



WE DO ADVERTISING



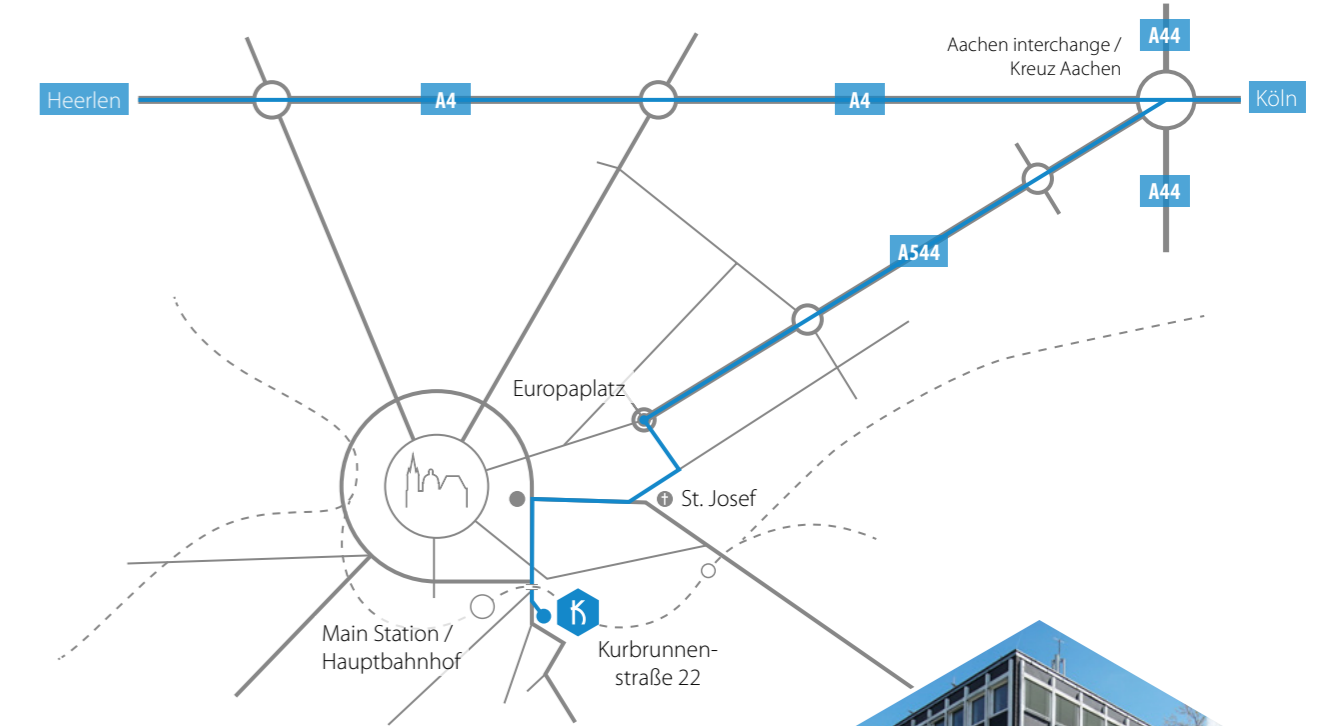
