



ACTION

DIGITAL

—
AWARD-WINNING
GLOBAL DIGITAL AGENCY



ACTION DIGITAL IS PART OF
ACTION
GLOBAL COMMUNICATIONS

OUR PROPOSAL

let's make something great together

As a passionate creative team driven by people, we are always excited making new friends, especially ones we can create great work with. We are always ready to help you stand out, connect with your target audience, and grow faster.

Grateful for this opportunity to show you our company credentials, we look forward discussing how we can help you even further.

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ABOUT US

**a true global
digital agency**

ABOUT US

**we are
digital
storytellers
creatives
across
nations**

ACTION DIGITAL IS PART OF

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GLOBAL COMMUNICATIONS

Action Digital is the digital arm of **Action Global Communications**, offering comprehensive digital services that include digital marketing, website design & development, branding, graphic design, video animation, and more.

Drawing on **50 years** of PR legacy in the MENA and CEE regions, we combine international experience with local expertise to deliver meaningful and impactful digital services to our clients.

Number of employees: 19

Years of experience: 6+ years

Expertise: Digital Marketing - Social Media - Web Design & Development - Branding - Content Strategy - Marketing Services - and more

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400+
websites



120,000+
social posts



200+
brands



12,000,000+
influencers database across countries



61
languages



500+
multinational integrated
digital campaigns

ABOUT US

we bring value into your business

As part of a global network, our strategic headquarters in Nicosia, Dubai and Moscow make it simple for us to work with anyone in the world and effectively offer services that reaches your audiences locally and across regions.

Tapping into our offices network of 40+ countries in MENA, GCC, Baltics and Eastern Europe will give you that local edge, thereby giving your company a competitive advantage.

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3
continents

40+
offices &
countries

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ABOUT US

the attention experts

Capture your audience's attention with a powerful integrated approach to your online marketing and communications strategy.

Our Global Network taps into local on-the-ground insights to know which communication channels and strategy are the most effective to reach your target audience.

We craft powerful consumer connections and get the results you're looking for.

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ABOUT US

centralised digital strategy

Action Digital develops and then executes your digital strategy in local markets by coordinating via our Hubs across continents.

With our global experience, we use game-changing digital strategies and offer you:

