Parklab

B2B web marketing and communications agency

Parklab

We are a Milan-based web marketing and communications agency focusing on project management of creative processes

We are a well-established team that shares a background in B2B marketing and communications.

Founded in 2014, Parklab has always had an international vocation: we work with companies with export in their DNA and manage communications activities of the Italian branches of multinational brands.

WHAT WE DO

- Management of social media pages
- SEO copywriting
- Website development
- E-commerce
- Brand positioning
- Graphic design
- Video production
- Industrial marketing and marketing for professionals

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Digital strategy

Brand digital positioning: analysis and strategy

The best way to understand the current composition of your digital target market

Digital technology is shaping the way companies and clients interact with each other. **The evolution of the digital world has radically changed the services and tools available to companies** to communicate, to sell, to make people know about their products and services. But being present on the Internet is no longer enough: you need to know how to do it, what strategy to pursue, what competitors are doing and how to position your brand in an increasingly crowded and competitive environment.

Positioning your company and using digital opportunities in the right way and profitably is the result of a measurable, data-driven, evidence-based process. The right start is to work on a comprehensive strategy document that provides:

Competing on the Internet thanks to the opportunities digital technology offers

Digital positioning is not just about having a website or posting on social media, it is also about committing your company to an organic system of relationships between the different people it is made up of: suppliers, employees, stakeholders and clients. **Digital technology is a real location, albeit virtual, which is an indispensable asset and provides additional services to those you offer on the physical location.**

Its construction or reorganisation brings additional value because it organically values some of a company's most important assets: knowledge, experience and relationships, as well as the perceived value of its brand and products.

WEB ANALYTICS AND PICTURE OF YOUR DIGITAL REPUTATION

ANALYSIS OF COMPETITORS AND THE RELEVANT MARKET

DEFINITION OF OBJECTIVES

IDENTITY OF BUSINESS ASSETS

DIGITAL COMPETITION

Digital presence: a virtual location offering real services

Enterprises approaching digital technology are often unaware of its enormous possibilities and opportunities and you see it in their limited use of tools. New ways of dealing with clients are leading to a change in the relationship between a user and the company. Reaching out to the clients or setting yourself apart with a better product or service is no longer enough. **It is crucial for a company to provide its stakeholders with a digital experience** that is engaging, enjoyable, simple and in line with their needs.

Proper digital positioning brings enormous advantages to the company in terms of interaction and relations between those involved:

- it increases the loyalty of recurrent clients
- it reaches new clients
- it improves customer care
- it brings the brand closer to people.

CORPORATE ASSETS

Digital technology means new data-driven approaches

Digital technology offers a huge advantage when used properly: it collects data, the strategic pillar of the business. Being able to **collect, organise and analyse data** means making informed decisions based on objective facts and not on personal feelings. Today managers need information to help them make the right choices for the future. When collected with competence, verified and up-to-date, digital data allows new metrics to be added on top of traditional analytics and KPIs to picture user and market behaviour and to identify technical issues and critical events.

Digital positioning goes beyond marketing or advertising and becomes a business growth factor with real and lasting value.

How to design an effective digital positioning

At Parklab **we analyse and evaluate the digital presence of companies**. We do this with data-driven processes and we organise the results into an official, **comprehensive document with verifiable data**.

The first step is analysis and results in:

- a picture of the **current digital position of the company**;
- an **overview of the market**, or target markets, with an **analysis of competitors** and their presence on the web and on social media (both organic and paid).

At the end of the analysis phase, a **final strategy document** is written, indicating concrete actions to be taken, such as:

- suggestions on user experience design
- use of tools and strategic automations
- implementation of editorial plans for social media and web publications
- use of paid advertising
- communications and sponsorships also in synergy with offline events.

You cannot manage what you do not measure. It is a fact that is often repeated by those working with businesses and big data, and it is perfect for illustrating the new horizons that every company must aim for in order to innovate its business models.

Data enable companies to create new products and services or to optimise existing ones and to set up new business models. **Digital technology can give a competitive edge** even to traditional companies that want to grow and **position themselves not only on the Internet, but also in the real market that now seamlessly integrates the two dimensions**.

