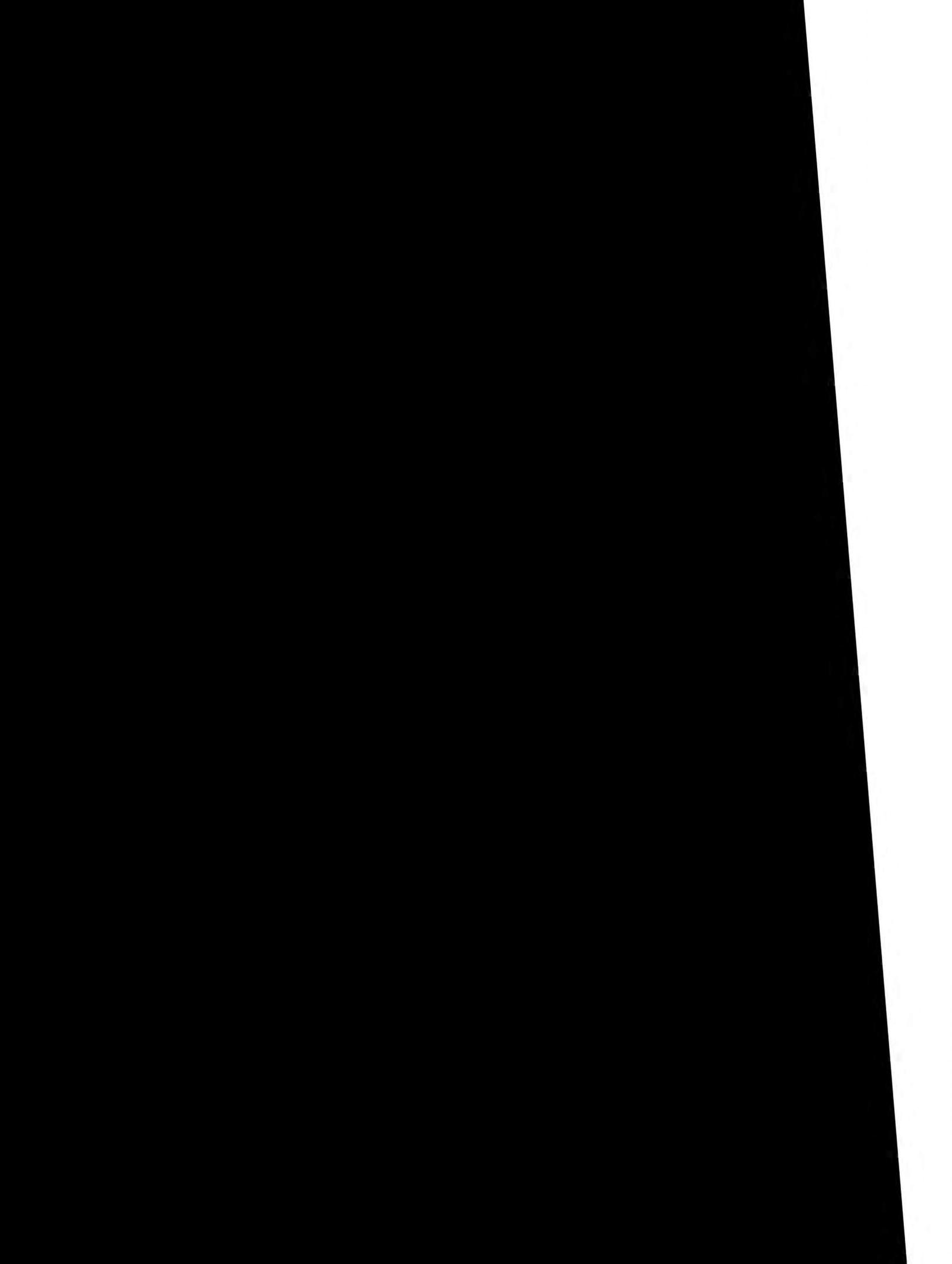


neon



building brands through growth marketing, technology and consulting.

Social media.

Blockchain.

Virtual and augmented reality.

Artificial intelligence.

The digital age holds many adventures and if you're ignoring them, chances are that your business will become irrelevant in the not-to-distant future.

Founded in 2018, we're here to help. We're a marketing and technology hybrid agency and we offer specific solutions to the digital challenges companies and people face today.

Our service offer ranges from online marketing solutions through app & web development with content creation over to consulting and coaching services.

The following booklet was written and designed to provide a glimpse of what's possible.



michel strotz



karim youssef

section 01

marketing

google advertisements

adwords & adsense

growth hacking

lead generation

social media setup and management

messenger ads

remarketing campaigns

01



digital marketing solutions

data driven

Digital advertising is data driven. With the possibility to target specific groups of people, one of the most powerful marketing tools ever is at your direct disposal.

