what. Introduction to what.digital

About what.digital

- we help companies **launch products online** and **grow their digital business**
- Led by digital professionals with world-class experience
- Company founded in 2015, based in Zurich, UK & Poland
- We are a trusted partner for startups, innovative, established middle-sized companies and corporate innovation teams and departments
- We combine the best from marketing and technical worlds with business success in mind.

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Find out more at

www.what.digital

what.digital Team - Digital Strategy Lead

Luke Szkudlarek
Digital Strategy Lead

- 10+ years of experience in online marketing, development, digital strategy & digital project management
- Delivery of web development, SEO and digital marketing strategies for international brands, including HSBC, Hotel Chocolat, Chopard and recently Victorinox
- M.S. in Business Computing, Poznan University of Economics
- More about Luke on LinkedIn - linkd.in/LukeSz

what.digital Team - Technical Lead

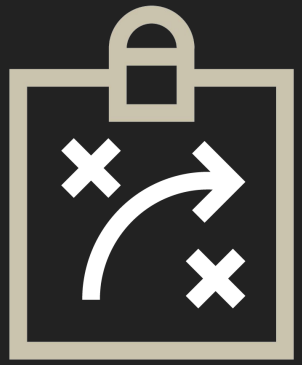
Mario Colombo
Technical Lead

- 8 years of experience in analytics, web development and digital marketing
- Proven expertise in Project Management for digital projects
- Managed digital marketing for clients such as SBB, UPC Cablecom and Dow Chemicals
- B.A. in Business Administration from University of St. Gallen
- More about Mario on LinkedIn lnkd.in/dc2Hp2i

Our Differentiators

THE CRITERIA	NETWORK AGENCIES	SPECIALIST AGENCIES	what.
All under one roof	✓	✗	✓
Cost efficiency	✗	✗	✓
Speed of delivery	✗	✓	✓
Independent business model	✗	✓	✓

Service Catalogue



DIGITAL STRATEGY WORKSHOPS & COACHING

WEB DESIGN & DEVELOPMENT

ACQUISITION, ACTIVATION & RETENTION

what.digital Team - Resourcing model

LEADERS

TRUSTED PARTNERS

SPECIALISTS & OPERATIVE

- Lean and efficient
- High-quality, Swiss customer interface
- Flexible access to a proven network of partners
- Operative resources for selected tasks