"You can't manage what you don't measure"

Social Media Marketing

Management of social media pages

Social media Manager

MANAGEMENT OF SOCIAL MEDIA PAGES
Graphics and content copywriting for your pages on social media.
LinkedIn, Facebook, Google Ads advertising campaigns. Digital Customer Care.

STRATEGY AND CONTENT MARKETING
Brand Positioning and Digital Strategy.
Editorial calendar, content marketing projects.

Social media channels are the virtual place where you can build relationships, talk about your identity and show your work.
Through a careful and strategic management you can achieve:

NEW OPPORTUNITIES

NEW CONTACTS

BRAND AWARENESS

LOYAL COMMUNITY

Effective management of social media channels

Organisation, creativity, analysis and strategy: 4 key steps for social media pages that work. Our experience in communications and B2B has enabled us to create **effective, verifiable and implementable processes**.

Not all social media channels are the same and you cannot use the same strategy and language for all of them.

LinkedIn, Facebook, Instagram, Twitter, or YouTube and Vimeo to Slideshare or Pinterest: there are many social networks with different audiences and different communication intentions.

The **social media managers** at Parklab identify the networks frequented by your clients and of interest to your business. Next, they set up a communications strategy, define an editorial plan, create **contents** and, if necessary, **sponsor content**.

Our knowledge of business ecosystems enables us to define working methods that integrate well with company workflows.

Social media activity plan: how we work

STRATEGY AND EDITORIAL CALENDAR

Start up, material collection, planning and KPIs

- In the start-up phase, we identify and collect **relevant corporate materials** and identify the people or sectors of the company that can supply them. These will be the basis on which we develop posts.
- We collect all existing corporate materials and organise them into a **calendar** that gathers all topics, deadlines, trade fairs and company events.
- We make the most of your existing resources and, if necessary, support you in creating new content. We work flexibly to ensure that we are always up-to-date with any **new developments and news**.

MANAGEMENT OF SOCIAL MEDIA PAGES

Content creation, scheduling and publication

- We design, **write** and publish **contents** for your **corporate social pages**.

The creation of the posts is entrusted to our graphic designers and copywriters
Our **social media managers** take care of the strategy and, with professional tools, optimise scheduling and publication.

- We can be completely autonomous in the management of social media and use all the tools to **reach your audience at the times and on the days when they are most present**.

MONITORING

Audience interactions: clicks, shares, comments

- Social networks are constantly monitored and we will alert you in case of notifications relevant to the company. **We regularly deliver reports** on the performance of posts and interactions to check the strategies and effectiveness of each post.
- We check for you daily what is happening on your pages. We will let you know in case of **comments**, **clicks or significant shares**.
- Thanks to the monitoring, you are able to track conversations about your brand and take timely action with your followers.

DIGITAL CUSTOMER CARE

Tools for managing prospects and clients. Lead generation tools

- Fast and efficient client support that reaches them promptly through **social network messaging**.
- With a preliminary analysis we find frequently asked questions (FAQs) and arrange the answers on a list of automated answers (BOTs) that provide for the standard needs of your clients.
- Digital **customer care** saves your company time and makes communication quick.

Social media advertising campaigns

Results-driven budget

For the most interesting topics, we can choose to invest budgets agreed with the company to **sponsor and disseminate content** beyond the organic reach of the page.

Precise targets

We can **accurately target groups of people** who may be potential clients and show them the post for lead generation. We are also able to **identify the position of prospects and the company they work for** and have them receive messages and communications **to turn them into interested contacts**.

GOOGLE MY BUSINESS AND GOOGLE MAPS MANAGEMENT

These are very important tools, yet often neglected by companies.

Taking good care of your Google My Business page allows your clients **to find all your contact details immediately and improves your ranking on search engines**.

For this reason, we optimise Google My Business, including claiming ownership if needed, and we check the correct location of the company on Google Maps, resolving conflicts and inaccuracies.

Web design

Websites

Design and development of websites full of innovative tools that interact better with your audience and clients.
Make digital communication effective and user-friendly.
Use the Internet to find new ways of relating and providing business services.
An effective **website** is a website that succeeds in matching the needs of the user and those of the company. It must be visually appealing but also **fast and easy to navigate**.

A satisfied user easily turns into a lead and a client.

At Parklab we take care of the entire **development of a website.**
Our professionals can build new sites from scratch or redesign/restyle existing ones.
At our web agency you will have just one contact person to support you from the graphic design and definition of the best browsing experience stage to the final development of your website.

