

JM Publicity offer

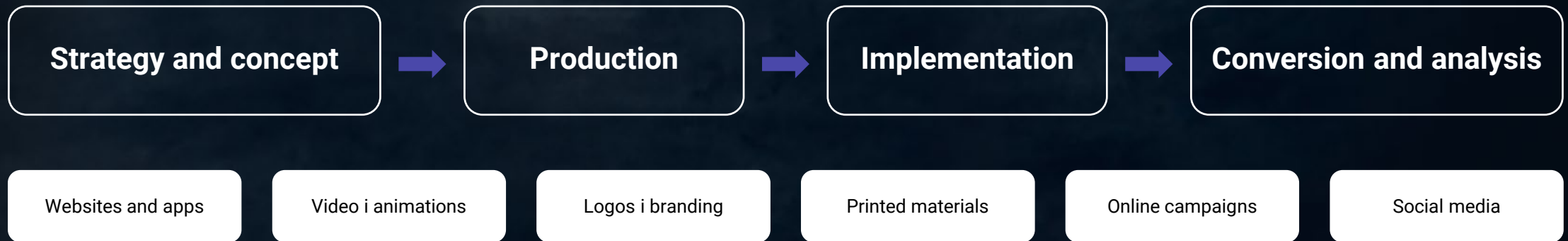
TAKE YOUR BUSINESS TO THE NEXT LEVEL



Learn more on website or call us: [+48 578 742 290](tel:+48578742290)
jmpublicity.pl

“

Our offer of marketing services is always tailor-made, because each product tells a different story





Range of activities

Building a communication strategy

All activities should be well thought out

At JM Publicity, we assume that the real challenge is not to create marketing tools, but to create tools that will work. Therefore, all actions should be the result of well-thought-out decisions.

As part of our activities:

- we will conduct an audit of the company's current activities and goals, as well as market research regarding the category and competition
- we will prepare the assumptions of the communication strategy
- we will recommend tools that will best meet the client's needs



Range of activities

Mobile applications, websites, portals and online stores

We create tailor-made websites

The websites and mobile applications we create are designed not only to be modern, aesthetic and in line with customer guidelines, but also to meet all technological requirements, both in terms of functionality and, for example, displaying them on grave devices.

[See an example](#)

*DG Wydawnictwo -
odkryj świat wspaniałych
historii*

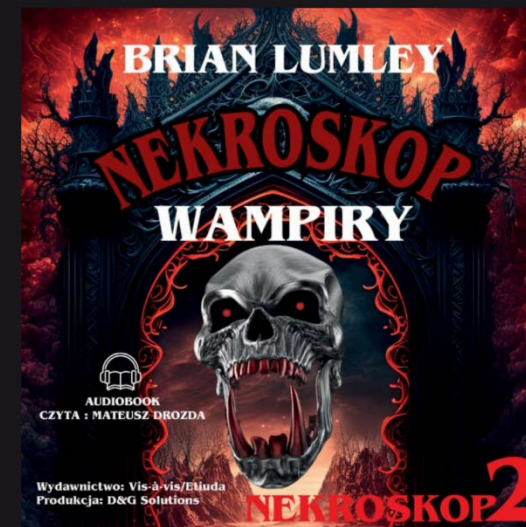
Nasze audiobooki przeniosą Cię w fascynujący świat niezwykłych bohaterów i historii, a nasze głosy sprawią, że nie oderwiesz się od słuchania.

POZNAJ NASZE AUDIOBOOKI



NASZE AUDIOBOOKI

Nekroskop 2 - Wampiry



AUTOR

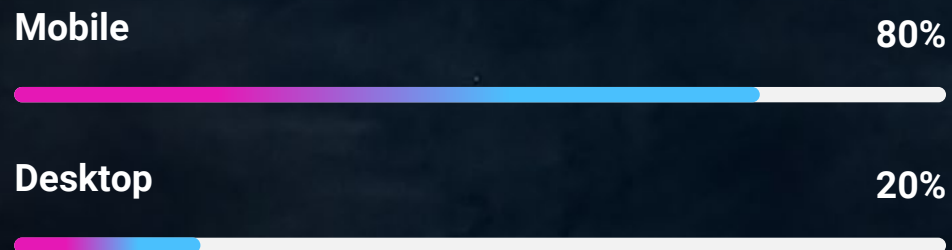
Brian Lumley

websites

Websites adapted to mobile devices

Research shows that the share of the mobile market in sales on the retail e-commerce market has increased globally from 67.2% in 2019 to 72.9% in 2022. This means that approximately three quarters of all transactions concluded on the retail e-commerce market -commerce, takes place via smartphone.

Our analyzes show that mobile devices have an even greater advantage:



Mobile first

The analysis results mean that the term "Mobile first" should not be just a theory. When designing websites for our clients, we place great emphasis on displaying websites on mobile devices not only visually, but also their usability and issues such as content adaptation, speed of operation, etc.

You can read more about this [HERE](#).



Range of activities

Films, spots, animations and streaming

As the old saying goes, "a picture is worth a thousand words." Then one video is worth a million. This form of content presentation is the most engaging and attention-grabbing. We prepare both simple animations and video spots for our clients. We can also broadcast the event live or record it and then edit the report.