1

Localising & Building your brand with local languages and cultural know-how

2

Local Influencer Management

3

Brand monitoring of your online performance with central reporting

4

Implementation at a regional level

5

Easy access to multimarket data

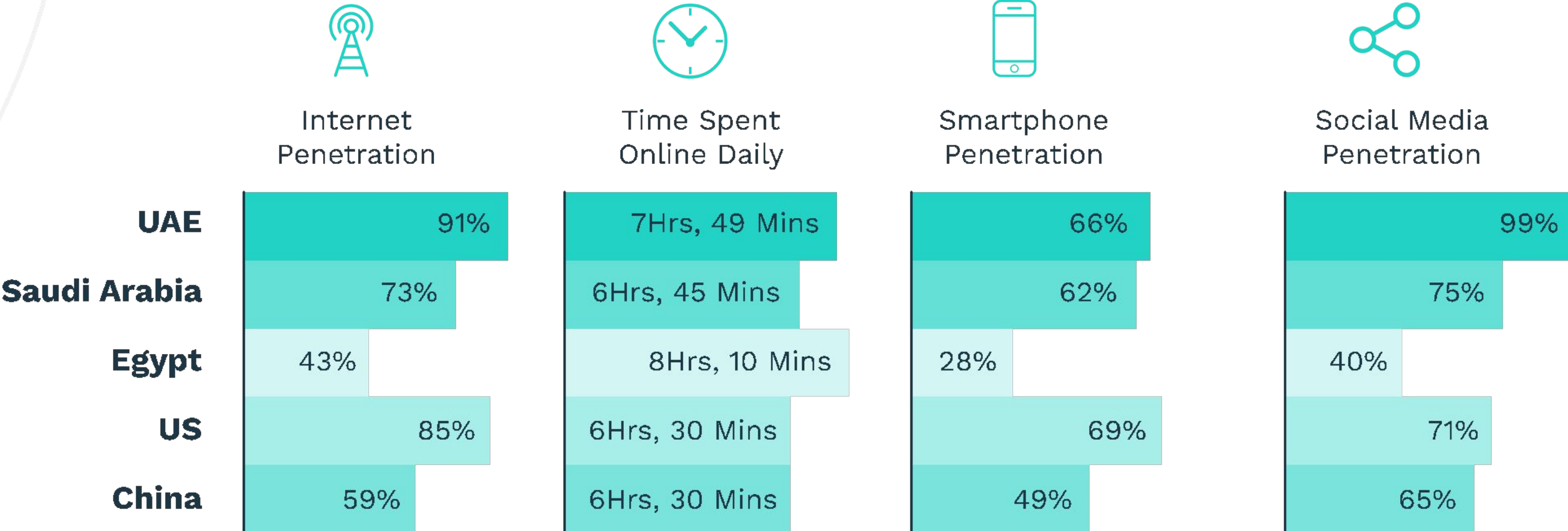
6

Maximize your performance with local digital expertise

ABOUT US

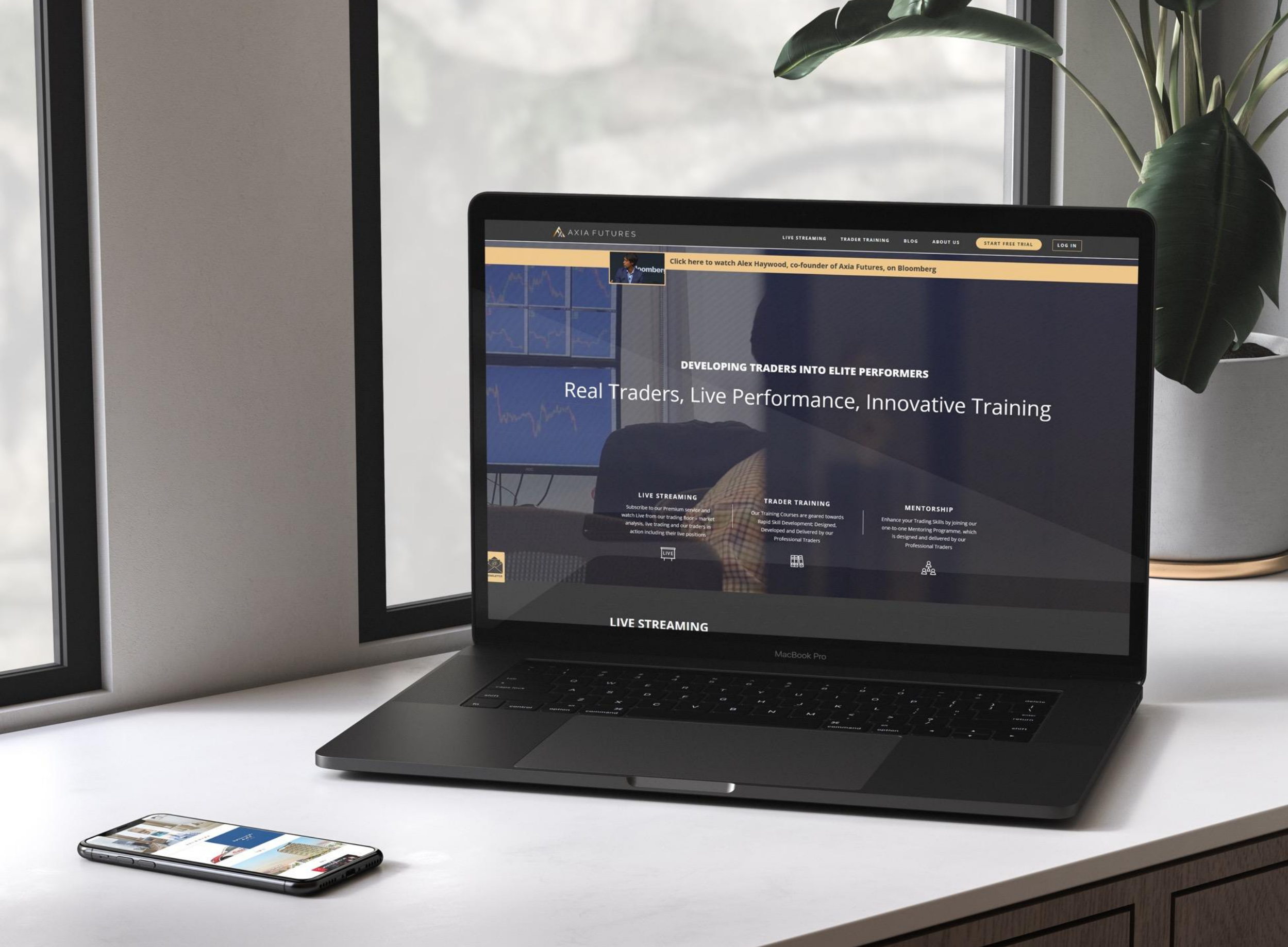
the importance of local insights

Regional insights, localised content, influencers and Native Social Advertising through local media relations create digital campaigns tailored to the specific requirements, cultures and idiosyncrasies of each market.



