



[cc]
LAB

THE WIN WIN COMPANY

CC is a consultancy firm that serves businesses and individuals in order to build a professional path together, beginning by creating their identity and ending with satisfying their every need, be it in marketing, communication, business digitalisation, public relations or event organisation.

A team of professionals use their expertise to map every customer's needs and turn them into concrete action, with clearly defined goals in sight for opening up new business horizons.

By studying and analysing the target market, they pick out new trends and strategies, all of them valuable to reach a better positioning in that market.



STEP BY STEP TO 4.0

The international
aspect of CC LAB
helps clients to handle
all the steps towards
DIGITAL INNOVATION.

PREVENTIVE ANALYSIS

A team of experts on corporate management, IT and communications, analyses the state of the company and identifies the best practices and excellences that will be useful on the road to digitalisation.

ORIENTATION

CC LAB works alongside companies on preparing a road map that is consistent with corporate resources and know-how.

STRUCTURING ACTIONS

Often the keys to innovation are found in different environments within a company that are not always connected: creating a system is an essential step towards the 4.0 horizon.

DIGITAL PLATFORM

The IT experts used by CC LAB design for the client a unique and unambiguous digital system, which is calibrated on business flows and can be integrated with any existing platforms.

COMMUNICATION

The involvement of the internal community (employees, collaborators, clients and suppliers) and the external community (stakeholders, opinion makers and consumers) is an equally essential step for achieving a company's research and development goals.

