

# Digital Communications Service Proposal





We Craft Stories That Change Perceptions

## Strategic Digital Communications Solutions

Maintaining a strong online image and securing your brand position requires a cross-platform approach. Percepto has been managing the digital presence of companies and business leaders worldwide since 2007.

We use our knowledge and breadth of experience, to implement strategic digital communications solutions, which engage with your target audiences and stakeholders and produce tangible results.

Our structured methodology is proven to effectively raise awareness and promote client services and key messages. To establish your brand as a leading service with your sector, we use our experience and knowledge, spanning every corner of the digital landscape, to strategically place content across an array of specifically targeted digital platforms, publications, communities, forums, and outlets.

By working closely with our clients, we create a sharp, tailor-made strategy and effective implementation, to meet specific communications challenges and goals.

Experts in content strategy and distribution, digital communications, social media engagement, and online reputation management, we create bespoke strategies for our clients' communications and growth challenges.

## Digital Communications Service

Percepto manages the online presence of its clients by creating and promoting engaging advertorial and editorial content. By leveraging articles, features, blogposts and bespoke websites effectively, content is amplified across multiple digital channels and online platforms, to maximize the prominence of the clients' narratives and key messages.

### Targets

- Establish **[client redacted]** as an innovative, global ecosystem, to help vegans and vegan businesses connect and thrive
- Increase global awareness of **[client redacted]**'s unique offering, benefits and key messages with an emphasis on selected countries/cities
- Ensure a continuous stream of downloads of the **[client redacted]** app
- Promote **[client redacted]**'s online directory for the global community and encourage businessowners to claim their business profile
- Take ownership of the term "*Thriveability*", generate online buzz around this word and ensure a strong correlation with the **[client redacted]** brand

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## Suggested Strategy

Below you will find a strategy outline to promote **[client redacted]** as an innovative digital vegan ecosystem and a leading online community for Vegan businesses and consumers. Our work will be focused on the following geographic locations:

- Israel
- North America
  - New York
  - Los Angeles
  - Miami
  - Portland
  - Toronto
- Hong Kong
- Berlin (Germany)
- Cape Town (South Africa)

In order to generate optimal results and to best promote the company's values and strategic messages, we will utilize the client's existing web assets, leverage ongoing marketing and communications activities, distribute and promote engaging content and create new supportive online assets and articles.

A final strategy and a comprehensive work plan will be devised after thorough online research, which will be accompanied by strategy sessions conducted together with the client.

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- New website content strategy and content creation
  - Step 1: Understanding Your World - We increase and expand our knowledge of you and your industry to understand who you are as a company and brand.
  - Step 2: Getting to Know Your Company - Collaboration is key in becoming an expert in 'you': your background, your products and solutions, your expertise, and your voice. As the new part of your extended team, we make sure to understand what your goals are and who your target audiences and stakeholders are. Together we devise your key messaging.
  - Step 3: Building the Site-Tree and Structure - From our conversations, we will devise and plan a detailed structure of which pages, subpages and sections should exist within your website and the kind of content to work perfectly for your brand, voice, and messaging.
  - Step 4: Creating Your Copy - Our dedicated content department will be involved throughout the process, conceptualizing, and strategizing the right kind of content. We craft well thought-out, thoroughly researched copy to tell your story and present your messaging to the world in the most effective way, with consideration of all key words and SEO specifications.
  - Step 5: Implementation and Placement - Content is purposefully and strategically placed within your site following your approval, while taking into account your messaging, tone of voice, and target audience.
- In-depth online research – conduct thorough online research on the relevant target geo-locations to determine:
  - Leading discourse and trends within vegan communities
  - Leading influencers and opinion leaders
  - Leading channels and online platforms of major vegan groups and local community leaders

The conclusion of the research will be presented to the client and will be used to determine our final digital communications and content strategy.

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Create distribute and amplify various types of content based on the research and strategy created with the client

- Restart activity on your [official Medium channel](#) to achieve the following goals:
  - Deliver our messages to new target audiences
  - Promote various strategic messages such as vegan, the concept of thriveability, Green Coin, **[client redacted]** loyalty etc.
  - Get additional strategic real estate on Google for relevant brand-related and non-brand related searches
  - Promote and support other strategic web assets
  - Empower key figures within **[client redacted]** as writers and contributors
- Create articles and thought leadership pieces to be distributed on news outlets and relevant general and vegan-related publications (independently or in collaboration with your PR agency)
- Pitch our content to established vegan and sustainability-related blogs (guest posts), podcasts and webinars
- Raise awareness and encourage engagement by taking part in targeted vegan-related online forums and discussions on platforms such as Reddit and Quora
  - Conduct online research to find relevant vegan related platforms
  - Create official company accounts/representatives
  - Participate in discussions and promote the company initiatives when relevant
- Promote existing and new articles and press releases – organic and sponsored,
  - Increase traffic and engagement

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- Create backlinks from company-owned websites and other relevant places
  - Harness the power of [client redacted]'s social media accounts where relevant – including paid campaigns
- Use sponsored media to increase traffic and engagement with new announcements, product launches, and events
  - Earned media and article campaigns
  - Social-media advertising
  - Taboola and / or other native advertising tools
- Social media – work in tandem with the company's social media agency/ in-house team and provide recommendations, support, and best-practice guidelines to increase reach and engagement with the primary objective of improving the different channels' potential to rank highly on Google. We will mainly focus on promoting the following channels:
  - Optimize each profile/channel and provide recommendations for SEO best practices
  - Ongoing strategy sessions with your content team to increase engagement with new published posts
- Optimize the company's presence on various professional web profiles such as Crunchbase, Glassdoor and MarketWatch. By using these profiles, we will gain more control over the first pages of Google while supporting other strategic web assets and promoting professional information about the company from various angles
- Increase the digital footprint of the company's collaborations with business partners, authorities, local communities, NGOs, and clients (where possible)
- Provide SEO recommendations to [client redacted] website to maximize its ranking potential for relevant keywords

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- On-page SEO recommendations
- Technical SEO
- Off-page SEO / link building

## Content Boost

In addition to the comprehensive strategy presented above, the main purpose of the content boost is to create additional content-rich web assets that will be associated with [client redacted] (powered by). This dedicated website will be "powered by" [client redacted] and will serve as an information hub on a subject that will best serve the company's business targets and key messages.

For example, the site can revolve around the subject of thriveability, vegan communities and marketplaces, and sustainability.

The website will be created and promoted according to SEO best practices and help create a strong correlation between [client redacted] and the notion of thriveability, as well as creating leadership around this subject. The website may include some of the following sections:

- A knowledge center - neutral, clear, and comprehensive - offering reliable engaging, and professional information
- Op-ed section to allow community driven content
- A news / article section that tackles strategic terms and opportunities around the selected subjects
- FAQ section based on SEO keyword research

### Social media activity for the website

The website will have official social media channels that will be managed and

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optimized by Percepto. These channels will help us promote the website's key messages and reach the right target audiences and stakeholders. In addition, they will help us generate quality traffic and engagement. We will focus on the following channels:

- Official Facebook and Instagram pages
  - Promote key messages
  - Increase the number of followers and engagement
  - Generate traffic and engagement with the website
- Twitter account
  - Gain followers and spread our messaging
  - Connect to local and global influencers
  - Support the website