
VED.MEDIA

DIGITAL AGENCY



Our Cases in Agrosphere



SEO

This kind of promotion is directly related to the **popularity of your business**, especially if you have just launched an online resource and no one knows about it. It is a long, but very productive process.

SMM

Using SMM Promotion you form the **opinion about your brand** in social networks. This kind of promotion reveals the potential of your product or service and increases the degree of audience loyalty to your company.

Site Development

We can help you make an impression on customers because the site is **your company's image**. Quality web resource is a delight for the consumer's eye and makes people trust you. We will do your site convenient, reliable and memorable.

PPC

Instant results are one of the main benefits of contextual advertising (PPC). If the task is **to get customers right now**, there is simply no alternative to advertising campaigns.

SERM

With SERM you can control the **audience's opinion** online. Feedback and comments affect the brand's reputation, so if you want to convince everyone of the reliability of your company, SERM is exactly what you need.

Media Advertising

Thanks to the colorful graphics and effective messages, banner advertising will strengthen the perception of the image and **increase your brand awareness** among the audience. We know how to make as many users as possible to see your product's ads.

Large-scale development of a communication strategy for the LNZ hub technology platform



BUCKLE UP, WE ARE APPROACHING

the **LNZ//hub**



01



For a year of work, we completely restarted the company's activity on the Internet. In addition to the development of the site, we revived communication in social networks, focusing on interesting content and creative graphics. Also we regularly set up advertising campaigns on Facebook that brought excellent results.

For a year of work we brought the company's page to the first place among agricultural holdings in Ukraine, and the number of subscribers increased from **2 000 to 11 000**.

In addition, we carry out a complex to promote the brand on the Internet, namely:

- contextual advertising for brand positioning;
- display advertising for image positioning;
- audience retarget.


































We approached the promotion of the agroindustrial company LNZ Group comprehensively. We created a new site, took control of the company's social networks, launched contextual, banner and media advertisements, and started doing SEO-promotion, technical support of the site, writing articles and developing banners.

LNZ Group website

www.lnz.com.ua

Company's Facebook page

www.facebook.com/lnzgroup1

Страница		Общее количество	С прошлой неде	Публикации за н	Вовлеченность на этой
№1	 LNZ Group	10.4K 	▲1,6%	6	6K 
2	 Ukravit	8,7K 	▲0,2%	11	2,4K 
3	 Сингента Україна	8,5K 	▲0,2%	9	4,7K 
4	 ДЕКАЛБ Україна	6,1K 	0%	3	203 
5	 KWS UKRAINE	5,1K 	▲5,2%	3	2,8K 
6	 ALFA Smart Agro	3,9K 	▲0,3%	3	1,8K 
7	 Торговий Дім "Насіння"	3,4K 	0%	4	2,7K 
8	 Адама Україна	3,1K 	▲0,1%	3	119 
9	 Украгроком	2,4K 	0%	0	17 
10	 Bayer Crop Science	1,9K 	▲0,4%	3	953 
11	 Бізон-Тех	1,6K 	▲0,4%	0	52 

