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POPART STUDIO

- Company profile
- Process and the way we work
- Terms of use of our services

art@popwebdesign.net

www.popwebdesign.net

Table of Content

VISION AND APPROACH

OUR WORK REPRESENTS THE CULMINATION OF CREATIVE VISIONS, GREAT IDEAS, AND COMPLETE DEVOTION.

Led by a strong vision and a belief that everything is possible, that internet provides endless possibilities and equal chances to everyone to fulfill their goals, no metter if they have or don't have an initial investment capital.

We haven't tried, but always stubbornly believed and known that success is going to come.

If you visualize something happening in the future, the universe will make it happen. The idea that has grown like a seed since 2007, through development of skills and knowledge, culminated with the creation of website www.pop-webdesign.net in 2009, and the company PopArt Studio was founded in 2010.

We have realized that there is a thin line between a dream and reality, so we give our best to unite creativity and knowledge, persistence and professionality, to help our clients make their dreams come true.

We are truly led by the idea that the future is going to be set out of many digital dots, and we definitely believe that we are the right team to help you connect those dots into a beautiful picture. We share our ideas, skills, cups, chocolate, and lots of laughs. We believe that team work can create miracles for every kind of a project or a task.

We are web developers, web and graphic designers, social media managers, creative and artistic directors, digital strategists, accountants, human resources managers, IT engineers, data scientists, project managers, and most of all – colleagues and friends.

Comprehensive and complimentary team that brings in the passion and elevates knowledge.

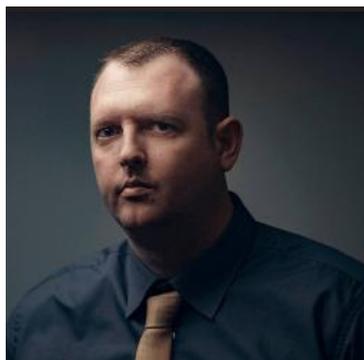**Founder and CEO:**   *Dejan P .*

GO EVEN FURTHER THAN YOU COULD EVER IMAGINE.

YOUR TEAM

PEOPLE YOU WILL COLLABORATE WITH:

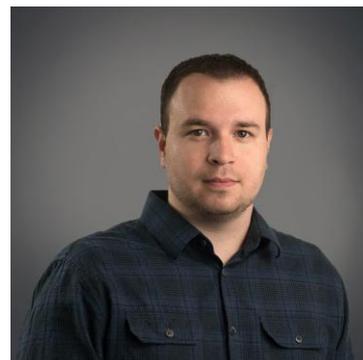### Popovic Dejan
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NUMBERS

THE SUCCESS OF OUR BUSINESS CAN BE DESCRIBED USING THESE NUMBERS:

6017
PROJECTS FOR 4028
SATISFIED CLIENTS
SO FAR

98%
OF CLIENTS HAVE RATED
OUR WORK WITH
5/5 STARS

87%
OF OUR CLIENTS
HAVE REPEATEDLY
COLLABORATED WITH US

10
YEARS OF EXPERIENCE

39
DESIGNERS, DEVELOPERS,
SEO SPECIALISTS

999999+
E-MAIL MASSAGES
SENT SO FAR

18
AWARDS

4
LOCATIONS

NO. 1
AGENCY ON CLUTCH

VALUES

TANSPARENCY

It is all about sincere communication and transparency which PopARt Studio always aspires to. How often have you had a chance to work with real humans in this business, those who are wholeheartedly devoted to your project, working upon it efficiently, precisely, with personalized approach, as if they were doing it for themselves?

We firmly believe in the power of collaboration, and we are sure that our full potential can only be unleashed when we work together.

Long-Term Partnership

We honestly believe that a true potential of a collaboration can only be fulfilled if we aim to accomplish a long-term partnership, not just to completely understand the products and the relationship we are building, but because we can make it much better when we work together.

We face every challenge with an open mind, by carefully listening to wishes and thoughts of our clients, because every brand has a preacious and unique story to tell.

Continuous Development

Think, research, look around yourself, and improve. We have been in the business for a while now, and if there is one thing that we've learned along the way, it is this - nothing lasts forever. Our ability to grow and adapt is by far the most significant lesson we've learned..

We never stand still! Every day we experiment, test, and we dare. We are eager to find out what the future will bring.

PopArt is in details

Our projects are built upon an in-depth research. We pay special attention to details, customers, and need of our clients and users.

What makes us such perfectionists?

We know that beauty, creativity, and training can help you experience unforgettable experience. We are not intimidated by numbers, and we believe that data, precision, and originality are our best alies.

Credibility

PopArt Studio was recognized as a renown studio in 2014 by the Awwwards organization, and by the CSS Design Awards as well. Our vision is aimed at making meaningful concepts and digital experiences. It is transmitted to websites that we make, branding, and other services. Exceptional experiences incorporate design and technology innovation, and we offer a strong digital presence to the brands.

Wisdom Within a Strategy

We develop seriously efficiant and creative strategies together with our clients, in order to enable their brands to evolve: digital marketing, together with a social media strategy well thought through, can be a single most important thing for efficient communication, especially if it was crafted with expertise and passion.

Through our web and graphic work and development, we want to see what's hiding between the lines. Our job is mostly technical and organized, but sometimes it can be magical. The final outcome gives us much pleasure and joy.

