

Demo - case study

Demo company operates in the service sector. Their activities incorporate psychological and business consulting. Within the scope of their consulting activities, they provide psychological consultation, business and executive coaching, group and team coaching, as well as training courses. As a visiting lecturer in university education, they teach the following courses: international business communication, strategic and crisis communication.

They have two websites: a website about psychological consultation, which contains a professional introduction, a description of services, prices, an appointment booking interface, and an interface reserved for articles and blog posts.

Two additional websites with a similar structure are currently under development, one on the topics of coach mentoring and handling difficult situations in coaching, and one on business and executive coaching services. This is complemented by a professional Facebook profile, whose posts are intended for a wider audience and are also shared on my private Facebook profile. A company LinkedIn profile and a personal professional LinkedIn profile, as well as an Instagram profile. Plans include appearing on YouTube, creating my own podcast, and possibly TikTok.

The goal would be to create a complex marketing structure and related plan in which the various platforms are interconnected and reinforce each other, making PR and marketing activities more effective.