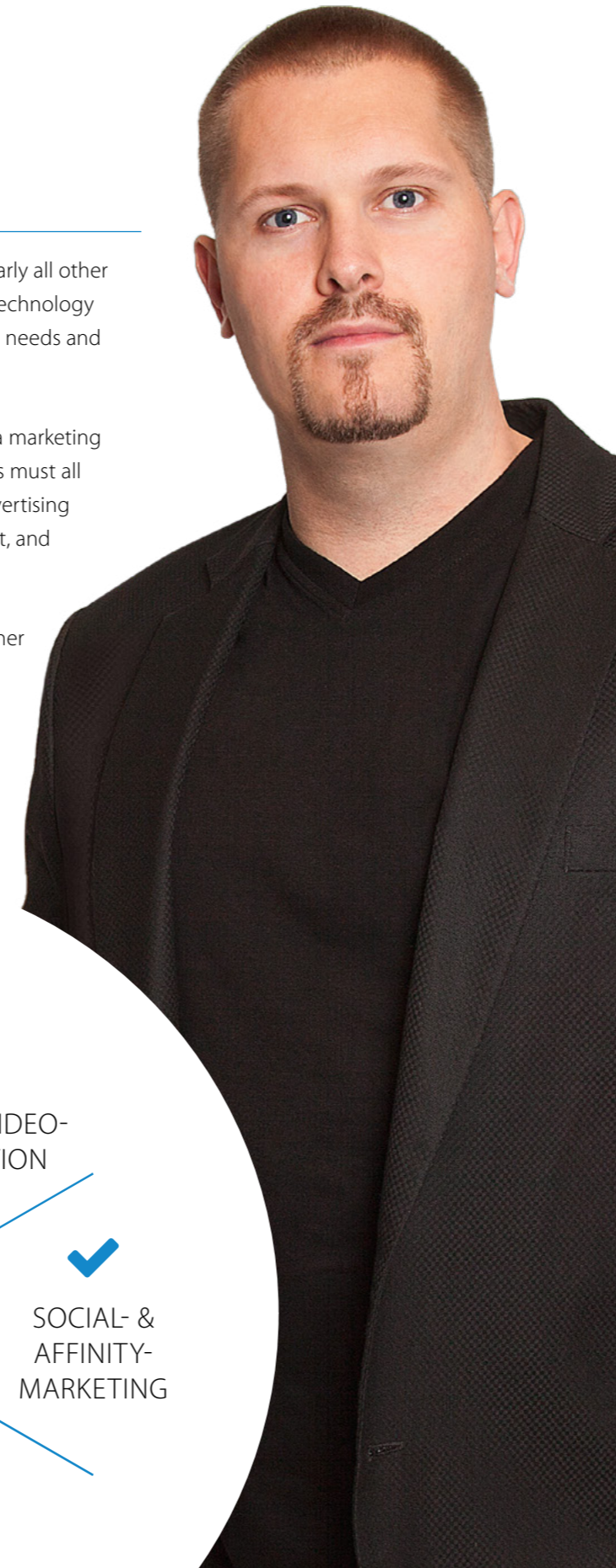
CROSS MEDIA MARKETING DIGITAL / PRINT / SOCIAL