Account Managers

Claudyl Borejon
Technical Project Manager

Dr. Gero Kühne
Head of Online Marketing

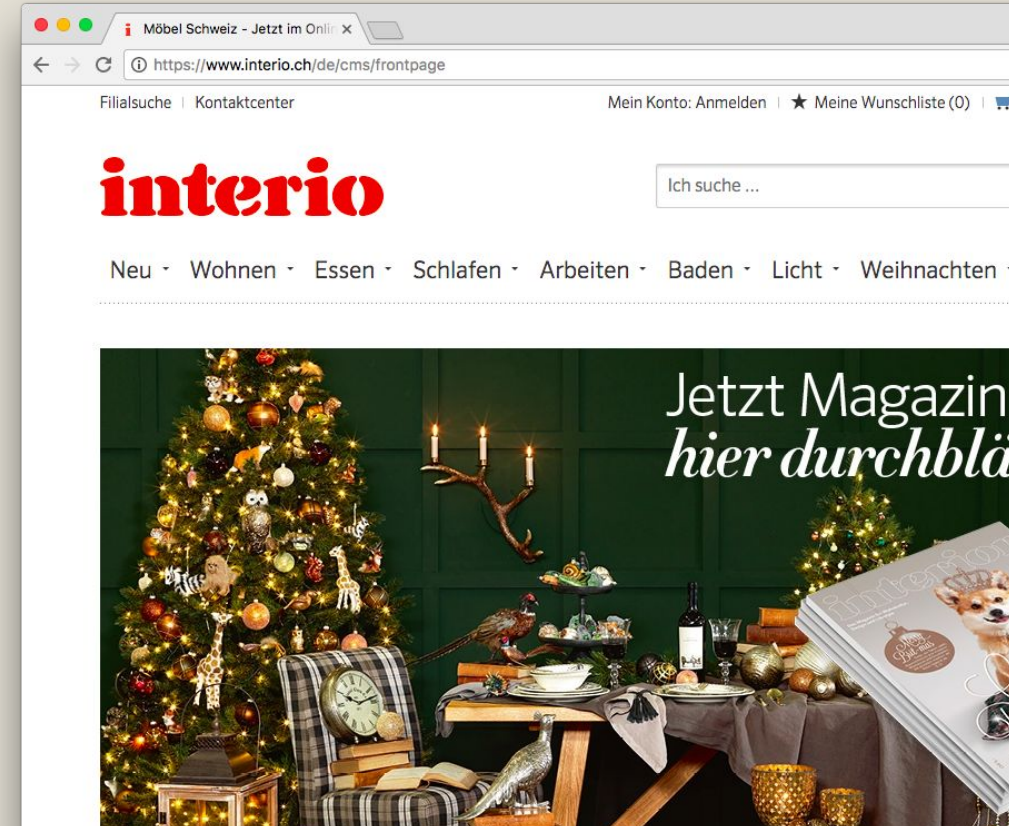
Kelly Stafford
Senior Project Manager

Showcase

Web Development

Interio – SEO

- Optimierung von Tausenden von Produktbeschreibungen sowie technische Optimierung.
- YoY Wachstum der Besuche von
der organischen Suche von 37%
- Erfolgreiche Indizierung von 25'000 Produkten auf Google



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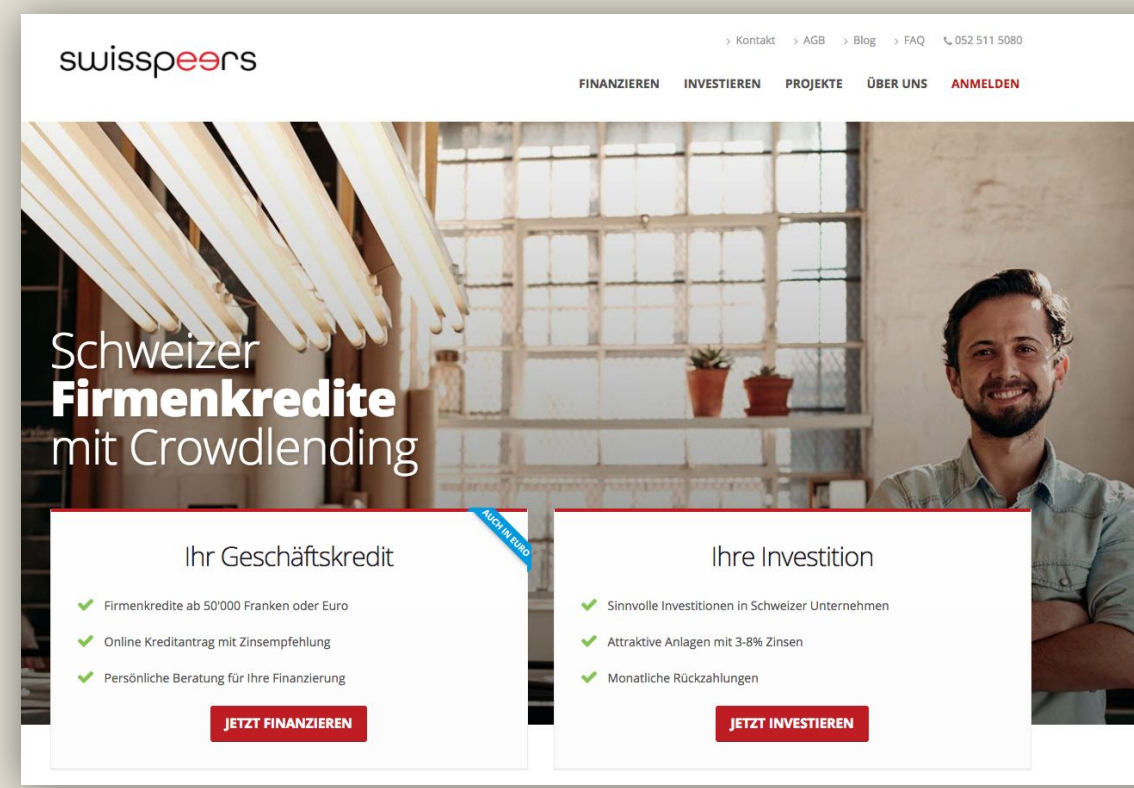
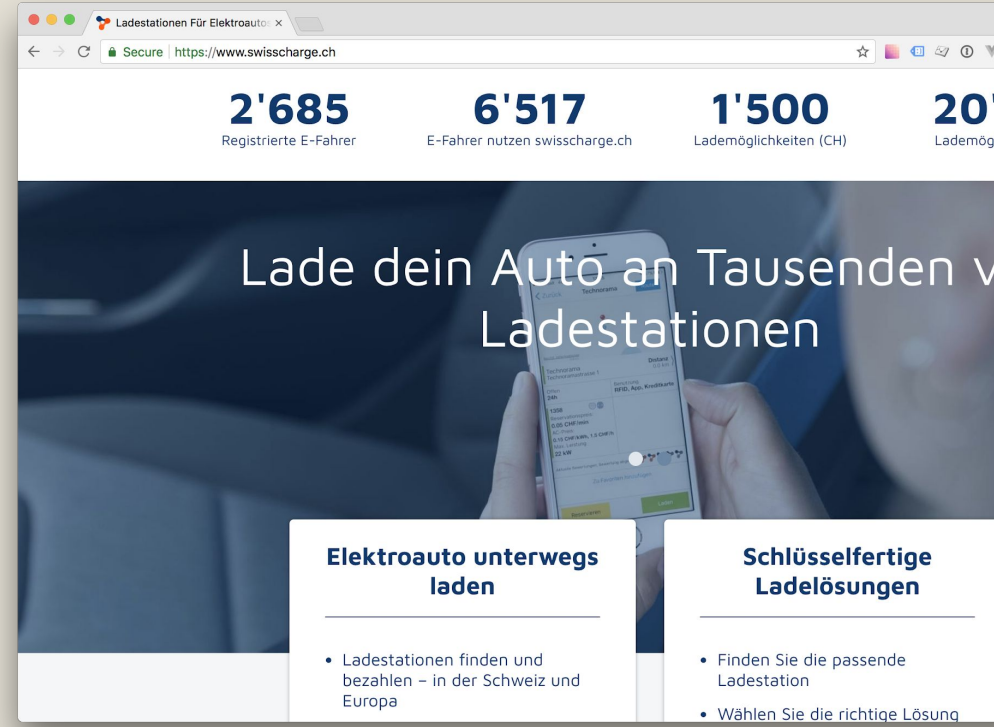
Swisspeers - SEO

