



LinkJuice

BRAND EMPOWERING

#DRITTIALSUCCO

**“COMMUNICATION OCCURS WHEN,
IN ADDITION TO THE MESSAGE,
A SUPPLEMENT OF SOUL PASSES THROUGH.”**

HENRI BERGSON

BRAND EMPOWERING

What is it?

A **marketing strategy** focused on building a strong and positive **brand image** by increasing the **perceived value** for the target consumer.

We work to position the brand in **two key areas**:

01

*In the
digital world*



*In the mind
of the consumer*

02

A product without a brand is an empty product.

BRAND EMPOWERING

What is it for?

We can compare the web to a large **supermarket shelf**: how does the consumer choose? Given equal price and perceived quality, they opt for the **strong brand** with **values** that resonate with their own.



BRAND EMPOWERING

Digital Marketing

Technical area

SEO Audit
On-site SEO
Link Building
Content Creation
Website Optimization



Communication area

Visual Identity
Digital PR
Digital Press Office
Social Media Marketing
Google and Social Ads

LINKJUICE

Linkjuice supports brands in defining, implementing, and spreading digital activities to enhance awareness and reputation.

Through a personalized strategy aimed at increasing a brand's visibility and engagement, LinkJuice strives to enhance the brand's authority and ensures continuous monitoring of results.



OUR NUMBERS

LinkJuice works with publishers who are located all around the world,
including major local and foreign publishing groups.

+40K

Worldwide publishers

Newspapers, Blogs and Magazines

+4M

Followers

On the main Social Networks

+300

Publishing groups

Among the most authoritative in the world

+2.500

Influencers

Micro, Mini, Midi & Top

+1.000

Agencies in the world

Who have already chosen us

+600

Publications

Managed every month

INTERNATIONAL



LinkJuice supports brands that wish to expand their business abroad and vice versa.

Thanks to the large number of open collaborations with professionals in the digital sector who are spread worldwide and to a scouting department who is always on the lookout, LinkJuice has the ability to communicate, spread and strengthen a brand in different countries.



OUR SERVICES

We increase the ranking

Onsite and Offsite SEO

01

We define authoritative brands

Digital PR

02

We create collaborations

Online Media Relations

03

04

We generate content

Content Marketing and Translations

05

We create editorial plans

Editorial Plans and Calendars

06

We define strategies

Strategic Marketing Plans



LINK BUILDING

We create relevant links to a website from external sites to increase its ranking on search engines.



What is Link Building?

Link Building is a fundamental SEO Off Page technique, which consists of the acquisition of incoming links from different sites, to that of the Brand. If well planned, these links allow you to improve the ranking of the site on search engines.

DIGITAL PR

We build relationships with authoritative media figures (journalists, bloggers, influencers) who value, define and defend the reputation of a Brand.

What is Brand Awareness?

The consumer's ability to recognise or recall a trade mark. It represents a key consideration for the behavioral management of consumers, advertising, and the development of marketing strategy.

