

PRESENTATION

LIDER.BG



Submitted by
business media Lider.BG

Who we are?

Lider.BG (www.lider.bg) is a leading independent business media aimed at the economically active audience in Bulgaria. With a focus on business, entrepreneurship, education and culture, we offer high quality content and reliable information. Lider.BG offers impeccable advertising, innovative PR and media positioning for the leading companies in the Bulgarian market.

Average monthly
site visits
440 000+

Average stay per
reader on the site
7:56 min

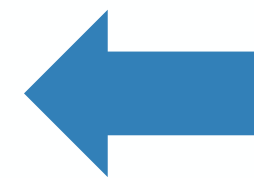
Audience
age range
25 - 55

- Independent business media
- Prestigious media with impeccable credibility
- No political and bad news
- Excellent PR environment
- Quality content
- Intelligent and economically active audience

Why is media
communication important?



The advantages of Lider.BG



- Raising awareness among a wide range of target audiences
- Building and maintaining the image of the municipality
- Building trust with citizens and potential investors
- Business audience of final decision makers
- Attracting workforce and external investors

Corporate services from Lider.BG

The prestige of **Lider.BG** as a media platform and its importance for business leaders plays a key role in reaching a high-quality, business-oriented audience that is looking for content for success, innovation and sustainable development.



Building a communication strategy

Develop customized public presentation strategies aimed at enhancing reputation and expanding audience.



Branding and corporate identity building

Creation of an overall visual and conceptual identity for the business, including logo design, slogan and corporate materials.



Website development and technical support

Creation and management of websites, their development and technical support to achieve top positions in Google search.



Corporate conferences

Planning and coordinating regionally relevant business conferences to help develop the local business and attract investors.



ERP4 - smart business process management tool

The ERP4 program is the solution specifically designed to simplify production processes and optimize all workflows in your business.

Pro bono services by Lider.BG



DEVELOPMENT OF A MEDIA COMMUNICATION STRATEGY FOR LIDER.BG



AUDIT OF THE CORPORATE WEBSITE / ONLINE STORE



CONSULTANCY ON THE SEO STATUS OF THE CORPORATE WEBSITE /
ONLINE STORE



BRANDING STRATEGY CONSULTATION



30 DAYS TEST PERIOD FOR ERP4

Invest in the sustainability of your brand today
to be a market leader tomorrow

Part of our partners



Deutsch-Bulgarische
Industrie- und Handelskammer
Германо-Българска
индустриално-търговска камара



PROFESSIONAL ASSOCIATION
OF ROBOTICS, AUTOMATION
AND INNOVATIONS



ROYAL
TECHNOLOGY
SEO and digital marketing



THANK YOU FOR YOUR ATTENTION!

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LIDER.BG
Online Business Media