- Erarbeitung der Keyword Strategie
- Inhaltliche Optimierung der gesamten Seite
- Erfolgreiche Indexierung auf Platz 1 für das Keyword Crowdlending in der Schweiz



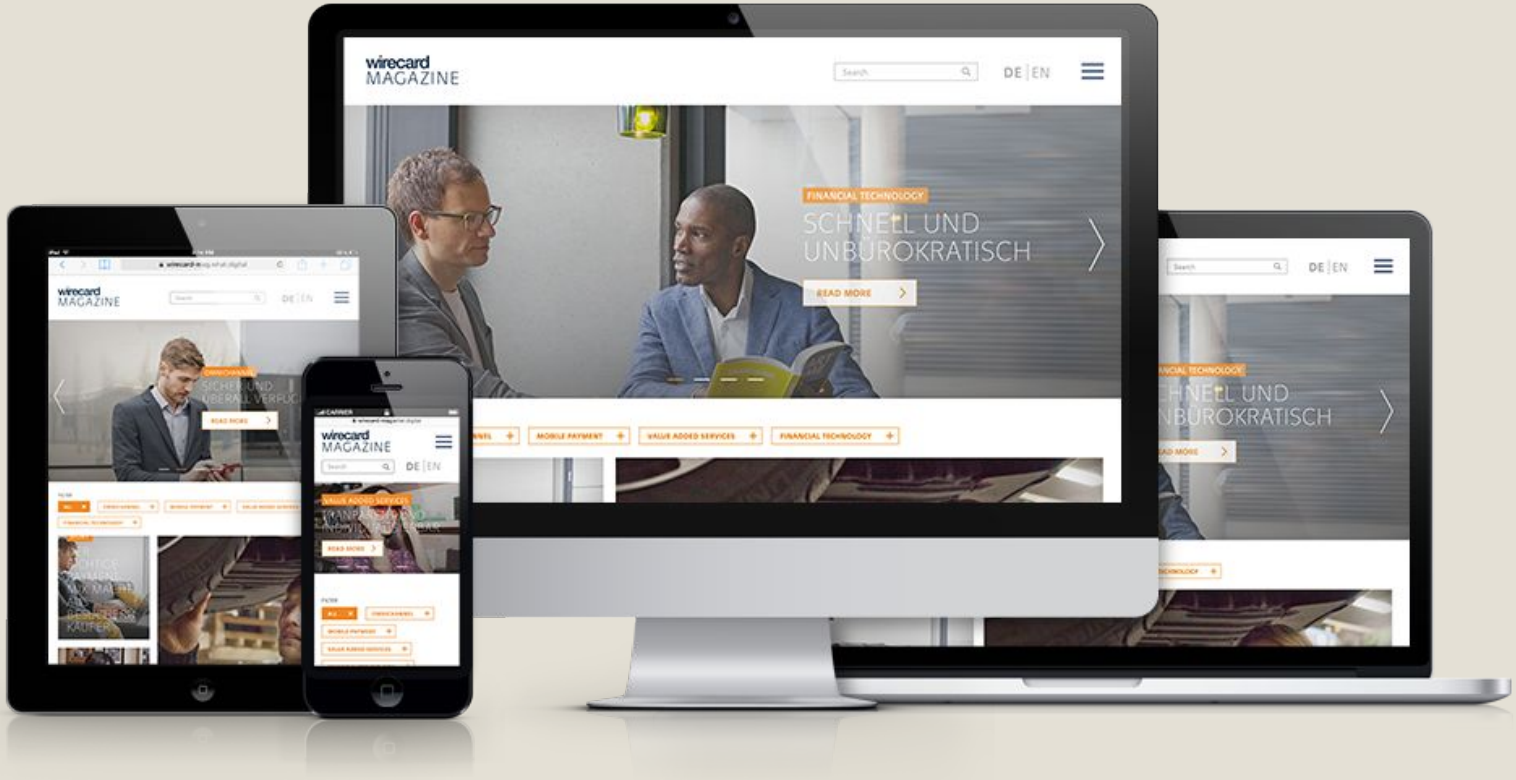
Energie 360 - swisscharge.ch B2B Case Study