Inexhaustible Creative Playground

Creative digital communication that reaches people and brings brands to life by giving them identity. We combine creativity and technology in order to make unique digital experiences that make people feel connected to them, and send a message straight into the heart.

We strive to achieve an outstanding excellence in everything we do, and we are truly passionate about it. It means that we value our talents, and nurture the company growth with a positive corporate culture, and acceptance of changes, technologies, and innovations.

That way, we can bring truly creative solutions to our clients and usually exceed their expectations. Surpassing our own creative limits is our favorite thing to do!

Collaborative team, working shoulder by shoulder, is our biggest strength.

PopArt Studio stands out from other agencies by offering a plethora of creative and stretegic services for brands, companies, foundations, and other organizations.

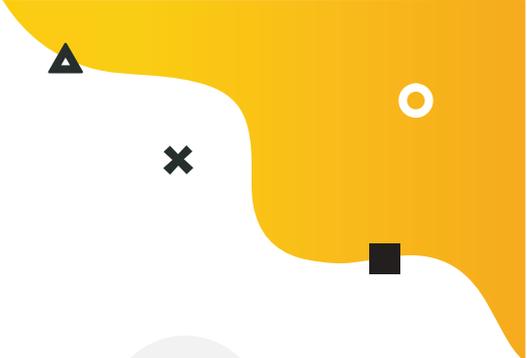We help our clients by teaching them to use the solutions we build together.

SOME OF OUR FENOMENAL 6,000 CLIENTS

CLIENTS ABOUT US

"

PopArt Studio has brought our internal page closer to who we are as a company and community of young, talented, and intelligent people. They first listened, then they gave us complete ideas, and they continued to offer support. The end result is the graphically creative, professional, and very user-friendly solution.

Sandra Lazić Kuzmanov,
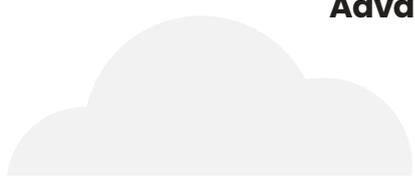**HR Generalist, Schneider Electric DMS**

"

"

Great team and support. We have been very demanding and PopArt has done a fantastic job.

Ryan Williams,
AdvantageTec - San Francisco

"

"

PopArt is a creative powerhouse in the beautiful city of Novi Sad. Check out their portfolio spanning 38 countries, and experience for yourself their incredible level of design standard.

Ken Soh - Singapore

"

# SOCIAL RESPONSIBILITY AND EDUCATIONAL CENTER

Socially Responsible Company

,Deputy of a regional secretary for trade and tourism, had visited susccessful and socially responsible company PopArt Studio in Novi Sad. Secretary deputy said that it was a pleasure to look inside the company which, besides achieving exceptional results, opens up new job vacancies, and stand out with its socially responsible business." - vojvodina. gov.rs

Partners in Education

All relevant educational institutions in the country, from universities to academies, have a signed protocol of collaboration with PopArt Studio. Notable institutions include GRID department at the Faculty of Technical Science in Novi Sad and Faculty of Mathematics in Belgrade. That way, young, talented, and perspective developers, designers, and digital marketing experts have a secured program for practice and career development. We have also hosted students from Cyprus, Italy, Albania, and Montenegro.
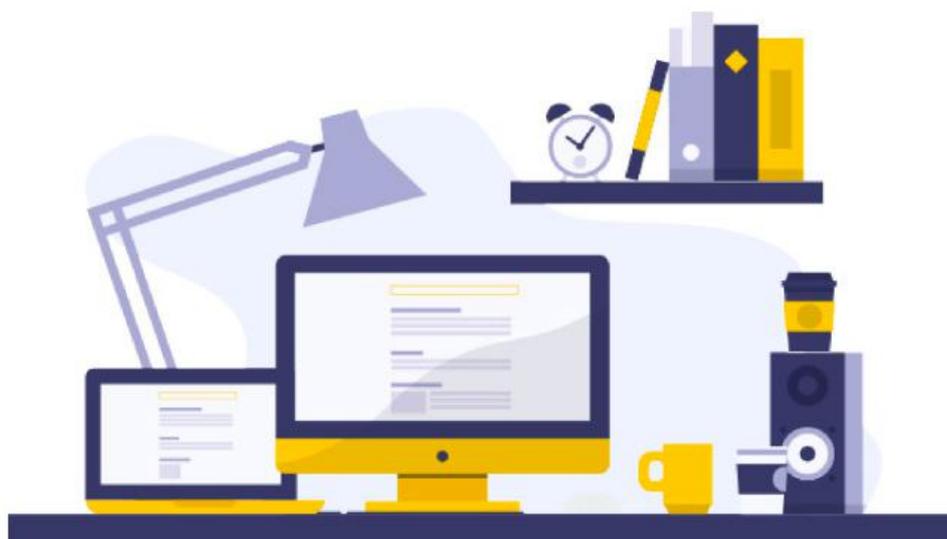
Positive Financial Trend

During the last 10 years, since the company was founded, there is an evident growth in percentage throughout every year. It shows a clear growth in resources, as well as in the number of employees, projects, and clients.

