

The logo for Weevo, featuring a stylized lowercase 'i' with a dot above it, followed by the word 'Weevo' in a lowercase, sans-serif font.

company  
profile

# web communication for business internationalisation

A strategy and method for effectively approaching foreign markets by using social media.



DAVID

Project Management



GIUSEPPINA

Content

## our value added?

Communicating complex realities,  
simply. In distant countries.

Our social media approach can grow your business on  
markets you haven't even considered yet.



GABRIELE

Marketing and  
Communications



GIULIA

Web Advertising



GIOVANNI

Development

## Vision

Enhancing the perception that Italian businesses have of social media and web tools.

## Mission

Planning, designing and creating in a digital environment in favour of the real economy.

the web is the most modern  
and efficient means of being  
identified as a possible partner  
in countries that maintain a  
high growth rate.

The logo for Weevo, featuring a stylized lowercase 'i' with a dot above it, followed by the word 'Weevo' in a serif font.

the hub of your business communications



Website

the heart of the strategy



Content

the new frontier



Social Media

dynamic, measurable advertising campaigns



Web Advertising

to define the strategy and put it into action



Ad Hoc Tools

## VISUAL COMMUNICATION PLANNER

We analyse the scenario and identify the target, positioning, objectives and assessment metrics

Using mother-tongue copywriters, we craft localised content to achieve the best results

We continuously measure communication activities

### Analysis

01

### Content

03

### Monitoring

05

### Strategy

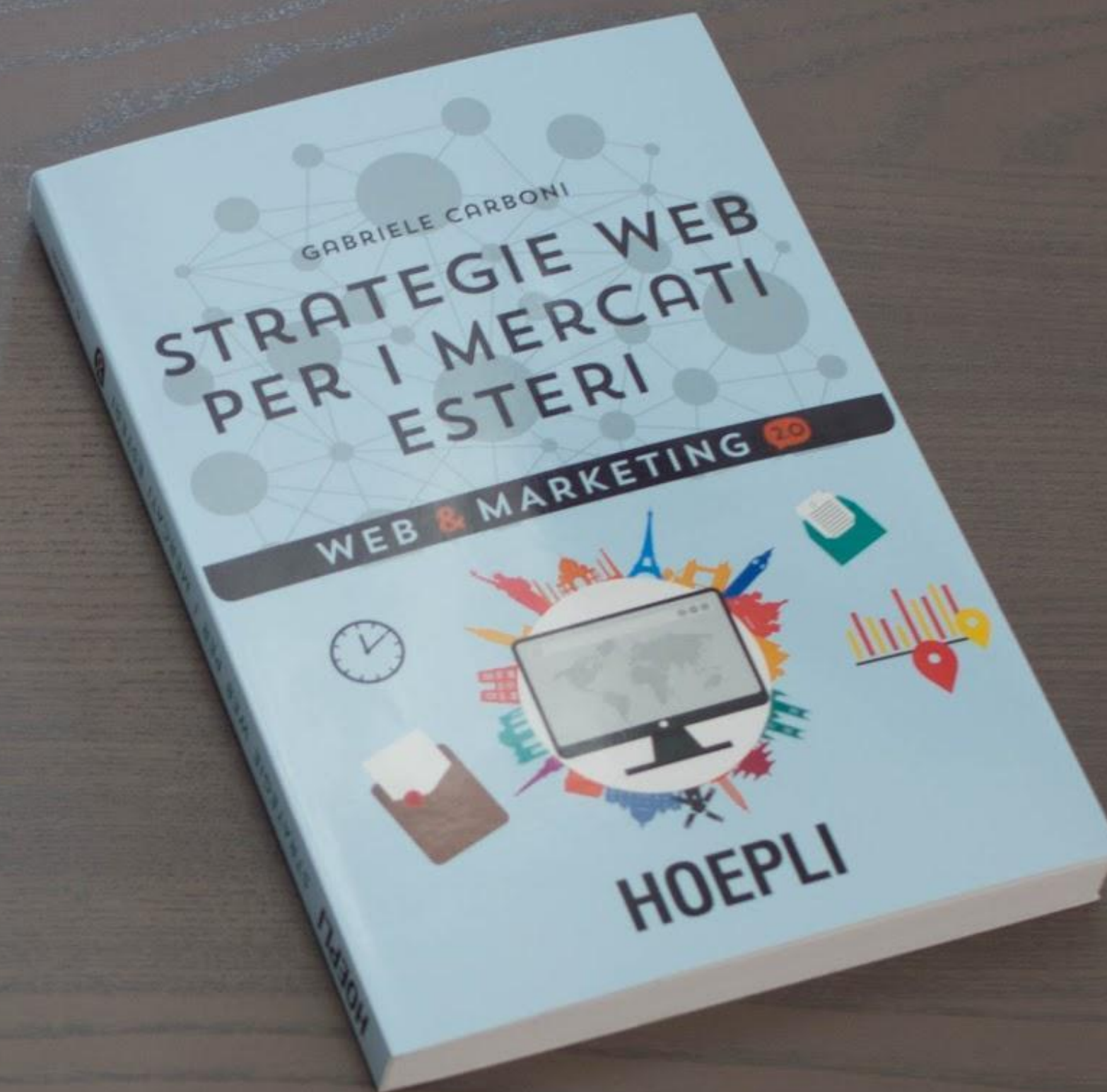
Based on your objectives, we plan the best ad hoc digital communications strategy for the target country