WEBSITES
One-page websites
and complex websites

E-COMMERCE WEBSITES
Responsive e-commerce websites
with fast checkout

LANDING PAGES
Landing pages for lead generation

NEWSLETTERS
HTML for company newsletters

The elements to develop an effective website

SPEED AND VISUAL

Fast and interactive websites

- **We design and build company websites**.
- We use tested templates to eliminate redundant code and activate AMP pages. We offer our clients the possibility of hosting on SSD servers with optimal performance even for complex and **e-commerce websites**. We apply the HTTPS protocol or update it, if not active.
- **Our websites load quickly**. Performances are also optimised for visitors using smartphones and this improves both the relationship with users and Google ranking.

USEFUL FOR GENERATING CONTACTS

Websites that interact in a natural way

- We **install innovative tools on the website** that enable your users to start conversations and make requests to the various departments of your company.
- We make pre-recorded videos or, through systems compatible with **WhatsApp Business**, we allow people to choose the required contact person on the site and write directly to his or her **business chat**.
- Your website becomes a valuable tool for customer relations and dialogue. Offer quick solutions to recurring requests and use **interactive forms** to collect appointments directly on your corporate calendar.

E-commerce websites and landing pages

Has the time come for your new e-commerce website?

YOU CAN MANAGE IT YOURSELF, IT'S INTUITIVE

Flexibility and versatility are the watchwords for **e-commerce websites** that work and are implementable. This is why we use **WooCommerce**, a tested platform that best **adapts to Google updates**.

IT INTEGRATES WITH YOUR B2B BUSINESS

We have turned traditional **e-commerce** into a smart way to **manage orders and company warehouses**. For example, with an e-commerce website your clients and dealers can **place repetitive orders and request spare parts from a smartphone** on their own without involving your staff.

Let's design your next landing page together

DEVELOPMENT OF LANDING PAGES

Strategic landing pages are the best way to run **effective marketing or lead generation campaigns** and to launch new products/services. We design landing pages useful for both newsletter communications and for **social media advertising**.

CONTENT AND ANALYSIS

We take care of **creating interesting contents for your target audience: copywriting**, **videos**, **graphics**. We use Analytics and A/B testing to assess the results.

SEO

Strategic analysis and search engine ranking

Our SEO strategy for a successful website ranking

Our goal is **to generate and drive quality traffic from search engines to your website pages**, increasing the number of users and brand reputation.
We will work with you to understand how SEO can enhance the **visibility** and ranking of your website, to improve the **user experience** and ultimately increase **conversions**.

Our SEO strategy is comprehensive and covers all **aspects that improve organic ranking**. Through a **data-driven approach**, we develop an SEO project that leads to better user experience and conversions.

One aspect is strictly technical: analysis of server logs, optimisation for mobile devices, editing of pages and URLs.
Then, we cover more familiar aspects such as **keyword research** and **creation of content optimised for search engines**.

We also take care of the so called "off-site SEO": i.e. we build up the authority of the website and drive referral traffic with **link building**.

KEYWORDS ANALYSIS

An in-depth analysis of the keywords of your sector with traffic data by country of origin and website index.

MONITORING COMPETITOR WEBSITES

Analysis of keywords with which your competitors' websites are indexed, their positioning, and estimate of generated traffic.
Backlinks analysis.

SEO COPYWRITING

Our SEO copywriters review your website pages creating new texts based on identified keywords and developing a content marketing calendar to populate your blog and your social media pages with highly indexable texts.

Website ranking (SEO) starts with market research and analysis

Successful SEO campaigns are based on research.
More than keyword research and search volumes, it is essential **to work on the purchasing and browsing behaviour** of your ideal buyer personas.

This enables you to find the intentions and questions of users, map out inbound channels and understand your brand's positioning.
A careful analysis of the presence of your pages and those of your competitors in search engine results is essential to define a **SEO strategy**.

In this phase **all monitoring tools** are checked and configured. Analysis tools and platforms such as SEMrush or SEOZoom, Google Analytics and Google Search Console must be integrated into the website. It is also essential to define Tag Managers to monitor conversions.

With Parklab, you will discover that SEO is not just about ranking keywords, but above all about optimising your website, making your landing pages successful, improving the effectiveness of your content and evaluating your ROI.