Vegetarians? No problem.

People looking for a holiday? Consider it done.

Young fathers aged 25 to 30 that visited your real estate website with their desktop pc last week looking to buy a house with 3 bedrooms in Grevenmacher? Easy.

more awareness

The more engaging your content is for a social network's users, the more reach it will have and the less money you'll need to spend. So stop creating those boring films about your company's facilities or employees and start thinking outside of the box.

If you're not educating or entertaining with your content, your post will disappear in irrelevancy to potential new customers.

more return

Digital ads are extremely cost effective. A small investment of 5€ can raise awareness of your brand with 1000 people (if spent the right way).

In comparison with traditional ads in print or televised media, you'll probably have a way higher return on invest with digital platforms.

why pay for social media advertising?

organic reach is declining

If you've ever managed a facebook page, you know the struggle:

Posting something on your private profile gets you tons of likes, but there's no love if you post the exact same thing on your page.

Changes in facebook algorithms from the past years now prioritize private content over page content (and send the facebook stock price up).

Going viral without paying is becoming increasingly difficult, although there are a few tricks left to increase your chances.

opportunities ▾

3 hours

spent on various social media every day by average consumer

with 40 minutes

on facebook alone

over 75%

of accesses happen via mobile devices

only 6%

of fans are reached organically with a post on a facebook page

but only around 25%

of facebook pages use paid advertisements and boost their posts and content

and about 76%

of google and facebook budgets are completely wasted on the wrong audiences.



social networks

Almost every year, new and important social networks emerge and grow. The luxembourgish market is generally slow in terms of adoption, but on social media it's better to adopt early than late. New possibilities are opening up: support channels on telegram, „ama“s (ask me anything) on reddit, streaming on twitch. It has never been easier to engage with your audience.

People access facebook almost 10 times a day.

facebook	2'234M
youtube	1'900M
instagram	1'000M
reddit	330M
linkedin	303M
snapchat	290M

M = millions

in Luxembourg	500'000
in the Greater Region	8'000'000

our workflow

acquisition

Social media advertisements
 Search engine optimisation and advertisements
 Influencer marketing

How do people find you?

activation

User interface and experience design
 Website and application development
 Content production

Do customers have a great experience?

retention

Remarketing campaigns and advertisements
 Ai driven data analysis and call-to-actions
 Newsletter management

**Do they come back?
 Do they want more?**

revenue

E-commerce setup and analysis
 Messenger bots
 Strategic advisory and consulting

**How do you make money?
 Can you make more?**

referral

Growth hacking
 Social media engagement
 Community management

**Do your clients tell others?
 Are they satisfied?**

section 02

technology

full-stack design & development
web design & development
application design & development
e-commerce implementation
messenger bot implementation
canvas and programmatic advertisement development
search engine optimization
web & data analytics
social media analysis
web and e-mail hosting
content production

02



technology

apps

Depending on the size of your business, you may have considered building your own Android, iOS or Alexa app. Or maybe you have this one amazing idea and want to turn it into reality? We can build your entire product from scratch. „Full-stack“

2500 new apps are released every day
(with 2499 you'll probably never hear of)

web and e-commerce

The web has evolved in the past years, and so have development processes. Today, around 60% percent of website traffic comes from mobile devices and applications we were used to a few years ago are now long outdated. Remember guestbooks? Or those „news“ pages every site wanted years ago? They're on facebook now. „It should work in all browsers?“ Of course, and on every device.

60% of modern website traffic comes from mobile devices

chat bots

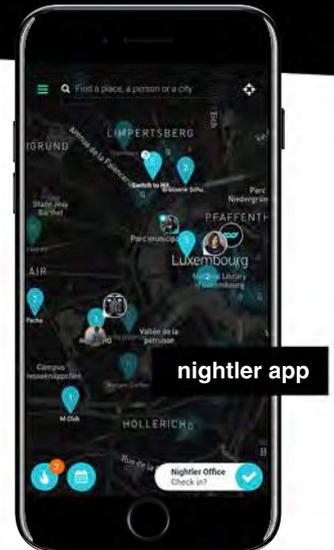
As artificial intelligence and voice recognition systems continue to improve, chat bots offer completely new interaction possibilities to your clients. Automize support requests or generate leads to specific products:

Easy and hassle free to both, you and your clients.

web hosting

Almost every modern it-solution requires access to web hosting solutions, on the cloud or on your physical storage of choice.

