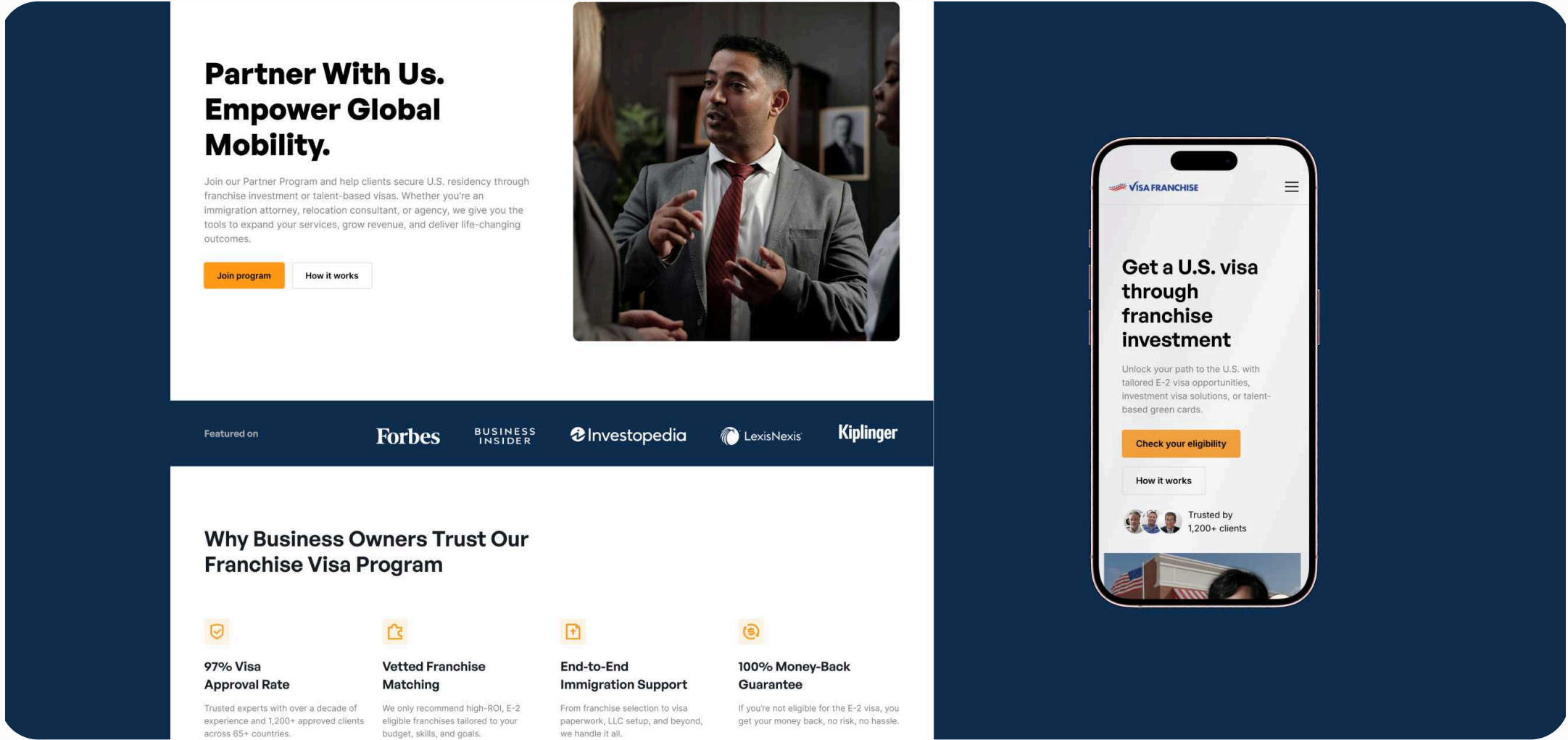
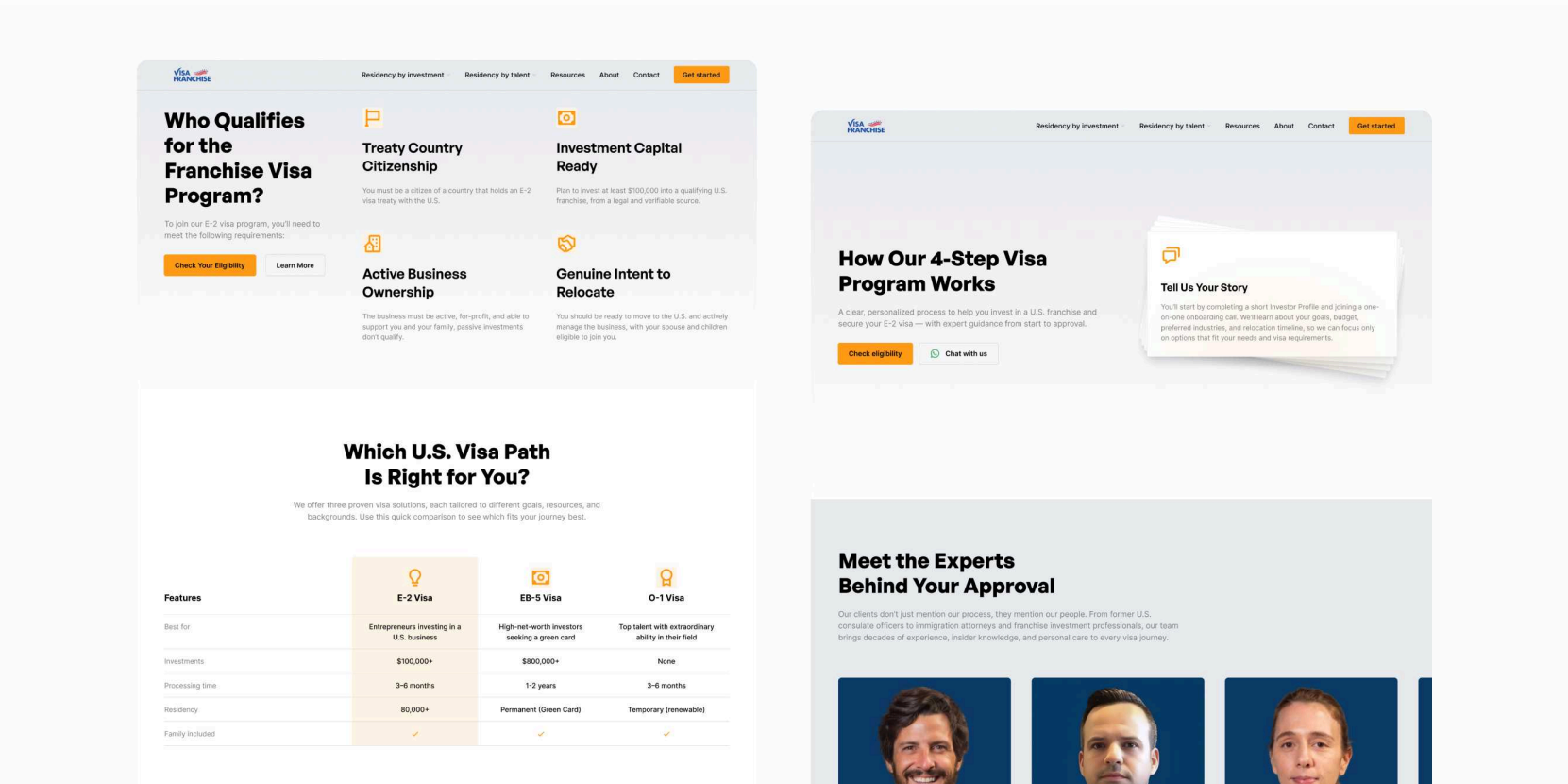
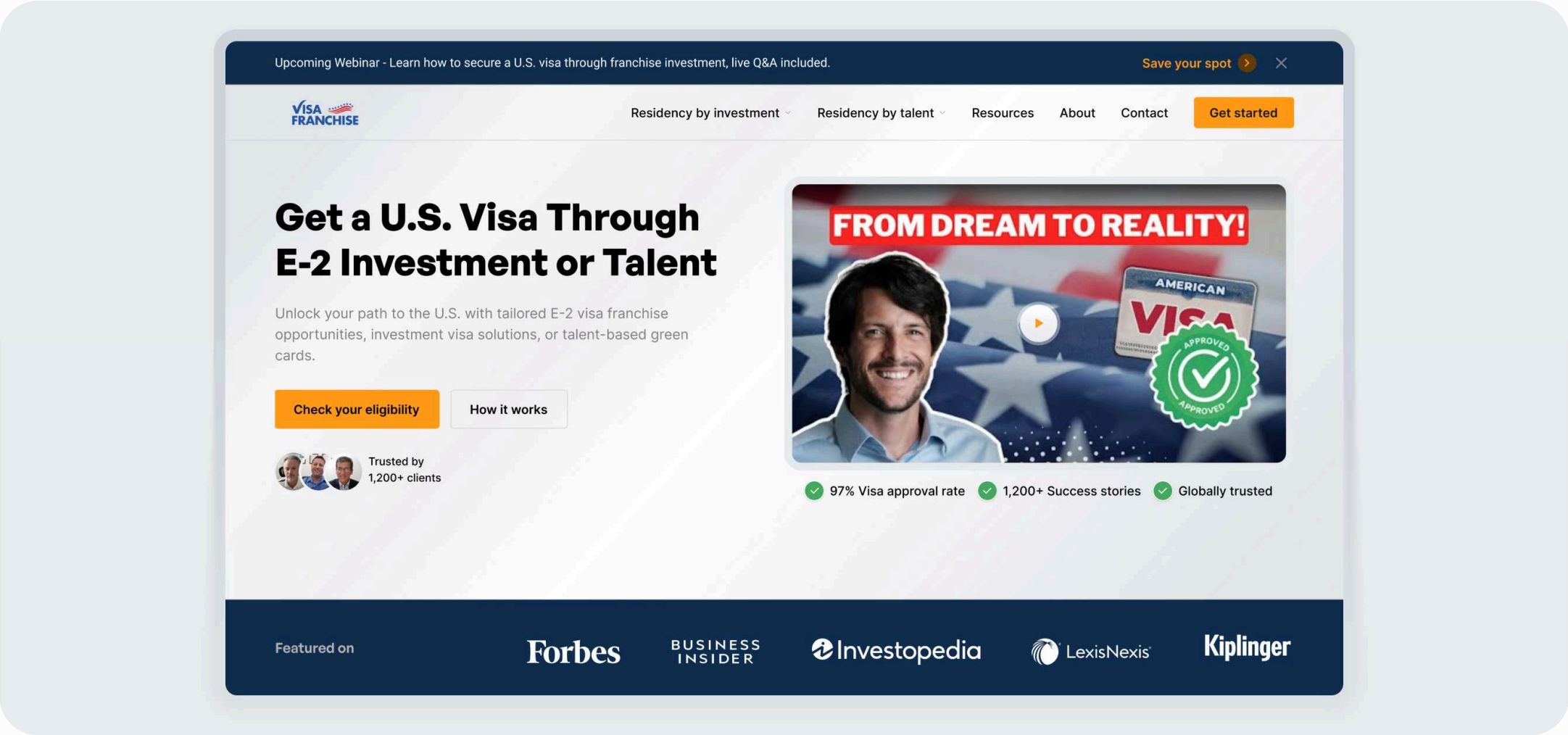
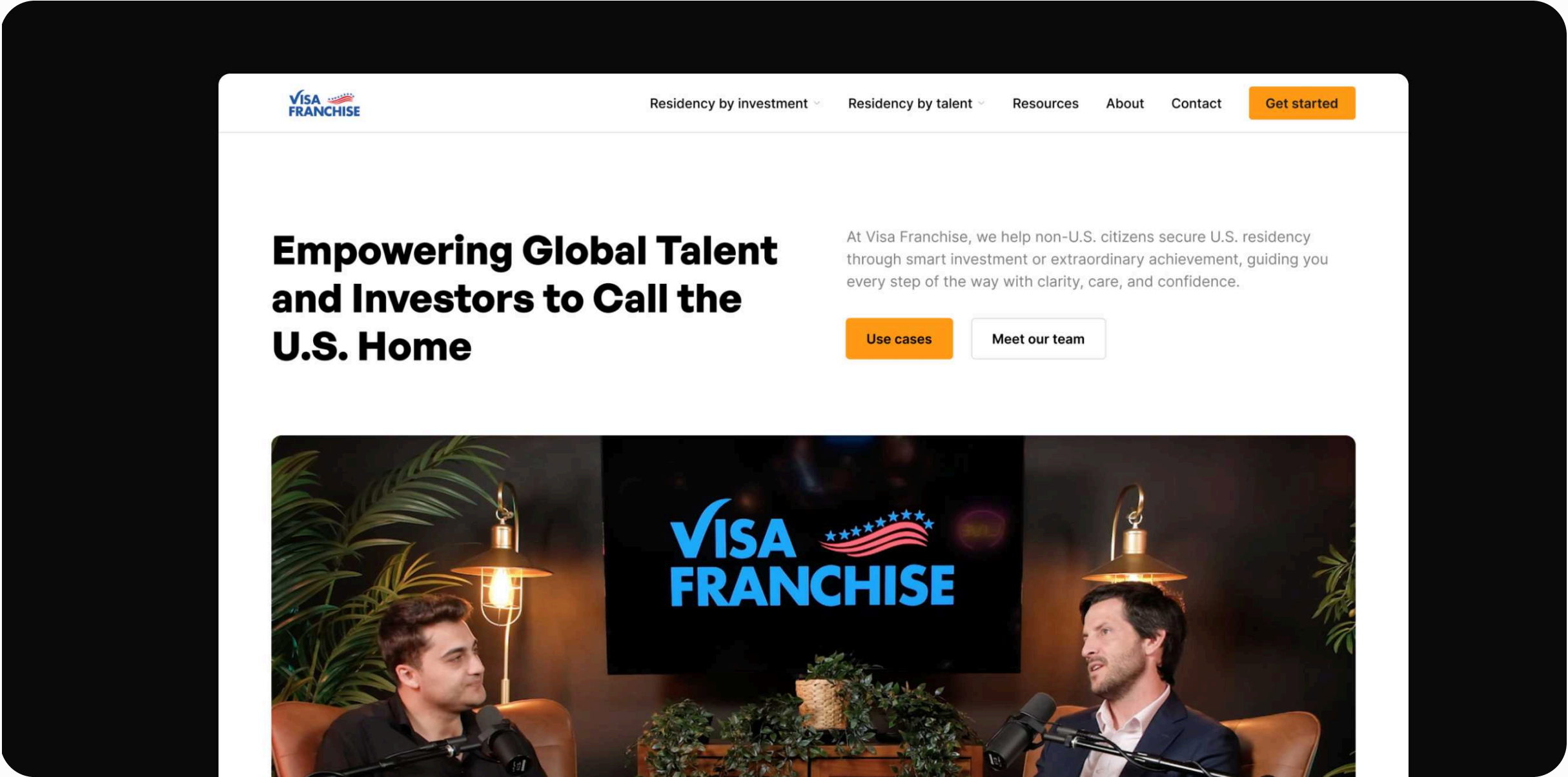
Over time, the site had become weighed down by hardcoded templates, conflicting visual builders, and an overreliance on developers for even minor updates. This not only slowed down the marketing team's ability to launch new campaigns but also created confusion for users trying to understand Visa Franchise's core offering. Our goal was to create a system that's easy to manage, conversion-focused, and clearly communicates the company's value from the first visit.