GENERATE MORE TRAFFIC WITH BACKLINKS AND DISSEMINATION OF CONTENT

One of the most important SEO tools is the set-up of a **link strategy**.
These links may be internal ones: i.e. linking to other pages on the same website is essential;
or external, coming from other websites' articles, blogs or forums: making use of those is very useful.
Another option is **Digital PR**: this involves referrals to your website pages from social networks, LinkedIn for example.
To gain more visibility, at Parklab we use links to build connections with websites relevant to the company's business. We work with our social media team to distribute content and make sure that any strategy undertaken is aligned with business goals.

More than 60 % of marketing experts say that improving SEO and increasing organic presence are priorities. Our SEO campaigns are tailored to the strategic goals of your business, whether you are a start-up or a more established company.

WEB DESIGN

SEO means website usability and positioning

The technical part is relevant to Google. Our web developers adopt the best templates and state-of-the-art coding to optimise **page speed** and the **mobile version** of your website.

Google and other search engines always evaluate the website usability. We suggest the necessary changes to improve your search engine ranking and optimise the conversion process.

We also analyse and improve **Google My Business page**.

CONTENT

Strategic and SEO-oriented content

Content is the driving force for being visible in organic search. **Good quality content attracts visitors and converts them into clients**. All contents must be strategic, designed to increase brand authority and respond to keyword research.

Our content creation process therefore starts with a thorough **research of keywords and a competitive analysis** to identify opportunities in your market. Then highly engaging blog articles and white papers are developed, working on creating new website pages or optimising existing ones.

App development

Development of customised Android, iOS and Web Apps, also with e-commerce features

In Parklab, we have a team of experts to guide you through the entire process

The process will be very simple and always based on communication between you and the Parklab team, to make sure we create the App you want.

1 - We start with a consultation brief, to get to know each other, listen to all your ideas and decide together how to proceed with the **development of your App**.

2 - Next, we move on to the definition of the **UX design**, because your clients deserve apps that are easy to use and look good. In this phase, the structure and the design to be used are finalised.

3 - After that, we proceed with the **development and coding**. This consists of creating the code, the one capable of bringing the App you want to life. This phase includes testing, necessary to optimise the way the App works.

4 - Once created and finalised, your App will be ready for its **launch on Apple Store and Google Play Store**. This is done by loading the source code on the selected store. If you want, we can also help you develop a post-launch promotion strategy!

IOS APPS

ANDROID APPS

WEB APPS

E-COMMERCE APPS

With Parklab's solutions for native, cross-platform and web app development, you can reach your clients easily even on their smartphone. For tailor-made, easy and above all effective communication and interaction.

THE BEST WAY TO SUPPORT YOUR ONLINE SALES

Let's develop an e-commerce App for your business

Together with our developers, we also take care of the **development of highly professional and user-friendly e-commerce Apps** for you and your clients. It is the right tool not only to showcase your products, but also **to have clients purchase them directly via the App**, with advanced payment systems and a log in system. In this way:

- your clients always have their account and their order history at their fingertips;
- you, on the other hand, can interact and reach your clients easily, offer them a simple service and **increase sales**, through online promotions and **push notifications**.

A COMPLETE SERVICE FOR YOUR APP

What happens after the development of your App?

We offer **ongoing support and maintenance** to ensure that the App continues to provide the best user experience and highest performance. We take care of:

- usage **analytics**: for example, by constantly monitoring information such as the number of downloads, but also acquisitions, retentions, audience, we can assess the performance of your App and, if necessary, make changes to **improve its performance**.
- its **maintenance**, because an App needs to be updated and kept in condition to perform. Therefore, we work to ensure regular maintenance, intended to keep your application up-to-date. New versions of operating systems, **new devices and new features will no longer be a problem**!

App development, all the simplicity you are looking for

Whether it's a business App or an e-commerce App, we aim to make your life easier...

Managing **your new App** will be a child's play. Our solutions are designed to improve company workflows and implement corporate strategic processes, and are very easy to use. If you need an **e-commerce App**, don't worry: you will have a convenient interface to manage your entire catalogue and promotions!

...without forgetting your clients!

