

Agenc ie  
iscusit  de  
social  
media

KOO  
PERa  
tiva 20

# DIGITAL MARKETING AGENCY

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media

We are a digital marketing agency, formed in 2012.

We've been nominated "the most visible Online Digital Agency in 2016", according to Zelist Industries.

We won the third place in the "Top 10 agencies that worked with bloggers", according to Biz Magazine's 2017 Digital Report.

**10.000+**  
social media posts



**100+**  
clients



**700**  
influencer marketing  
campaigns



**2.500+**  
optimized ads in  
Google Ads and Facebook Ads



# WHY INVEST IN A INFLUENCER MARKETING CAMPAIGN?

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Promoting through influencers is an efficient method for your message to reach a connected community through transmitters in whom this community trusts.

The decision to invest in a influencer marketing campaign is always born out of your own communication objectives. If among these objectives, we can find awareness or lead attraction, then a influencer campaign might be the right choice for you.

Moreover, through the influencers you can reach different communities which are passionate about certain activities and interested in certain products.

## WE ARE RECOMMENDED BY



**700+**

influencer campaigns



**10 MILLION +**

people who have seen our campaigns



**2.000+**

involved influencers

# CLIENTS

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alpin POIANA BRASOV

JIDVEI

ALCEDO

Ricola

VICTOR MARINA  
JEWELLER

MedLife

DANONE

purchasingtraining  
training as you go

caroli

NYOTA  
HOTEL

CRYSTAL  
DENTAL CLINIC

Bitdefender

Atvanguard

APERITIVO  
lounge & bar

B12 ANKERMANN Vital

ISOLETTA  
HOTEL

PERPETOO

Simo Shop  
Simone, Catherine, Mariela

# 10 Advantages of a Influencer Marketing Campaign

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**Brand Awareness**



**SEO**



**New Public**



**Community Growth**



**Lead Attraction**



**Testimonial**



**Trustworthy Transfer**



**Prevention**



**Premium Content**



**Market Research**

# **CASE STUDIES**

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# MARESI MILK

## Condensed milk, made for coffee

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## Challenge:

We were tasked with raising the brand's awareness and attracting e-mails into a database, in order to easily communicate with people who are interested in their product.

## Solution:

We chose three bloggers and challenged them to ask their readers how they enjoy drinking their coffee. The readers answered by using a special survey, which offered them the chance to sign up for a contest.

## Results:



**+900 e-mails in the database out of 200 planned**

**+20.000 people reached**





# #CadouPentruBarbaMea

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The main objective of this campaign was to urge people to focus on the ROWENTA AIR FORCE PRECISION TN4800 product, from the Rowenta for Men range, not mattering if they were gentlemen making a gift to themselves, or ladies choosing to offer this product as a Valentine's Day or Dragobete gift to gentlemen.

## Challenge:

We were tasked to create a informing and awareness campaign through which to promote the new range of men care products, ROWENTA for Men, with a focus on the ROWENTA AIR FORCE PRECISION TN4800 trimmer.

## Solution:

We have picked eight influencers. Each one had to create a funny video to communicate the message: *"For this Valentine's, I have bought a special gift for someone very important to me. Someone who is always supporting me."* Then, the blogger would reveal the new ROWENTA trimmer, saying that he made this gift to his beard, to prepare it for Valentine's Day.

A personalized link was generated for each blogger, to track the number of people who have accessed the ROWENTA website on their behalf.

## Results:



# #ProvocareaJidvei

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Jidvei have launched their brand's online shop last year.  
At the beginning, there were eight wines in the shop.

## Challenge:

Our objectives were to promote the shop and the eight wine bottles.

## Solution:

We have organized a special conference with eight bloggers at Jidvei's 500 years old, reconditioned castle. These bloggers were taught by three trainers how to promote a product through storytelling, photo content and video content.

After the training, each wine from the online shop was assigned to a different blogger, who promoted it through what they have been taught by the trainers.

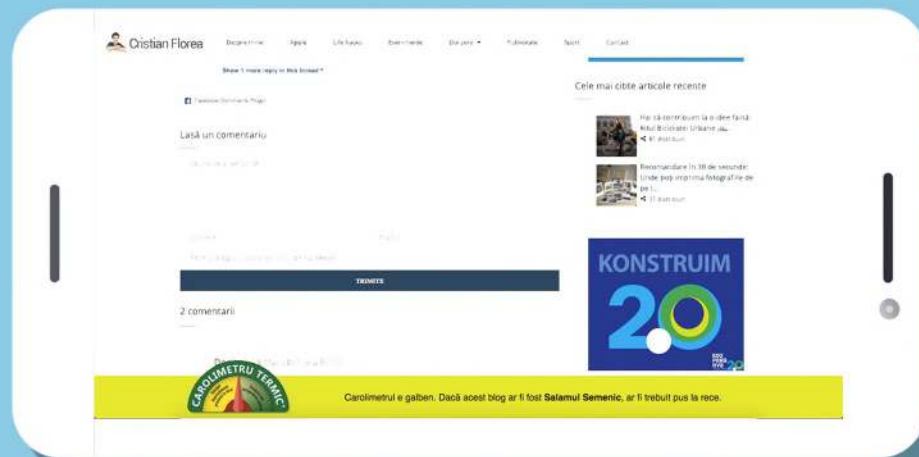
## Results:





# Semenic Salami – Thermic Carolimeter

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The Caroli team have created a special label which they have attached to the Semenik Salami. The label changes its colour depending on the temperature and it lets the consumer know when the product stayed outside the fridge for too long and it needs to be stored back in a cold place.

## Challenge:

We were tasked with creating a campaign that tells the consumers about the new label, explaining to them its colours, so that they can be aware of their changes and how can it help them understand the product.

## Solution:

We have created a banner that was placed on each blog involved in this campaign. The banner changed its colour as the viewer read the article describing the new Caroli label. In this way, we were better explaining the colours, helping them understand them.

## Results:

**The campaign's hashtag #mancarecunotificare has been used 320 times on social media**

**The campaign was shared in 170 blog articles**



**+600.000 people reached**







# THANK YOU!

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