WHAT EXACTLY DO WE DO

WEB DEVELOPMENT

Front-end and back-end development (web presentations, e-shops, apps)

WEB DEVELOPMENT	E-COMMERCE	WEB APPLICATIONS

DESIGN

Web and graphic design, logo, print design, labels and illustrations

WEB (UI/UX) DESIGN	COMPLETE BRANDING	ILUSTRATIONS
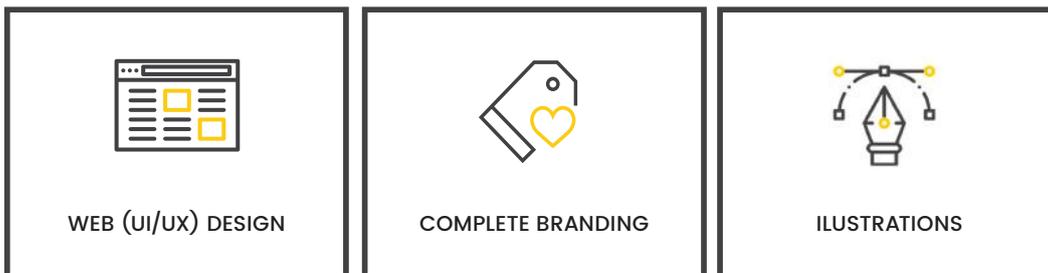
DIGITAL MARKETING

SEO optimization, Google Ads, social media, copywriting

SEO SERVICES	ADWORDS/PPC CAMPAIGNS	SOCIAL MEDIA

ADDITIONAL SERVICES

Website maintenance, GDPR compliance, and SSL integration

WEB MAINTENANCE	GDPR COMPLIANCE	SSL IMPLEMENTATION

HOW DO WE DIO IT

WEB DEVELOPMENT

WEB DEVELOPMENT	E-COMMERCE	WEB APPLICATIONS

WHAT DO WE CODE?

We do web development, both front-end and back-end development.

WHAT WEB DEVELOPMENT SERVICES DO WE OFFER?

Concrete outcoming products of web development are:

- Web presentations (from one-page websites to more complex web presentations),
- E-commerce solutions (online stores from custom solutions to platforms, with or without online payment integration and various other requests),
- Web applications (from simple to complex web applications, directories, and specialized web applications).

WHICH PROGRAMMING LANGUGES AND TECHNOLOGIES DO WE USE=

We use: HTML5, CSS3, Sass, Bootstrap, Flex, GULP, JavaScript, jQuery, AJAX, Vue JS, React JS, PHP, MySQL, MVC Pattern, GIT.

HOW MUCH EXPERIENCE DO WE HAVE?

PopArt Studio was launched 10 years ago, and our team of developers include those with junior, medior, and senior level of knowledge. We have been deeply immersed with WordPress development for the past 10 years, and the same ammount of time we spent developing custom solutions as well.

WHICH PLATFORMS AND FRAMEWORKS ARE WE FAMILIAR WITH?

- WordPress CMS
  - Custom WP themes development
  - WooCommerce development
  - ACF, WPML, BuddyPress, Paid membership PRO
- LARAVEL framework
- Full custom development

WHAT IS CMS?

CMS (*Content Management System*) is a system for managing web content. Every website that we build has an integrated CMS, unless the client demand otherwise. With CMS you can manage and edit existing web pages, text, images, and every other element that is created to be changable. If you want to add new pages, you can make that happen by using layouts that we would design for you upfront in order to keep the design consistent.

WHAT IS ONE-PAGE WEBSITE?

One-page website (also called *one-pager*), as the name implies, represents an entire web presentation created on a single page. This kind of website has been really popular during the past few years. Although the site is technically made out of one page, it is necessary to build some other pages as well, such as the 404 error page which will direct users towards the homepage in case they entered the wrong URL address.

WHAT DO WE MEAN BY WEB PRESENTATION?

Web presentations are websites through which companies, organizations, or individuals represent themselves or their business on the internet. The most common pages within the navigation menu of a web presentation are Home, About us, Services, Gallery, FAQ, References, Contact, Terms of Use, Privacy Policy, and 404 error page. The list of pages depends on client's wish and the website's purpose, so you could have a smaller or a larger web presentations.

WHAT DO WE MEAN BY WEB APPLICATION?

Web application is a kind of a website that is specilized for a certain area, with specific functionalities. For example, it can be a platform that enables users to filter geolocation, for instance, or it can be a membership system for users, or a different idea presentation. Web applications can resamble already existing sites or they can show client's idea for something completely new.

WHO IS WORKING ON A DEVELOPMENT PROJECT AND WHAT IS THEIR ROLE?

Front-end developer is:
 - coding all pages
 - creating animations
 - making *hover* effects
 - defining templates of code while keeping track of the best industry practices
 - checking the code in a validation tool after every developed page
 - cretaing responsive design, i.e. adjusting the website to fit the screen of all mobile devices such as laptops, tablets, and cell phones.

Sometimes, more than one developer is assigned to a single project. They cooperate using Git version control.
Version control is an excellent solution for solving problems through shared files. The concept is this: there is one main repository for all the project files. Team members check those files, make changes, and then update them (commit). Version Control System (VCS) automatically tracks who made changes in files, when the change occurred, and what had been changed.