Key challenges included:

- Outdated WordPress infrastructure
- Hardcoded templates and multiple page builders
- Inconsistent design system and visual hierarchy
- Overloaded blog and resource structure
- Lack of a clear narrative
- Limited lead-generation flexibility

What we did

- Full migration to Webflow in just 3 weeks
- Creation of a unified design system
- Clear homepage narrative and messagingSEO-focused content architecture
- Flexible landing page and gated templates
- Integrated HubSpot forms and analytics
- Refined blog and resource structure



EYEESEE

EyeSee is one of the leading agencies in behavioural research providing predictive insights for shopper, advertising, innovation, and e-commerce optimization.

Engagement

Website design and developemnt

Industry

Market research

Company size

Large Company (100+ employees)

Headquarters

Ghent, Belgium

Challenge

EyeSee contact us do redesign their website for improving conversion rate and migrate to Webflow as a place where they will have more control over their content update and management.

- A tight launch timeline
- Outdated digital presence
- Difficult to keep up with content update

What we did

- Analyze the topic and industry research
- Designed a user-friendly and intuitive website
- Webflow development

150+
Experts

50+
Markets

300+
Studies A Year

Partner up with 150+ multidisciplinary experts at EyeSee, driven by passion to help businesses grow. Trusted by top CPG companies, healthcare innovators, and media trailblazers, EyeSee's proven formula helps navigate today's complex market dynamics with confidence.

SOLUTIONS

[01] PACK

[02] CLAIM

[03] PLANOGRAM & DECISION TREE

[04] SOCIAL MEDIA AD

IN-CONTEXT TESTING

Respondents use their own laptops and mobile devices from home, making your research scalable and effective. We create highly realistic replicas of shopper and digital environments in-house, providing full setup control and delivering competitive insights.

Virtual Stores

20, x 50 and 50 stimuli. Full control over store design.

At home design over their premises. Design of virtual store interiors, store segments, products, and materials, video walk through.