Facebook page statistics

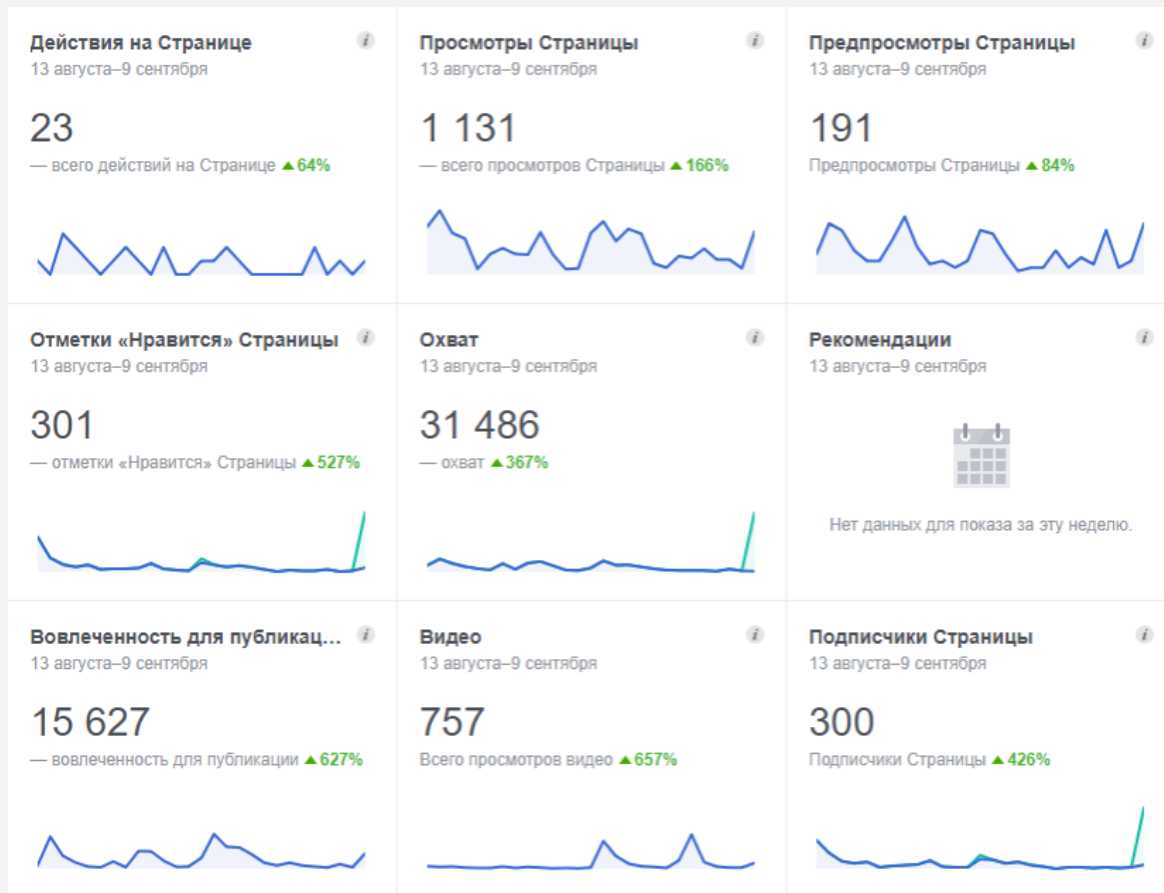
For a year of cooperation, we brought the LNZ Group page to **the first place among the Ukrainian agricultural holdings** on Facebook.

At the moment, the company has the highest growth rates in the agricultural market.

Results:

The exceptionally positive dynamics of all indicators demonstrate the success of the advertising campaigns we have developed. Unique content, high-quality graphics and well-tuned advertising can lead any company to the top.

We can describe achievements and talk about the development of LNZ Group for a long time thanks to digital promotion, but Facebook statistics and **rapidly growing indicators** speak for themselves.



We made a new website for LNZ Group in October 2019

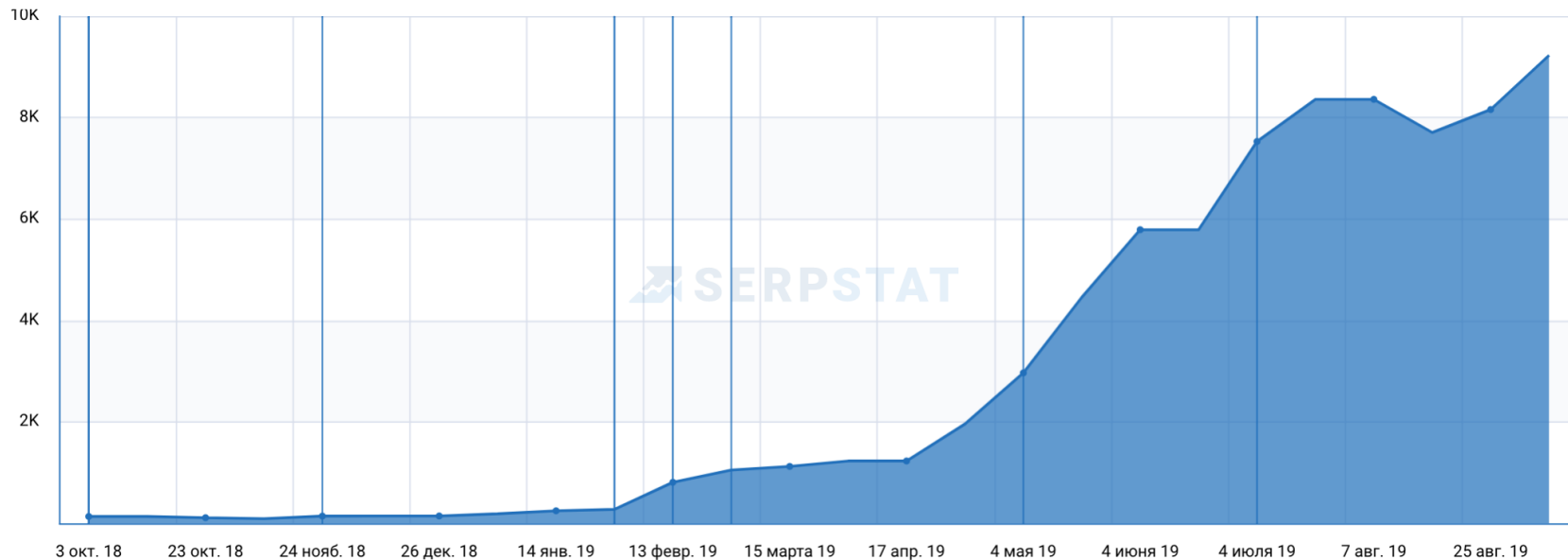
From that moment on, the visibility of the site, its keywords and traffic are growing rapidly.