### Channels

From a simple landing page, to an enterprise or e-commerce website, and even social network accounts. We manage the channels, spread the messages and interact with the requests of potential customers



with the right tools,  
thanks to web marketing,  
distances change  
paradigm and the world  
comes closer.





# Weevo

We rely on Drupal, an enterprise class content management system that is versatile, flexible and open source, but not vertical.

It is particularly recommended for enterprise projects due to its stability, reliability and scalability, as well as its high degree of security.

## Drupal™



some of the tools we wanted  
did not exist

So we designed and created them ourselves.

//Web strategies for foreign markets

//Visual Communication Planner

//Glouk

//Content Hub

//Ninja copy





hardy coffee company

// Italy

// Russia e CIS

// Germany

// Poland

// English-speaking countries

// Slovakia



caprari

// Italy



snap-on

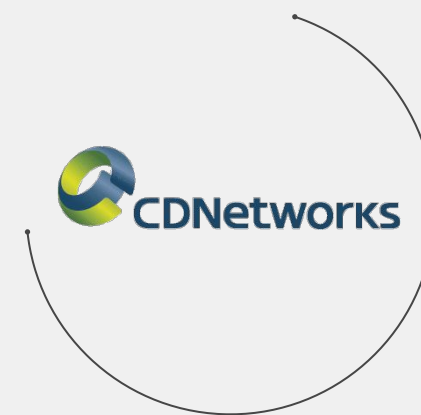
// Italy

// Russia e CIS

