

POWER STATION

BUSINESS

ACCUMULATORS, POWER STATIONS,
PORTABLE BATTERIES



3labs

tom's HARDWARE
THE AUTHORITY ON TECH

WE SUCCESSFULLY ACHIEVE YOUR GOALS

THE PROJECT

THIS PROJECT FOCUSES ON CREATING HIGHLY SEARCH ENGINE OPTIMIZED EDITORIAL CONTENT, DESIGNED TO RANK HIGH IN SELECTED SERPS.

WE THUS OFFER OUR CUSTOMERS THE OPPORTUNITY TO INCLUDE THEIR BRAND OR PRODUCT IN A SELECTION OF QUALITY CONTENT, WITH THE AIM OF PROVIDING POWER STATION MANUFACTURING COMPANIES WITH A PLATFORM TO INCREASE THE VISIBILITY OF THE BRAND AND THUS REACH NEW SEGMENTS OF THE PUBLIC. AND NEW CUSTOMERS.

EDITORIAL

OBJECTIVES



OBJECTIVES TO THE CHOICE OF THE PRODUCT

- AWARENESS OF THE PRODUCTS OFFERED BY THE CUSTOMER
- CONVERSION ON SELECTED STORES
- INCREASING CUSTOMER BRAND AWARENESS

OUR SITES

INVOLVED IN THE PROJECT

tom's HARDWARE
THE AUTHORITY ON TECH

techradar

SOS HOME & GARDEN

Target Persona



30,000 minimum unique users expected to be involved in the content produced for the project



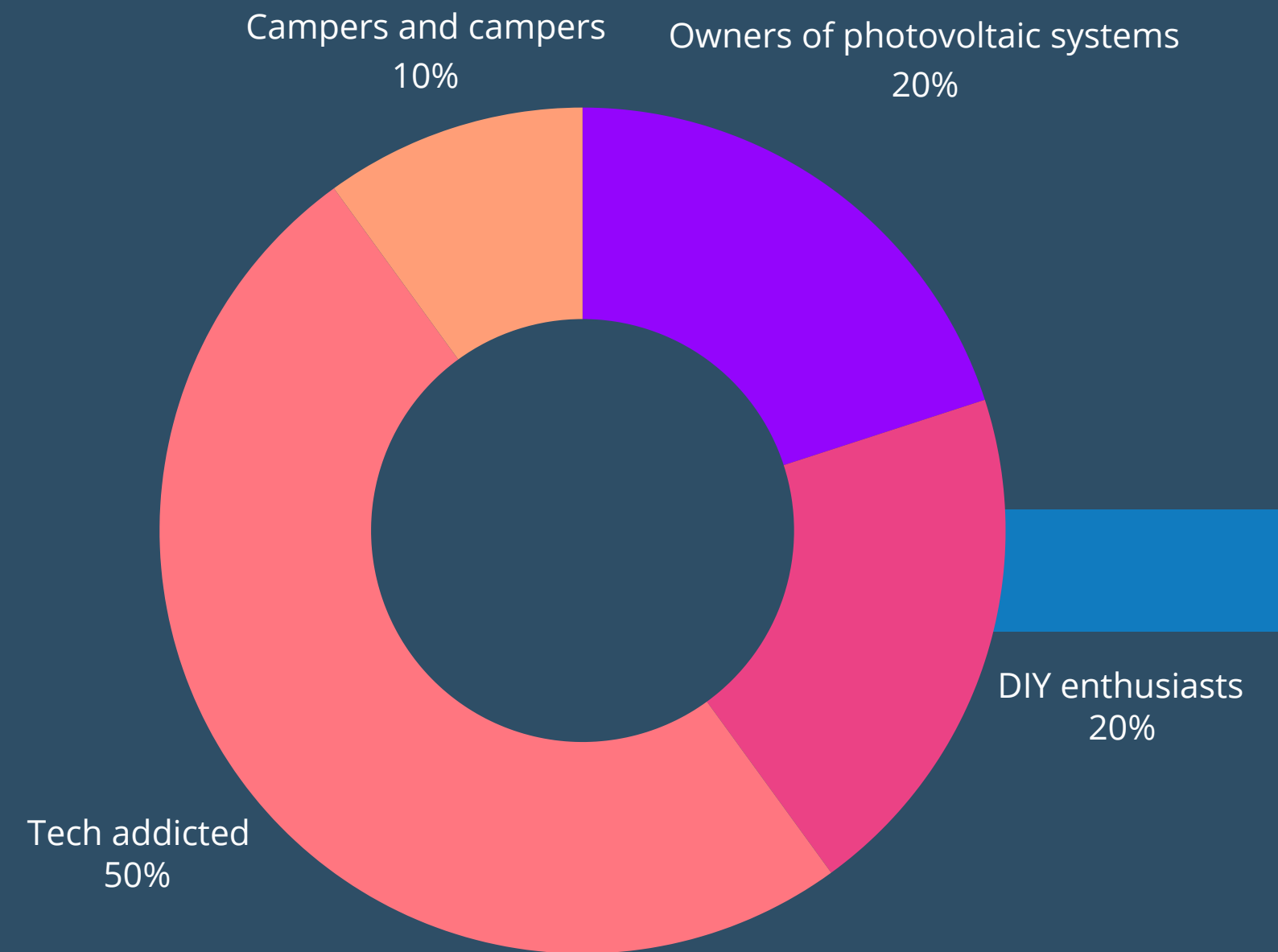
Former Buyer

Age: 35 - 50+ Gender: predominantly male Communication platform: editorial and social



New Buyer

Age: 30 - 55+ Gender: 90% male - 10% female Communication platform: editorial and social



06

Millions of unique users per month

25

Millions of page views per month

Themes

of the editorial proposal

- *In-depth SEO articles*
- *Developments of articles dedicated to the management of domestic emergencies (home backup)*
- *Articles on energy management*
- *Portable power supply for outdoor life (camping and campers)*
- *Positioning within purchasing guides*



Editorial objectives

- **Make the brand stand out from the competition with targeted and professional content**
- **Create greater awareness among the end user aimed at conversion on online stores**
- **Offer the client targeted placement in SEO articles which increases the awareness and trust of end users**



Why should you buy a Power Station?

An article that tells the advantages of owning a power station through a detailed overview of its features and outdoor applications.



Power Station: the best for your camper

A thematic purchasing guide dedicated to motorhome owners and campers, in which to include the customer's product or products in a privileged way.



How to choose the capacity of your Power Station

An SEO study that provides the user with technical information on the optimal choice relating to the world of Power Stations, with a privileged positioning of the customer's brand.



100+

Sectors of expertise



100+ million

Annual unique visitors



€10 million

Induced turnover generated with
Affiliate

Some brands we have worked with





CONTATTACI

Le proposte commerciali riportate nelle slide precedenti rappresentano un'idea delle offerte che il nostro Network mette a disposizione per promuovere le aziende; per maggiori informazioni sulle singole attivazioni o per ricevere un pacchetto personalizzato di attività commerciali, consigliamo di contattarci alla mail:

sales@3labs.it