A good App is not only an App that can be managed easily, but also designed with the end-user in mind. It doesn't matter if we are talking about **development of Apps to showcase product catalogues, for e-learning, for the sales force.** Our mission is to have an unbeatable design and an incredible user experience. Fast loading times, an attractive look and feel, modern and easy-to-use interfaces on both smartphones and tablets ensure that your clients get the best experience!

APP RESTYLING

We not only **develop new Apps** but also **restyle existing ones**. In fact, we know that the world of technology is fast-paced and that, without proper care and attention, Apps can quickly become old fashioned.

If you have an App, but you need a team of experts to **keep it effective and functional over time**, also by updating the mobile native software development kit (SDK), you are in the right place!

Email Marketing

Newsletter creation

Newsletter subscribers are a real company asset. An email marketing strategy turns this resource into relations, interested people and conversions. Make the most of your contacts!

Email marketing is still little used and often not used in the right way. But a well-planned newsletter service has a huge potential in terms of generating and nurturing leads.
At Parklab we support you with **optimising your existing database** and finding new contact strategies. We create **customised templates** in line with the company's corporate image and **give shape to the content with texts and images.**

Through a dedicated software, we schedule and send the newsletter.
The last step is **monitoring the performance with a detailed report** of the campaign: views, emails opened and the number of clicks. This data can be used to improve targeting and focus on new commercial and advertising strategies.

HTML DESIGN
We create the template
and the layout of contents

AUTOMATION
We use retargeting systems
based on interactions

LANDING PAGES
We design landing pages
for lead generation

INSIGHTS
We produce detailed reports

Newsletter layout, content and analytics
Email marketing campaigns

EFFECTIVE DESIGN

HTML responsive layout

- We create **templates in HTML format**, optimised for receiving responsive email marketing campaigns on smartphones and tablets.
- The HTML code allows the insertion of **monitoring tags** which are necessary for **checking interactions of the recipients**.
  Emails are more attractive and, above all, enjoyable on any device with automatic resizing of buttons and images.
- The message is more effective than text-only emails.

DEFINITION OF TARGETS

Database optimisation

- In the start-up phase, we check and **test the entire mailing list** and **manage inactive users**.
- **We collect all the leads in your company** and identify **how to grow the audience** and where opportunities for genereting new contacts are.
  We also improve lead generation developing landing pages that encourage registration for events, webinars or e-books and video downloads.
- Database quality influences the effectiveness of email marketing campaigns by more than 60%, so **it is very important that your mailing list is always up-to-date**.

SPECIFIC SOFTWARE

Strategies to increase the opening rate

- We work with a **professional and tested mailing software** that doesn't use bulk mailings.
- For international companies with subscribers located **in different time zones**, we send campaigns that automatically match the geographical area of the recipient thanks to tools that identify domains and address servers.
- The use of automated individual mailings prevents the newsletter from being received as spam.

MATCHING AND LEAD GENERATION

Social matching and registration forms

- We compare the data of **subscribers with their social network profiles**. For example, if one of your contacts is registered on LinkedIn and changes job, we can update the database and change the Email Marketing strategy on their new career interests.
- The company's website and social network pages can integrate a customised **registration form** in order to collect more newsletter subscribers and grow the audience for email marketing campaigns.
- All our forms comply with the **GDPR** in accordance with protection of personal data and privacy.

Analytics and email retargeting

Corporate newsletters and email marketing campaigns: monitoring clicks and analytics

Data analysis enables us to identify the habits and preferences of the recipients. These insights can be used to refine content, generate targeted messages to subscribers and identify **brand ambassadors**.

DASHBOARD

We provide detailed reports and create a dashboard that can be accessed in real time. We support you with understanding and using data.

ANALYTICS

Let's look at all the parameters that indicate the success of a newsletter: delivery rate, email openings, clicked links, cancellations.

BIG DATA

Data helps improve the database, gives tips on the quality of the content and is necessary for remarketing and retargeting actions.

ADVANCED PROFILING AND SUBSCRIBERS RATING

Email retargeting

The analysis of the results of B2B **email marketing campaigns** improve direct communication. Evaluating the openings and clicks of each recipient allows to create dedicated funnels and **send messages a few days later with in-depth content based on the preferences expressed by each user**. This retargeting significantly increases **positive feedback** and engagement with your company.