Related Solutions:

Pack

Innovation

Ad & Content

MIX METHODS

VIRTUAL SHOPPING

NAVIGATION

RTM + SURVEY

EYE TRACKING

EMOTIONAL RECOGNITION

CONJUNCT

Available For Collaboration

How can we help?

TVC

Plane

Claim

E-commerce

Subtle

Other

Company name

Acme Ltd.

Your name

John Smith

Email

youremail@domain.com

Message (optional)

Your Message

☐ Privacy policy

☐ Newsletter subscription

Let's Connect

2

SOLUTIONS

METHODS

ABOUT US

KNOWLEDGE

in

WELCOME TO EYEESEE!

OUR LEADERSHIP

OUR MISSION

OUR TEAMS

KNOWLEDGE

Latest & Most Popular:

Rooting for retail success: cultivating insights from Decision Trees

How to navigate e-commerce shopper behavior

LEADERSHIP

Joris De Bruyne

CEO & Founder

View Bio

SOLUTIONS

PACK

PLANOGRAM & DT

CLAIM

TVC

E-COMMERCE

ABOUT US

KNOWLEDGE

CONTACT

TRACKING

EYE TRACKING

Follows the movement of the eye and provides insights into the most visible areas of your stimuli and the order in which customers gather information.

Best Methodology For Testing:

Pack

Innovation

Ad & Content

EYE TRACKING

Follows The Movement Of The Eye And Provides Insights Into The Most Visible Areas Of Your Stimuli And The Order In Which Customers Gather Information.

Ensure your product stands out by knowing:

Are The Product, Ad, Or Website Elements Seen?

How Long Do They Hold The Attention?

In Which Order Are The Key Areas Of Interest Seen?

WATCH DEMO

PACK TESTING

9 out of 10 new packs fail to affect sales for the better. However, testing pack solutions at all stages of development shifts the odds in your favor!

Make your pack the best marketing tool

Make sure your pack is seen

Test at any stage of package development

Ensure product memorability

Make your pack innovation disruptive

Stand out on shelf against competitors

BROWWORKS

COMPANY DECK

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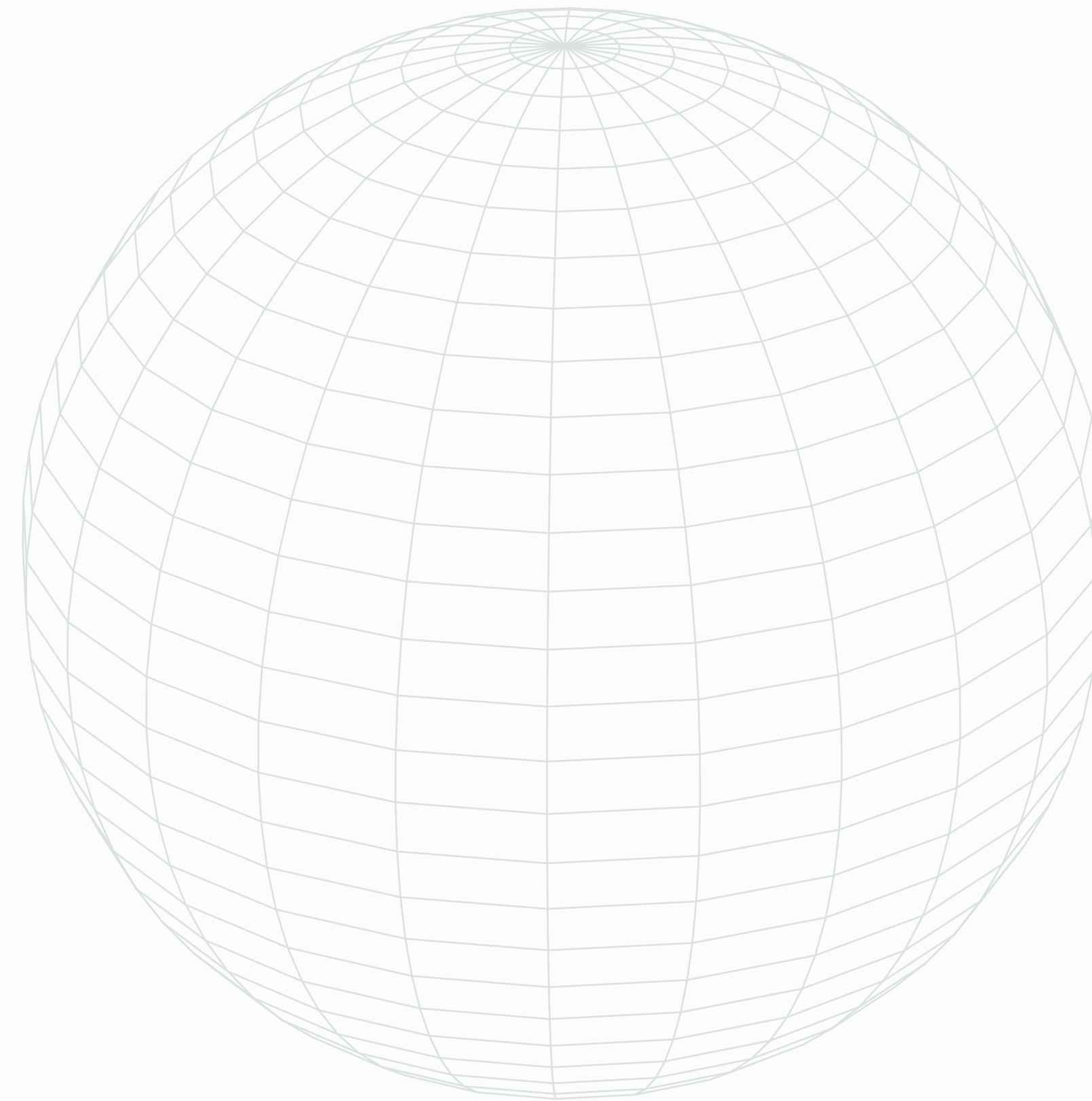
General structure

Founded in 2019

8+ People

Headquartes in Pancevo, Serbia

Remote-local culture



AGENCY STRUCTURE

3 departments

Design

Development

SEO & AEO

8 teams

Webflow development

Branding

UI design

UX design

HubSpot development

SEO

CRO

No code backend

ENGAGE MODELS

We offer two engagement models to fit your needs and team structure

Build

Get a complete website transformation with strategy, custom design, Webflow/HubSpot development, and SEO & AEO setup.

