

A glowing green circle is centered in the upper half of the image. The background is a dark green, textured tunnel with a grid pattern on the walls and floor. Several vertical green light beams illuminate the scene from the walls, creating a sense of depth and perspective. The overall atmosphere is futuristic and high-tech.

Your Brand. Our Strategy.

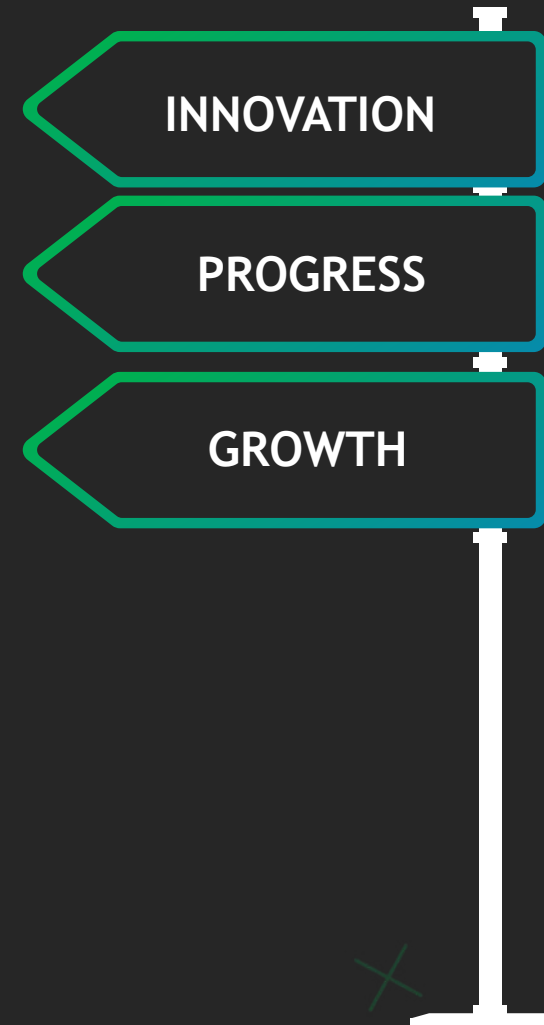
Strategies (th)at work.

Our Approach to Digital

A winning strategy.

Our approach to digital marketing is integrated, interdisciplinary, dynamic and highly strategic: we work alongside our clients to develop effective and sustainable solutions capable of pursuing their business and communication objectives in a flexible and adaptive way.

Polk&Union is Innovation, Progress, and Growth.



Strategic Consulting.

Strategic planning: what's your marketing objective?

Firstly, we are **business consultants**:



We develop marketing strategies and project roadmaps starting from a *Client-Market-Objectives* focus and from a context and a competitive analysis of their reference market.



We help companies to develop **brand positioning studies**, activation strategies for the digital ecosystem, and communication plans able to maximize their project's KPIs and Return on Investments (ROIs).

We can help you identify your objectives to hit the target:

- Business Consulting
- Market Analysis
- Competitive Analysis
- Market Positioning
- Marketing & Business Strategies
- Communication Strategy & Planning
- Strategic Account Management

Web Monitoring.

Big Data with a soul.

A comprehensive and effective context analysis is always supported by web monitoring.

Our consulting service is based on data processing analysis starting from the understanding of the community behavior and the online reputation of brands, products and services.

We can help solve your business challenges and develop a strategic plan in constant evolution.

Seize new opportunities and adapt to changes:

- Analytics: Benchmarking & Measurement
- Social Listening
- Brand Insights & Trends
- Real-time Data Visualization
- Sentiment Analysis (perception)
- Reputational Crisis Management
- Reputational & Communicative Strategy
- Competitor Analysis
- Online Monitoring
- Link to owned Data Sources (website, media channels)
- First-party input data (Google Analytics, Facebook Insights, etc.)
- Big Data Analysis

Digital Content & Creativity.

Strategic Planning & Design.



We develop **digital content** for online communication and Social Media sharing.

Creativity is our guide for the development of pieces of content that allow your brand to **engage effectively** along every single touchpoint of the **Customer Journey** and to provide the user with a **compelling interactive experience**.

Creativity and storytelling at your service:

- Brand Strategy
- Brand Identity
- Brand (re)Positioning
- Content Strategy
- Corporate Content
- Editorial Plans
- Social Media Strategy & Management
- Community Building
- Interactive Content Materials
- Customer Journey Analysis & Optimization
- Creative Concept Storytelling
- Art Direction & Design
- Video Production

Advertising & Digital services.

Think Digital.

Expand the awareness of your brand and increase your business performance.

Starting from data analysis, we focus on the achievement of performance and CRO through targeted advertising campaigns, SEO optimization plans, and web development & design services in order to provide a *user-centered and conversion-oriented navigation system.*

The graphic features three large, overlapping, organic shapes in white, black, and teal with diagonal hatching. The background is a solid teal color. Scattered throughout are small white geometric icons: circles, triangles, and asterisks. The text 'Brand Awareness' is centered within the white shape on the left.

Brand Awareness

Performance & CRO

Data Analysis

Key strategies for your business:



ADV

- Strategy, Planning & Management
- Media Buying & Distribution
- Video Adv
- Display Adv
- PPC
- Social Media Adv
- Mobile Adv
- Native Adv
- Programmatic



SEO

- Audit: Website analysis
- Optimization Plan
- On-Page Optimization
- Off-Page Optimization
- Link Building



WEB DEVELOPMENT & DESIGN

- Planning & Design
- Web Management
- UX | Research & Design
- GUI, UI
- Web Analytics on Digital Properties
- App Development



ANALYTICS

- Google Analytics Set-Up
- Google Analytics Audit
- Conversion Rate Optimization
- Reporting
- G-Data Studio Dashboard Configuration



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