Contacts ranking

Thanks to the **accurate tracking of actions**, we identify the most active recepients: they are true **brand ambassadors**, who appreciate the newsletter content, read it and share it. Each contact on the mailing list is given a **rating** depending on their actions: openings, clicks, shares. And based on their involvement, communication and commercial offers may then be customised.

Video production and editing

Production of corporate videos

Videos have a huge communicative capacity. They make the advertising of products and services more effective. They make the story of your business alive and can turn into real broadcast channels for news and promotions.

To be attractive and engaging, corporate videos must also look good and respect the visual identity and tone of voice of the company.

As **video makers**, we have put our experience and passion into creating **videos for companies and B2B communications**. We design each production to be unique, using top quality filming techniques and equipment. We constantly update our technologies and filming methods to give **state-of-the-art immersive multimedia experiences**. We produce **case studies**, **interviews**, **technical films and tutorials**, **commercials**, **corporate videos**. We also **assemble existing materials**, insert **subtitles** even when translated into several languages, do the editing and create **graphic animations**.

We support companies with writing **storyboards** and organise the logistics of shootings independently.
Our videos have shots that highlight the subject, be it a product or a person, by adjusting lenses and lighting.

We use **purely cinematographic techniques** in movements and editing. The result is a story that never loses focus on the content to be communicated. With our equipment of **drones**, **gimbals**, **dollies** and **Steadicams** we create a variety of expressions typical of high-quality studio productions.
We create:

CORPORATE VIDEOS

CONFERENCE VIDEOS

INTERVIEWS

CORPORATE CASE-STUDIES

Video editing and post-production

A well-made corporate video has to be carefully designed down to the last detail. We pay great attention to the delicate editing steps of the final clips. When filming products, we make sure that the colours are rendered as close as possible (**colour grading technique**) to the original colours. In post-production, we create and add **sound effects** , **voice-over**, **subtitles**, **graphics**, **animations** and **theme music**.

POST-PRODUCTION VIDEO SERVICES

VOICE-OVER
Dubbing and audio editing service, thanks to our network of native speakers.

SUBTITLES
Transcription, translation and subtitle editing for your video projects.

SOUNDTRACKS
Our repository is available to find the most suitable soundtracks for your production.

VIDEO CLIPS
Editing of mini-sequences from the complete project to be used on social media.

CALL-OUTS
Editing of animated texts for completing tutorials and descriptions of video presentations.

CHROMA KEY
Green screen for the editing of specific backgrounds.

Virtual tours and live streaming of events and presentations

Starting from a number of 360° images, it is possible to create a complete tour of each company premise with informative touchpoints.

A virtual tour is like an open house in a fully digital version.
It invites your clients to a remote visit of your company, tells them how the departments are organised and presents your team through touch points.

LIVE STREAMING
Using high-performance streamers and professional cameras, you can **broadcast your events and presentations online** with professional broadcast quality.

With **live streaming** you can reach your audience with digital events on webinar platforms or live on social media or your website.
We can organise them at your headquarter or here at our studio.

VIDEO ANIMATIONS AND MOTION GRAPHICS

We enrich videos with **motion graphics**, **infographics** and **2D/3D elements**.

The technique of **motion graphic** improves the communicative capacity of the video, underlines passages, increases engagement.

Tutorials, product presentations, description of services can be more interesting and more comprehensive with animated texts and graphics.

Copywriting

Copywriting for effective offline and online communication

Texts designed and written for all types of media, whether digital or print. Content that tells the story of your brand and your values and attracts and maintains relations with your clients, your users, your audience over time.

Content is the basis on which effective brand strategies are built.
It is not just about creating texts, but about thinking, structuring and defining key messages and ideas and targeting them towards the audience with the right language and the right media.

At Parklab, thanks to a large team of professionals, we are specialised in all the areas of content creation: copywriting for **web pages**, **SEO articles for blogs**, articles and **interviews** about technology, **storytelling** and **storyboards** for videos or **brand journalism**, **microcopy** for effective calls to action and captioning for **social media**.

We can also manage the copywriting for **presentations**, technical articles, product descriptions, **technical manuals** and **catalogues**.