Back-end developer is:

- programming the coded pages that front-end developer has delivered, and programming the necessary functionality

- working exclusively on functionalities that will be visible to website administrators (as opposed to front-end developers who work on everything that is on the "front end" -everything that users will see in the web browser (Firefox, Chrome, IE, Safari, Opera))

- working with programming languages: PHP, MySQL, JavaScript

THE PROCESS OF WEBSITE DEVELOPMENT

WHAT ARE THE STEPS WITHIN A PROJECT?

1. After receiving a query from a project, first we go through the project documentation with a client to answer the majority of initial questions and define concrete requests. That way, we get basic, initial information that we use to create the offer.

2. When the offer is accepted, we organize an internal meeting with a designer, developer, SEO specialist, and a project manager. During that meeting, everyone get the necessary information and instruction about the project realisation.

3. Designers create a solution, but before they send it to the client, they go through design with dedicated developer and an SEO expert to make sure that all requests are met and that the design is SEO-friendly.

4. When a client approves the complete design solution, developer starts coding the pages based on the PSD or XD files they get from a designer. At that point, there is an obligatory meeting with a designer in order to ensure a good communication and make sure that a designer explains his/her vision of the user experience. Then, all the finished pages go through the revision to see if something is missing, to test links, buttons, elements, functionalities, etc.

5. After a developer has coded the project, he gets another colleague developer assigned to him as a code reviewer in order to keep the consistance and the quality of written code.

6. Simultaniously, the project is tested while QA tester and colleagues from SEO implement basic and final SEO arrangements.

7. After the client's approval, site goes from test server to production server.

WORDPRESS DEVELOPMENT

WHY WORDPRESS IS ONE OF OUR CHOICES?

In our previous experience, WordPress has shown to be the best CMS for the majority of projects. The fact that Sony, CNN, eBay, NBC, TIME, UPS, ESPN, BBC, Xerox, Nokia, Facebook Newsroom, Google Ventures, and companies alike, use it as their main platform, points to its great popularity and wide appliance.

PROS AND CONS OF WORDPRESS PLATFORM?

WordPress has evolved from blog platform to the platform with the wide range of appliance. Decades of work witin the multimillion community of developers has contributed to the fact that WordPress has become the most frequently used platform in web development, that is constantly being upgraded. It has an excellent CMS, but WordPress is not the best solution for every situation. The client should be informed about the possibilities of another technology that goes along with their needs.

HOW DO WE BUILD SITE WITH WORDPRESS PLATFORM?

Our designers create a unique design, and after your approval, we create a unique theme for you.

DO WE USE PREMIUM OR FREE THEMES?

We do not use free themes, nor Premium ones, except in extremely specific situations when a client is asking for a certain theme. In this case, the project will be accepted only if it's aligned with the concept of a demo website version.

UNIQUE VS. PREMIUM THEME?

Premium themes are created with the aim to be sold. It is very hard, almost impossible, to create a better visual solution than already created, so it is usually easily recognizable when there is a bought theme in the game. Besides that, their massive use is usually connected with the issue of vulnerability. In other words, you can get a theme that covers 20 different niches, so there is 95% of the code that you don't even need. Advantages of a unique theme include unique design, drastically higher level of safety, non existance of the unnecessary code, easy configuration, and an SEO-friendly website.

WHICH PLUGINS DO WE INSTAL?

If we don't specifically need a plugin for something, it is better not to use it at all then. The lesser plugins, the better. That is our philosophy.

From the WordPress plugins, we usually instal ACF, SEO All in one (or Yoast SEO, depending on a client's wish), and Fastest cache.

WHAT IF YOU HAVE A MULTINGUAL WEBSITE?

If a website need to be adjusted for additional languages as well, then we use original, licensed version of the WPML plugin. The cost of WPML, which performes as the best WordPress plugin for multingual sites, is $250. But we do not charge this to our clients, we implement it for free. Mind that WPML creates a functionality that enables fragments on the website to be translated with the option *string translation*. That way, linguistic sepparation becomes well-organized, but the translation is not automatic.

E-COMMERCE

WHAT EXACTLY IS AN ONLINE STORE (E-COMMERCE WEBSITE)?

Online store is a website through which people can directly buy products and services. So, call to action on this kind of websites isn't leading only towards contact form, but towards adding items to a shopping cart or making a direct purchase or an online order, too. That is also the main difference between a web presentation and an e-commerce website.

HOW DO WE CREATE AN ONLINE STORE?

We usually build an e-commerce website by designing a unique theme and implementing WordPress plugin WooCommerce. Besides that, we can create an online store by using PHP framework named Laravel, or we can do it without any kind of a platform or framework, by coding it from scratch. The choice of technology depends on client's needs, e-shop concept, and the budget.

WHICH PAYMENT GATEWAYS CAN WE IMPLEMENT TO E-COMMERCE SITE?

One of the possible solutions for a functional online store might be the creation of an in-between solution that connects web presentation and an online store. In that case, there will be no online payment. Products and services would be presented on the site, and there would be a form to fill out to place an order. Payment would be due upon delivery, and the seller will get in contact with buyers to discuss the pricing options. The other solution would be the creation of the website with clearly defined prices and the possibiluity of a direct online purchase.

