

Marketing Plans



11 Marketing

ELEVEN

Business Scouting



SEO/SEM



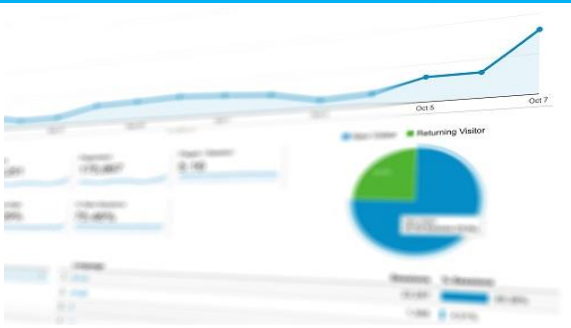
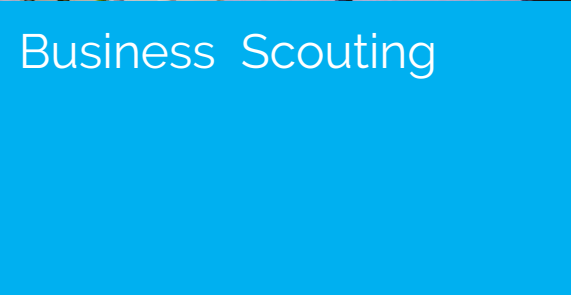
Your
Outsource
Marketing
Office

Websites Creating





Marketing Plans



SEO/SEM



OUTSOURCE MARKETING OFFICE

Eleven Marketing is the “Outsource Marketing Office” for Professionals and Small-Medium Companies which want to promote their online and offline business.

The center of our marketing philosophy is the “Relationship”.

The “added value” of our consultancy is Business Scouting: this service is aimed to make “Qualified Appointments” with potential clients interested in buying services of our business partner.

MARKETING • SALES • WEB



Social Media
Marketing

SEO/SEM



“HOLISTIC APPROACH”

In order to achieve this goal, we offer both “Online Marketing Strategies” and “Offline Marketing Strategies”.

Thanks to this “holistic” approach, our Consultancy provides both short term and long term results.

The starting point of our marketing collaboration is the **Marketing/Web Marketing Plan** of the business client.

MARKETING • SALES • WEB



Social Media
Marketing

SEO/SEM



MARKETING PLANS

For whom?

For Entrepreneurs and Small Companies that want to start or to rearrange their business. Ideal for start ups!

When?

A Marketing Plan is important to:

- Open a new business/company.
- Relaunch your business.
- Launch a new product/service.
- Create websites.



Social Media
Marketing

SEO/SEM



BUSINESS SCOUTING

Business Scouting is the Eleven Marketing Consulting Service aimed at promoting business client through **qualified appointments** with potential partners and clients.

Thanks to Business Scouting Consulting, It is possible to start an excellent linking network, useful to enlarge your market.

MARKETING • SALES • WEB

WE ENJOY MEETING COMPANIES!

Birra Peroni
Wind
MSX International
Rentokil-Initial
Facta farmaceutici
Toyota Italia
Veratour
Imperial Tobacco
Gruppo Api
BNL
Menarini
Fiorucci
Total ERG
SIXT
Avis Autonoleggio

Anas
Conad Tirreno
Alco
Ovs (Gruppo Coin)
Gruppo Pam
Conbipel
Inres Coop
Alcott
Terna
Unico
Compar spa
Gruppo Benetton
Natuzzi Italia
Gruppo Benetton
AMS SpA

Nestlè Spa
Bayer Spa
FastWeb Spa
Becton Dickinson Italia S.p.A
Compass Group Italia Spa
Farmar Italia
Eigenmann e Veronelli Spa
Axa Mps
British American Tobacco
British Airways
Aero Sekur Spa
Consip Spa
Banca Agrileasing
Banca Sviluppo
Gruppo Bancario Iccrea

SEO/SEM

SEO: we create optimized content for search engines.

Thanks to accurate SEO strategic analysis, we write original and effective texts that give you the opportunity to get on the "organic" search engines top ranking.

SEM: we promote websites by increasing their visibility in search engine results pages (SERPs) through paid advertising (Google Ads).



Social Media
Marketing

Business
Scouting



WEBSITES

Your website on Google first page!

Nowadays having a good website is not enough if it isn't at least on the first page of Google.

We know that the average user rarely goes over the second page of the search engine results: it's fundamental to create a website that immediately gets to the top and stays there.



Social Media
Marketing

Business
Scouting



SOCIAL MEDIA MARKETING

We support Professionals and Companies in:

- Managing and updating Business Pages on Facebook, Instagram, LinkedIn, Twitter, ect.
- Creating a Social Media Marketing Strategy.
- Creating, managing Advertising Campaigns.
- Social Media Marketing Training for those need to learn to manage professionally their presence on social network (last courses: *Facebook and Instagram for e-commerce, Make business on LinkedIn, Find a new job on LinkedIn, Healthcare Social Media Marketing*).



Social Media
Marketing

Marketing
Plans



DIGITAL PUBLIC RELATION

Why digital P.R?

- ✓ To improve the positioning of your business as a well-known name in your sector.
- ✓ To build your brand authority.
- ✓ To improve traffic back to your website.
- ✓ To increase sales.
- ✓ To have additional content.

What action can we take?

- Influencer marketing.
- Guest posting.
- Online magazines.



Social Media
Marketing

SEO/SEM





Social Media
Marketing

Marketing
Plans



DIGITAL PUBLIC RELATION

- **INFLUENCER MARKETING:** Identifying, selecting and developing collaboration with the best online bloggers, influencers, opinion leaders, which are relevant to your niche, possibly with an high quality engagement and audience.
- **GUEST BLOGGING:** Selecting the best online blogs to guest your web site articles with original and good contents and conversely.
- **ONLINE MAGAZINES** Contacting the best online magazines to organize Advertising Campaign, according to the your budget.