

Communicate new and successful ideas

ERAKEI FOR START UP |

GO-TO-MARKET MAKE IT HAPPEN

To transform new business ideas into successful innovative startups it's necessary to have a good strategy from the beginning. Before “starting” it's necessary to establish objectives which very often coincide with communication activities.

Eraki stand as a start up accelerator, offering smart services to support your entry into the market through the communication, marketing and branding leverage.

We build and strengthen your customer base and community

01/ DEFINITION OF BRAND PHILOSOPHY AND
INTEGRATION WITH THE BUSINESS MODEL

02/ MARKET ANALYSIS AND
BRAND POSITIONING

03/ COMMUNICATION AND
DIGITAL ACTIVITIES

04/ GO TO MARKET &
MARKETING STRATEGY

01

DEFINITION OF BRAND PHILOSOPHY AND INTEGRATION WITH THE BUSINESS MODEL

start

- | Definition of brand mission, vision and values

brand identity

- | Creation of a consistent brand identity to stress its unique traits. Logo graphics and 360°-corporate image

Administrative support

- | Support for all the procedures regarding brand registration in UE and translation in Italian, English, Russian and Chinese

DEFINITION OF BRAND PHILOSOPHY

Eraki

02

MARKET ANALYSIS AND BRAND POSITIONING

activities

- | Market analysis for similar ventures and brands
- | Mapping of potential competitors using different parameters
- | Study of the market segment where the brand wants to be
- | Definition of a value proposition, through which the brand can differentiate itself within its market niche
- | Identification of market opportunities

MARKET ANALYSIS AND BRAND POSITIONING

MARKET

03

COMMUNICATION AND DIGITAL ACTIVITIES



Definition of corporate
and brand image, to be
maintained through all
the channels used

Creation of storytelling to
enrich the brand universe

Development of website and
preparation for e-commerce
implementation

Creative concept, art direction,
production and post-production of
photo shooting and video making

Selection and editing of the
existing visual materials

Identification of a coherent
strategy and content
planning for Social Media

Selection and contacting
influencers for promoting the
brand on social media and press

COMMUNICATION AND DIGITAL ACTIVITIES

COMMUNICATION

04

GO-TO-MARKET & MARKETING STRATEGY

We analyze and define the right strategy to decline, communicate and increase visibility of your venture and brand potential on different market, stakeholders (investors, partners, clients, etc.) and geographies.

- Definition of KPI and tableau de bord
- Search for new markets and clusters
- ROMI (return on marketing investment)
- Community marketing

MARKETING STRATEGY

MARKETING STRATEGY

business model

Definition of strategic solutions through which the company can acquire competitive advantages

go-to-market

Definition and implementation of a segmented and specific go-to-market plan to improve efficiency and efficacy

brand awareness

Building up brand awareness based on the specific targets segmentation

open up new markets

Search for new commercial possibilities within EU and outside EU

community marketing

Definition of specific clusters to establish a strong customer network, a captive virtual market animated and expanded through our activities



ERA KI

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