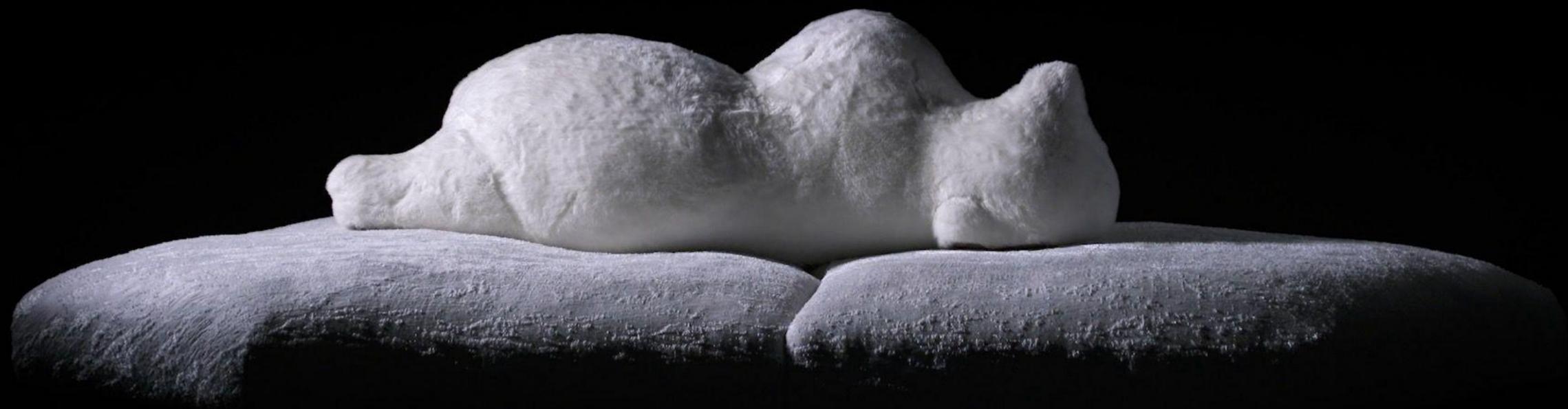


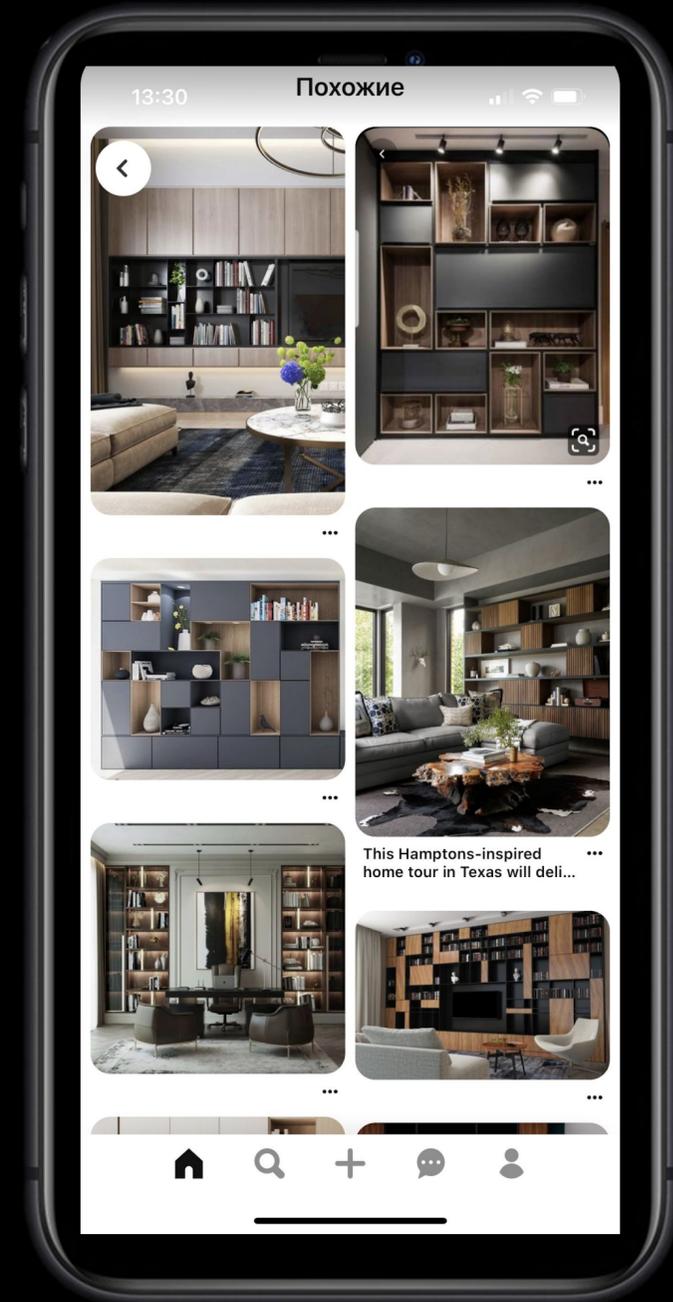
**edra online**

**Europe & USA**



# Content

- Digital marketing objectives;
- Competitors overview;
- Digital marketing tolos;
- Digital marketing activities.



# About us

WLMDigital (When life meets digital) has dedicated creative and marketing teams find complex solutions for companies of any field.

We are a full-service digital marketing company that creates and promotes visual content for social, web and mobile platforms.

We help companies to grow, tell stories and get attention in this crazy content-first world.

We help companies to get attention, attract viewers and convert them into customers.

Our international network of experts in content, promotion, video, design and development works to provide valuable results to clients from any part of the world.

But that's not all we value: Advanced Approach & Constant Growth .

# Digital marketing objectives

- Reach the top positions for all brand queries and subbrand queries;
- Create your own database of site visitors and transform it into a client base;
- Increase conversion from social media to website;
- Collect competitor traffic data.



# Competitors overview

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Total
<a href="https://www.minotti.com/en">https://www.minotti.com/en</a>	199 600	216 600	226 500	196 000	202 400	1 041 100
<a href="https://www.bebitalia.com/">https://www.bebitalia.com/</a>	175 300	197 300	239 400	231 700	194 000	1 037 700
<a href="https://www.poliform.it/">https://www.poliform.it/</a>	143 700	137 000	138 000	125 000	122 000	665 700