ABOUT US

what we offer



WE OFFER



Web App



Hosting



Ecommerce



Website
Development



Intranet/Extranet



Web design

Web Design & Development



A brand's website is at the very core of its identity. Beyond great functionality, it needs to act as an effective gateway, reflecting corporate or personal brand values in a sharp and impactful way.

Action Digital utilises the latest technology and develops custom code that follows the most advanced specifications, to create tailor-made websites built on the principles of innovation and exceptional creativity, for clients in all industries.



WE OFFER



**Mobile
Development**



**Mobile
Marketing**



Mobile App



**Responsive
Development**



**Mobile
Advertising**

Mobile Development & Marketing

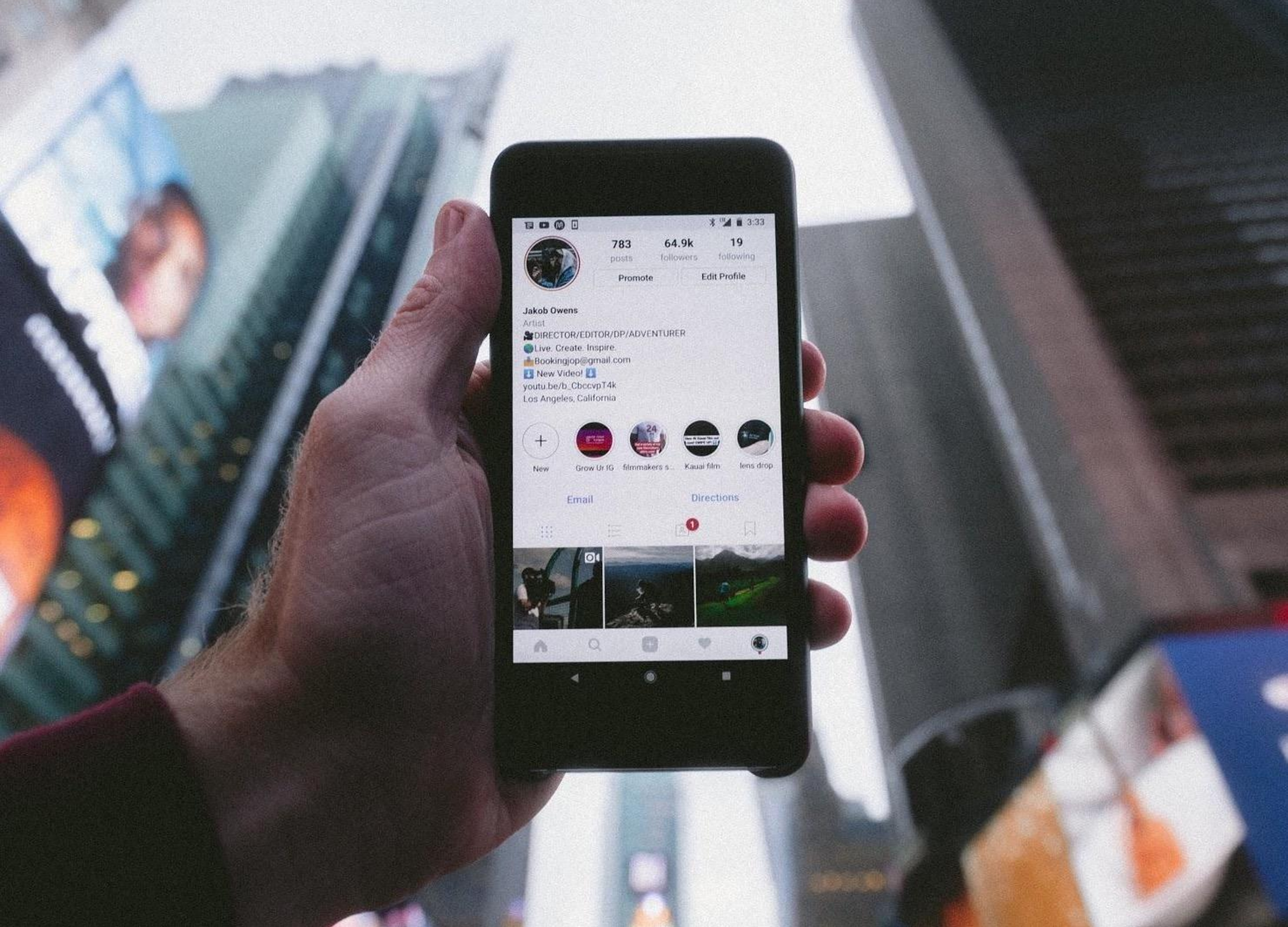
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Mobile marketing has become a non-negotiable modern day necessity for any business wishing to be at the very top of its game.