Payment methods may include:

- debut and credit cards
- services like PayPal, Stripe, 2Checkout and others (depending on your location and the type of goods you are selling)
- via wiretransfer
- upon delivery
- or any other kind of service, if a client has other preferences

WHICH ARE THE STANDARD FUNCTIONALITIES OF AN ONLINE SHOP, AND WHICH ARE NON-STANDARD?

Standard:
- Entering/Modifying/Deleting of the products and product categories
- - by product we are counting in the photo of the product, description, quantity, price
- Shopping cart (entering and deleting products)
- Product sorting (popular, recently added, sorting by price ascending and descending)
- Check-out page (display of the selected products in the shopping cart and payment details)
- Payment and delivery form

Non-standard:
- Subscription
- Coupons
- Variable products which have different dimensions, characteristics, colors
- Non-standard sorting and product filtering

WOOCOMMERCE

WHAT IS WOOCOMMERCE?

WooCommerce is a plugin for WordPress which proved to be the best webshop plugin for WP platform. WooCommerce makes things easier, but only with its installation the development of the theme and further developments begin. Automattic company, the owner of the WordPress, works on further develop-ment and updating of the WooCommerce plugin.

WHAT VERSION OF THE WOOCOMMERCE PLUG-IN ARE WE WORKING ON?

Every project is started on the latest WooCommerce plugin which is available at that time and the website is adapted for that final stable version. Each sub-sequent version carries template changes and adaptation to newer versions is required.

CUSTOM AND LARAVEL DEVELOPMENT

WHAT IS LARAVEL?

Laravel is a PHP framework, which is also the most popular one and also extremely secure. Laravel framework helps in maintaining the code writing methodology in order to create a product with a clean code while notifying if there are any mistakes. This way the project organization is much cleaner.

WHAT IS THE ADVANTAGE AND WHAT IS THE DISADVANTAGE OF THE CUSTOM SOLUTION?

Each project should be taken into account and alongside the consultations with our team of experts, we would together choose the adequate solution. Sometimes the best solution is to completely uniquely organize and write the code and avoid using open source platforms or frameworks for the creation of the web application. Advantages of the unique solution are great flexibility, application speed and the reduction of the unnecessary code, while the disadvantage is the price which is always higher when it comes to creating the completely unique solution of the web application.

ADDITIONAL INFORMATION – DEVELOPMENT

WHICH SYSTEMS FOR PROJECT MANAGEMENT AND COLLABORATION ARE WE USING?

- Trello
- Redmine
- Asana
- ActiveCollab
- InVision

IN WHICH LANGUAGES AND WHICH THROUGH CHANNELS IS THE COMMUNICATION POSSIBLE?

- Languages:
- Serbian
- English
- German

Communication channels:

- Personal (meeting)
- E-mail
- Phone
- Skype (chat or video call)
- GoToMeeting platform
- Viber, WhatsApp

HOW CAN YOU HIRE US?

- It is possible to hire a dedicated developer whose hourly rate is calculated. The hourly rate depends on the project type and the developer's experience, while the regular price is 25€ per hour.
- It is possible to get a fixed price per project.

HOW DO WE DO IT

DESIGN

WEB (UI/UX) DESIGN	FULL BRANDING	ILLUSTRATIONS
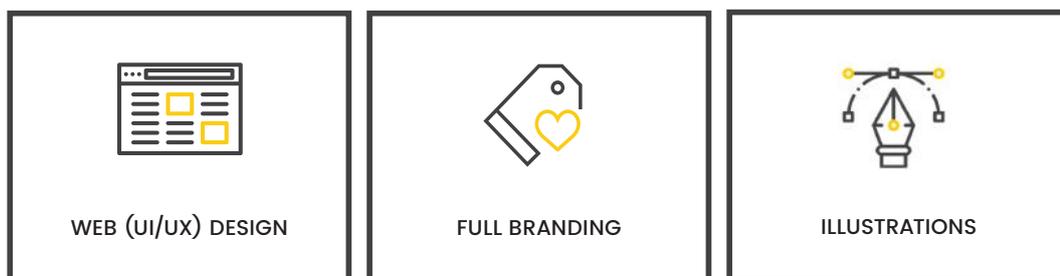
WHICH PRODUCTS DO OUR GRAPHIC DESIGNERS CREATE?

We design:

- Logo design
- Corporate identity
- Business cards
- Memorandum
- Billboards
- Posters
- Fliers
- Catalogs
- Brochures and prospectus
- Menus
- Labels
- Packaging
- CD covers
- Book covers
- T-Shirts
- Banners
- Car branding
- Congratulations cards
- Calendars
- Books of graphic standards

WHICH PROGRAMS DO WE USE FOR GRAPHIC DESIGN?

We design UI/UX using:

- Adobe Photoshop
- Adobe XD
- Sketch
- Figma

WHICH PROGRAMS DO WE USE FOR LOGO DESIGN?

Vector graphic design requires custom format software, as vectors do not lose quality by scaling.

We are using:

- Adobe Illustrator
- CorelDRAW

WHAT HAPPENS IN CASE YOU DO NOT LIKE THE LOGO DESIGN?

