

## Technical Proposal

### LOT I: Digital marketing strategy:

The digital marketing strategy for promoting EVO through online platforms such as Facebook, Instagram, Google Ads, messengers, and direct marketing involves a clearly structured approach to ensure the achievement of the set goals.

#### 1. Market Research and Audience Understanding

Before launching the campaign, our team will conduct comprehensive research to understand the digital behavior, interests, and motivations of the target audiences.

1. **Audience Research:** Using tools such as Facebook Audience Insights and Google Analytics, we will define audience profiles that include innovators, early adopters, and professionals interested in e-governance, online services, and technology solutions.
2. **Competitor and Benchmark Analysis:** We will study similar regional or global applications to extract insights into what type of messages, visuals, and calls to action generate the best response.
3. **Tracking and Data Infrastructure:** Facebook Pixel, Google Analytics, and UTM parameters will be integrated across all campaign assets to ensure precise tracking of traffic sources and conversion performance.
4. **Lead Magnet Concept:** To encourage early engagement, we will develop incentives such as early-access testing, exclusive features, or gamified contests with symbolic prizes.
5. **Creative Direction:** Our creative team will design visually appealing and consistent materials that communicate EVO's key value proposition - efficiency, innovation, and simplicity in accessing digital public services.

#### 2. Google Ads and DV360:

We will use Google Ads and DV360 to reach high-intent users and deliver video and display content in premium placements:

1. **Strategy Selection:** We will define optimal campaign objectives (awareness, engagement, conversions) and choose suitable formats (YouTube, YouTube Shorts, Display Network).

- 
2. **Campaign Setup:** Campaigns will be configured to precisely target the defined audiences using demographic, interest-based, and contextual targeting.
  3. **Ongoing Optimization:** Our media specialists will monitor performance daily, adjusting bids, placements, and creative formats to achieve KPIs.
  4. **Performance Reporting:** Monthly analytical reports will highlight strengths, areas for improvement, and actionable insights for the next campaign phase.

### **Meta (Facebook and Instagram):**

Meta will serve as the core channel for mass awareness and community engagement:

1. **Content Placement Strategy:** Ads will be placed in Facebook Feed, Instagram Feed, Stories, and partner sites to ensure wide reach and repeated exposure.
2. **Campaign Configuration:** Ads will be tailored to distinct audience segments using precise targeting tools available in Meta Ads Manager.
3. **Data-Driven Optimization:** Continuous refinement through remarketing, custom audiences, and lookalike audiences will increase efficiency and reduce cost per result.
4. **Performance Monitoring:** Daily monitoring and monthly reports will provide insights into engagement, CTR, reach, and ROI, followed by strategic adjustments.

### **LinkedIn:**

For professional outreach and institutional credibility, LinkedIn will play an important complementary role:

1. **Targeted Campaigns:** Sponsored content and sidebar ads will reach professionals and decision-makers in the technology, public sector, and innovation ecosystems.
2. **Optimization:** Campaigns will be optimized based on engagement rate and conversion cost, using A/B testing for different content formats.
3. **Reporting:** Monthly dashboards will present key performance indicators and recommendations for continuous improvement.

## **5. Integration and Continuous Learning**

---

All campaigns will be interconnected within one strategic funnel—each touchpoint (Google, Meta, LinkedIn) reinforcing the previous one. This holistic approach will allow us to:

1. maintain a unified communication tone and visual identity;
2. cross-optimize campaigns based on platform insights;
3. adapt dynamically according to data feedback and user behavior patterns.

The overall goal is to transform awareness into interaction and interaction into adoption - building a sustainable and engaged digital community around EVO.

## Implementation within the Profile Agency Team

The implementation of the digital marketing strategy will be coordinated by the Profile Agency's integrated communication team, which brings together specialists from the **Digital Marketing, Creative, Communication, and Project Management** departments. Each team member has a clearly defined role, ensuring an agile and result-oriented collaboration both internally and with the Client.

### Team Composition and Roles

#### **Project Manager – Doina Babcsinchi**

Acts as the main contact point for the Client, ensuring clear communication, timely reporting, and coordination of all deliverables. She facilitates weekly alignment meetings with the Client's team to review campaign results, approve new materials, and integrate feedback.

#### **Digital Strategy Lead – Eugen Gherasimciuc**

Oversees the overall digital strategy and media planning. He ensures coherence between the campaign objectives and the selected digital channels, supervises analytics setup (Google Ads, Meta, LinkedIn), and leads the optimization process.

#### **Creative Director – Carolina Dianu**

Leads the visual and conceptual development of the campaign. She ensures that all visuals, videos, and ad copies align with EVO's brand positioning and communication tone, working closely with both digital and video production teams.

#### **SMM & Content Specialist – Cristina Stamatina**

Prepares content calendars, manages the Meta and LinkedIn campaigns, and oversees day-to-day

---

community interactions. She provides weekly insights based on engagement and reach performance.

**Performance Marketing Specialists –Eugen Gherasimciuc, Ecaterina Himici**

Manages Google Ads, DV360, and Meta Ads Manager technical setups, monitors analytics dashboards, and performs continuous A/B testing for creative and targeting optimization.

**Video Production & Design Team – Alexandrina Jordan, Adriana Morcan, Mihail Repida**

Produces motion graphics, explainer videos, and short reels adapted for each platform (YouTube Shorts, Stories, Reels), ensuring a consistent and dynamic visual identity across all channels.

**Copywriters / Communication Specialists – Cristina Gavrilenco, Calin Ursu**

Drafts creative messaging, ad copies, and email marketing content, ensuring linguistic accuracy and persuasive storytelling aligned with the campaign tone.

