

Is your business global?  
Then, market locally!



edisfera

your digital marketing partner  
bringing your business in **Italy**

Every market has its own distinctiveness.

# Who we are

## Different skills. Integrated solutions.

*edisfera*, a limited-liability company based in **Rome** and offices in **Sardinia**, was founded in 2005 and was set up by a network of professionals with an extensive experience in national and international well-established company contexts.

Our team is specialized in managing complex projects in the fields of **corporate and brand communication**, **eMarketing** and **eBusiness**.

## A partner *always* on with a *win-win* approach.

*edisfera* mission is to offer ourself to our Clients as **a partner and a business companion always ON**, with a project approach capable of providing together consulting, assistance, flexibility as well as personalized services and solutions.

We believe each client and project is **unique** and the only possible collaboration strategy is through a **win-win** approach, where client satisfaction and success are reason of winning and growth also for *edisfera*.

Our *customer center philosophy* bring us to offer support also after the delivery of a project, establishing a professional relationship of mutual collaboration that with most of our customers continues for years.

## Modular strategy and ROI.

We believe **gradual investments in time** in the field of eBusiness, eMarketing and online communication grant a return in value for the client company (ROI), measurable in practice through:

- the improvement in effectiveness and efficiency of processes
- the most notoriety and visibility of brand
- the increase of contacts and business opportunities with target
- loyalty of users
- a high customer satisfaction index

# What we do

## **eBusiness, eMarketing & integrated communication: from project to solution!**

We integrate **contents**, **design** and **technology** to offer solutions that support the business needs of our customers in each market.

Our team works with you in understanding your requirements and suggests you solutions that fully correspond to your needs.

## **INTERNET PROJECTS: WEB DESIGN, DEVELOPMENT & CONTENT**

### **We project web sites business oriented with an excellent design**

Attractive design, quality of content, ease of navigation and usability are the key factors for the success of a web site, a mobile site or of an app for smartphone. *edisfera* has taken up these principles as a value, putting professionalism and know how in management of a web project: concept, design, navigation, content, development and hosting.

We have expertise in the following segments:

- **Web Design**
- **Web Development**
- **Web Content Management**
- **Web Mobile**
- **CMS & Hosting Solutions**

## **E-MARKETING: SEM, SMM, SEO & DEM**

### **We promote your business online: + visits + conversions + revenues**

Thanks to the power of search engines, social media and major online marketing efforts, we generate qualified traffic to your web site and help you to reach potential customers on the Internet. Our online visibility solutions are always oriented to measure results in terms of visits, conversions and revenue.

We have expertise in the following segments:

- Search Engine Marketing
- Social Media Marketing
- Email Marketing
- Web Advertising

## COMMUNICATION & ADVERTISING

**We provide voice, style and originality to your image**

Whether launching a product or developing a new market, creating corporate identity and image of a company and its brands, communicating to clients, partners, distributors, dealers or making of its users loyalty, *edisfera* provides effective and creative support to your communication and advertising strategies, both offline and online.

We have expertise in the following segments:

- Corporate & Brand Identity
- Visual Design & Publishing
- Advertising
- Copywriting & Translations

## E-BUSINESS SOLUTIONS & ICT

**We improve efficiency and effectiveness of company in Internet**

Thanks to the extensive use of new internet technologies, *edisfera* overall goal is to create value with the benefit of integrating internal and external processes of the company, reducing time and distance constraints and generating quick, reliable and personalized services.

- Application Development
- eCommerce Development
- eBooking Development
- eLearning Development
- CRM & Database Support

# Other eBusiness Services

## PRIVACY - GDPR CONSULTANCY

### Privacy Consultancy on the new EU Regulation 2016/679

Thanks to a team of experts in the fields of law, ICT and WEB Security, eBusiness management and Data Processing, Edisfera offers to SMEs and Public Administration, but also to freelancers, consulting services on Privacy and on the new EU Regulation 2016/679, also known as "GDPR", General Data Protection Regulation.

## PHARMACEUTICAL eDETAILING

### Digital communication and marketing tools for MD and health professionals

What are the best practices that help pharmaceutical marketing optimize the impact of eDetailing? Edisfera designs and develops digital marketing solutions that are eDetailing oriented: web portals for MD, virtual live and script, content and search engine marketing, CRM tools development, email marketing, etc.

## IT & WEB SECURITY

### Vulnerability assessment services and SSL certificates

Thanks to the partnership with leading international companies, we provide Web and IT Security solutions, from the assessment and analysis of potential vulnerabilities and risks in infrastructures, systems, applications and websites to Penetration Test and SSL Certificates.

# Who are our clients and what they say

...they can solve problems  
in a prompt and  
timely manner

...THEY KNOW  
HOW TO RESPOND  
TO OUR NEEDS  
OF WEB VISIBILITY  
IN THE BEST  
POSSIBLE WAY

...IS AN AGENCY MADE UP OF PEOPLE  
AND THIS IS HIS STRONG POINT

...seldom I have  
found people  
so competent  
and helpful

...effective, efficient,  
reliable, experienced,  
helpful

...careful to details, they are  
always willing to explain  
in detail every single  
passage of their work

...more than a supplier is a true partners  
with whom to share common goals

...assistance is  
careful and  
precise

...EXCELLENT PROFESSIONALS

## Our clients:

Avis Budget Italy, Italfarmaco, Lifepharm, Effik, Inpha 2000, Usa Travel Authorization Agency, Shiseido Cosmetici Italia, Biomedica Foscama Group, Eugenioaringhieri.com, CSI Confartigianato Nuoro-Ogliastra, Lucciola & Partners, Loan Agency Services, Appeal Strategy & Finance, Approche Sur Measure, Carita Italy, Chanel Italy, La Prairie Italy, Givenchy Italy, Medialia, Air Bee, Provincia di Nuoro, Olos Ingegneria, Forteleoni & Associati

# CONTACTS



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