Our professionals communicate and strategise with you to get the right information across to your customers, ensuring a lasting connection with the target audience, offering a variety of services to improve user website experience (UX).



WE OFFER

 <p>Content Strategy</p>	 <p>Advertising Campaigns</p>	 <p>Online Reputation Management</p>
 <p>Staff Coaching & Training</p>	 <p>Listening & Monitoring</p>	 <p>Engagement Strategy</p>

Social Media Strategy & Marketing

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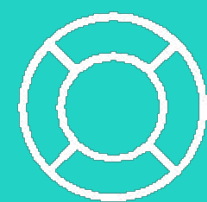



Social media has fast evolved into an integral pillar of online marketing, while out-of-the-box creative thinking is now vital for engaging and recruiting brand fans in an era characterised by an avalanche of online information.

Action Digital enables its client to identify their target audience and influencers through social media, while creating online dialogues, and reaching a growing number of online users via innovative strategies, with engaging content that best incorporates a client’s voice, values and goals.



WE OFFER

 SEO	 PPC - Keyword Advertising	 Display Advertising
 Campaign Concepts	 Analysis	

Search SEO & Advertising



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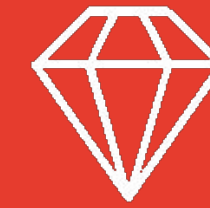
In today's fast-growing online world, ranking on the first page of any search engine has become the highest traffic driver to a website.

Action Digital, a certified Google Partner, closely follows the trends of

the biggest search engines worldwide, optimising websites and their content, and building links to increase visibility. This in turn ensures a rise in organic traffic, while also boosting your business' online presence, and encouraging growth.



WE OFFER



Branding



UX Design



Digital



Illustrations

Graphic Design & Illustration



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Our experts place great emphasis on understanding what each of our clients represent, transforming your overall vision into stunning brand designs and illustrations for websites, social media pages, email campaigns, infographic

campaigns, mobile sites, applications, banner advertising campaigns and microsites.



WE OFFER

 Online Marketing Strategy	 Email Marketing	 Analytics
 Banner Advertising	 Media Planning	 Market Research

Inbound Marketing & Advertising

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Action Digital ensures a given brand is easily found online, while drawing in the attention of potential new customers.

We ensure audiences are influenced via a holistic approach to marketing, incorporating the very latest services in

online marketing strategy, email marketing, media planning, banner advertising, trend analysis and more.



WE OFFER



Website Content



Social Content



Blogging



Content Strategy



Localisation



Editorial

Content Development & Marketing



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At the core of digital marketing, the right content strategy tuned into the specific nuances of each market, can work true magic.

The content writers at Action Digital are specialists in transformative

storytelling through animated online rhetoric for both websites and social media, enhancing the voice of your business or brand, creating memorable experiences and forming relationships while generating brand advocates.

We bring your **key messages** & **brand identity** into focus to make meaningful connections that fuel your business success.