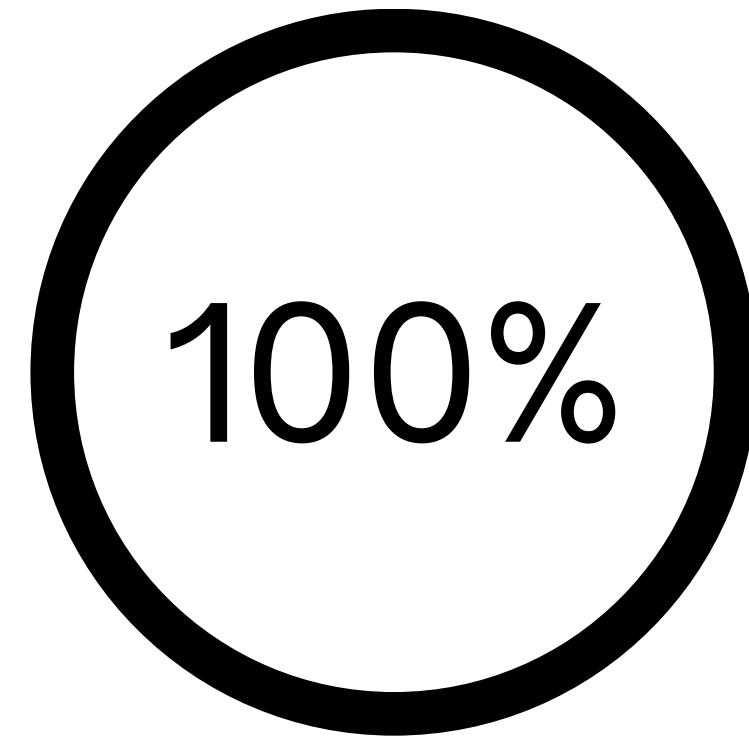


ONLINE MEDIA RELATIONS

Thanks to the network of active collaborations we improve the authority of a Brand towards the public through mentions on editorial articles and social media.

What are Online Media Relations?

Online Media Relations encompass activities which are based on relationships, communication and information, and the use of digital tools and channels. The essence of the digital world is embraced in these activities.



Brand Enhancement



OUR DIVISIONS

Linkjuice contains 8 verticalisations that can be kickstarted according to the client's needs

Each department is specialized in a particular activity in order to provide the best results to each customer.



StrategyJuice



SeoJuice



TranslateJuice



VisualJuice



ContentJuice



ShareJuice



AdsJuice

STRATEGY JUICE

SWOT Analysis – Strategic Definition – Operational Definition – Operational Management

Personalized and turnkey strategies for every Digital Marketing activity

The marketing plan is a designing and planning document with which companies conduct a complete business analysis, define the marketing objectives and formulate a clear operational strategy, relating to their actions of communication and promotion.



VISUAL JUICE

Linkjuice offers several distinct services linked to design and development.
A team of professionals implements creative digital experiences for brands and companies,
by using the right mix of imagination and technology.

Creative Solutions
Future Design
Design Concept



SEO JUICE



Seo on site and off site

LinkJuice is made up of people who are specialists in various SEO activities; who are able to support a brand in the process of improving its positioning on search engines. These activities include the creation of SEO Audits, the optimization of websites in each part thereof and the structuring of editorial plans for blogs and Link Building.

CONTENT JUICE

We have two editorial offices made up of copywriters and journalists who are native-speakers of the language in question. Together with these specialists, we create high-value content for a brand which is intended for small, medium and large publishers. We make content for websites, blogs and social media.

Content creation

The creation of ad hoc content for each platform and target is a fundamental step to reach the appropriate end-user/audience in specific contexts.



TRANSLATE JUICE

LinkJuice translates to:
English (UK & US)
French
German
Spanish
Portuguese



Linkjuice offers translations in all languages for web content and beyond. Content is produced exclusively by native speakers who are experts in providing professional language services such as translation, interpreting and localization.

SHARE JUICE

After an accurate analysis that incorporates the Brand, Competitor, Target and Market of reference, we create personalized editorial plans for social platforms and take care of channel management, from content creation to publication.



Create a successful editorial plan

Creating a successful editorial plan means sharing posts with a specific logic, that deal with topics which are consistent with each other. This is the reason why an editorial plan requires a precise and punctual strategy, created by experts in the field.

ADS JUICE

Google and social media ad campaigns are crucial resources for anyone looking to leverage the web for self-promotion.

ADS CAMPAIGNS

Strategy Launch Monitoring

Linkjuice identifies the appropriate channels, the target audience suitable for the brand or for the specific product and consequently sets up a tailor-made service to the customer. The team supports the customer from the very first step, which is the strategy and kickoff, up to the continuous monitoring of the ongoing campaign. It further provides timely reporting and continuous customer support.



BOOSTERBRAND

LINKJUICE LAUNCH

Telling stories through large publishers



BOOSTERBRAND

LinkJuice has developed a technology that offers brands and products the maximum visibility and authority on the main magazines, publications and industry sites.

CONTACTS



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**THANK YOU
FOR YOUR ATTENTION!**