<a href="https://www.cassina.com/it/en.html">https://www.cassina.com/it/en.html</a>	121 800	93 900	128 200	148 000	123 900	615 800
<a href="https://www.flexform.it/en">https://www.flexform.it/en</a>	101 200	143 000	143 000	153 000	148 000	688 200
<a href="https://www.mooodi.com/en/">https://www.mooodi.com/en/</a>	108 000	112 900	201 000	146 800	102 400	671 100
<a href="https://moroso.it/">https://moroso.it/</a>	31 500	27 600	18 900	21 000	20 300	119 300
<a href="https://www.magisdesign.com/">https://www.magisdesign.com/</a>	26 500	24 800	27 700	28 900	26 800	134 700
<a href="https://livingdivani.it/">https://livingdivani.it/</a>	24 700	30 300	34 500	21 500	20 300	131 300
<a href="https://www.dedon.de/">https://www.dedon.de/</a>	20 500	17 900	20 800	22 500	21 200	102 900
<a href="https://www.porro.com/en">https://www.porro.com/en</a>	15 200	14 600	14 900	15 300	15 000	75 000
<a href="https://edra.com">https://edra.com</a>	16 300	12 800	14 100	13 400	12 800	69 400
marketplace						
<a href="https://www.driade.com/it_it/">https://www.driade.com/it_it/</a>	15 000	16 100	13 300	10 100	9 600	64 100
<a href="https://www.deplain.com/">https://www.deplain.com/</a>	12 800	11 000	12 700	13 600	13 400	63 500
<a href="https://www.arflex.it/">https://www.arflex.it/</a>	9 300	8 000	8 800	9 600	9 600	45 300
<a href="https://www.ceccotticollezioni.it/">https://www.ceccotticollezioni.it/</a>	3 900	4 000	5 100	5 600	5 900	24 500

The main sources of the competitors audience activities are social media - Instagram, Facebook, Youtube.

