

END TO END STRATEGY AND DAY TO DAY MANAGEMENT



Issues and challenges

- Improve brand awareness and
- increase visibility through a multichannel strategy



Solution

- Develop a public website
- A Content Management System (Drupal CMS)
- Content management for the day to day
- Management of newsletters campaigns
- Technical maintenance



Results and Benefits

- The visit sessions have been multiplied by 3 in 5 years
- Building a strong image, a clean and clear identity