

## ABOUT

### WE SHAPE DIGITAL BRAND COMMUNICATION AND DRIVE BUSINESS TRANSFORMATIONS WORLDWIDE.

- We combine strategic and operational social media excellence.
- Our value creation process is created out of Team work, knowledge and customer centricity.
- We are actively seeking innovative and new solutions.

LOBECO was founded in Munich in 2014 by managing director Lorenz Beringer. He has a long-standing expertise regarding the strategic and operational maintenance of global communities, reaching several million users.

LOBECO currently employs 70 staff members in the following departments: **Consulting, Social Media Management and Creative.** The key to our success is teamwork. Consultants, content managers and designers work hand in hand in client-specific teams.

LOBECO is the sum of our employees, their backgrounds and talents. We currently have staff from **10 different countries** and they bring with them **their native-level expertise in seven languages.**

**LOBECO runs offices in Munich, Zurich and Shanghai.**

### The digital transformation drives and fascinates us!

The world is changing faster than ever. The digital revolution is increasing the pressure on companies and sectors immensely.

We want to **support our clients in reaching tomorrow's target audience by relying on today's social media platforms.** We provide support regarding digital communication on all platforms, no matter whether it is Facebook, Instagram, Snapchat, Twitter or Sina Weibo. We assist our clients to position their brands globally, to build brand communities, to promote dialogue and to gradually integrate social media into the value chain.

**LOBECO represents premium brands on all relevant platforms.** We stand for flexibility and customised services. We work jointly with our clients.

**LOBECO maintains good relationships with all major social media platforms,** including Facebook, Instagram, Snapchat, Twitter or Sina Weibo.



Our clients e.g.:



## WHAT WE DO

### Strategic development

We develop a holistic social media strategy process, defining targets, KPIs, platform architecture, brand positioning, guidelines and content formats.

### Consulting

We drive continuous strategic planning and development through our key account management, to implement optimised process structures and to transfer know-how to our clients.

### Social media management

We develop creative content ideas to tell a coherent story. Live coverage and year-round showcasing within a strategic framework are core to our activities. Joint monitoring and user dialogue are the very foundation of our social media management. The same applies to our tailored and client focused advertising content.

### Creative

We excel regarding the creation of graphics and video formats, specifically tailored to social media. We rely on excellent graphic design, motion design and animation tools. We develop and implement innovative social AR- and VR-concepts and projects.


### Data analysis and reporting


We aim to generate sustainable and positive returns for our clients, with our data-driven solutions. Confidential analysis, evaluation and interpretation provide the basis for our strategic and operational actions.

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