Monotti and bebitalia funnels are similar, they look like below:

Promo posts and videos Facebook



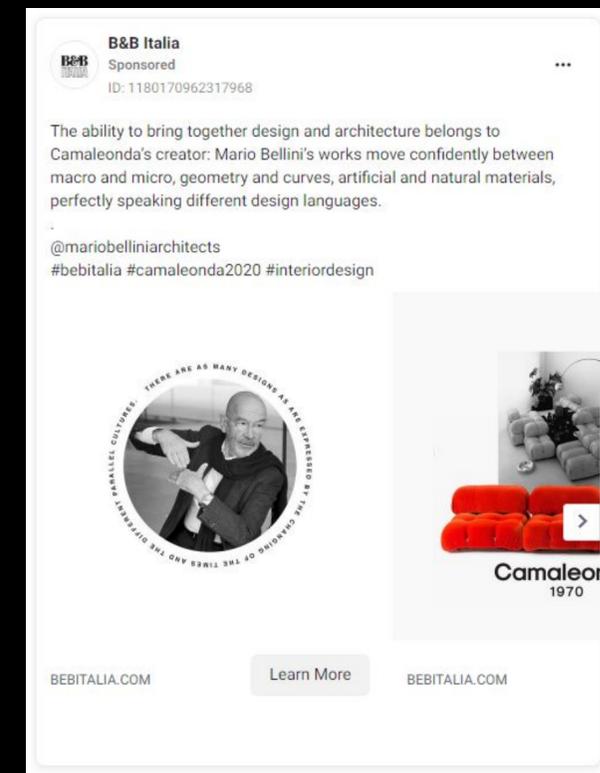
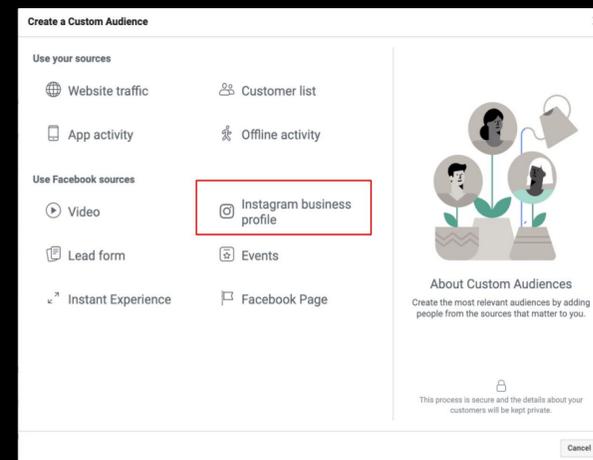
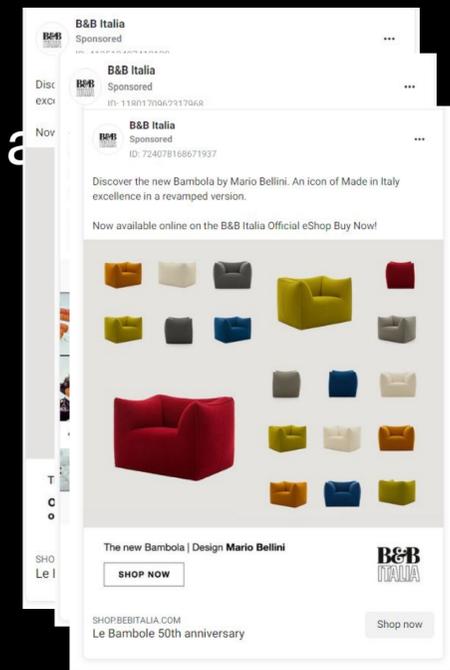
Activity on posts, video views



