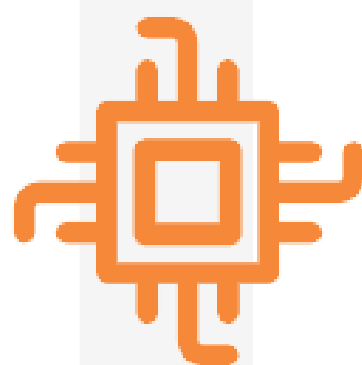


The background is a vibrant orange with a complex, repeating pattern of overlapping, teardrop-shaped elements that create a sense of depth and movement. In the center, there is a dark, circular void. Overlaid on this void is the text "WHO WE ARE" in a bold, white, sans-serif font.

WHO WE ARE

a

MARKETING IN THE DIGITAL ERA



THOUGHT-OUT

INNOVATIVE

TECHNOLOGICALLY
ADVANCED

CREATIVE

MODERN

Articul Media

OUR ROLE

Based on business targets, we dive deeply into the client's business

We understand how the target audience behaves in the digital media and find consumer insights

We develop strategies that bind together brands and their consumers, and engage the consumers in a dialogue with the brands

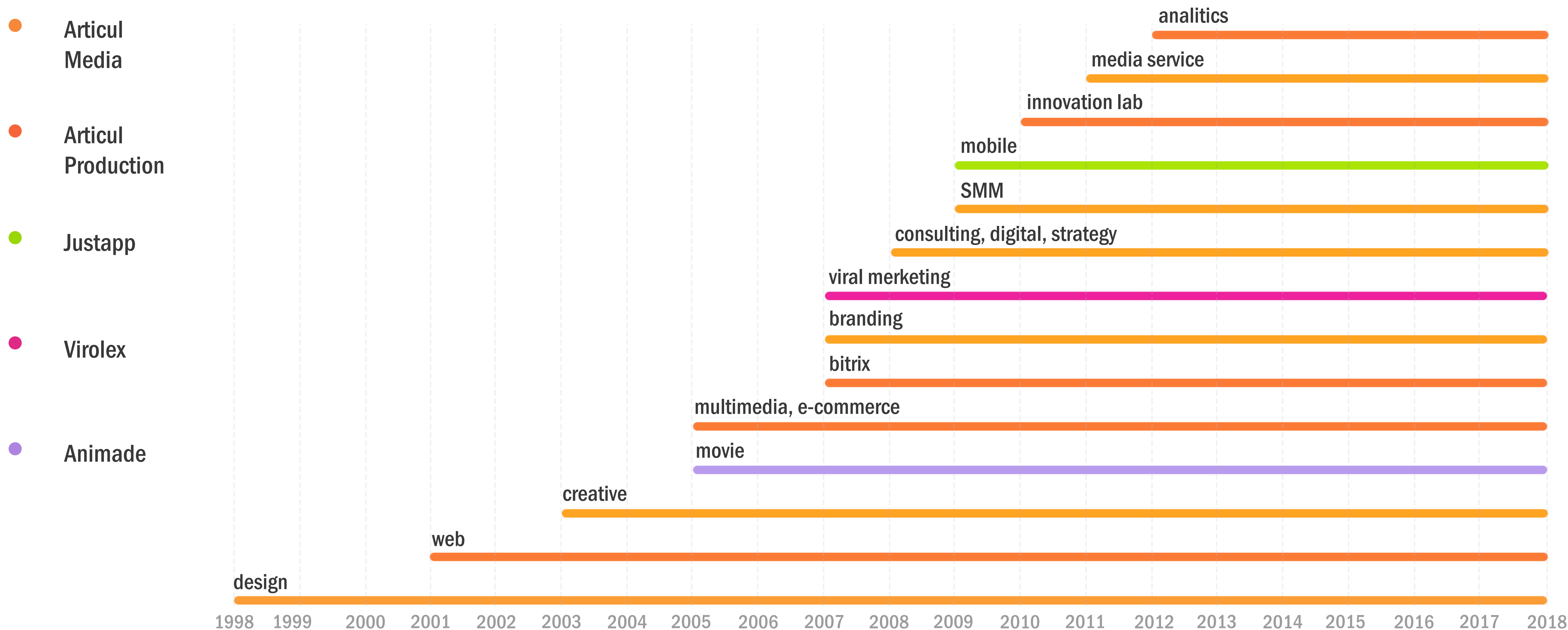
We create bright and effective ideas to activate communication, as well as complete web solutions

We efficiently plan and buy digital media

We analyze and continuously improve the effectiveness of our clients' communications



SCOPE OF SKILLS



Articul Media

OUR PRINCIPLES

**WE ARE HONEST WITH THE CLIENT
AND WITH OURSELVES**, which is
why we propose the solutions that
truly are valuable for the client's
business, and we never promise
something we cannot do