We use a mix of customized hostings and established cloud services used by millions of other developers around the globe to fulfill every need.



content

No app, website or marketing strategy without content:

branding and graphic design

Your branding determines how your customers perceive your product or service.

Serious or funny, artsy or casual:

The gaps between online and offline representations are becoming more and more narrow. A great brand knows how to present itself on every platform and uses every opportunity to position itself in the best possible way.

videography

Content creation for the new digital platforms needs to be on point. Classical videos with durations of a few minutes don't work as people's average watch times rarely exceed a few seconds.

If you want content to go viral, your content needs to **educate or entertain**.

Our video solutions work and are optimised to be used on every online platform you desire.

Advertisements will be split-tested if needed, meaning we can run several videos at once and compare their performance in real-time.

photography

A good picture says more than a thousand words, especially on social media. But in times of artificial intelligence and stock photography, new challenges, as well as opportunities have emerged.

We use combinations of available technological developments and conventional photography to provide you with the best possible results for every occasion



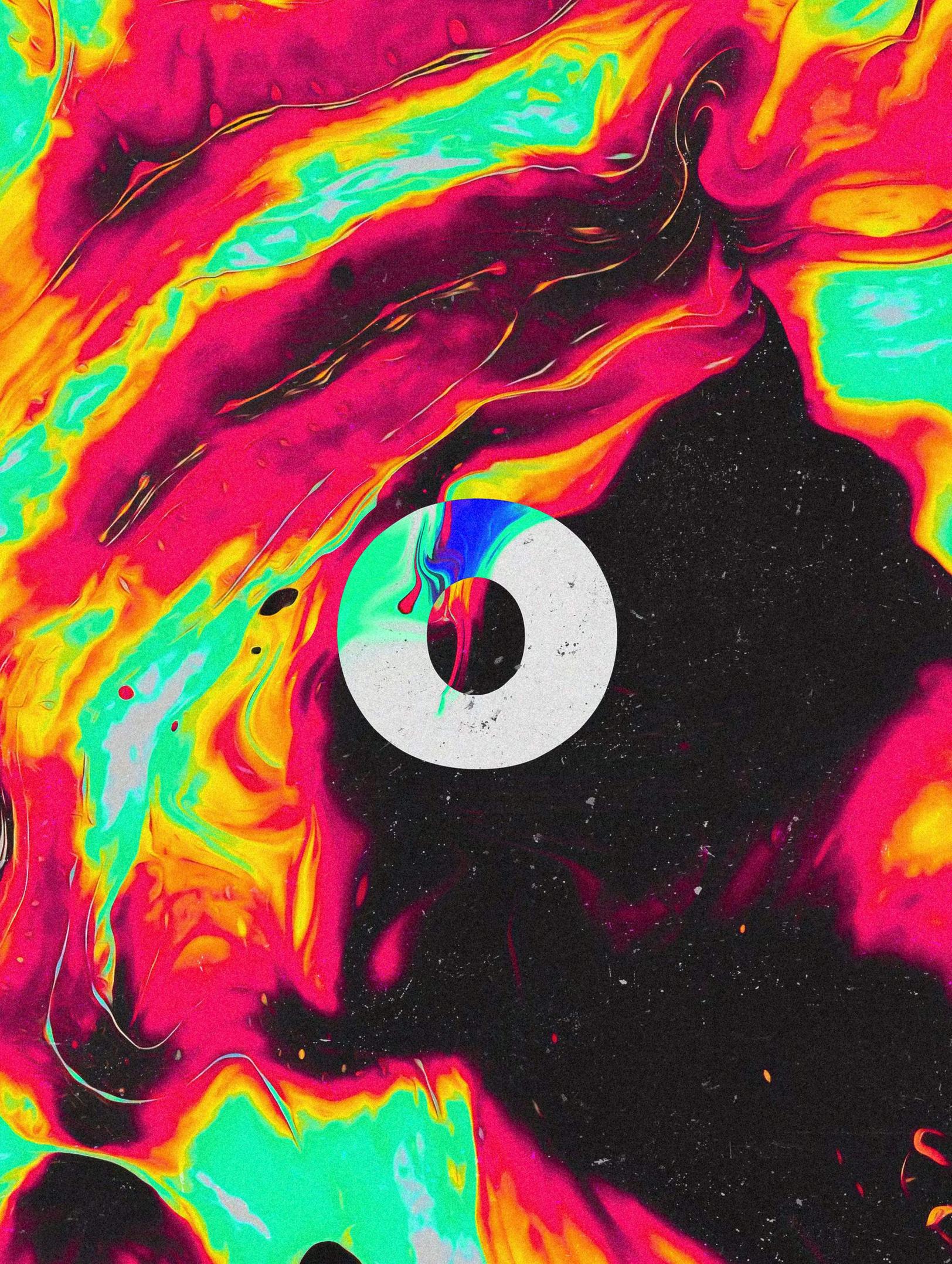
fashion editorial

section 03

consulting

strategic advisory
process automation
market & sentiment analysis
brand audit
campaigning
data reporting
brand strategy & positioning
ui/ux analysis, design & implementation