Designer carefully collects initial information from you, and if you send the examples of logos that you like and also some that you do not like, designers would be closer to your ideal solution. We will implement your wishes and requests into the creation and see which style you like the best. Of course, you need to keep in mind that you are not creating the logo for yourself (usually). The logo must be of good quality in order to capture the attention of your potential clients. In case you dislike a certain design solution and you wish to change it, it is possible to do so. We are offering different packages which vary in the number of design solutions and they also include a certain number of changes. Choosing a design agency is done by comparing the quality and price. It is important to have trust in the agency you are working with since they are the professionals, but on the other side it is also very important for you to get involved in the design process so that the designer can have a good feedback and be closer to your ideal design solution.

HOW MANY DESIGN SOLUTIONS WILL YOU RECEIVE?

The number of design solutions for the logo design is defined per package in the offer which you will receive. You should also keep in mind that the higher the number of solutions the more possibilities there will be, but making a choice between many designs can be confusing. You start thinking that combining solutions would be great, a font from this solution with the colors of the other solution, but that is usually not a good direction since each composition is created separately by and for itself.

WHICH PROGRAM ARE WE USING FOR CREATING PROTOTYPES AND COLLABORATION?

We are using:

- InVision (a favorite when it comes to collaborations)
- Adobe XD
- Sketch

HOW WILL YOU RECEIVE THE DESIGN PROPOSALS FOR THE INSIGHT?

Design proposals are sent from platform InVision via link, while the design is shown as an imagined design model (mock-up) when that is possible. If there are a couple of proposals, an arrow will appear in the middle of the screen during scrolling, so in that way you can see the whole presentation. InVision allows you to also leave comments which will automatically be sent to the designer via email.

WHICH FORMATS AND FILES WILL YOU RECEIVE AFTER THE LOGO DESIGN IS DONE?

- Logo in color and color palette with all the colors that have been used (CMYK, RGB and Pantone)
- Logo for monochrome printing (positive and negative)
- Logo thumbnail - logo adapted to responsive design
- Logo in vector format: AI and PDF which do not lose quality when the dimensions are changed
- Logo in web format - PNG

IF YOU ORDER PRINT DESIGN FROM US (FLIER, CATALOG, BUSINESS CARD, MENU, LABEL DESIGN), WILL YOU ALSO RECEIVE PREPRESS?

Yes, besides the original design, we prepare for all our clients print-ready files, CMYK, 300dpi, paying attention to the number of pages which needs to be divisible by 4, covers, declaration, font size, thickness of the lines.

HOW DO WE DO IT

DIGITALNI MARKETING

SEO SERVICES	**ADWORDS/PPC CAMPAIGNS**	**SOCIAL MEDIA**
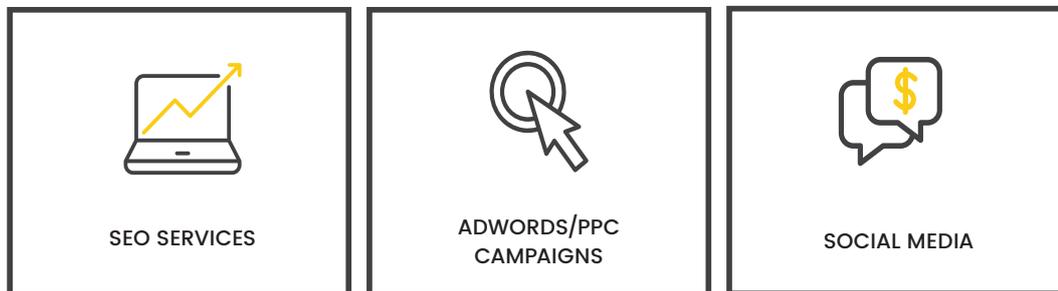
SEO OPTIMIZATION

After the client's inquiry, we are carrying out free website analysis and we are sending in the offer the SEO packages with suggestion about which package would be adequate for the client's project. When the client decides to cooperate with us, the SEO specialist carries out the activities with the client's agreement and in accordance with the analysis which was initially sent. The current SEO condition of the project (website) conditions the next steps, that is will the on-page optimization be done first or if we will start with something else. The optimization process includes the activities which are transparent and measurable, so the client will receive a monthly report about the positions and on what were spent the working hours from the chosen package. SEO has strict rules and since Google is very precise when it comes to optimization, we abide by those rules accordingly.

ARE ALL TECHNIQUES THAT WE ARE USING ALLOWED (WHITE HAT)?

Absolutely everything that we are doing is in accordance with the best practice and official suggestions of the web browser. We had the opportunity to speak with Gary Illyes, Webmaster Trends Analyst for Google organic search, from whom we received useful information and advice. We are doing our best to stay active in the SEO community and always armed with the freshest information.

WHAT DO WE NEED FROM THE CLIENT TO START WORK

Clients mention the keywords and key phrases with are then selected together with the SEO specialist according to the professional tools and their suggestions. Besides keywords, it is necessary for us to know for which location/web browser are we doing the optimization and we also need the access parameters (cPanel, platform access, for example WP, dashboard, FTP).

HOW DOES THE PROCESS OF A PPC CAMPAIGN - GOOGLE ADS RUN?

The main part of our marketing specialists' work is to create an adequate Google ad, set it and change it according to the metrics, and also to inform the client about its results.

WHICH TYPES OF CAMPAIGNS DO WE DO?

