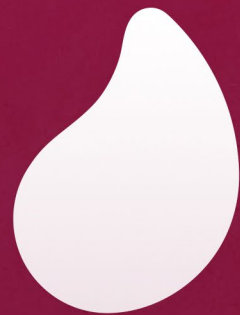




COMPANY PROFILE

Adv

Mokda





THE WEB AGENCY SPECIALISED IN VIDEO MARKETING

Moka Adv is an Italian web agency with more than a decade of experience under its belt. It interprets digital communication mainly through video marketing and international web marketing. From the concept to the development, Moka Adv creates narratives that leave their mark and capture the audience. Since 2008 Moka Adv has a clients' portfolio that touches the whole of Europe with work of all sizes and types.

Located in Catania, a city at the feet of the Etna known for its resilience, Moka Adv is a web agency as full of vitality as 'its' volcano. The creativity and advanced technologies used by Moka Adv make it appreciated everywhere in Europe, from the far east of Lithuania to the far west of Portugal or Ireland, from the far north of Iceland to the far south of Turkey.



VIDEO MARKETING

Every day, each of us communicates with words, images and gestures, but do we always do it effectively? Communicating effectively means enhancing one's corporate image. It is done through convincing storytelling and the persuasive power of images. What is your story? Moka Adv will tell it to "your" audience with impactful videos that leave their mark.

GRAPHIC DESIGN

Eye-catching graphics allow you to stand out from the competition. All communication revolves around graphic design: the website, social media, posters and packaging. Graphic design, through images, informs, persuades, stimulates, attracts attention and entertains. Communicating effectively is essential.





INTERNATIONAL WEB MARKETING

International web marketing takes many factors and variables into consideration, because the strategies to be adopted vary from one country to another. Moka Adv assesses risks and opportunities, analysing markets, cultures, languages and legislation in order to determine achievable goals depending on the “firepower” available.



WEBSITE DEVELOPMENT

A website is a business card and allows users to easily find the most important information about your company. It is a great tool for making your brand known and attracting the attention of users with an attractive and engaging storytelling.

E-COMMERCE PLATFORMS DEVELOPMENT

Rely on the web agency Moka Adv to develop your e-commerce and, in time, you will appreciate its potential. Thanks to Moka Adv you will be able to expand your sales channels, sponsor your products on the web and express your full potential. The percentage of online purchases grows every year; having an e-commerce helps to increase turnover.





SEARCH ENGINE OPTIMIZATION & SEARCH ENGINE MARKETING

Optimising your website is an operation that must be constantly repeated over time. A website that does not appear at the top of search engine SERP is unlikely to give value to your online presence and be considered a good business card. Moka Adv has professional tools and skills to optimise and index your website to the best of its ability.



SOCIAL MEDIA MARKETING

Moka Adv chooses the most suitable social platforms for the target audience and draws up an editorial plan differentiating it according to channel: Facebook, LinkedIn, Tiktok, Instagram, Twitter, YouTube.





ONLINE ADV

Online advertising requires analysis, creativity and continuous monitoring in order to be able to adjust the shot in the process. Online campaigns and ads help you get more visibility and intercept the right audience, but the risk of spending money without having reached your goal is high. So stop for a moment, stir your coffee and think: do you have all the tools to manage your online advertising? If you have any doubts, don't take any risks and come and see us!





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