The increasing interactivity of the Internet and its connection to nearly all other communication channels means that the presence of information technology has become a constant. This development has also altered people's needs and consumer habits.

For companies, this means that they must implement a cross-media marketing strategy. This means that their communications via various channels must all have the same content and design. The Medienagentur Klöcker advertising agency's services and products encompass the fields of digital, print, and social media – all in one place.

As such, we are predestined to be at your side as a competent partner for your cross-media marketing.

Andreas Klöcker, M.Sc.
Owner of Klöcker Medienagentur



Aachen – in the heart of Europe

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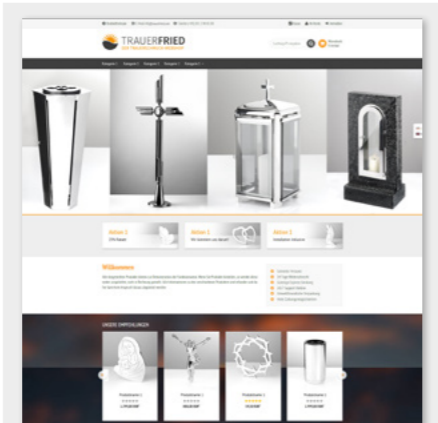
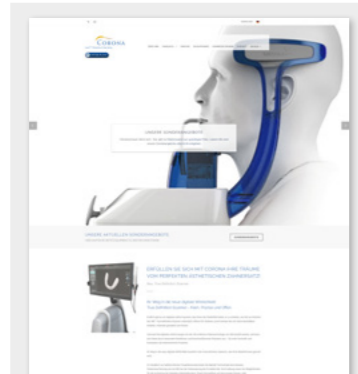
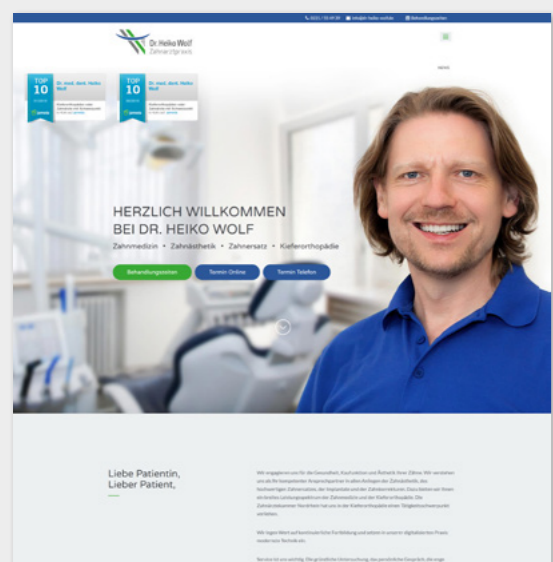
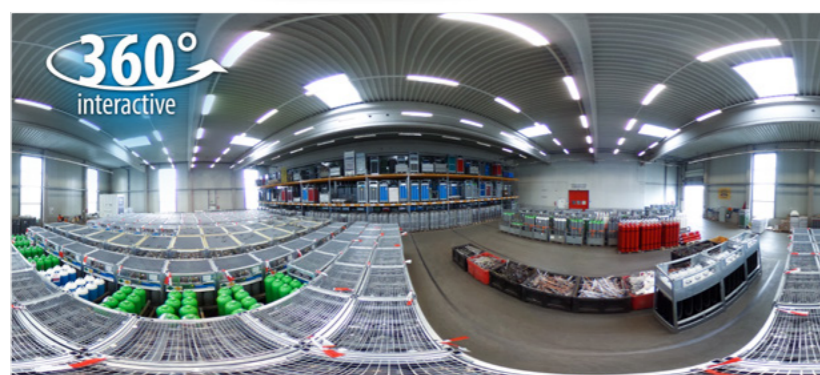
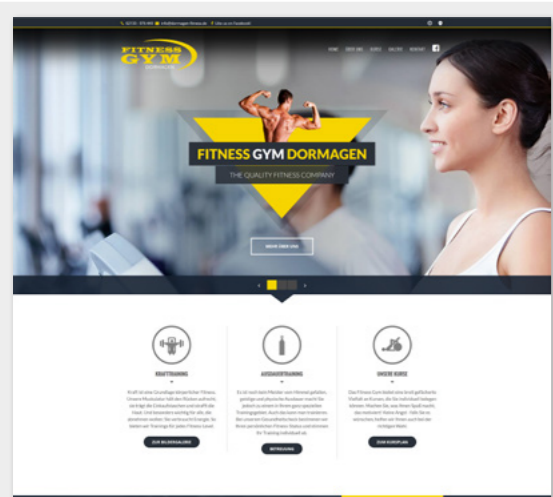
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DIGITAL MEDIA / 360° SUPPORT

Searching for products and services in our digital and mobile society is predominantly done by way of digital media. As such, both a company's **homepage** and **social media presence** form the most important platform for companies to present themselves. For this, it is crucial that the various channels communicate a **coordinated and strategic message**.

The Klöcker advertising agency can develop a **digital media concept** for you to highlight the advantages of your company. We develop a **corporate identity** for you, which is reflected in the **Web design** of your Internet presence. In **creating textual content**, we always ensure that we use the optimal keywords so that your site can be found by **search engines**. We professionally implement all **SEO on-page and off-page** optimisation tools in order to draw attention to your company more effectively and make it more successful. In addition to websites and social media presences, we can also lay the groundwork for a lucrative **Web shop**. It goes without saying that we create your digital media presence using responsive Web design.