“Warm base”



More frequent



# Digital Marketing Tools

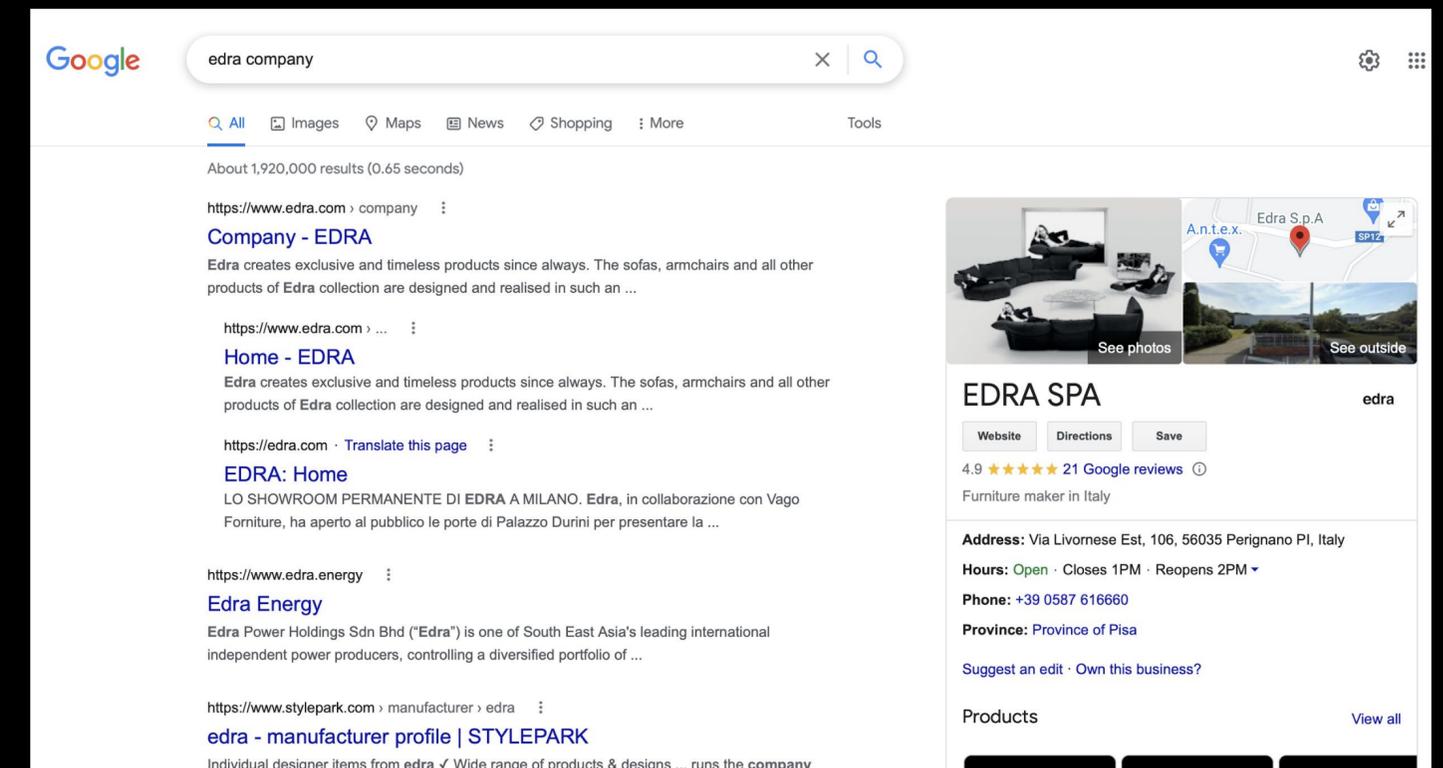
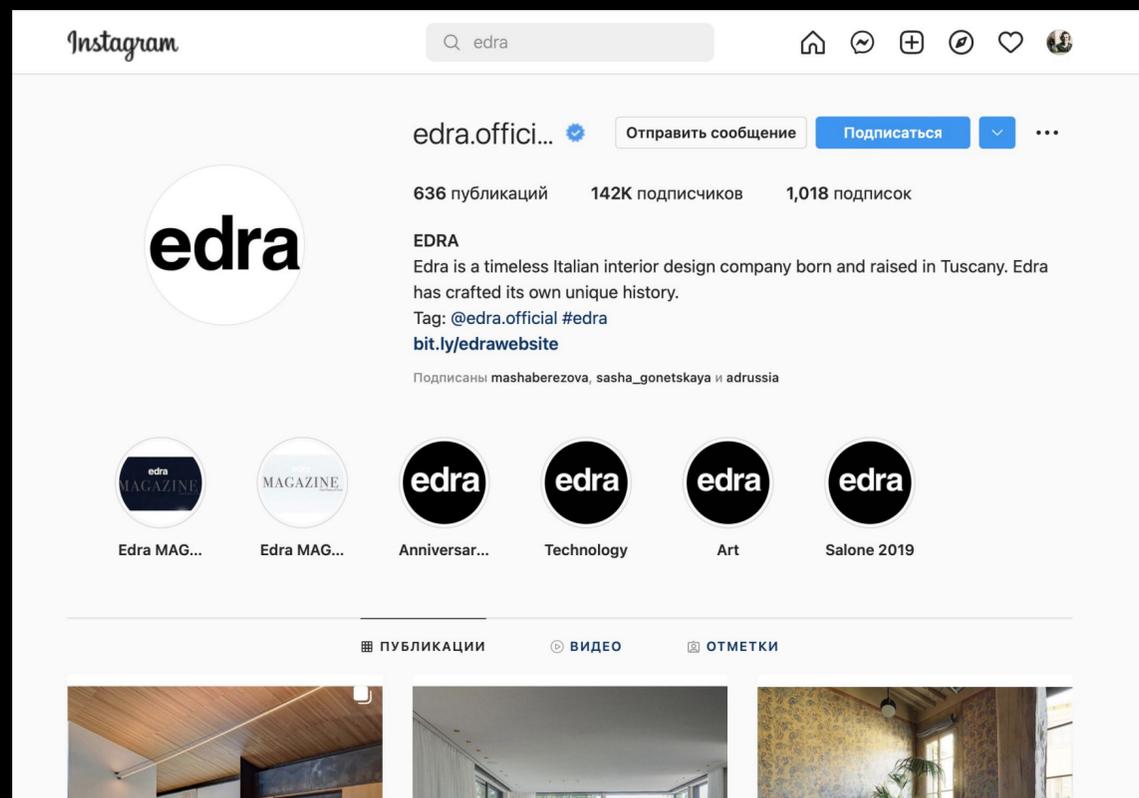
## SMM & SEO

