

CONFINDUSTRIA SERBIA “INTERVIEW CAPSULES” BUSINESS EDITION



Business
**Interview
Capsules**

www.confindustriaserbia.rs

WHAT WE OFFER

01. COMPANY PROMOTION
02. BRAND BUILDING & VISIBILITY
03. SOCIAL MEDIA MARKETING
04. AUDIENCE ENGAGEMENT

OBJECTIVES

Elevate Company Profiles

- Promote companies by providing a structured overview of their sector and highlighting their core values, progress, and upcoming projects across various social media platforms;

Amplify Brand Presence

- Strengthen brand identity and visibility through targeted social media marketing, enhancing recognition and engagement within the industry and beyond;

Engage and Inform Audiences

- Foster deeper connections with the audience by sharing insightful updates on ongoing plans and projects, encouraging active engagement and interaction;

OBJECTIVES

Drive Industry Insights

- Offer concise, impactful insights into specific industry sectors, positioning company members as thought leaders and experts in their fields;

Generate Leads and Opportunities

- Attract potential collaborations and business opportunities by showcasing expertise and innovation, ultimately driving lead generation and business growth.

FORMAT

Industry Insights: concise overview of the Sector in focus

Brief CEO Interview
(2 questions,
max 2.000 characters)

1 profile foto

PUBLICATION TIMELINE

1 /month

(Approximately
mid-month)

CONCEPT

DIGITAL MARKETING COMMUNICATION CHANNELS:

- **LinkedIn** (over 2K followers)
- **Instagram** (2K followers)
- **FB** (1,8K followers)
- **Confindustria Serbia Web Site**

COST

x Confindustria Serbia members
50 eur

x Non-members
100 eur

**x Option: Interview exclusivity
one-on-one with 4 questions**
180 eur