Grow

Get conversion rate optimization, search engine optimization with AEO, marketing automation, and more with a dedicated in-house team.

Hourly

Get a dedicated team to support you as you go with a certain amount of hours to match your flexibility and growth rate.

Build model

Get a complete website transformation with strategy, custom design, Webflow/HubSpot development, and SEO & AEO setup.

Who this model is ideal for:

- ✓ Companies that needs complete brand or website restructure
- ✓ Fixed budgets requiring predictability and initiatives tied to deadlines
- ✓ Startups and companies will looking to get the most value for limited budget

Engagement specifics

\$5,000+

This engagement model is based on a fixed price and this is our usual minimal level of engagement.

3–4 weeks

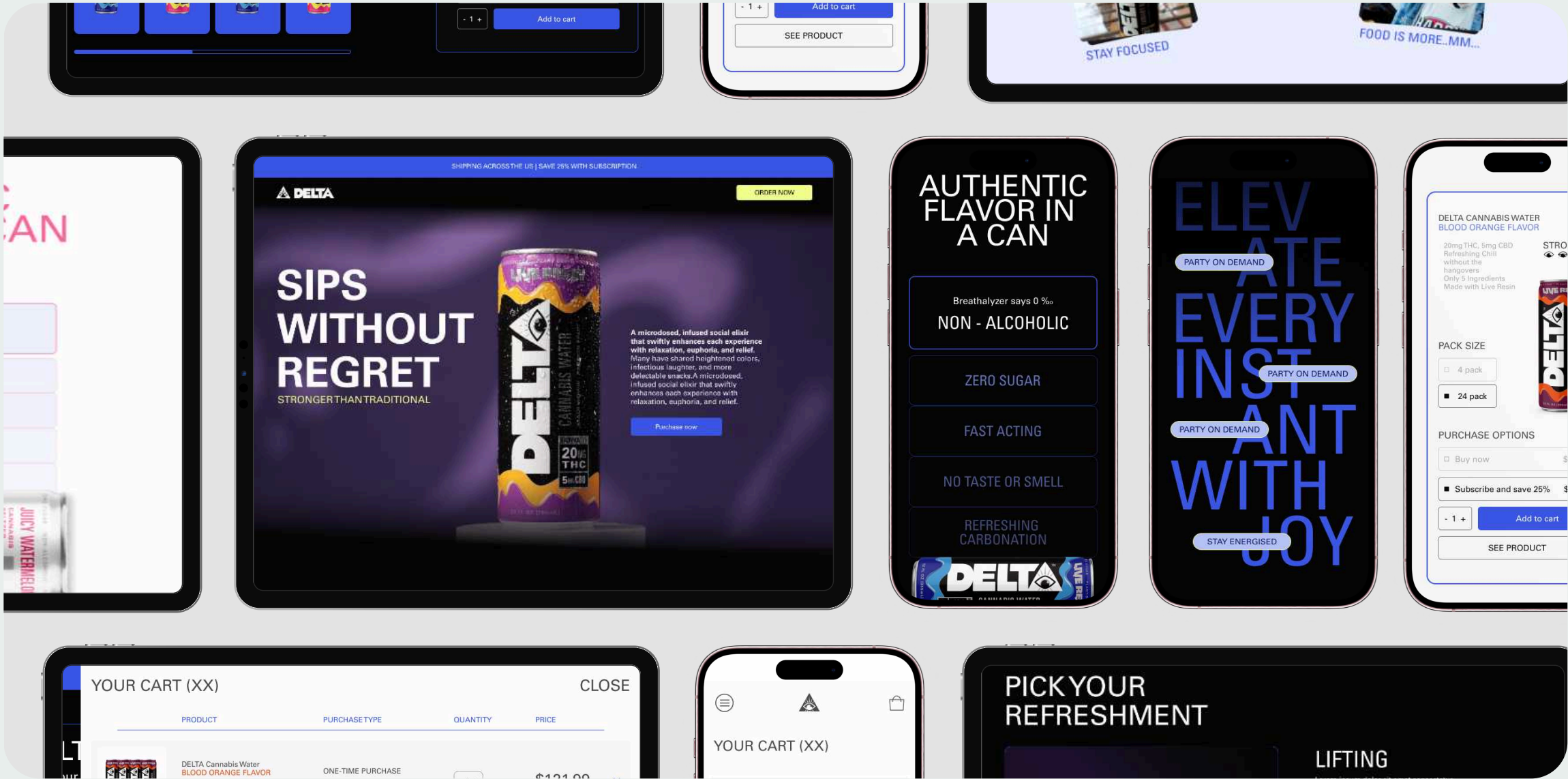
Typical fixed project duration ranges from 3 to 4 weeks to be fully completed, but it may vary.

3–6 experts

Typical fixed project team is tailored of 3 to 6 experts to bring your project from idea to finish.

Website design

We helped brand that own cannabis infused drinks to design their website with maximum engagement and conversion rate, so that they can grow from there.



Migration to Webflow

We executed a complete redesign and migration of the Visa Franchise website to Webflow, focusing on clarity, flexibility, and performance. We restructured the site from the ground up, starting with strategy workshops to define the core offer, target audience, and messaging hierarchy.



Grow model

Get conversion rate optimization, search engine optimization with AEO, marketing automation, and more with a dedicated in-house team.