<https://issuu.com/actionprandpublications>



Bespoke Magazines

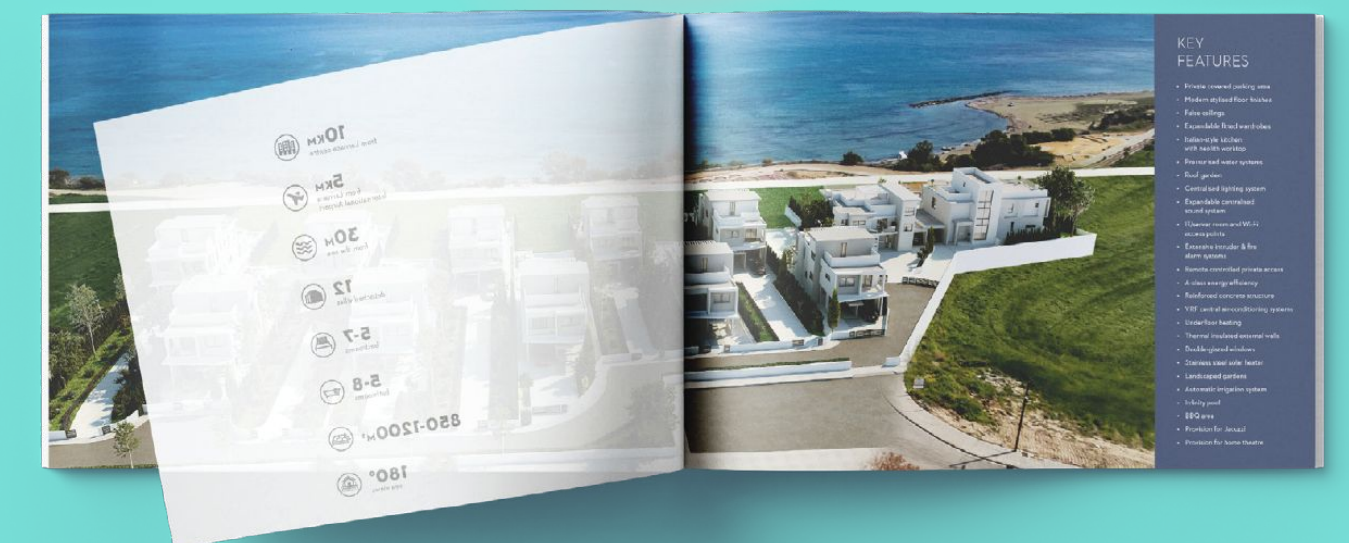
Action media doesn't just create print publications that look really good, we produce engaging bespoke magazines that have the power to act as a natural extension of your brand. Our editorial and design team know the meaning of superb content and layout, but we take our expertise a step further, speaking out your target audience with your brand's unique tone of voice.

No matter what the industry or subject matter, advertisers will want to be associated with you and target readers will be engaged from start to finish.



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Tapping into the power of **compelling content and design** is what our savvy media experts do best.



Brochures & Themed Books

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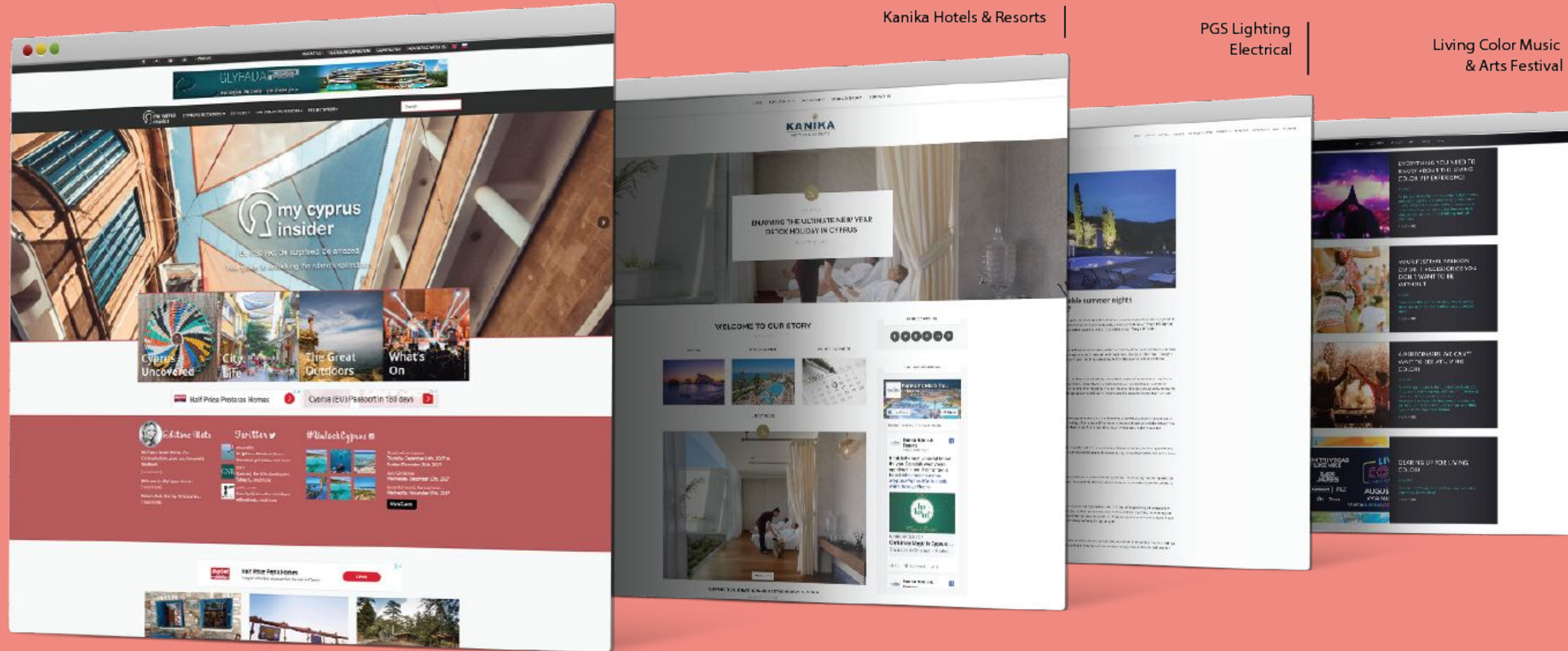
Always prioritising client needs, our team is on hand to create a wide range of tailored publications to reinforce your corporate identity or bring to life your unique project with a focus on custom design and top quality editorial content.