- Google Search Network - advertising on Google browser
- Google Display Network - advertising via Google Display Network platform, on websites which have an active AdSense account. AdSense means that certain websites "allow" for Google ads to appear on their pages.
- Search Network with Display Select - a combination of Google Search and Google Display Network advertising
- Shopping - a campaign type which helps you promote products in a way that it offers customers useful information about what you are selling before they click on the ad
- Video - advertising via YouTube platform
- Universal App Campaign - advertising which has a goal of promoting mobile applications

HOW ARE WE TARIFFING GOOGLE ADS CAMPAIGNS?

We are tariffing the initial set up once, while the further payment is the monthly commission which depends on the defined budget.

FOR WHICH SOCIAL MEDIA DO WE DO MARKETING?

- Facebook
- Instagram
- LinkendIn
- Twitter

HOW DO WE MANAGE THE SOCIAL MEDIA?

Managing social media, that is the promotion on social media, includes several important activities:

- Strategy proposal and post planning
- Design of graphics for the posts
- Writing of the posts
- Communication
- Metrics
- Reporting

COPYWRITING

WHAT DOES OUR COPYWRITING SERVICES INCLUDE?

• Writing content for your website or any other digital product (web application, mobile application, webshop) - includes the writing of the text for the homepage of the website and all inner pages, writing detailed product descriptions or service descriptions according to the SEO recommendations, and also writing of the text for the landing pages.

• Managing content for your website or a digital product - in case you already have the written text but you wish to make it better and more enticing for your target audience, we will edit your text so it can be of a higher quality, more expert, informative, detailed, but also at the same time understandable and readable both for your readers and browsers.

• Content marketing - one of the services that we are offering is content marketing, which usually includes creating the strategy, creating plan for posts and which channels of promotion will be used, writing the articles for the corporate blog, guest posts for other blogs, PR articles, promotional texts for marketing campaigns and many more.

• Writing articles for the blog - this includes consistent writing and publishing original, relevant, educational, informative and interesting content on your website intended for your target audience. By managing your corporate blog, you can better position your business at the market, be more noticeable than your competition, increase brand visibility, earn the faithful audience, and also a bigger number of potential buyers and clients.

• Writing marketing copy - within campaigns on social media and on Google and other browsers, we will write unique texts which will follow your ad campaign and lead towards envisioned goals, including the bigger return of investment (ROI).

Depending on your project and business goals, our copywriting services can be ordered individually or several of them combined.

CONTENT MARKETING

WHAT IS IT AND WHAT DOES CONTENT MARKETING INCLUDE?

Content marketing is a **technique of creating and distributing** useful, relevant and consistent content with a goal of attracting and keeping a clearly defined audience, which can directly bring benefit in the form of profit increase.

Content marketing is a form of marketing which is based on the idea of undisturbing the user. The products and the services are in the background, while the main focus is on giving the additional value for the users through content, by offering useful information.

The essence of this strategy is the belief if we as a company offer valuable information to our buyers, they will reward us with their trust in our brand and with their loyalty. According to that, useful content should be the basis and the focus of all your marketing activities.

What makes a difference between the content marketing and other content which can be found on the internet and is created solely for promotional purposes, is its value and relevancy. When these two characteristics are taken away from the content, the content would completely lose its meaning and it would become spam.

Good content marketing simply captures people's attention in a way that they stop, read, think, and even start acting differently.

If you manage to create and implement a long term strategy which is based on quality content and it offers valuable information, you will succeed in creating a new image of your brand in the minds of your target audience, which will lead to strengthening your authority and in the end bring you an advantage over your competition.

CONTENT MARKETING ADVICE

Content marketing approach is used by the biggest companies like Coca-Cola, IKEA and others. Why wouldn't your company use it as well?

In its simplest form, this technique includes communication with your potential clients through content. Content should meet the following requirements:

- The audience needs to enjoy it
- It should demonstrate to the audience that you are the person (or company) with whom they should do business.

However, combining these two "simple" factors can be a bit difficult to achieve. We are explaining further below how to achieve this.

1. Provide a good basis for content creation

To create good content, you need to invest a lot of time and energy. But, before that, you should provide a secure platform at a domain which is your property and which you will be able to fully control. You will need a secure web hosting with a CMS system for easy content management.

2. Lay a good foundation

The foundation of your platform needs to be something that interests and attracts your audience. Before the start of your web project, you will need to do a detailed analysis and competition research and keyword research, as well. Based on the obtained results, you will need to adapt your content to the topic and create your landing pages.

3. Make sure that your content is worth reading

It is not enough that your content has a lot of words. Content is worth reading only is people are actually reading it, and that decision is in the end left to the readers. If your content is not receiving enough of likes and shares on social media, or if its bounce rate is higher, those are the true indicators that it is not good enough.

Good content will attract the audience's attention with its title, with its focus on readers' problems, and with its good formatting which holds their attention.

To check your content efficiency, use the web analytics as the main tool when it comes to content promotion.

4. Secure your content

Make sure that your web hosting provider takes seriously the security and protection of your website from hackers.

5. Do not leave your great content in bad company

Even if your words can be brilliantly stringed together, if you place them next to the amateur (unprofessional) design, your readers will leave you. Provide a professional web design and great user experience (UX).

6. Create content that attracts wider audience

Your main content is enough to build a strong relationship with people who can become your potential clients. However, it is necessary to find more readers for your content. This means that you should create content which will attract and widen your audience.