Who this model is ideal for:

- ✓ Startups and enterprises requiring consistent, long-term digital expertise
- ✓ Organizations looking for a flexible, multi-disciplinary team that grows with them
- ✓ Businesses with ongoing marketing evolution, product development, or technical support
- ✓ Companies wanting to maintain a competitive edge through continuous innovation
- ✓ Enterprises aiming to streamline their digital operations with a single, trusted partner

Engagement specifics

\$1,900/month+

This model is monthly based for ongoing partnerships, ensuring consistent support.

3 months

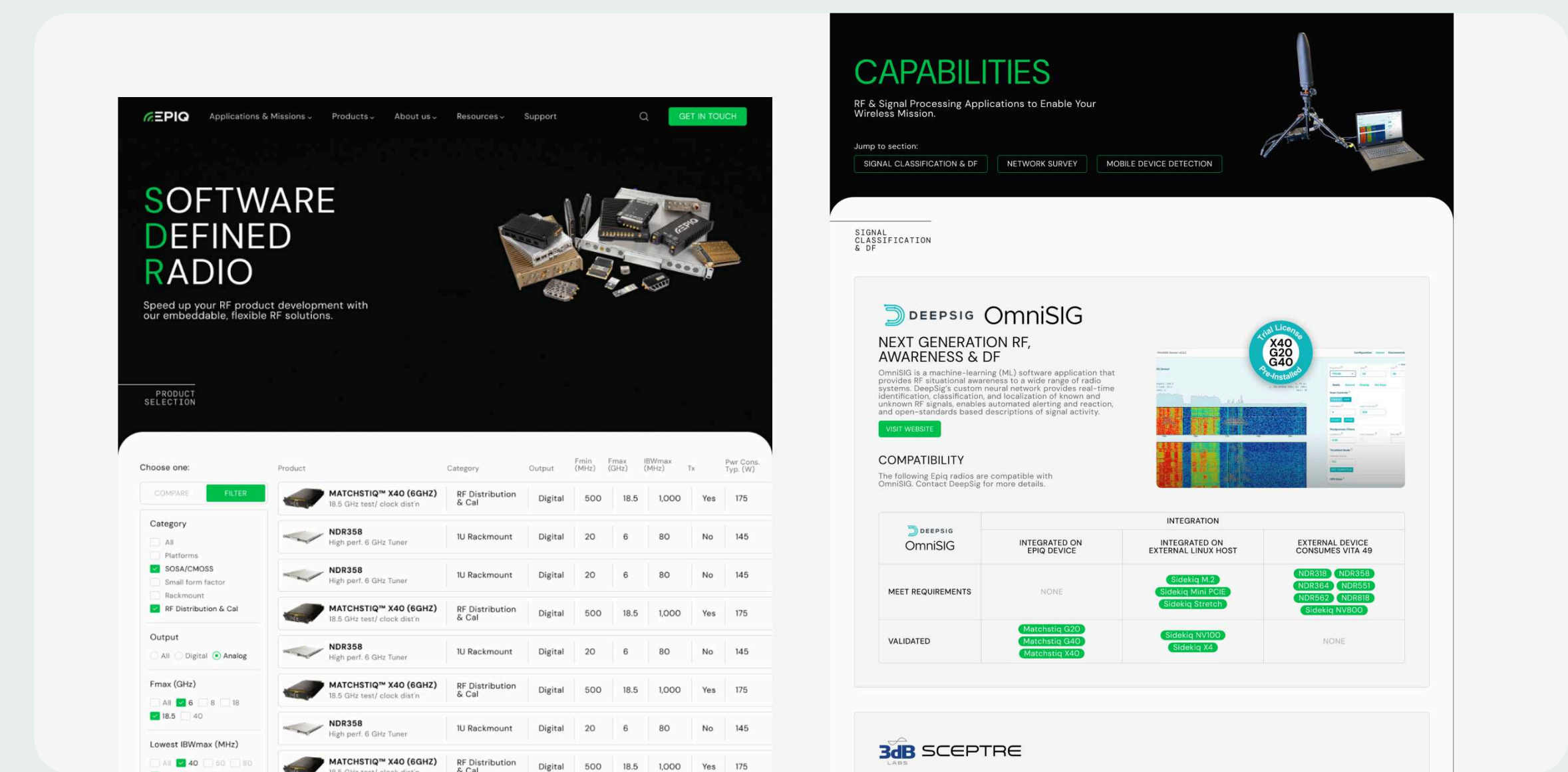
Initial engagement duration, often extended into multi-year partnerships.

3+ experts

A dedicated team starting 3 experts that can scale to meet your evolving needs.

