

Capabilities Deck

MADE BY:

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1st DAY OF JUNE

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Communication & Marketing

CONSULTING

STRATEGY

CONTENT

PR

DIGITAL

OFFLINE

CORPORATE

Welcome to June.

We partner with active businesses that reached a growth level where they need to better communicate and market to attract new business.

We look at this as the transition of a company from spring to summer. And as every summer starts with June, we are here to facilitate that transition.

Iuliana Florică

1st DAY OF JUNE

Relevant International Experience:

**FINANCIAL
SERVICES**

FINTECH

AGRICULTURAL

**DIGITAL PRINTING
& PLOTTING**

**BROKERAGE
INDUSTRIES**

Our Service and Capabilities

JuneCom plays with the entire palette of marketing and communication services. We can embrace communication challenges and deliver results through a 5-steps act:

I. ALIGNMENT

II. DISCOVERY

III. PLANNING

IV. IMPLEMENTATION

**V. MEASURE, ADJUST,
REPEAT**

I. ALIGNMENT

1. First Contact
2. Determine if we are a fit
3. Clarify and Understand your MarCom Goals: Generate Purchases, Product Launch, Brand Awareness etc.
4. Proposal & Quote

II. DISCOVERY

1. Business, industry and market research
2. Competition Analysis
3. Research Key Audiences
4. Define Buyer Personas
5. Deliver a Comprehensive Report that Gives you the Answers you Need.

III. PLANNING

1. Positioning
2. Understand the Customer Behavior
3. Establish Key Messages & Media
4. Pick the Suitable Communication Channels
5. Define the Necessary Marcom Expenditure



The Result is an Actionable Plan.

IV. IMPLEMENTATION

Activation of Marketing & Communication Campaigns

1. Content Creation:
 - Social Media
 - PR
 - Media Advertising
 - Written Content
 - Video Marketing
 - Blog Content
 - Digital copy Ads
 - Display Ads
2. Media Buying and Advertising Campaigns Activation
3. Online Marketing Campaigns:
 - PPC for Google Ads (Search, Display, YouTube), Facebook and LinkedIn
 - Keywords Research & Selection for Text-Ads Google Search Campaigns
 - Campaigns Reporting in Google Data Studio
 - SEO
4. Offline Campaigns Activation: Radio, Outdoor and Events

V. MEASURE. ADJUST. REPEAT

1. Customer Satisfaction Researches
2. Media Coverage Monitoring
3. Tracking of Key Analytics across Social Media
4. Insights and Measurements from Google Data Studio
5. Provide Key Learnings and Actionable Insights



Implementation of the Strategy, Results Measuring & Future Steps .

A light blue outline of a flower with six petals, positioned to the left of the main text.

Thank you!

Ready for summer? Well, every
summer starts with June:

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