- Anbieter von Ladestationen für Elektroautos
- Google Adwords Kampagne seit 2016
- Wachstum von 0% auf 30% Marktanteil



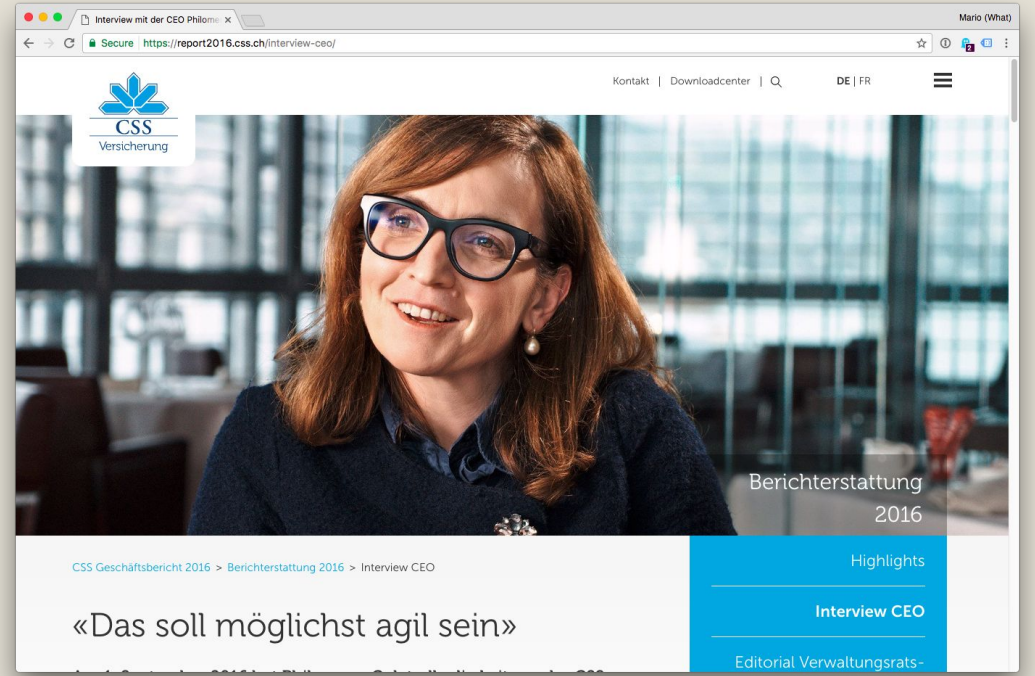
Web Development - screenfood.com - DjangoCMS