Social media marketing:

We use social media to turn potential customers of the brand first into consumers of content, and then we turn them to a client through the reverse funnel.

Search engine optimization (SEO):

In order to avoid losing traffic, including Edra queries, we use organic search engines.



# CONTENT & AD`s

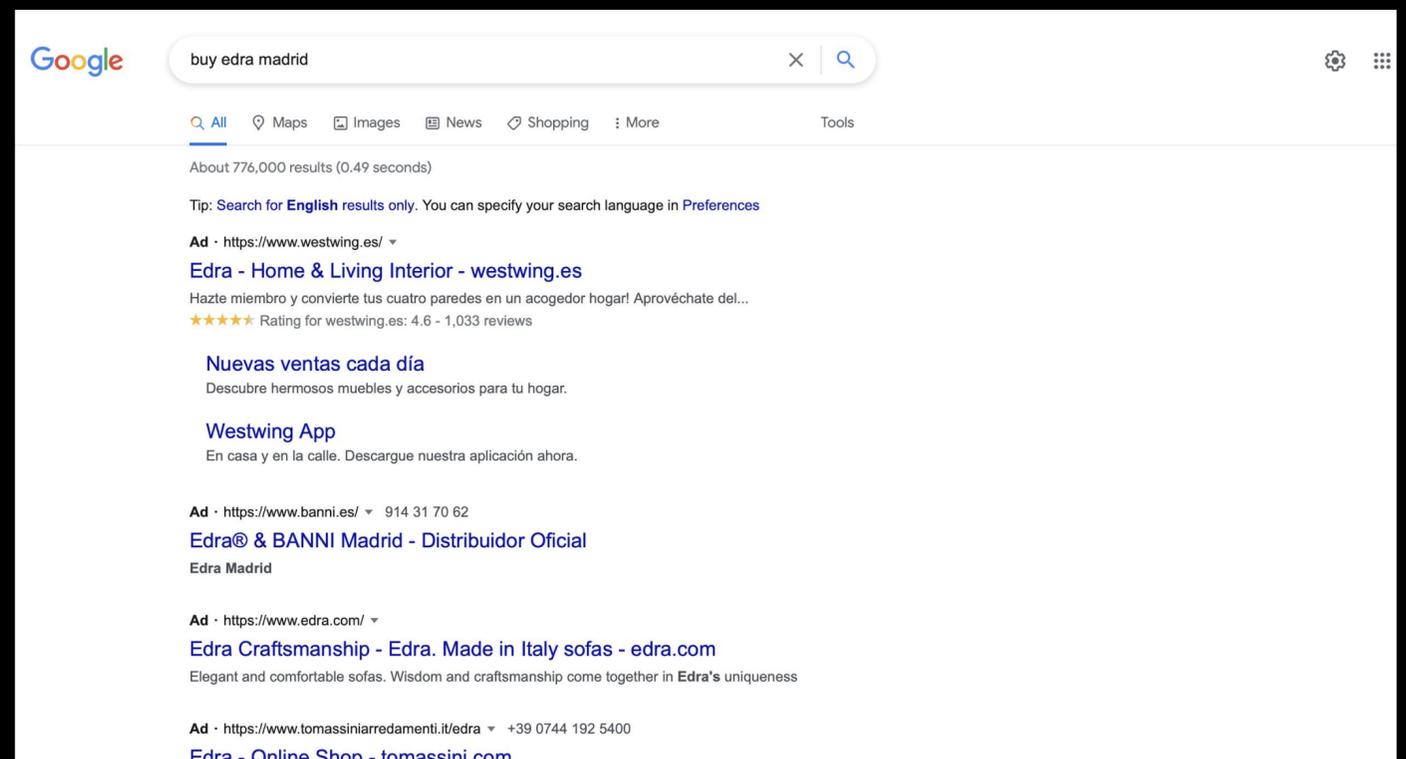
Content marketing is the most effective method of controlling visitor's behavior.

Achieve goals quickly and efficiently with audience-based content management.



PPC (Pay-Per-Click) is one of the main sources of traffic.

We will show PPC ads to users who are interested in products in our price range. If the user is considering a competitor's brand, we will intercept it as well.



# DISPLAY ADS & ANALYTICS

Digital display advertising with the help of media advertising, we will be able to warm up the audience of our database and significantly expand it due to the enormous coverage.

Search analytics: we will be able to analyze the behavior of our entire audience on the Internet. With the help of the look a like tool, we will be able to target a wider target audience.