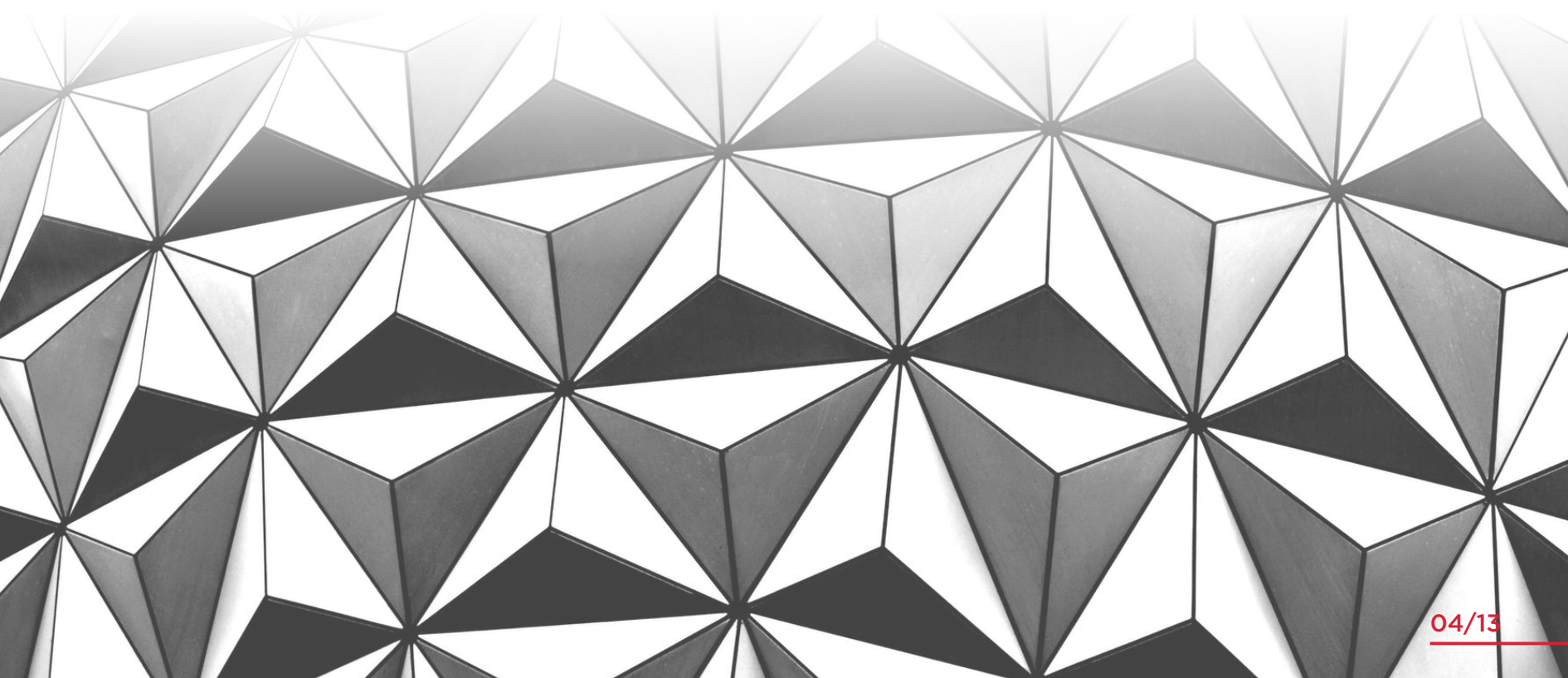
THE WIN WIN APPROACH

This new approach
gives birth
to **win-win**
projects.

CC LAB operates in markets to identify new business ideas and transform traditional communication into digital communication that will enable companies to keep in step with the times and improve their business performance.

FROM RESEARCH TO NEW BUSINESS IDEAS

The presence of CC LAB management in international markets furthers the study of new trends in the area of digitalisation, enabling it to propose new business ideas and innovative projects for companies.



FASTER WITH SPORT

CC LAB recognises that sport is a powerful business accelerator and offers brands and companies new digital strategy solutions that will maximise licensing and co-branding actions.

KNOW HOW

CC gives its unique
advice and applies
its expertise in the
following fields



01

MARKETING AND COMMUNICATION

02

SOCIAL MEDIA/DIGITAL MARKETING

03

DIGITAL INNOVATION

04

PUBLIC RELATIONS

05

EVENT PLANNING AND ORGANIZATION

01

MARKETING AND COMMUNICATION

Marketing meant as an organisational function, a set of processes for creating, communicating and providing value for customers, as well as managing relationships with those same customers in a way that is advantageous to the organisation and all related parties. Communication meant as an effective tool for processing information.



SOCIAL MEDIA DIGITAL MARKETING



We are carrying out a range of work in this field to satisfy the diverse needs of small/medium companies and start-ups, which, regardless of their small budget, want to gain benefits through social media, by promoting their own brands/products/services at affordable prices. This work is the result of personalised paths that take into account varying needs.

WHY USE SOCIAL MEDIA AND DIGITAL MARKETING

- ➔ To attract new customers
- ➔ To make the brand better known and more widely respected, and increase the target market's trust in it
- ➔ To promote businesses/products/services
- ➔ To spread knowledge of the brand/service/product
- ➔ To create a community of loyal followers
- ➔ To take advantage of search engine optimisation (SEO)

02

SOCIAL MEDIA DIGITAL MARKETING

RESULTING BENEFITS

- ➔ More followers on social networks
- ➔ Focused management of social media pages and advertising campaigns, to the highest standards
- ➔ Guidance/support from one or more social media experts, to get the best out of social media channels.

02

SOCIAL MEDIA DIGITAL MARKETING

SOME OF THE SERVICES IN THIS FIELD

HIGH QUALITY POSITIONING

Creating posts based on content from the company website and relevant websites in terms of shared topics/interests, to spur on sharing/interaction on social media.

FINDING NEW TARGETED FOLLOWERS

Studying the best business strategies and the objectives the company wants to achieve, in order to create social media campaigns in line with customer expectations, to bring value to the business.

BUSINESS PAGE OPTIMIZATION

Optimising existing business pages before beginning any paid social media campaigns, to the highest standards.

SPAM MONITORING

Checks/removal of any spam on all social media pages/accounts.

SOCIAL MEDIA COMPETITOR ANALYSIS

Study and detailed analysis of actions taken by competitors.

MONTHLY PROGRESS REPORT

Production of monthly reports with information/data on campaigns planned/undertaken.

03

DIGITAL INNOVATION

All the actions taken in the field of IT that simplify matters and save money, using new technologies and various solutions based on specific needs, to bring companies in step with the times in this paperless digital era. This is achieved by abandoning traditional analogue tools in favour of digital ones.



PUBLIC RELATIONS

05

EVENT PLANNING AND ORGANIZATION

Creating and organising events is an important strategic and operational advantage in the integrated communication and development of any communication plan, but it is also useful to public relations (direct contact between internal audience, dealers, consumers) and commercial and celebratory ends (product launches).





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