

NewTarget Web achieves your business goals thanks to the Internet. Since 2006, when it was founded, the agency has experienced continuous growth - thanks to the excellent and durable partnerships it has with its clients. NewTarget Web activities stand out for their creative style and technical expertise - plus an unusual level of dynamism expertly channelled to help you reach your most ambitious goals. NewTarget Web tracks and analyses the performance of each single activity and then gets straight back to you with clear and synthetic reports: this means your fingers are constantly on the very pulse of your communication strategy.

€ 600.000
Annual revenue from an e-commerce platform created and managed entirely by NewTarget Web

63 nations
A worldwide competition designed by NewTarget Web received visits from 63 nations

2.729.100 minutes
Total time spent on sites developed by NewTarget Web in 2008

+ 400%
Increase in turnover of one of our customers generated by online marketing activities handled by NewTarget Web

Our approach is different

1. Listening	We listen to our clients and their requirements very carefully so we can interact with the target as effectively as possible.
2. Analysis	Together with you we define the exact objective of your on-line investment through an in-depth study of the competitive arena.
3. Planning	We plan the right strategy for you to reach your objective. The times and types of each and every product we create for you are clearly defined and highlighted.
4. Creation	We give our creatives free rein to invent the idea to make people talk about you for a long time to come.
5. Implementation	We implement the chosen solution only after testing and trialling it in a wide and diverse range of contexts.
6. Management	We take care of every aspect concerning your on-line presence - in both technical and content-related terms.
7. Control and Growth	We keep the main indicators of your objective under constant control and we never tire of coming up with new solutions to increment achieved results.

The New Target Group

NewTarget Web is part of NewTarget Advertising - a synergy guaranteeing complete coverage of all your communication requirements including those connected to the advertising world. More than 30 professionals in the field (copywriters, art directors, account managers, project managers, media experts) are available to provide you with one single, high-level partner with whom to interface.



Successful activities supplied by NewTarget Web

FASHION  **CoSTUME NATIONAL** 


- Total management of web presence with brand sites and blogs
- World coverage of web publishing (New York, Paris, Milan, London, etc...) with New Target Web journalists and photographers
- Creation and streaming of videos handled throughout the world entirely by NewTarget Web with a dedicated infrastructure
- Managing, analysis and optimization of numerous international advertising campaigns
- Regular sharing of clear and brief reports on the yield of promotion campaigns
- Creating, sending out and analysis of company newsletters
- Creating and managing article and viral marketing activities
- Managing web presence on social networks (FaceBook, MySpace, etc...) and aggregator (Flickr, Twitter, etc...)
- Creation and production of TV commercials
- Creation, deploy and control of banners and text advertising campaigns
- Simultaneous translating of all generated contents into different languages

TOURISM  **ARLI HOTEL**



- Total management of web presence with e-commerce sites
- Set-up and handling of business reservations interface for bookings generated by the e-commerce platform
- Managing, analysis and optimization of numerous international advertising campaigns
- Regular sharing of clear and brief reports on the yield of promotion campaigns
- Creating, sending out and analysis of company newsletters
- Creating and managing article and viral marketing activities
- Managing web presence on social networks (FaceBook, MySpace, etc...) and aggregator (Flickr, Twitter, etc...)
- Creation, deploy and control of banners and text advertising campaigns
- Simultaneous translating of all generated contents into different languages

LIGHTING  **luceDAURIA**

- Total management of web presence with company sites and blogs
- Publishing with NewTarget Web journalists and photographers
- Managing, analysis and optimization of numerous advertising campaigns
- Regular sharing of clear and brief reports on the yield of promotion campaigns
- Creating, sending out and analysis of company newsletters
- Managing, analysis and optimization of numerous advertising campaigns
- Creation, deploy and control of banners and text advertising campaigns

NO PROFIT  **Progetto AdottaUna mamma**

- Total management of web presence with organization sites and micro-website for special projects

LARGE-SCALE DISTRIBUTION  

- Total management of web presence with constantly updated company sites
- 360° integration with all below-the-line activities thanks to our partnership with New Target Adv.
- Publishing coverage with NewTarget Web journalists and photographers
- Creation and streaming of videos handled entirely by NewTarget Web
- Implementing special advertising campaigns in cooperation with national newspapers
- Creating, sending out and analysis of institutional newsletters
- Regular sharing of clear and brief reports on the yield of promotion campaigns

CHEMICALS  **Garmon & Bozzetto**
Italian Fashion Chemicals



- Total management of web presence with constantly updated company sites
- Creating, implementing and managing a reserved area accessible via web fully integrated with existing management systems, dedicated to strengthening your sales force and CRM activities
- Regular sharing of clear and brief reports on the yield of promotion campaigns

HEALTHCARE   **STUDIO ORTODONTICO BERNINI**

- Total management of web presence with constantly updated institutional sites
- Creation and streaming of videos handled entirely by NewTarget Web
- Dynamic interfacing with existing management systems for publishing important information on institutional sites
- Regular sharing of clear and brief reports on the yield of promotion campaigns

INTERIOR DECORATION  

- Total management of web presence through company sites
- Creation and streaming of videos handled entirely by NewTarget Web
- Managing, analysis and optimization of numerous international advertising campaigns
- Regular sharing of clear and brief reports on the yield of promotion campaigns
- Creating, sending out and analysis of company newsletters
- Creating and managing article and viral marketing activities
- Managing web presence on social networks (FaceBook, MySpace, etc...) and aggregator (Flickr, Twitter, etc...)
- Creation, deploy and control of banners and text advertising campaigns

BUILDING AND CONSTRUCTION  

- Total management of web presence with company sites and blogs
- Managing, analysis and optimization of numerous international advertising campaigns
- Regular sharing of clear and brief reports on the yield of promotion campaigns
- Creating and managing article and viral marketing activities
- Creation, deploy and control of banners and text advertising campaigns



True "Made in Italy" passion and creativeness.
Absolute effectiveness and precision.
Perfect and seamless implementation.

Be our client!

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