// English-speaking countries

// China

// Japan



cdnetworks

// Italy

// UK

// Spain

// France





inspired group  
// Italy  
// English-speaking countries



biocharme  
// UAE



salumificio vecchi  
// Poland  
// Germany



warrantraining  
// Italy



Tell me who you are going with,  
I'll tell you **who you are**

Selected as consultants for BPER clients

//Digital internationalization



**BPER:**  
Banca



## Requirements to get a **Partner** badge

Easy peasy lemon squeezy

//Profile the agency as a Google Partner

//Have AdWords certified staff

//Guarantee a constant monthly budget of not less than 10.000,00 USD

//Ensure growth performance by expanding the customer portfolio

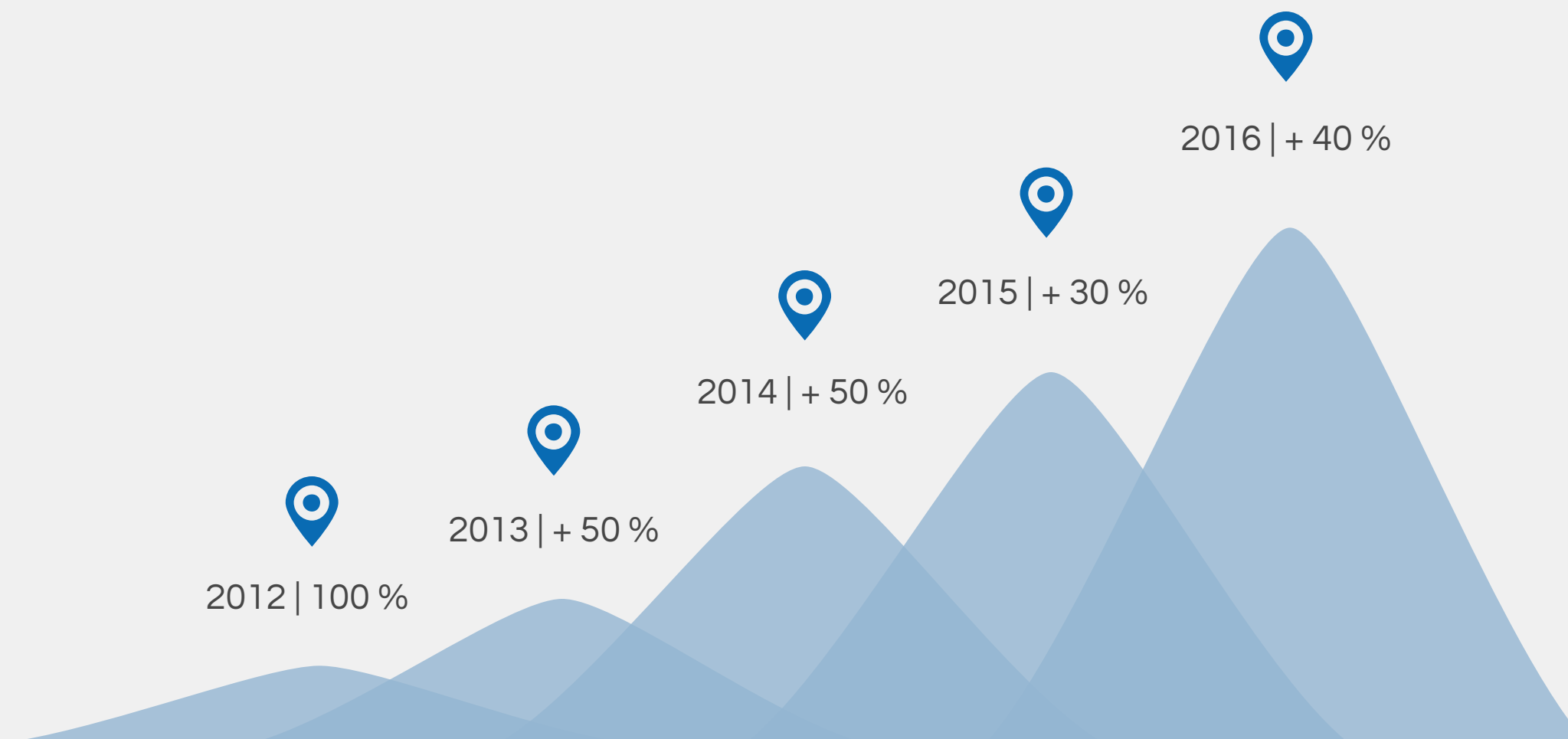
The image shows a white rectangular badge with a blue vertical bar on the left side. The word "Google" is written in its multi-colored logo font, and the word "Partner" is written in a large, grey, sans-serif font below it.

Google  
Partner

## 4 dry figures

Sometimes, they speak louder than words.