**Workflow and Coordination**

The workflow will follow an integrated project cycle designed to ensure efficiency, accountability, and transparency:

**1. Kick-off Phase:**

A joint alignment meeting will be organized with the Client to confirm strategic priorities, define KPIs, and establish reporting formats.

**2. Creative & Media Planning:**

The creative team collaborates with the strategy lead to produce the first concepts and digital layouts. These are presented to the Client for approval before campaign setup.

**3. Technical Setup & Tracking:**

Digital team implements all media campaigns (Google, Meta, LinkedIn) and ensures data accuracy via analytics tools.

**4. Monitoring & Optimization:**

The digital and content teams review performance dashboards daily, discuss adjustments in internal syncs, and share progress reports weekly with the Client.

**5. Reporting & Evaluation:**

Monthly reports summarizing performance, insights, and optimization recommendations are delivered to the Client by the Project Manager. These reports serve as a base for the next campaign phase.

---

## Collaboration with the Client

The Profile Agency team maintains an **open and transparent communication channel** with the Client's representatives.

- All project documentation (plans, visuals, reports) will be centralized in a shared workspace (Google Drive).
- Feedback cycles are short and efficient - any revision is implemented within 24-48 hours.
- Strategic meetings will be held bi-weekly (online or in person), ensuring that the Client remains continuously informed and engaged in the campaign's progress.

This collaborative structure ensures that the EVO campaign benefits from the full expertise of Profile Agency's multidisciplinary team - blending strategic thinking, creativity, and technical precision under a unified workflow.

## LOT 2: Special Projects with Opinion Leaders and Content Creators

### General Description

This lot covers the development and implementation of at least **four special projects** in collaboration with opinion leaders and digital content creators relevant to the target audiences.

The objective is to strengthen visibility and credibility of the promoted initiative by leveraging authentic and trusted online voices that resonate with different demographic groups.

### Influencer Selection

Opinion leaders and content creators will be selected according to **AGE-validated parameters**, based on the following criteria:

1. Real and active audiences of up to **100,000 followers**;
2. Thematic relevance and alignment with the campaign's key messages and values;
3. Engagement rate above the platform average (3–5%);
4. Solid reputation and a positive track record of collaborations.

The selection process will be carried out by the Profile Agency team, with final validation by the Client. The goal is to ensure diversity of content formats (vlogs, interviews, reels, stories, podcasts) and an optimal distribution across platforms (Facebook, Instagram, TikTok, YouTube).

---

## Implementation Stages

### 1. Briefing and Planning:

Preparation of detailed individual briefs defining key messages, tone of voice, creative direction, and performance indicators (KPIs).

### 2. Creative and Technical Supervision:

The Profile Agency team will oversee content production (script, filming, editing) to guarantee message consistency and technical quality.

### 3. Content Delivery and Publishing:

Influencer content will be published on their own social media channels according to the agreed media calendar, synchronized with the overall campaign timeline.

### 4. KPI Reporting and Evaluation:

Comprehensive reports will be produced after each project, including reach, engagement rate, views, and sentiment analysis.

## Profile Agency Implementation Team

The project will be managed by a multidisciplinary Profile Agency team with extensive experience in integrated campaigns and influencer collaborations:

- **Project Manager – Doina Babcinski**  
Overall project coordination, client communication, approval of briefs, and monitoring of KPIs.
- **Creative Director – Carolina Dianu**  
Development of creative concepts, supervision of visual production, and storytelling alignment.
- **Content Supervisor – Cristina Stamatina**  
Coordination of digital content production, editorial calendar, and platform adaptations.
- **Video & Design Unit – Veronica Ștefăneț (Lead Designer)**  
Creation of graphic and motion design assets supporting influencer materials.

## LOT 3: Regional LED Screen Media Placements

### General Description

This lot covers **media placement on 4 LED screens** located in key regional centers of Moldova — **Bălți, Cahul, Comrat, and Ungheni** — to ensure strong territorial visibility and complement online communication efforts with high-impact outdoor exposure.

## Technical Specifications

**Number of LED screens:** 4 (one per city: Bălți, Cahul, Comrat, Ungheni)

**Minimum resolution:** 768 × 384 px

**Minimum daily rotations:** 100 per day

**Estimated spot duration:** 20 seconds

**Broadcast time:** between 06:00 and 23:00

All placements will ensure compliance with quality and visibility standards defined by the Client and the campaign's visual identity guidelines.

## Implementation Approach

Profile Agency will manage the entire process, from contracting local LED providers to verifying content placement and reporting:

1. **Location Validation:** Selection and approval of LED screens in the specified cities, ensuring optimal visibility and audience coverage.
2. **Content Adaptation:** Adjustment of video and static materials to match screen specifications and brightness requirements.
3. **Monitoring:** Daily tracking of rotations and broadcast hours, with photo and video verification.
4. **Reporting:** Delivery of a final report with documented proof of display (rotation logs, geo-tagged photos/videos, summary of exposure results).

## Profile Agency Implementation Team

**Project Manager – Doina Babcsinschi:** Coordination and verification of implementation at regional level.

**Creative Director – Carolina Dianu:** Adaptation of campaign visuals to LED format.

**Production Assistant – Ana Țurcanu:** Coordination of file delivery and verification of content upload.

### **Expected Results**

- Strengthened campaign visibility across regional centers of Moldova;
- Consistent communication presence in both digital and physical public spaces;
- Enhanced reach and awareness among regional audiences through repeated exposure.