



**Unione europea**

# Progetto cofinanziato dal Fondo europeo di sviluppo regionale

Il progetto ha beneficiato di un contributo per l'importo di euro 40.000 nell'ambito del Bando POR MARCHE FESR 2014/2020 - ASSE 1 - AZIONE 1.3 - INTERVENTO 1.3.1 Promuovere i processi di innovazione e l'utilizzo di nuove tecnologie digitali AZIONI PER IL RIORIENTAMENTO E LA DIVERSIFICAZIONE DEI MERCATI -

**“ Videoworks: sviluppo di marketing digitale per il settore dello yachting.  
Videoworks: development of digital marketing for yachting industry.”**

**Positioning strategy, restyling and enhancement  
of the main corporate communication tools.**

## DESCRIPTION OF THE PROJECT

The purpose of this functional digital communication project aims to guarantee a brand positioning strategy through the creation of copy content, photos and videos useful for organic positioning and corporate story-telling in new markets and social media communication platforms identified according to the reference targets. The project also includes the enhancement of promotional tools in multilingual, including the design, preparation, revision and translation of catalogues, brochures and company presentations.

## GOALS

1. Analysis of the positioning strategy
2. Graphic restyling of the corporate website
3. SEO activity on the corporate website
4. Activity oriented to the generation of new leads
5. Management of the main social media platforms
6. Promotion and translation of corporate communication material.

## RESULTS

1. New website
2. New corporate presentation layout
3. New social channels engagement
4. New Company Profile