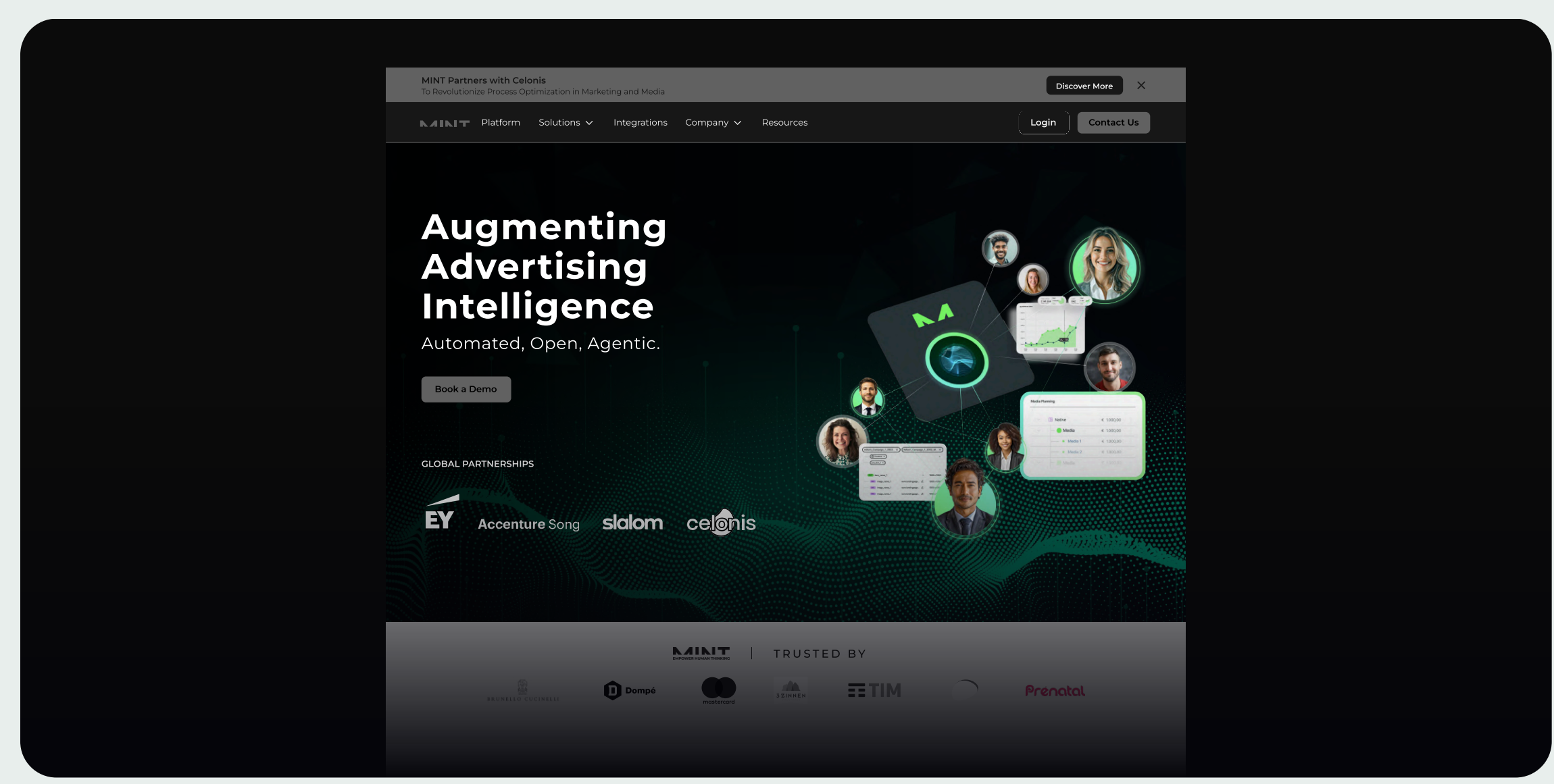
Brand development

We designed and developed two websites for this client and we continue to collaborate and improve them for almost two years.



Website design and improvement

With this client we're partners for over three years and while we initially redesigned their website to start, we're now working on improvements every day.



Hourly model

Get a dedicated team to support you as you go with a certain amount of hours to match your flexibility and growth rate.

Who this model is ideal for:

- ✓ Ideal for businesses needing flexible and scalable services without committing to large, upfront costs
- ✓ Startups can benefit from paying only for the specific hours spent on development, design, or consultation
- ✓ Businesses with ongoing marketing evolution, product development, or technical support
- ✓ Companies that require ad-hoc services or occasional support, offering them the ability to scale work up or down as needed
- ✓ Those who need expert-level services but prefer control over how much they spend on each aspect of the project, especially when resources are limited

Engagement specifics

\$2,000/month+

This model is hourly based for ongoing partnerships, ensuring consistent support.

6 months

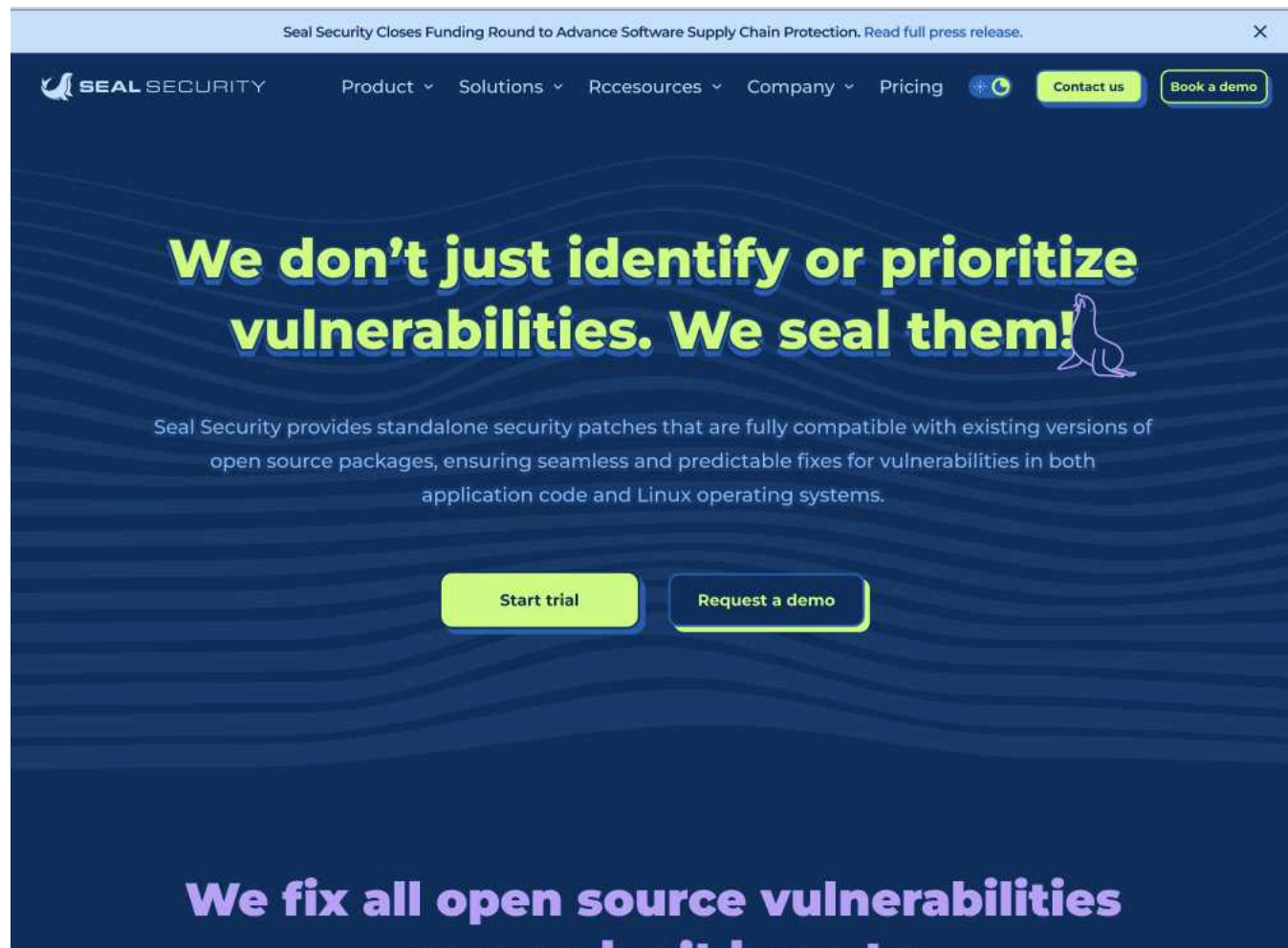
Initial engagement duration, often extended into multi-year partnerships.