POSTING ON SOCIAL MEDIA PAGES

SEO COPYWRITING

BRAND JOURNALISM

BROCHURE COPYWRITING

STORYTELLING

BLOG AND WEBSITE ARTICLES

Brand journalism

COPYWRITING FOR WEBSITES, BLOGS, NEWSLETTERS AND SOCIAL MEDIA PAGES

Copywriting for corporate marketing

We create contents to be published on all kinds of digital channels: web pages, newsletters, social media pages. Attentive to your brand identity, we pay particular attention to the **corporate style and tone of voice**.

We specialise in **highly-technical texts** and we can also turn specialised and niche concepts into popular and appealing messages.

Alongside online copywriting, we can design from scratch texts for brochures, catalogues and product data sheets.

STORYTELLING AND BRAND JOURNALISM

We tell the stories of the brands we work with

Talking about your work means promotion using the most intriguing and exciting thing: stories.

Every company has a wealth of stories that regard products and people it is made up of. **Use the power of stories to strengthen the perception of the brand among your audience**!

On social media and on the web, use **brand journalism**, with videos or interviews, to spread your values and make your company known.

MICROCOPY AND GHOSTWRITING

Pick the right name right from the start

Microcopy is essential in digital communications.
If well-designed and targeted, **pay-offs**, **naming**, **chatbots**, **calls to action**, **and interactive forms** increase the chance of conversions and make browsing easier. These techniques can broaden corporate communications and **make the most of all the digital tools** companies have to improve their online presence.

Strategy and content for a successful personal branding

We write texts for companies and business professionals who need **support in writing articles**, **e-books**, **presentations**, **technical texts and posts** for their social media pages/profiles.

Indexed contents

SEO COPYWRITING

SEO is not just about optimising texts for search engines, it is a set of strategies that make your online presence relevant. This is why all SEO actions start with a marketing analysis and an analysis of competitors to define keywords and search volumes. We then go on to define an editorial publication plan with targeted pages and articles and focus on link building.

Our expertise in SEO is useful to improve the ranking of existing websites and to create texts for new websites.

Google positively evaluates the wesites Parklab works on also thanks to the use of high-speed SSD servers and the optimisation of templates.

Graphic design

High-level graphic design studio for companies and professionals

A team specialised in Industrial design.

Graphic design gives visual form to communications projects with a consistent and appealing look in both digital and print media. At Parklab we have a **graphic design studio in Milan** with high-profile professionals specialising in industrial design and with extensive experience working alongside major companies.

We design advertising campaigns for print or digital media.
We design packaging and displays for major retailers. We create **logos** and restyle existing ones. We design **catalogues**, **brochures** and price lists that can be printed or optimised for online consultation.

We emphasise the values of the company by designing the **entire corporate image** with business cards, stationery and suggest all possible advertising applications with mock-ups and renderings. We take care of the presence of companies on the Internet with **web design and graphics for social media**, creating posts and infographics.

We know how to combine ideas and creativity with punctuality and accuracy. Our project management software allows the company to see projects progress in real time and to exchange data and files securely while respecting privacy and confidentiality.

LOGO DESIGN

BRAND IDENTITY

STATIONERY

BROCHURES AND CATALOGUES

PACKAGING

GRAPHIC DESIGN OF EXHIBITION BOOTHS

BRAND IDENTITY

Logo and corporate image

A **logo** is essential for visual communications. It must have clear characteristics of originality and reproducibility and should be recognisable, but above all it must be unique, in line with the company's values. **A good logo is the result of a study of brand identity** and, since it stays with the company over time, it cannot be the result of a fashion or trend, but must reflect the essence of the product or company it represents.

For this reason, each logo is accompanied by a **brand book** which also contains information on its use in different contexts (stationery, website, social media pages) and with mock-ups and renderings suggesting applications for gadgets, personalised environments and clothing. On existing but outdated logos we carry out a **restyling** and a new vector digitisation.

MARKETING MATERIALS

Brochures, catalogues, ADV pages

We give shape to all print materials useful for corporate communications such as **brochures**, **catalogues**, **leaflets** and **flyers**. They are designed in line with the corporate image and are always functional. We can create both unique materials for special promotion occasions or simple ones, such as flyers and product **data sheets**.

We pay a lot of attention to colour profiles so that they can have the same rendering even if printed in different locations and countries. We can handle all types of print media, even those with complex and particular processes.