WE VALUE REAL KNOWLEDGE,
experience and expertise, and do
not like words without action

WE WORK FAST,
at the speed of the new digital world

WE ARE NOT AFRAID
of difficult and ambitious projects,
and we know how to handle them



a

Articul Media

HOW WE WORK

PLANNING AND MANAGEMENT

Strategy development, analytics, project management, and customer service

TECHNOLOGY

Development and support of technological digital solutions – from websites to mobile applications

CREATIVE DESIGN

Development of creative solutions – from mechanics of promotional campaigns to content marketing and SMM



Articul Media

HOW WE WORK

OUR “3D” APPROACH
TO PROJECT MANAGEMENT

creates control over and manageability for projects of any level of difficulty



a

ACCOUNT

The main representative of the client in the agency

Daily control of the client's projects

p

PROJECT

Intra-agency producer of the project

Organizing the work of agency subdivisions and subcontractors during project implementation

s

SUPERVISER

A very experienced curator of the client, a member of the agency's top management

High-level control of the client's projects



OUR SERVICES

a

Our services:

ANALYTICS

WE ARE NOT SCARED BY NUMBERS AND ARRAYS OF DATA.

We know how to properly collect them, and how to discover valuable trends, patterns, and connections in them. In the digital era, you have to be the best at working with data in order to prevail.

ANALYTICAL SERVICES AND PRODUCTS:

Auditing website efficiency

Monitoring presence in social media

Research: market, competitive environment, consumers

Communication efficiency models (conversions, KPI, ROI)

Analyzing campaign efficiency – during and after campaigns



Our services:

STRATEGIC PLANNING

We understand the consumer, we transform this understanding into practical action plans for brands in digital media, we direct and inspire the agency's creative teams to generate bright and effective solutions.

THE AGENCY'S STRATEGIC PRODUCTS:

DIGITAL IMMERSION

- Understanding digital communications at large and in the context of individual brand and category

Forming a single understanding for the client's whole

- digital marketing team

A quick progression to the action plan for the brand's digital communications



DIGITAL AUDIT

- Identifying problem areas in the client's current digital solutions
- Forming an action plan for solving these problems

STRATEGIC CLIENT SUPPORT

- Communication strategies:
 - digital strategies
 - integrated strategies
 - mobile strategies
 - SMM and content marketing strategies
 - website strategies
- Strategic support for all creative design



Our services:

CREATIVE DESIGN

**OUR
BRIGHT
IDEAS**

are always thought-out, comprehensive creative solutions
that involve multiple channels of communication.



Our services:

DEVELOPMENT

We have been creating web and mobile platforms since 2001. A fine-tuned technical process and established system of project management allow us to complete projects of any level of difficulty.

WE HAVE BEEN CREATING WEB AND MOBILE PLATFORMS since 2001. A fine-tuned technical process and established system of project management allow us to complete projects of any level of difficulty

WE HAVE OUR OWN INNOVATIONS LABORATORY where we test all the new technologies that the digital media today cannot exist without

WE PROVIDE TECHNICAL SUPPORT FOR PROJECTS at all stages of their life. 24x7 technical support, including administration and partner hosting

OUR EXPERIENCE AND EXPERTISE have been proven by 5 years of work on the Sochi-2014 project, for which we created more than 10 web systems

Several levels
of

SLA

Golden
partner

1C-bitrix

Silver partner

Microsoft



Our services: promotion

CONTENT MARKETING AND SMM

We know how to create unique content that meets all the needs of our clients, from viral videos to infographics. Our content always resonates most with the target audience of the brand, ensuring a unique style of its presence in social networks and other digital media.

WE ARE GOOD AT

Creating strategies of brand presence in social media

Determining the best possible content policy

Creating interesting content: text, graphics, videos

Conducting promo events and activities in social media

Organizing support for brand communities in all social networks

Analyzing results by using the world's best metrics

Leading projects on reputation management of our clients' brands



Our services: promotion

PROMOTION IN DIGITAL MEDIA

We know how to find the right contact points for users and brands in digital media, and we know what tools to apply in order to engage the audience in communication with the brands. We know how to form the most efficient mix of media tools.

SERVICES:

Media market audit, analysis of audience media preferences, competition analysis, audit of brand's past activities

Strategic and tactical media planning

Developing integrated strategies

E-commerce strategies (CPA, CPO)

Media buying (display advertising, context, RTB, special projects)

Managing campaigns in real time

Managing campaigns in real time





**REASON TO
BE PROUD**

> 350
clients

> 1000
projects

a

OUR CLIENTS



MORE THAN 100 AWARDS



Webby Awards



Cristal Festival



The Globes



Golden Drum



The Global Awards



Red Apple



KIAF



Runet award



idea



Silver Mercury



THANK YOU!



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