5+ experts

A dedicated team starting 5 experts that can scale to meet your evolving needs.

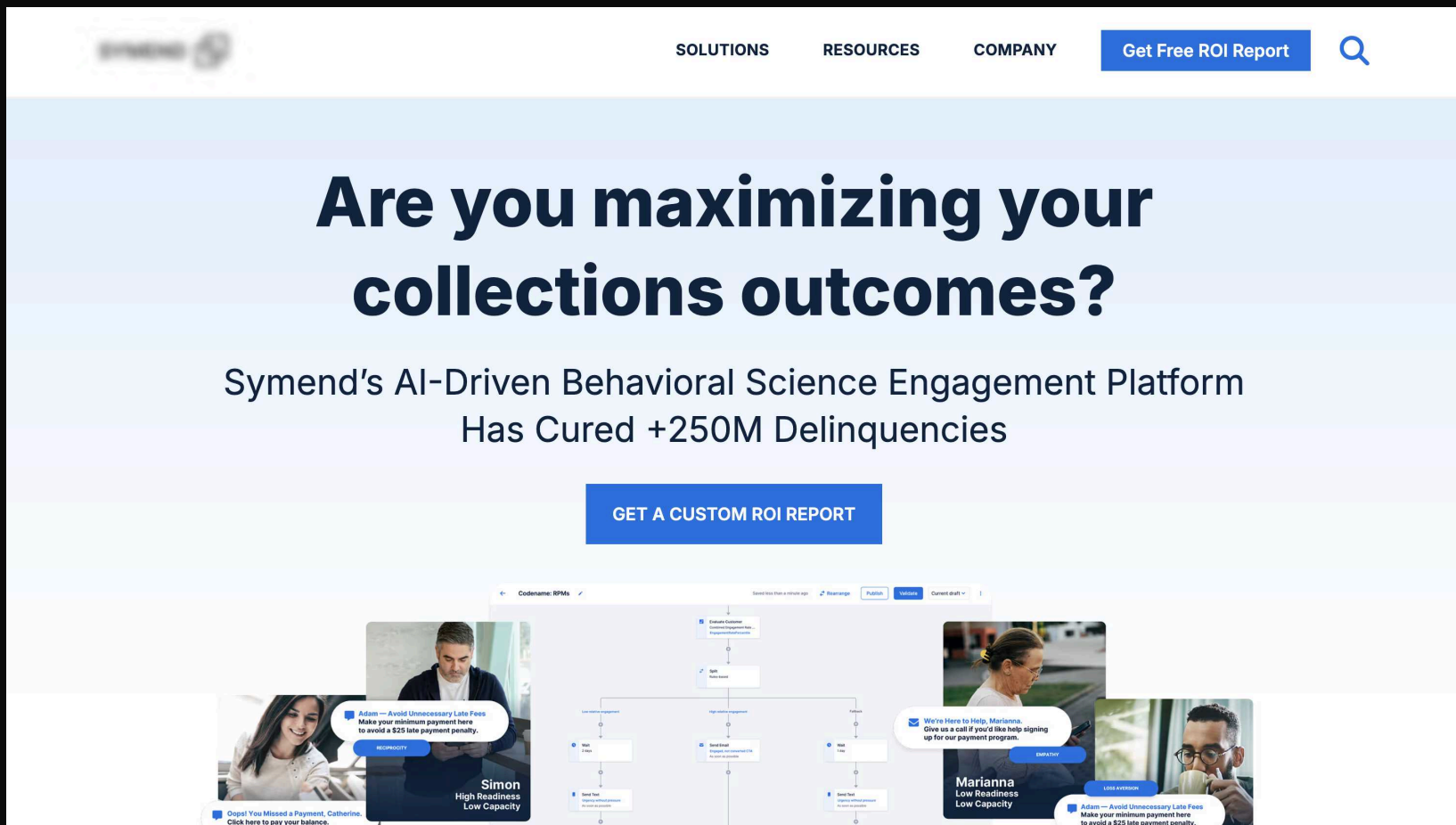
Website improvement

We improved our clients' website to help them reach next stage of funding, with constant support and engagement.



Website improvement

We provide occasional support for our client to improve their website position and organic growth.



More reasons to partner with us

Proven track record

We worked with over 100+ clients in past years and our expertise ensures consistent results-driven success for our clients across various industries.

One key partner

Your all-in-one partner for strategy, design, branding, research, development, automated marketing, and LinkedIn ads. We eliminate the complexity of managing multiple vendors.

Projects tracking

Our clients are provided with clear, real-time metrics and updates, ensuring transparency, accountability, and clear project progress.

LET'S WORK TOGETHER!

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