Max value: 09 Sept. 2019

9 227

Min value: 09 Nov. 2018

93





UNIVERSEED

worldwide experience

SILO WORKSHOP PROGRAM

9:00-9:30 – REGISTRATION OF
PARTICIPANTS, MORNING COFFEE

9:30-10:00 – INTRODUCTION FROM THE
REPRESENTATIVES OF THE ENTERPRISE

10:00-11:00 – VIDEO PRESENTATION OF THE
AGRICULTURAL DEPARTMENT
INTRODUCTION TO THE HYBRID LINES

11:00-12:00 – LECTURE OF DR. GLENN

12:00-12:30 – MOVING TO THE FIELD

12:30-14:30 – OVERVIEW OF SILO HYBRIDS
BY UNIVERSEED

14:30 – LUNCH

Developed a new design
concept for the brand of
corn hybrids UNIVERSEED



There are currently **1,200 followers** on the UNIVERSEED Facebook page. This is a live audience that actively responds to news from the brand's life and monitors updates.

Website
universeed.pro

The company asked us to make a **powerful start to the new brand** of corn silage and grain hybrids. The new brand was introduced on May 4, 2019.

- Our team:
- developed a website for the company;
 - launched a page on Facebook, regularly filled with text and graphic materials, and worked on the page's promotion;
 - prepared a media advertisement for the offered products;
 - launched contextual advertising to attract users from the search network;
 - took control of the SEO-promotion;
 - connected the retarget.



worldwide experience



UNIVERSEED

worldwide experience



03 DEFENDA

DEFENDA — a brand of plant protection products. We have developed a convenient and modern website for them. There is a catalog system of navigation and filters for active substances in agricultural chemistry.

The brand's new page was created from scratch, and now it has more than 1,400 subscribers. Despite the highly specialized agricultural topics, we see **dynamic user activity**.

For the purpose of this page, we create high-quality text and graphic content.

In addition to creating content, we provide effective advertising page promotion.

Website

defenda.com.ua



Active substance

- Azoxystrobin
- Allyloxypolyethyleneglycol
- Alpha-cypermethrin
- Acetamiprid
- Acetochlor
- Bentazone
- Sodium humate
- Desmedipham
- Diquat
- Dimethylamine salt
- Difenoconazole
- Chlorophenoxyacetic acid
- Ethephon
- Ethylhexyl ether
- Ethylene glycol
- Ethoxazole



04 LNZweb

This is a modern agricultural online store, we've recently begun to cooperation with.

We develop **channels on Viber and Telegram**, creating unique text and graphic content. At the current moment, there are 580 subscribers on the Telegram channel "LNZ web Agrochat".

Website
lnzweb.com

For this project we:

- launched a group on Facebook in the format of a community for farmers and agronomists. Each member of this group can get expert advice, communicate with colleagues, share one's agro-problems, etc.
- prepared display advertising for some products of the online store;
- launched the Google Merchant Centre, which will help the online store to sell the products more efficiently;
- launched contextual advertising to attract users from the search network;
- connected a retarget.





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