03



consulting

In increasingly complex markets, it's easy to lose track of new developments.
Knowing who you are, where you want to go and how your customers perceive you is crucial.

your status?

no online presence

You're just about to launch your business and have no presence and no data to work with yet.
You need help setting up your pages and accounts and you want to get it just right and reach the right audiences.
You have no online strategy yet, but you know that there is no second chance for a first impression.

little or bad online presence

You've tried to advertise your product online, but you're missing out on important revenues.
You've taken the wrong steps, advertised on the wrong networks.
You're placing too much text in your images because you didn't know that the facebook algorithm deranks graphics with over 25% text in them.

good online presence

You're doing great, your audience engages with your content and your website has lots of traffic.
You work with influencers, you're present on all the right networks and now you want to reach the next level.
You want to try split-testing, remarketing and growth hacking.

No matter in which situation or phase you're in, remember:

*„Our success at amazon is a function of how many experiments we do per year, per month, per week, per day.
Being wrong might hurt you a bit.
Being slow will kill you.“*

Jeff Bezos
CEO Amazon.com

process automation

Time is money.

It's the most valuable resource we have and every company needs to focus on saving it.

Automating processes is an indispensable idea when you're managing a multitude of platforms and services.

A few automation examples:

Interlinking your social networks and website posts.

Saving tagged posts to your dropbox.

Subscribing facebook leads to mailchimp newsletters.

Saving gmail attachments to google drive.

for example



When you get an email in **Gmail**



Copy attachment to **Dropbox**



and alert you in **Slack**

media reporting and sentiment analysis

No matter how fast you are, it's always important to keep track of what's going on in your network. What do people say about your product? What are the reactions on facebook, instagram, reddit? Maybe you're „oldschool“ and want to know what's being said on television or written in printed media?

Media reports are important for the success of your strategy and can vary from simple data extractions to complex artificial intelligence driven sentiment analyses. No matter the complexity or size of your company: everything's possible with the right tools.

a few tools we use

 Instapage

 Later

 Hootsuite™

 hotjar

 yoast

 SEMRUSH

 mailchimp

 crazyegg

section 04

training

online marketing fundamentals
facebook marketing fundamentals
seo & google adwords fundamentals
complete marketing course
personal coachings
online tutorials

04



training

The way people consume media has changed.
Social media is fast and content needs to be produced on a daily basis.
Advertisements run constantly and budgets need to be adopted on-the-fly.

The only solution:
to do social media internally.

who are the courses for?

Marketers
CEOs
Product teams
Developers
Startup founders
Account managers and sales
Consultants
Business developers

and anyone else interested in growing
a business online.

**we increase your
marketing autonomy.**

what can you do after our courses?

Create and manage facebook pages and instagram business accounts
Create engaging social media posts
Use hashtags, captions and stickers

easy

Generate traffic through your own marketing campaigns on social media
Generate traffic through google and other search engines
Find and analyze your competitors
Use the facebook ads manager
Create email newsletters with thousands of recipients

also easy

Create split tests and „lookalike“ audiences
Analyze the effectiveness of your communication and pages
Create and optimize landing pages for your services or products

still easy...

personal coachings

A fully customized course addressing your individual needs. This is the most efficient and recommended option for businesses that want to become independent in terms of online marketing.

online marketing fundamentals

Our basic course. An introduction to online marketing strategies, the mindset and the tools. Never heard of „ads manager“, „seo“, „story ads“ or „facebook canvas“? Then this is for you.

SEO & SEA

Search engine optimization & Google ads. Here you'll learn how to optimize your websites and your search engine advertisements in order to convert a maximum of customers. Since this is a very expansive topic, the course will focus on the basics that are easily implementable.

facebook & instagram

Learn how you optimize your pages and your content in order to keep up with your competition. We'll also introduce simple tools to create beautiful images or videos without prior knowledge and we'll teach you how to set up and optimise your campaigns while tracking their performance.

*„Give a man a fish and you will feed him for a day.
Teach him how to fish and you will never need to feed him again.“*

All courses are available in English and Luxembourgish. Course schedules and prices are kept flexible and will be announced online. Additional courses will be announced in the future.

More information and subscription options on our website.
www.goneon.lu/training

**learn how to
outsmart your competitors
instead of outselling them.**

section 05

contact

05

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