Animated materials

In the field of animated materials, we create simple animations, explainer videos and event setting, elements of websites, mobile applications and presentations

Recordings and video editing

Our team can prepare a concept, a script, plan and conduct the recording, and then assemble the material with proper post-production.

Examples of implementation can be found on our [youtube](#).

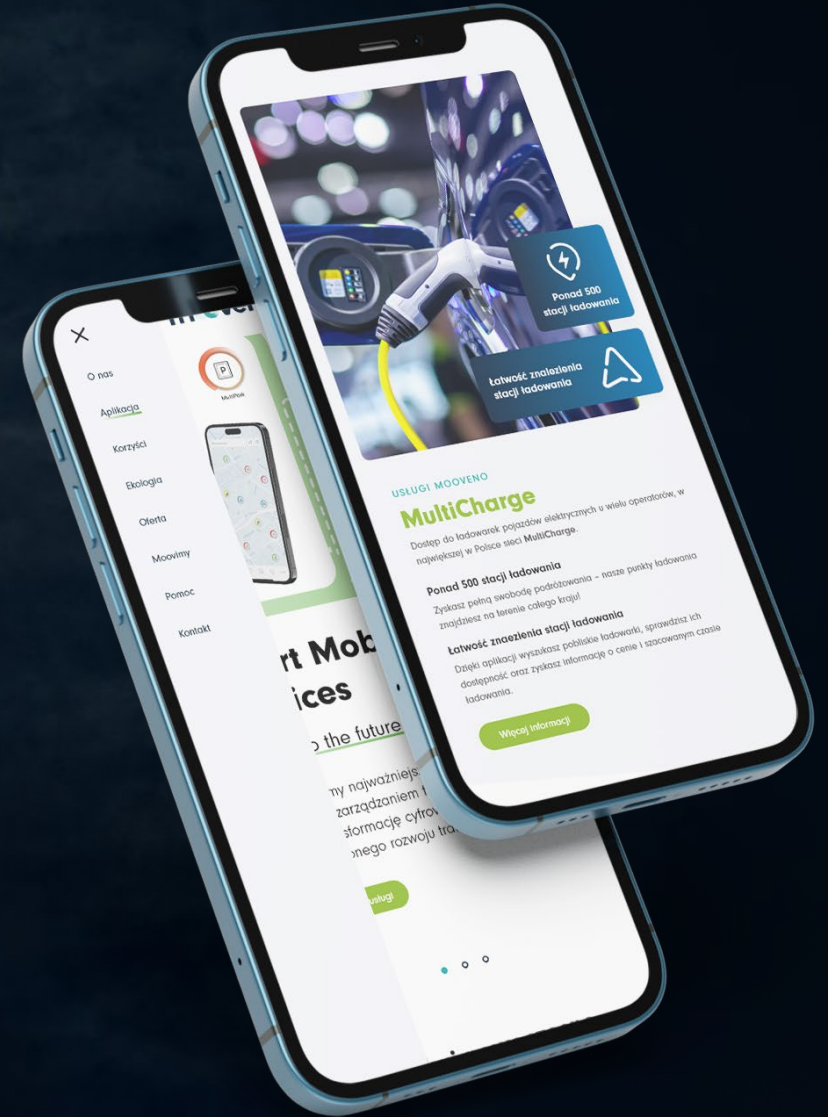
Range of activities

Creating logos, branding and rebranding

Let them see you as you want to be seen

As part of our activities, we help clients create the image they want. We can prepare a logo, full branding, and conduct a rebranding campaign. When creating this type of materials, we always try to focus on the needs of our clients so that our work results in the client's image being what he expected.

You can see an example of the rebranding we have carried out [HERE](#).





Range of activities

Printed materials and book composition

Paper still counts

We prepare not only innovative and interactive projects for our clients. Despite rapid progress, printed materials still remain important.

At JM Publicity, we will design and prepare simple forms for printing, as well as more demanding folders, covers, press advertisements, books and product packaging.

Range of activities

Social media channels and online advertising

Social media rules

Nowadays, presence on social media is an obligation for certain industries. At JM Publicity, we will recommend and implement appropriate social media channels and a presence strategy in them.

We will also prepare online advertisements, mailings and other forms of online presence.

You can find out more about why it is worth creating a community around your brand [HERE](#).



Range of activities

Comprehensive advertising campaigns



Our activities may be limited to the creation of individual marketing materials, but we can also plan, prepare, implement and conduct comprehensive campaigns, including media purchases for our clients, from concept through implementation to analysis of results.



Strategy and planning

As part of planning and building a strategy, we plan all activities to best achieve the goals and KPIs planned by the client.



Implementation and analysis

When implementing the planned strategy, we make sure that all materials created for the campaign are consistent with the assumed strategy and we monitor the campaigns on an ongoing basis.

The materials contained in this presentation are the subject of our proprietary copyrights, and their use without the consent of JM Publicity sp. z o.o. is unlawful and subject to protection provided for in the provisions of Art. 79 and art. 115 of the Act on Copyright and Related Rights of February 4, 1994 (Journal of Laws No. 24, item 83).

Thank you

Jakub Mikołajuk

CEO JM Publicity

Contact us

www: jmpublicity.pl

email: jakub@jmpublicity.pl

tel: [+48 578 742 290](tel:+48578742290)