The screenshot shows the EL PAÍS website interface. At the top, there is a navigation bar with the logo 'EL PAÍS', a 'SUSCRIBETE' button, and a 'INICIAR SESIÓN' button. Below the navigation bar, the main content area is titled 'Actualidad' and includes a 'VER NEWSLETTERS' button. The content is organized into a grid of news articles and an advertisement. The first article is 'Moreno amplía su Gobierno a 13 consejerías y nombra 'número dos' a un hombre de confianza de Arenas' by Lourdes Lucio and Eva Saiz. The second article is 'El rastro perdido de los refugiados en la frontera entre Polonia y Bielorrusia' by Gloria Rodríguez-Piña. The third article is 'El Gobierno de Mañueco culpa "al ecologismo extremo" de la dificultad en la gestión de los incendios' by Juan Navarro. The fourth article is 'Primarias en el Partido Conservador del Reino Unido: la lucha por el legado de Thatcher' by Rafa de Miguel. The fifth article is 'El refino: de negocio en retroceso a mina de oro para las petroleras' by Ignacio Fariza. The advertisement for Edra features a large image of a dark sofa with the brand name 'edra' and the text 'Comfort superlativo, eleganza universale e senza tempo, sono le caratteristiche fondamentali di Edra.' and a button 'Entra in Edra'.

# Digital marketing activities

We build our own audience funnel of EDRA resources, identify problematic traffic sources to correct its fall.

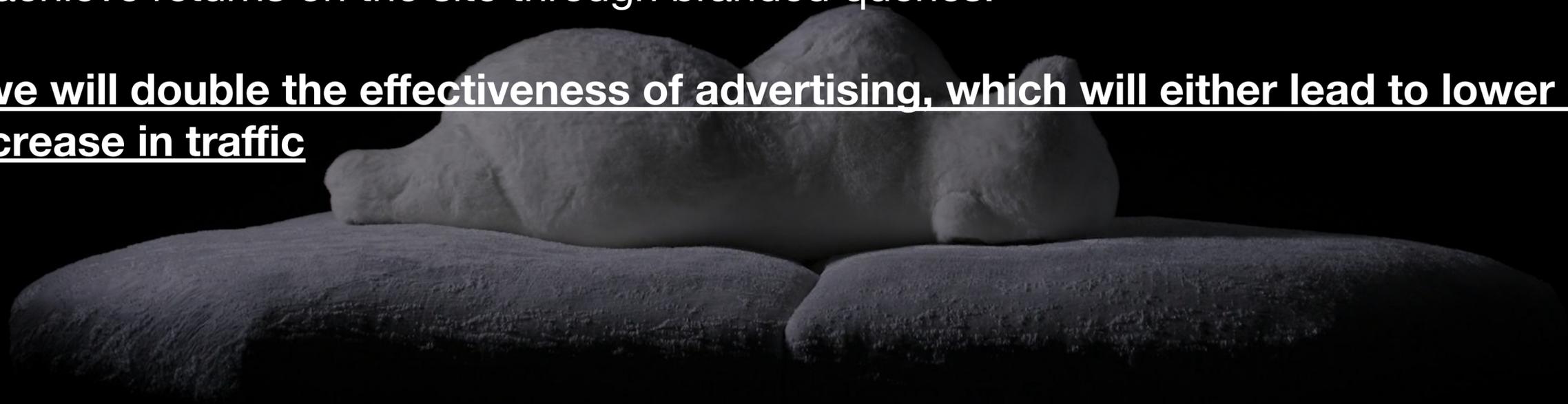
**In one month we will have entire base of our visitors in GA cabinet and we increase traffic on 15%**

We set an effective target action on resources in the form of downloading a catalog. As a result, we divide the traffic into groups according to the level of interest.

**A the same month we will get legal personal data of at least 100 of our visitors**

Based on the classification of users, we begin to increase the frequency of ad impressions for the relevant audience, we achieve returns on the site through branded queries.

**In 2 months we will double the effectiveness of advertising, which will either lead to lower costs or a significant increase in traffic**



In-depth data of the competitors audience will give us a more complete picture of the behavior of the entire category.

**In the first two weeks we will be able to collect data on up to 70% of competitors' traffic**

By placing messengers on resources, we will be able not only to collect our own personalized client base, but also to demonstrate the culture of customer relationships.

**In the first three months, with the help of a chat bot, we will be able to collect a behavior pattern of an engaged audience**

# Cost

We offer our services in the first three months for

1500 euro - Italy, Spain, France

800 euro - Russia

1200 euro - USA

The cost of services does not include the production of content and advertising budget



# THANK YOU

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