My Cyprus Insider

Kanika Hotels & Resorts

PGS Lighting
Electrical

Living Color Music
& Arts Festival



Targetted Blogs

Not only inspiring your target audience, we spark reactions to get them talking and acting. As part of the ongoing support provided by Action for our client's online and offline communications strategy around the globe, our expert team of result orientated content writers know first-hand that content strategy correctly tuned into the specific nuances of each market can work true magic.

With an SEO-driven approach to content marketing, we generate unique targetted blog articles with an authentic tone to amplify your message and compel readers, while supporting the user experience with clear calls to action and structured interest led paths. The result? Every word on your company's blog acts as a persuasive communication tool to raise awareness, drive traffic, strengthen customer connections and boost sales.



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ABOUT US

our core team



OUR CORE TEAM

strategic leader

GAREN MESERLIAN

Sr. Digital Director

DISCIPLINES

- Strategic Planning
- Brand Building
- Web Development
- Digital Marketing
- System Architecture
- Data Analytics
- SEO Optimization
- Consumer Behaviour

BRAND EXPERIENCE

intel®



MasterChef
the TV Experience



 **RETAIL**
ABU DHABI

 **Boehringer
Ingelheim**



EU@
SXSW

H&M

**SAXO
BANK**

in [LinkedIn Profile](#)

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OUR CORE TEAM

digital & social media team

A passionate team bringing together a wealth of experience and knowhow from industries of all sizes and types.



Erin Broulliette
Digital Marketing Director



Alexandros Pavlakis
Digital Marketing Manager



CHRISTIANA PANAYIOTOU
Sr. Digital Marketing Executive



Yiota Kyriacou
Sr. Digital Marketing Manager



Fathy Elsayed
Digital Performance Specialist



CHARA VASSILIOU
Digital Marketing Executive



OUR CORE TEAM

creative web leader

LORIS STAVRINIDES

Creative Director / Head of Web Division

DISCIPLINES

- Creative/Art Direction
- User Interface & Web Design
- Interactive Experience Design
- Digital Art & Illustration
- Video Editing & Motion Graphics
- Branding & Graphic Design
- Photo Manipulation
- Matte Painting

BRAND EXPERIENCE



WARGAMING.NET



[in](#) [LinkedIn Profile](#)

OUR CORE TEAM

web design & development team

A versatile team of experts with a combined experience of 30+ years in their field.



MARIA IOULIANOU
Senior Web Developer



ELIAS PYRGOU
Project Manager



VESELIN TSVETANOV
Backend-Web Developer



THANASIS IOULIANOU
Web Developer



GEORGE Ellinas
Web Designer



OUR CORE TEAM

creative production leader

DOROTHY HOWLS

Creative Director, Production Team

DISCIPLINES

- Creative Direction
- Concept Development
- Creative Strategy
- Copywriting
- Content Development
- Video Production
- Branding
- Illustration
- Data Analytics

BRAND EXPERIENCE



Boehringer
Ingelheim



OUR CORE TEAM

production team

A solid team you can rely on. Our team of experts will be at your disposal throughout the entire project.



