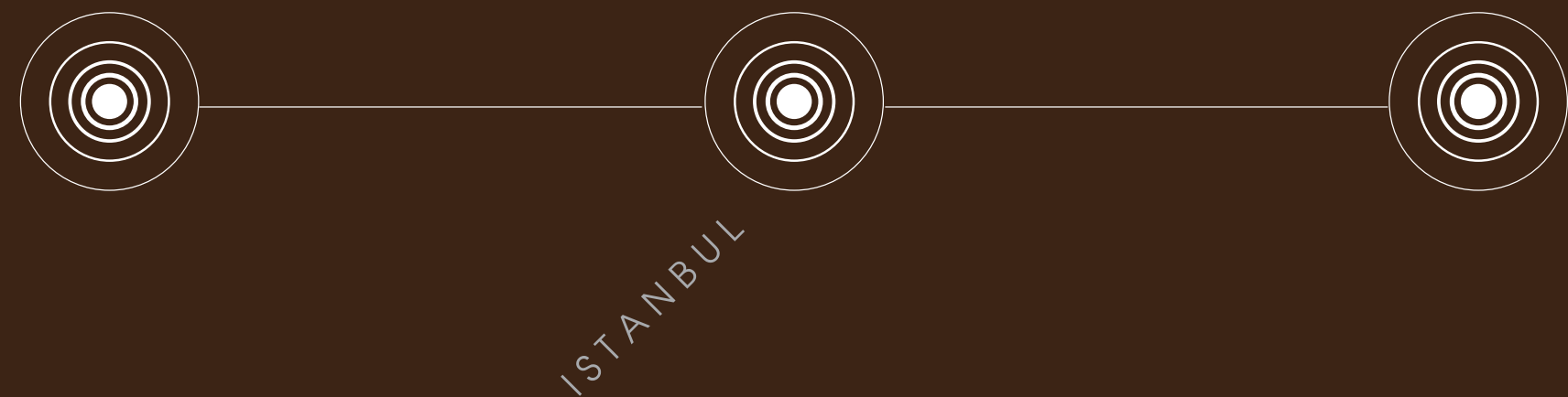


BLEEK

CONTENT & EXPERIENCE MARKETING

With many years of global and local creative marketing experience, Blek produces strategy, content, publishing and new media services that works effectively.



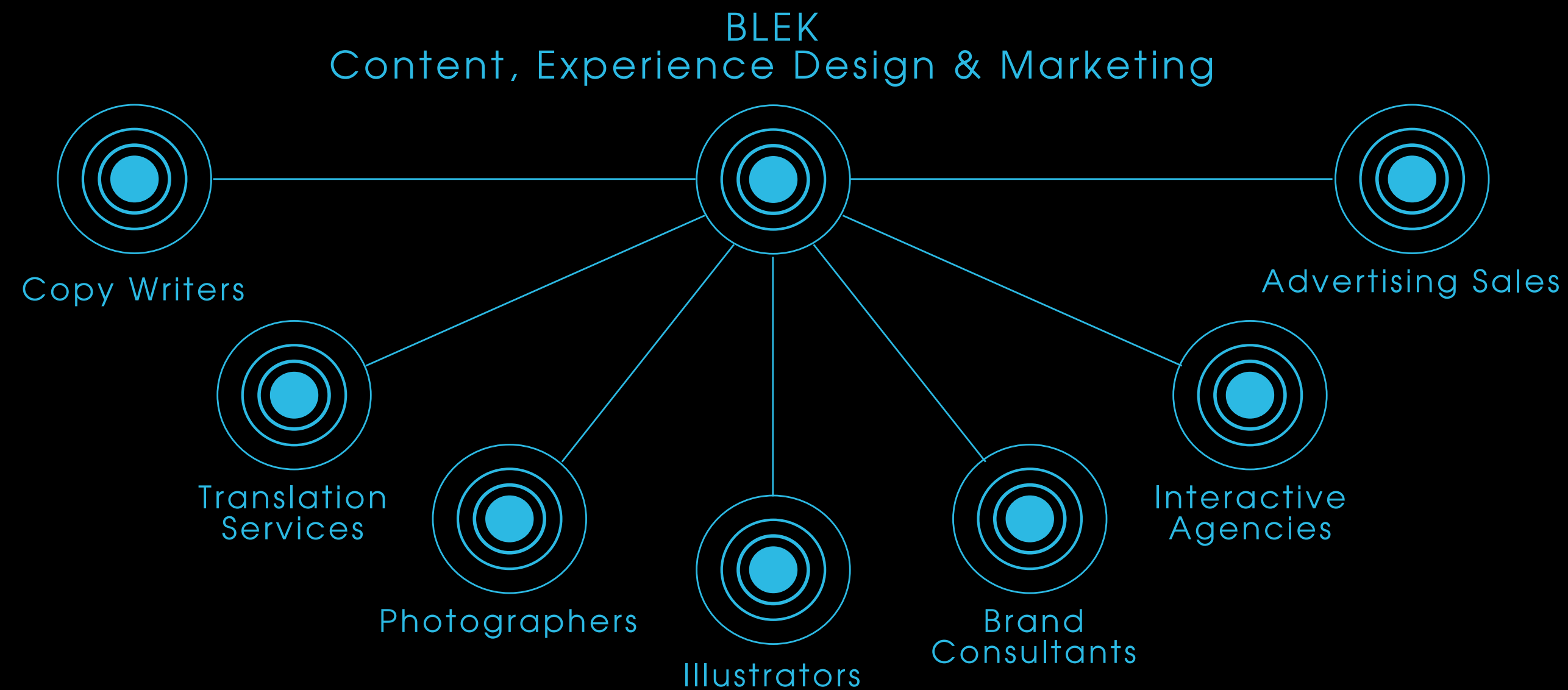
We can handle all aspects of a brief from the initial consultancy required to establish the most effective medium, creating the solution and effective tracking of the results.