POWERPOINT AND INFOGRAPHICS

Presentations and data visualisation

Corporate communications is often carried out with **presentations and slides**. Our graphic design studio knows how to make them not only engaging and effective but also consistent with the corporate image and **tone of voice**.

With **infographics**, we can make even the most difficult concepts appealing in order to convey important messages in a simple and understandable way.

PRODUCT DESIGN

Product packaging

Packaging is essential in sales and is an integral part of marketing. We worked on **visual merchandising projects** for product positioning at major retailers and for B2B sales networks.

All our packaging projects are tailor-made. Thanks to the long-term cooperation with high-profile printing technicians and studios, we can quickly create **prototypes**, check the feasibility and costs, and assess the final result with durability in mind.

WEB & UX DESIGN

Graphic design for websites and social media

Print and digital technologies have different rules because the media and technical requirements are different. All graphics must be produced with two different profiles if the colours and typefaces are to be rendered perfectly.

Our graphic design studio designs **graphic layouts for websites** with usability and user experience in mind. In cooperation with our marketing experts, we create **posts for social media**, **banners**, and **web advertising.**

EXHIBITION STAND DESIGN

Stand design and graphic design

We specialise in the **design and build of exhibition stands and structures for corporate events**.

We also take care of the production and the printing of the elements, as well as the **assembly of the stand** to supply a turnkey project.

Exhibition stand design and build

Stand design, events staging

From design to construction

Parklab collaborates with high-profile professionals to handle the communications of companies during **trade fairs and events in Italy and Europe** in a timely manner. Thanks to our **partnership with an architectural firm and an exhibition stand design company**, we take care of all the process: from the stand design phase to the turnkey delivery.

We can also support you with communications before and after the event with parallel social media publications and targeted DEM campaigns, so that your investment really pays off.

Using cutting-edge technologies, we make **360° videos and virtual tours** for the launch of new products or for showcasing production sites and workshops.

For your **conferences**, **meetings** and **webinars**, we have professional **streaming services** with multi-cameras.

CORPORATE IDENTITY AT EXHIBITIONS

Stand design, event set design.
Coordinated image and self build stand graphics.

STAND BUILD SERVICES

Custom-designed stand construction.
Organisation and logistics at major European trade fairs.
Setting up of corporate events.

Customised exhibition stands and graphic design for self build and portable stands

We are part of a network that designs and builds stands for events and exhibitions from scratch:
starting from a budget and a brief, we build your stand with high-quality materials using a 20 years experience staff.

TRADE FAIRS AND CONFERENCES

Exhibition stands and structures

Exhibit at trade fairs is still one of the most important marketing tools for companies. A high-impact booth stands out and enhances your products. That's why we design and build stands with high-quality materials. With over 20 years' experience, our staff designs, build sand fits them out. **In case of an existing booth or self build stands**, our designers can come up with impressive solutions within your budget such as **graphic posters** to cover the walls: lightweight and easy to carry, reusable or disposable. Our installations are **turnkey** and also include the processing of all trade fair paperwork relating to permits and supplies.

DIGITAL EVENTS

Virtual tours and presentations

As an alternative or complementary to exhibition attendance, virtual tours take advantage of the latest video and **3D rendering techniques**.

Three-dimensional maps can be shown: users can walk through and stop at points of interest described by informative captions.

It is also possible to provide pre-recorded interviews the visitor can watch and that describe your business or showcase your products/ services. An innovative way to deliver brand value.

B2B events and presentations
Live broadcasts, conferences and webinars

We take care of all aspects of planning and hosting corporate events for you. Whether it is a **launch of new products** or an **anniversary**, an internal **meeting** or a **conference**, Parklab takes care of all the delicate steps necessary to a successful event. We carry out the **assembly of stages and structures** as well as the set-up of **audio systems**; we take care of **online and offline promotion** as well as **projections on LED video walls**.

Online events are becoming more and more relevant to companies. If you work on international markets, you may find it convenient to create an online event that gathers people from different locations. But even small businesses can greatly benefit from communicating with digital events, even with limited budgets.

At Parklab, our long-term experience in the video and digital sector, and our passion for the latest technologies allow us to offer **multichannel events** with **live streaming**, suitable for corporate events, product presentations, training webinars.

A complete package of turnkey services: from design to paperwork, from graphics to multimedia content for your presence at exhibitions

Parklab

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