CONSTANTINOS PSILIDES
Copywriter



DIMITRA SYNODINOU
Graphic Designer



STAVRI CHRISTOU
Digital Designer



ANDREAS KOUMIS
Animator

ABOUT US

brand experience

OUR EXPERIENCE

global brand experience



OUR WORK

our website portfolio

You can find a sample of the websites that we have developed based on the industry

Real Estate

[Buy Home](#)
[Ayia Napa Marina](#)
[Prospecta Development](#)
[The Asteroid](#)
[Larnaka Tower](#)
[Faros Sea Residencies](#)
[Estates Net](#)
[New Zoe Developers](#)
[Kotsonis Properties](#)

Financial

[Axia Futures \(eCommerce\)](#)
[Errante](#)
[FCT Group of Companies](#)
[Dorax Investment](#)

Retail

[Handy Spa \(eShop\)](#)
[Pure Sports \(eShop\)](#)
[VRC Meat Med](#)
[Londou Trading](#)
[Clappas Trading](#)
[Charalambides Christis](#)
[Delicacy Food](#)
[Theodorou Salt](#)

Corporate

[Damana Insurance \(MIG\)](#)
[Caramondani Hellas](#)
[Ace Insurance](#)
[Porsche Romania](#)
[NewCytech](#)
[Eurofreight](#)
[YTM Stavrides](#)
[Stirixis Consulting](#)
[Demetriou Insurance](#)
[Spyros Vassiliou LLC](#)
[Mantis Law](#)
[PQC Certification](#)
[RPT Group](#)
[MMIS Management](#)
[DIK Group](#)

General

[MasterChef Dubai](#)
[Cplus Studio](#)
[Hope for Children](#)
[Star Oil Cyprus](#)
[Vape Jam UK \(EXPO\)](#)
[The CBD Expo](#)
[EWTO Cyprus](#)
[Yoko Sushi & Bento](#)
[Piatsa Gourounaki](#)

Education

[Tepak University \(CUT\)](#)
[Uclan Cyprus](#)
[Dequals](#)

Travel & Tourism

[Kanika Hotels](#)
[Tania Tours](#)
[My Cyprus Insider](#)

Health

[Screen For Life](#)
[Pedios IVF](#)

Suppliers

[M2quare](#)
[PGS Lighting](#)
[Agromedica](#)
[Luminocity Athens](#)
[Kitchenbar](#)

International Organizations

[EU 4 Digital](#)
[EU in Austin - SXSW](#)
[EU - Chile Agreement](#)
[Food Security & Nutrition \(EU-Oxfam\)](#)

CASE STUDIES

Lordos Beach Hotel website

Lordos Beach Hotel is a 4-star hotel that ranks among the most prestigious accommodations on the island.

lordosbeach.com.cy

The challenge

Lordos Beach Hotel had the objective to increase direct sales to the website in order to reduce commission rates to OTAs and TOs to increase their margins on sales and diversify sources markets by reducing dependency on traditional English/Russian markets.