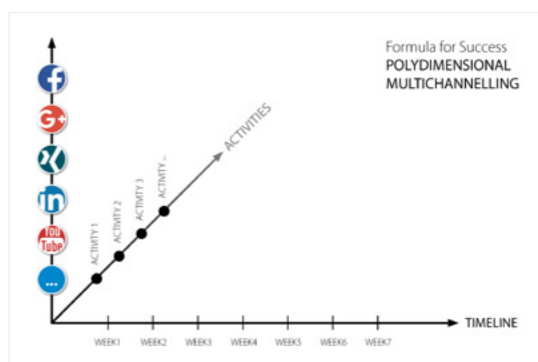
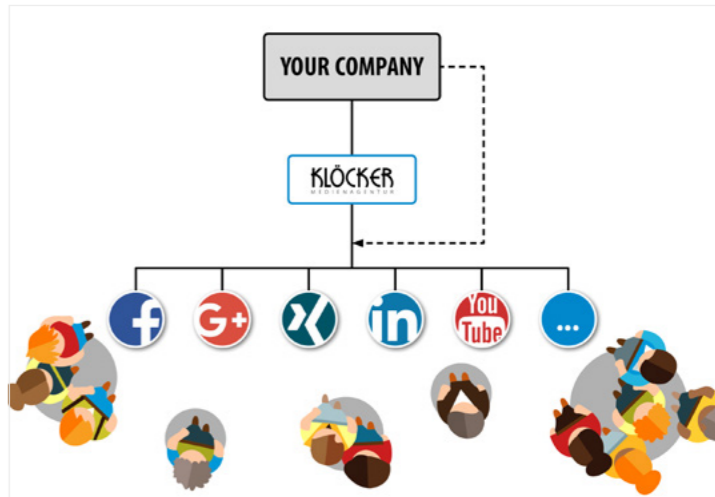
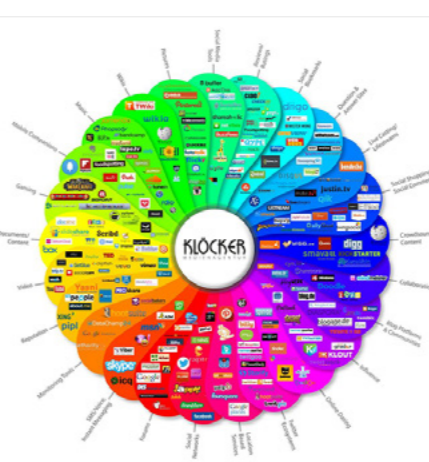
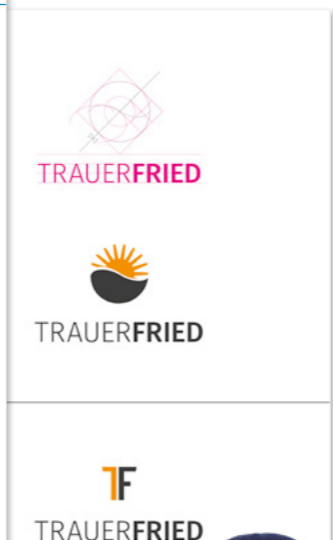
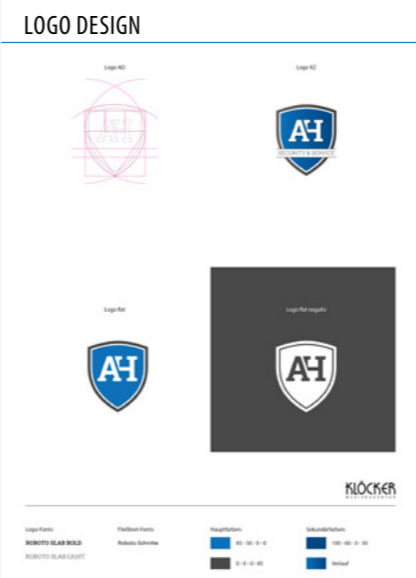
Alongside the traditional services in the field of **digital media**, we can also offer you **comprehensive technical services**. These include **website relocation, hosting, or domain administration**, for example.



PRINT MEDIA A-Z

Even considering the huge significance of the Internet, and therefore of online marketing and advertising, traditional forms of advertising still have a **considerable effect on target groups**. Alongside television and radio advertising, print advertisements in **newspapers**, on **signage** or on **flyers** also reach a wide audience. We have skilfully capitalised on the advantages of traditional **print advertising** in the numerous marketing projects we have undertaken.

Within our comprehensive **cross-media marketing strategies**, we always reconcile the print marketing of your company and products with the activities in digital and social media. The **combination of advertising on your homepage or via social media channels with flyers, brochures, and other print advertising media** is the most effective marketing method.



SOCIAL MEDIA / PUBLIC RELATIONS

Professionalising your social media presence has become a vital component in creating a company image. Personal relationships with social reference groups can be used to **increase both the credibility of your company and the resonance of your message**. Your company's presence on Facebook, XING, LinkedIn, etc. allows you to **communicate directly** with your **target audience**.

By managing your social media presence professionally, the Klöcker advertising agency can ensure that the desired content can reach a **broader relevant audience** and can be spread virally throughout social networks. As part of our **cross-media marketing strategy**, your social media presence will always be in sync with other digital and even print media.

