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COMMUNICATION

Subject: SOCIAL MEDIA, BRAND IMAGE, REPUTATION,
PRESENCE ON THE NET.



SOCIAL NETWORK MANAGEMENT

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FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE

Preliminary Analysis

A strategy requires a verification of the entire social web landscape. Marketing Campaigns Analysis.

Monitoring of Social Marketing campaigns through trend analysis, creation of new

pages related to the campaign and posts and related comments.

Competitors Analysis

- Studying the behavior of one's own competitors through the control of official pages.

- Control of the quotes when conversations compare the brand which is the object of analysis to brand competitors.

These activities can be integrated with quote's analysis of the competitors inside their personal pages.

Will be activated and / or managed:

A **Facebook** profile

A **Youtube** channel

A **Pinterest** profile

A **Twitter** profile

A **Instagram** profile

So that the reference site / e-commerce will be able to get maximum visibility and direct contact with consumers.

During the operational phase determined by the agreed strategy, detailed reports will be created and delivered.

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FACEBOOK PAGE MANAGEMENT

The official Facebook fanpage will be managed (in a neighbouring relationship with the client) in order to create engagement and a substantial fan base of users..

Basic operations

Defining functional layout of the fanpage
Graphic design of the fan page
Fulfilment of tab and implementing functionalities Definition of editorial plan
Daily writing and posting
Organic activity of fan recruiting
Attendance level (active profiles dedicated to the brand)
Implementation processes (post, engagement, sentiment, reputation)
General editorial plan (brand posting)
Relationship-wise level (tone of the voice)

Actions to be done on a daily basis are :

Creating the Italian page

Daily writing and posting
(2 Posts a day at different times with ad hoc created content, disclosing the individual post in private messages, and by using dedicated tags, 1 post per week sponsorship)

Organic activity of fan recruiting (taking advantage of the network created by private profiles, with Fanpage call and creating lists dedicated to targeted calls)

Attendance level (da 5 a 7 profili attivi dedicati al brand, azioni di infiltration in profili dei competitor)

Implementation processes (post, engagement, sentiment, reputation and daily tags via private profiles of the brand and leveraging dedicated lists)

Relationship-wise level (voice tone, changing the way you communicate with Fans by making them an integral part of the page)

SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

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MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE



Basic Operations

Defining an editorial plan.
Daily writing and posting (brand interaction).
Organic recruiting followers activities.
Implementation processes (post, engagement, sentiment, reputation).
Relationship-wise level (voice tone).
Piano relazionale (tone of voice).

Actions to be done on a daily basis are:

Daily writing and posting (daily providing interactions with users on Twitter trends which affect potential customers and users' target)

Organic activity of followers recruiting

Implementation processes (use of hashtags in order to create discussions with users and dedicated posting)

Relational level (voice tone, changing the way of communicating with Followers by making them an integral part of the profile)

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Basic Operations

Defining editorial plan

Daily writing and posting (brand interaction) Organic activity of followers recruiting

Implementation processes (post, engagement, sentiment, reputation)

Relationship-wise level (tone of the voice))

Actions to be done on a daily basis are:

Increasing Boards (every old and new product has to be inserted) Organic activity of followers recruiting

Like and Infiltration inside the Boards of users in target

Infiltration (with dedicated profiles, on Fashion Blogger canals, Magazines)

SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

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FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE



INSTAGRAM PROFILE MANAGEMENT

Instagram è un'applicazione che permette agli utenti di scattare foto, applicare filtri, e condividerle su numerosi servizi di social network, compresi Facebook, Twitter, È compatibile con qualsiasi i-phone, i-pad. Android

Basic operations

Defining an editorial plan
Daily writing and posting
Organic activity of followers recruiting
Implementation processes (post, engagement, sentiment, reputation)

Actions to be done on daily basis:

Daily writing and posting (providing daily interaction with users by using tags)
Organic activity of followers recruiting
Infiltration (with dedicated profiles, on Fashion Blogger canals, Magazines)

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MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE



YOUTUBE - VIDEO SHARING

Management of the existing channel of video sharing on all platforms to be used, or the creation of a brand new one.

- Media content sharing
- Continuous posting
- Creation of multimedia content
- Digital Pr with Channels in TARGET

All the data related to the company will be there (website and company description)

Here we give some examples of videos that may be produced in order to create contents:

- History of the producing company (interview with founder)
- Virtual tour at the producing company during the respective stages of production - Analysis of critical control points
- Tutorial Video of the products' realization
- Virtual tour of the companies that produce in order to strengthen the "made in Italy"
- Specialized personnel that gets involved in the achievement of the finished product - Digital Pr with Channels in TARGET

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WEBSITE CREATION AND MANAGEMENT

Web development and website management.

A website will be developed and managed.

A dynamic website based on a Content Management System fits well the needs of brands who need frequent updates of their image and informations.

- Responsive: The website will be available on every kind of device (mobile, tablet, desktop).
- Personal Texts and layouts made by professional copywriter and designers.
- Easy to use: attention to the immediacy with which the brand message is conveyed through the website.
- Flexibility: possibility to edit, add, delete sections freely.

SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE

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E-COMMERCE

Store virtuale per la vendita online

L'esperienza acquisita ci permette di strutturare siti sia con classiche piattaforme opensource (Magento, OpenCart, Prestashop, Joomla VirtueMart, XCart), ma anche siti sviluppati ad hoc con piattaforme proprietarie, in modo da rispondere alle singole esigenze dei Clienti. Questo lavoro permette la massima personalizzazione e la continua ottimizzazione di tutti gli aspetti della promozione e della ricerca prodotto all'interno del sito.

Ci preoccupiamo di gestire le pratiche per l'attivazione del conto corrente per la vendita on line e la sua collimazione tramite chiavi MAC per la sincronia delle transazione, in modo che l'acquirente sia del tutto sicuro durante l'acquisto.

Nel dettaglio:

- Configurazione server e ambiente LAMP per installazione software
- Design di un template personalizzato (aspetto grafico del sito)
- Ottimizzazione delle immagini prodotto
- Migrazione i eventuali contenuti esistenti o nuovo inserimento
- Sviluppo e configurazione dei moduli aggiuntivi requisiti
- Traduzione del sito nella sua struttura completa (prodotti esclusi)
- Traduzione dei prodotti all'inserimento
- Assistenza e supporto amministrativo del software
- Assistenza tecnica ed Help Desk

SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

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MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE

SERVIZI FOTOGRAFICI

Servizio Shooting

Un fotografo ed art director dalla comprovata esperienza in shooting fotografici nel settore provvederà ad effettuare due shooting a stagione, nello specifico:

- shooting tecnico
- shooting di campagna

E' prevista la realizzazione di un videoclip a stagione.

Sono compresi nei costi una modella ed un modello, trucco, parrucco, stylist, luci, post produzione, impaginato e location - per location particolari si concorderanno di volta in volta i costi.

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REALIZZAZIONI GRAFICHE

Per lo sviluppo ed incremento Social verranno realizzate Grafiche Dedicare e nello specifico:

Grafica layout funzionale fanpage

Graphic design pagina fan

Realizzazione tab e implementazione funzionalità

Tutte le grafiche saranno specifiche e con formati dedicati per ogni singolo Social.

SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

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SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE

ENDORSEMENT / BLOGGERS

Endorsement + Bloggers

La nostra rete di blogger conta oltre 250 Blog affiliati (numero in costante crescita): Il Brand potrà ottenere diverse recensioni di prodotto con indicazione degli eventuali store on-line e la pubblicazione sulle pagine social dei medesimi Blog.

Non utilizziamo i Blogger come "vetrina" per Post che hanno una visibilità breve, ma collaboriamo con chi accetta la sfida e sposa la causa, creando veri e propri articoli ad Hoc dedicati al Marchio.

Successivamente alla pubblicazione ufficiale della notizia, è prevista l'attività di divulgazione tramite «infiltration», dando priorità ai social network più vicini al settore d'interesse.

Garantiti 2 Indossi a stagione da parte dei Bloggers + **Vip Endorsement** In caso di occasioni ad Hoc (Fashion Week , Pitti ecc)

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SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE

DIGITAL PR

An extensive network of relationships will be launched with leading Blog / Forum on target (including those reported by the customer).

In this way it will be possible to make people talk about the site, in order to produce useful links to index-link us.

The labor will be implemented with similar actions on the main thematic Blogs. Digital PR social principals Facebook, Twitter, Youtube, etc...

Public relations' activities will be constant even on socials during the whole collaboration period.

The goal is to make people talk, creating questions, placing answers, etc

Influencers

L'attività di pubbliche relazioni sarà costante e coinvolgerà Influencers in Target che collaboreranno e divulgheranno il marchio, utilizzando i loro profili social personali e pagine Web.

L'obiettivo è quello di far parlare la gente creando domande, ponendo risposte.

Sarà avviata una fitta rete di rapporti con i principali Blog/forum in target (compresi quelli segnalati dal cliente).

In questo modo sarà possibile far parlare dei sito in maniera da produrre link a noi utili per indicizzarci.

Il lavoro sarà implementato con azioni analoghe sui principali Blog tematici . Digital PR presidi social Facebook, Twitter, Youtube, ecc..

L'attività di pubbliche relazioni sarà costante anche sui social durante tutto il tempo della collaborazione.

L'obiettivo è quello di far parlare la gente creando domande, ponendo risposte, etc

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PRESS UFFICIO STAMPA

Press promotion

DL Consulting è composta da un team di esperti che si occupano del nostro Press Office attiva in Italia, in collaborazione con i più grossi Centri media e testate giornalistiche.

Riusciamo a rinnovare la propria immagine con un occhio attento al budget, cogliendo in ogni progetto l'opportunità di rompere gli standard tradizionali, di creare concept innovativi con un approccio creativo, nel rispetto dell'identità del brand e del Cliente.

SOCIAL NETWORK
MANAGEMENT

FACEBOOK MANAGEMENT

TWITTER MANAGEMENT

PINTEREST MANAGEMENT

INSTAGRAM MANAGEMENT

YOUTUBE - VIDEO SHARING

WEBSITE DEVELOPMENT

E-COMMERCE

PHOTO SERVICES

GRAPHIC DESIGN

ENDORSEMENT / BLOGGERS

DIGITAL PR

PRESS OFFICE