Web Development - magazine.wirecard.com - Wordpress



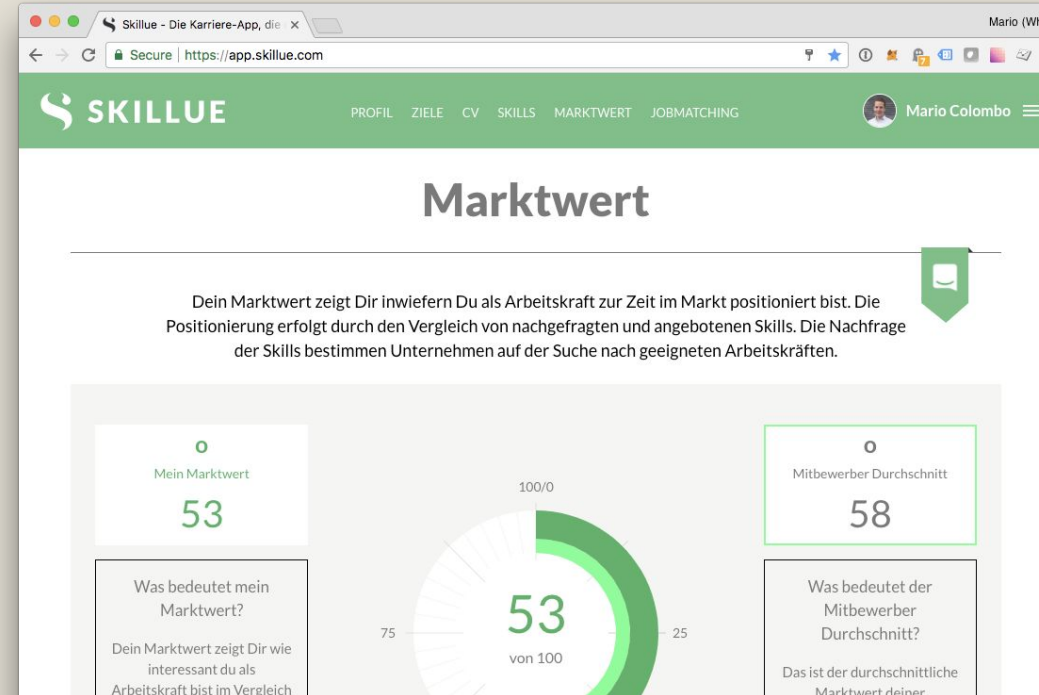
CSS Geschäftsbericht - Wordpress

- Wordpress Website für den CSS Geschäftsbericht 2016 bis 2018
- Massgeschneiderte Inhalts-Elemente erlauben weitgehende Freiheiten für Editoren - *Content Marketing*
- Geräte-Optimierung - *Responsive Design*



Skillue - Smarte Job-Plattform

- Intelligente Job-Plattform basierend auf Machine-Learning
- Individualisierte Job-Empfehlungen
- B2B Interface in Entwicklung...



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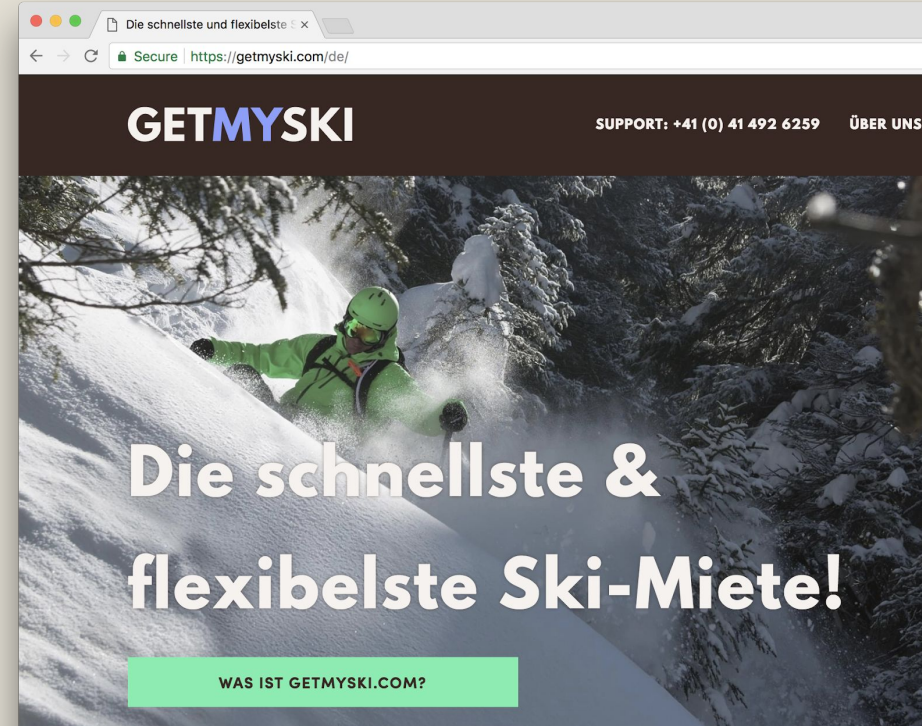
getmyski.com - Swiss SMB Innovation

Project Highlights

- Stöckli, the main Swiss ski manufacturer enters the Sharing Economy
- Ski rental that doesnt let you wait in queue
- Django-based



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