



Servizi Multimediali, web agency

We are a web agency that does everything a web agency should be doing in 2015: we create **Websites** – visible and usable from smartphones and tablets –, **E-Commerce Sites** and **Cloud Applications**; we draw up efficient and personalized **Communication and Marketing Strategies**; for our clients we use platforms like **Online Advertising, Social Networks, Newsletters**; we **monitor results** for all activities in the works.

We work with micro-enterprises and SMEs

Our work is focused around reacting to the needs of micro-enterprises – freelancers and craftsmen, we're talking to you! – as well as SMEs. Alongside these companies we deal with **Digital Marketing Communication**, implementing a perspective of integrated strategy.

Strengths

1. Working in the sector since 2003, we have **over ten years of experience** which has allowed us to experience the first and most significant evolutions of the web, sparking both enthusiasm and curiosity that we bring to the table day in and day out.
2. We propose both **personalized** and **standard solutions**, the latter paving the way for **price breaks**.
3. We adopt an approach aimed at **integrating various instruments** during use, often with **corporate software**, in order to maximize output and enhance one with the other.
4. We're **flexible**. Our team has been handpicked by our founder, who as a developer has immersed himself in marketing and communication, alongside two developers and a graphic designer. They're joined by a series of partners (for hosting, artwork and copywriting) and a selection of trusted and experienced collaborators (photographers, translators, app developers...) that are called in based on client needs.

Servizi Multimediali for clients

- For **micro-enterprises and small companies**: standard products with **competitive prices** paired up with **personalized consultancy** in communication and digital marketing.
- For **medium enterprises**: across the board services such as communication and digital marketing as well as information management for complete online strategies.



- For **large enterprises** that contact us: a remarkable cost/quality service.

Products

Communication strategies: an integrated approach that utilizes our wide range of services.

Web Sites: custom or standardized, yet personalized; either way, easy to use.

E-commerce: online shops that can even be managed by us, whether for promotion, loading of products, live customer assistance, or order management (excluding shipping).

Online promotion: we plan and manage **effective advertising campaigns** for a greater online presence, in order to reach new potential clients as well as to sway them into requesting direct contact or online purchasing.

Marketing via social network: with strategies dedicated to new digital formats.

SEO Optimization (Search Engine Optimization): to help search engines find sites easier.

Digital graphics: site layouts, banners, landing pages, apps, etc.

Traditional graphic design: logos, coordinating images, brochures, catalogues, company profiles, etc.

Cloud Applications: often integrated into websites.

Apps for smartphones and tablets: outsourced, but coordinated and followed by us.

Ditedi Members

We belong to the **Distretto delle Tecnologie Digitali (Digital Technology District)**, the leading digital network in the Friuli Venezia Giulia region, committed to **spreading digital culture** within companies, public administrations and citizens. We're rather proud of this because it's an effective and proactive organization which supplies real knowledge and has allowed us to find numerous similar agencies who we can **collaborate** with and **compete** with in a constructive way.

Servizi Multimediali of today

Having initially created cloud applications and websites, sometimes doing them together in order to reduce work for our clients, we continued to stay up-to-date with courses and fairs in the sector. We also started looking into courses with Ninja Marketing, Davide Nonino, digital marketing strategist, Gianpaolo Lorusso, creator of AdWorld Experience, a referral for Search Engine Advertising, Michele Rinaldi for Social Media Relations... Goal: **to stay on top of marketing dynamics**, to offer related web-specific services, starting with



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SEM (Search Engine Marketing) and SMM (Social Media Marketing), and inserting them into an integrated strategy. This is an added service enjoyed by smaller companies, necessary for collaboration with larger ones.

References: upon request, it is our pleasure to provide the list. We recommend you get acquainted with us first by having a look at our LinkedIn profiles, starting with our founder, Fabio Marchesi, Google AdWords certified partner: it.linkedin.com/in/fabiomarchesi.