Before that, it is necessary to invest time into finding interesting topics and writing articles which will capture the attention of the readers. You shouldn't go overboard with these titles. Always make sure to fulfil all the promises and give the answers to the topic from the title. Or you will cause the opposite effect.

7. Build mailing lists and a newsletter

Content on the website or on the company's blog is a good way to attract the attention, but for building stronger relationships with your target audience, mailing lists are a great solution. Email targets users even better and it attracts their attention more. If you wish to move users to undertake a certain action, send them an email.

8. Create content for the long term

In case you fulfilled all the previous points, you can widen the availability of your content and the best way to do that are guest posts.

Publishing content on other websites presents your content to a much wider audience. Besides this, you can use other channels of promotion, like webinars, interviews, promotional videos which can reach a new audience.

Just remember that, whichever channel you use, you should try to send your readers to your website with top-notch content which is under your control. Other websites should just play the part of the "bait" which will lure the new audience to your website.

9. Do not wait too long before making the offer

If you are dealing with content marketing, do not forget the marketing part. If the content is in accordance with your business, make sure that the audience finds out everything about it.

Good landing pages should explain to the audience your products and services in a way which can assist them during shopping. On those pages everything needs to be clear, so that the visitors won't wander around.

No matter your offer on the website, make sure that it is something that your target audience wants (and not something that you think they want) and that there is on the website a clear and simple call to action (CTA).

10. Post on social media when you have something worthwhile to say

Do not publish posts on social media in case you do not have something to offer to your audience. Illegal methods, such as purchasing of likes and attracting the users with distracting titles which are not offering the answers in the further text, can negatively impact your improvement.

Audience on social media will grow only when you offer something really valuable.

You should not rush with this step in case you have trouble with step 3. Content marketing is not a short term game which brings instantaneous gain, but a long term strategy for building the audience which improves and maintains your business.
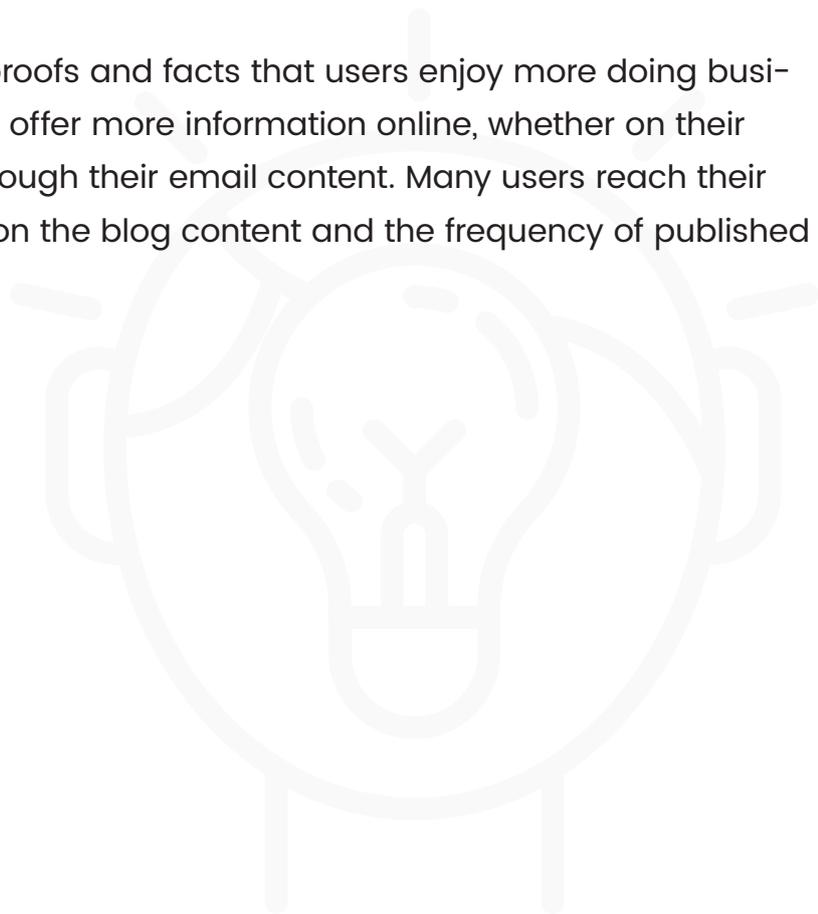
HOW CAN WE HELP YOUR CONTENT?

BRANDING - when you meet your ideal client in person, you have the luxury to present yourself in the best possible light via verbal communication and body language. One of the ways to manage that online, is through words on your website. Publishing the content through which you present your expertise in your field, you will gain a bigger trust from your clients and a more quality branding.

SEARCH OPTIMIZATION - today, content is one of the most important elements when it comes to the search engine optimization (SEO). The content of the highest quality is ranking good on the web browsers, and it brings more visitors and a bigger number of incoming links.

ENGAGEMENT ON DIFFERENT CHANNELS - publishing content which is written for your website, including the content for your email newsletter and social media posts, can help you in engaging and attracting new audience, which will improve the experience of your brand among your visitors, subscribers, fans and followers.

SELLING - there are many proofs and facts that users enjoy more doing business with companies which offer more information online, whether on their website, social media or through their email content. Many users reach their shopping decisions based on the blog content and the frequency of published posts on social media.

THANK YOU FOR DOING BUSINESS WITH US!

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