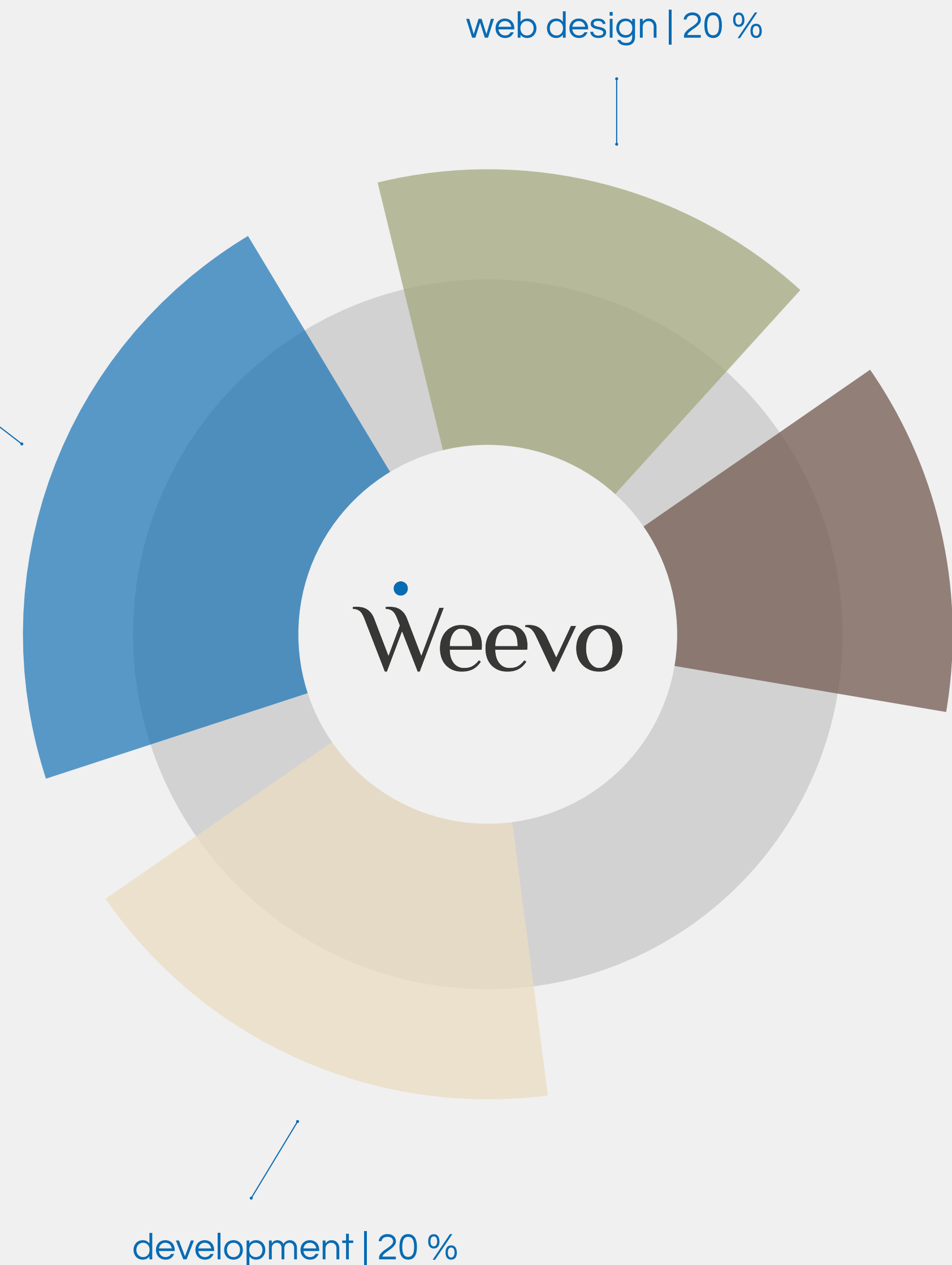
We have been around for four years, maybe not enough to talk about our "history", but enough to project a positive growth trend based on concrete figures obtained with market consensus.



SMM | 45 %

web design | 20 %

content | 15 %



development | 20 %

# Weevo S.r.l.

## Headquarters

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61122 Pesaro (PU) - IT

## Operational headquarters

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Tel. 059 76 29 53

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46043 Castiglione delle Stiviere (MN) - IT  
Tel. 0376 67 37 10