FIVE GOOD REASONS

1. Blek develops briefs that answer the needs of each client and each individual project. We work hard to understand clients' competitive landscape.
2. Blek has award-winning best practice on publishing, creative strategy and new media services.
3. As Blek, we pride ourselves in creating original content and locally commissioning the best copy-writers and photographers.
4. Blek ensures digital marketing and social media support to help you get the most from your content.
5. Blek works closely with clients to develop projects that reflect and enhance the values and dynamics of their business. Reinforcing the brand in line with the companies' status and audience.

CREATIVE NETWORK

With access to an extensive global team of award-winning copy writers, photographers, illustrators and other creative resources across Turkey & Europe; Blek ensures projects that they are resourced effectively. The results of our collaborative approach ensuring materials to the highest possible standards.



Where appropriate, we suggest translation and transliteration options for consideration. We help our partners to define tone of voice and design consistency across multiple languages or mediums.

Blek has extensive experience on working with third-party relationships include the provision of design and creative direction.



A MUST HAVE SOLUTION PARTNER

We provide
1st Class
Service for...

- ▶ Experience Marketing
- ▶ Branding
- ▶ Creative Strategy
- ▶ Design and Creative Services
- ▶ Original Content Creation
- ▶ Digital Marketing

With clean strategy and smart production techniques the end result is in synergy with a company's brand and aspirations.

ORIGINAL CONTENT CREATION

Content marketing is how you creatively tell the story of your brand with the intent of drawing in the consumer. Every piece of content should focus on lead or demand generation. We'll help you produce the most effective content for target groups.

Blek has a strong team of talented writers with a wealth of experience, who can turn ideas into engaging articles tailored to your business. Our editorial process is fully transparent so you can be involved in the process as much as you like from start to finish.

We're set up to deliver smart brand strategies and distilled solutions that ensures ROI and drive your business towards success.



SOCIAL MEDIA CONTENT MARKETING

We channel your corporate identity to the digital mediums with an aim to convey your message: We create your web presence, we build your online community, we shape it the way it needs to be & we manage it constantly.

From your official website to social media platforms, we find the potential in digital and transform it into a solid communication tool for your brand, all measured by our industry and medium reports in detail.

Our social media support exists to help you get the most from your content. Please note, this is only available as an add-on to our content creation service and aimed at our clients who think social is something you do when you actually see people.

SERVICES:

Digital Strategy: The long-term digital foundation for your brand to build upon and flourish.

Content & Medium: Tools that meet your brand's digital marketing needs.

Digital Marketing: Keeping the conversation with your consumers..



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e-SOLUTIONS



e-Magazines

Blek develop, host and maintain online electronic versions of magazines in a page-turning format.

e-Magazines Enhanced

Blek has developed eMagazine Enhanced (a product that extends the online magazine to the next level) integrating marcoms, driving customer-loyalty and repeat sales. Blek publications are produced in a format that is compatible with handheld devices and smartphones.

Websites and Micro-sites

Blek has the experience to help clients to make the transition from paper to digital.

Apps

inFOCUS



Our primary focus is to create engaging communications that achieve client targets.

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REFERENCES