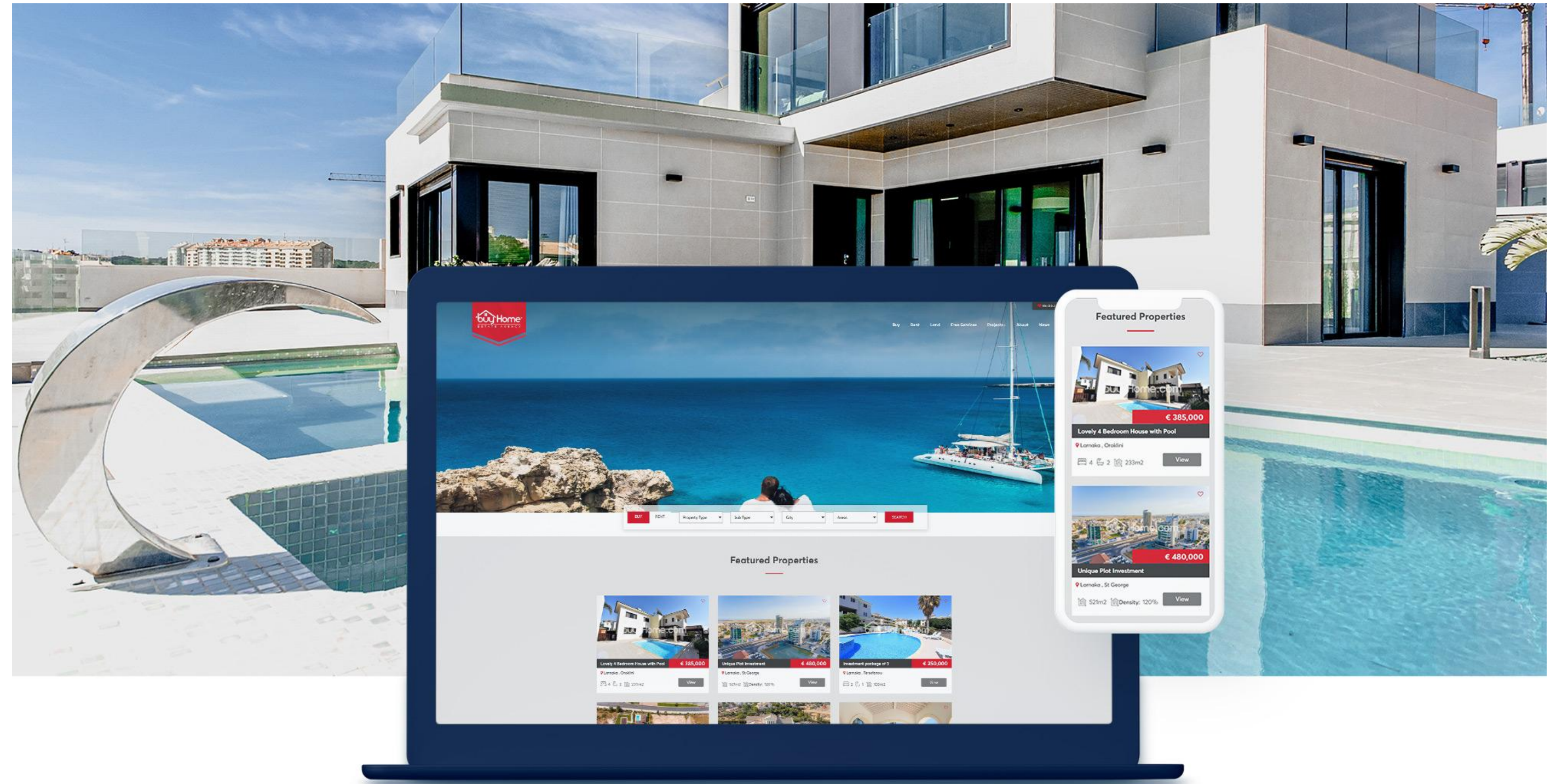
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Our Work

- Developed a 360-degree digital strategy that included refined key messages, tone of voice, visual identity, blog posts, newsletters as well as social guidelines
- Developed an advertising plan to promote Lordos Beach Hotel and its facilities on Facebook, Instagram, Google Search, Youtube and GDN (display).
- Developed and customized a fully functioning mobile-friendly website with hundreds of daily active members.

Results

- Increased direct sales through the website by **110% year-on-year**
- Increased ROI from 9 EUR for every 1 EUR to **19 EUR for Every 1 EUR**



CASE STUDIES

The Landmark Nicosia website

Formerly known as Hilton Nicosia, The Landmark NICOSIA, set out the goal to position the IT destination for business and leisure visitors to the capital.

thelandmarknicosia.com

The challenge

After being known for 52 years as Hilton Nicosia, the hotel rebranded under a different name and logo, prompting an immediate need to secure direct bookings and building awareness in the market.

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Our Work

- Migrated the old hotel's online collateral by contacting TO, OTAss and other tourists websites to update their links to the new hotel's site for a seamless user experience.
- Developed and executed a complete digital advertising plan for LinkedIn, Google Search, GDN and TripAdvisor.
- Developed social content calendar to build awareness and engagement

Results

- Fully complete SEO campaign to relink the hotel online and increase traffic to avg **1.5k organic visits per month**
- An ROI avg. of **8 EUR return for every 1 EUR spent**





thank you

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Group Website: actionprgroup.com
Action Digital: actiondigitalagency.com

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