

SERVICES FOR ORGANISATIONS

Digital marketing consulting

An online presence that serves your business goals: we evaluate what you do today, build your strategy, launch your campaigns and adjust them based on the numbers.

3
formats to fit your needs

Flexible
one-off project or ongoing partnership

On request
depending on channels, campaigns and duration

01

WHAT'S AT STAKE

Reach your customers where they are

Your customers look for you online: search engines, social networks, email. A business without a digital strategy leaves that ground to its competitors.

We start from your current actions to keep their strengths and fix their weaknesses. Then we build a tailored strategy, launch the campaigns in sync and adjust them based on results.

Our services suit businesses of all sizes, from start-ups to large companies, whatever the sector.

What digital marketing brings you

- More online visibility
- More engaged customers
- More conversions
- Profitable, sustainable growth

02

THE FORMATS

A format to fit your needs

A short engagement on a specific project or a long-term partnership: we adapt to your expectations.

Assessment

Analysis of your needs and evaluation of your current digital strategies.

YOU GET

Your strengths and weaknesses, and a solid base to build on.

Strategy

Defining targets, choosing channels and creating relevant messages.

YOU GET

A tailored plan: schedule, budget and resources.

Campaigns and follow-up

Campaigns launched in sync, measured and continuously optimised.

YOU GET

Campaigns steered by indicators, adjusted as you go.

03

HOW IT RUNS

From assessment to results

Clear processes, adjusted to each business. Here is how it typically runs.

1 **Consultation**
Your goals, your target audience and your resources.

2 **Assessment**
Evaluation of your existing digital strategies.

3 **Strategy**
Targets, channels, messages, schedule and budget.

4 **Campaigns**
Keywords, content and SEO, launched in a coordinated way.

5 **Follow-up**
Results measured and adjustments made as the market moves.

Campaigns judged on indicators

We track every campaign with data analysis and marketing automation tools, on indicators agreed with you.

- **Your website traffic and conversion rate**
- **Engagement on social media**
- **The return on investment of each campaign**

04

WHO DOES WHAT

What we handle, what you bring

What you get

What you need to steer your digital marketing and measure its effect.

- The assessment of your existing strategies
- Your digital marketing strategy
- The implementation plan: schedule, budget, resources
- The campaigns launched and their results

Our part

- Assessing your current actions
- The strategy and implementation plan
- Coordinating and launching the campaigns
- Measuring performance
- Continuous adjustments

Your part

- Your business goals
- Knowledge of your target audience
- The budget allocated to campaigns
- A contact person to approve choices

05

THE OFFER

A quote sized to your project

No long-term commitment required: the price depends on what you hand over to us and for how long.

On request

What shapes the quote

- The format: assessment, strategy, campaigns
- The number of channels and campaigns
- How much of the implementation you hand over
- The length of the collaboration

Depending on the campaign type and your industry, first results come within a few weeks or after several months.

06

BEFORE YOU START

Questions to ask yourself

Which business goal should your online presence serve?

On which channels do customers find you today?

Which current actions work, and which do not?

Which indicators do you already track?

Are you after a one-off project or an ongoing partnership?

Next steps

01

Write to us

Your goals and your current online presence.

02

Consultation

A conversation to understand your needs and choose the format.

03

Quote

A detailed proposal, then the kick-off.

ilaria
Digital School

DIGITAL MARKETING CONSULTING

Let’s talk about your digital marketing

formations@ilaria-academy.com