



THE PINK CAT



Catalogue

DIGITAL MARKETING SERVICES



Lights, camera, action!

The stage is set, the curtains are up, and the spotlight is on you. Now, you just need to figure out what to tell to your target audience. And how. And when. And through which channels. And with which tone. Oh, and make sure to have a compelling, modern website too, otherwise these guys may question your existence. Oh, right, you also need to create a lot of video content for social media, because it's an absolute must.

But here's the kicker: how do you manage all this while focusing on your core business? Well, that's where we come in to help. Hi there, it's a pleasure to meet you! We are The Pink Cat, and we are your solution to all things "digital." You can continue to do your business-as-usual, we've got you covered. With our expertise in digital marketing, e-reputation, creative content, and a continuous passion for pushing boundaries, we are your trusted guides through the ever-changing marketing scene.

Every brand holds a unique story waiting to be unveiled. Let's embark on this thrilling journey, and together, we'll spice it up. So, fasten your seatbelts, grab your popcorn, and get ready – it's time to shine!

Dr. Barbara Buljat Raymond, Founder

Barbara

About THE PINK CAT

The Pink Cat is a specialized digital marketing and communications agency based in French Riviera, serving clients worldwide.

We offer a wide array of digital services, including branding, visual identity, graphic design for printed and digital media, social networks management, and website development. Whether we're creating a brand from scratch or elevating an existing visual identity, we meticulously craft a compelling and cohesive digital products tailored to our clients' needs.

The Pink Cat was founded by Dr. Barbara Buljat Raymond in 2023. Barbara is a digital marketing expert, consultant, university lecturer, and researcher with a Ph.D. degree in Management Sciences. Barbara has provided digital services to numerous companies, individuals, organisations, and associations, and has been helping more than 2,000 university students to acquire digital skills.



"Our mission is to help individuals and businesses to be noticed, heard and loved by their target audience. For that, we rely on our expertise, creativity, and powerful digital tools. Let us help you in this exciting digital journey!"

What do we offer?

01

BRANDING & STRATEGY

Whether you want to rebrand your company or build a brand from scratch, we are here to guide you.

02

CONTENT CREATION

From flyers and posters to attractive Instagram reels, we will transform your brand's message into powerful visuals.

03

SOCIAL MEDIA MANAGEMENT

Want more visibility? This is for you. Let us create trendy and engaging content that your customers love. 100% works!

04

WEBSITE CREATION

Your website is your company's face, digital office, and pitch. Good isn't good enough. We'll make sure it's extraordinary.

05

EDUCATION & ADVICE

Want to learn new digital skills or need a consultation for your company's digital strategy - we are happy to help you.



OUR WORK IN NUMBERS

10

years of digital
marketing experience

+42%

client's new Instagram
followers in one year

5

years of teaching
at university level

4

received scholarships
and awards

Branding & Strategy

Have you ever wondered why people prefer one pasta over another? The answer often lies in *branding*. A well-crafted logo and a compelling visual identity are crucial for any business, as they leave a lasting impression on consumers. Once defined, your brand needs a strong digital marketing strategy to remain competitive.

VISUAL IDENTITY & BRAND GUIDELINES

- ✓ A distinctive logo suite capturing the essence and personality of your brand, provided in vector formats
- ✓ Defining brand essentials: color palette, typography, design elements, photography inspiration, mockups
- ✓ A set of rules and standards to ensure consistent application of the visual identity across all media

900 €

DELIVERY: 2-4 WEEKS

MARKETING STRATEGY

- ✓ Strategic Positioning: The brand's identity, mission, values, positioning, and overall creative direction.
- ✓ Market Analysis: Understanding of the market, competitors, target audience, and opportunities.
- ✓ Marketing Mix & Implementation: Product, pricing, distribution, promotion, and creative execution.
- ✓ Digital Strategy: The use of digital channels to build awareness, engagement, and conversions.
- ✓ Performance & Optimization: The measurement, evaluation, and continuous improvement.

1500 €

DELIVERY: 4 WEEKS

Content Creation

Trends are rapidly changing, and customers are in constant demand for new entertaining, informative, and attractive content. Let us help you in creating appealing visuals adapted to different platforms, and *customized for your target audience*.

PHOTO & VIDEO SHOOTING

- ✓ 3 hours of photo/video shooting (Monaco). Equipment: iPhone15 PRO, stabilizer, BT microphone, LED light
- ✓ Delivery of 30 photos and 10 short videos (raw material), transfer of rights of using content for commercial purpose

360 €

DELIVERY: 1 WEEK

STATIC MEDIA (FORMAT <A5)*

- ✓ Facebook/Instagram post, cover image, story, digital banner for ads or websites, business card, label or sticker

180 €

DELIVERY: 1 WEEK

STATIC MEDIA (FORMAT >A5)*

- ✓ Flyer or brochure (A4 or A5 format, recto-verso), poster (A3 format), book (price per page), banner, flag

300 €

DELIVERY: 1 WEEK

DYNAMIC MEDIA (VIDEO)*

- ✓ Video for social media (reel) or other purpose, any format (price per 1 min.)
- ✓ Copyright-free music, beats synchronization, montage, sequence transitions, text integration

120 €/min

DELIVERY: 2 WEEKS

*Content provided by the client or stock gallery. For printed media: Doesn't include printing or distribution

Social Media Management



If you want to take control of your brand's reputation and increase your visibility, having a strong presence on social media is *a must*. Not only does it enable you to present new products and services, but it's also the most effective way to connect with your target audience and understand what they really want. One thing is 100% certain: social media platforms emphasize *visual communication* - in other words - photos and videos. Let us assist you in strategizing, crafting, and overseeing content for the most popular platforms - Instagram and Facebook. Explore our all-inclusive monthly package.

SOCIAL MEDIA MONTHLY PACKAGE



- ✓ Evaluation of existing brand's practices and recommendations
- ✓ Social media strategy (content plan and posting calendar)
- ✓ Photo & video shooting package to ensure monthly content stock
- ✓ Delivery of 24 various publications (story, reel, photo, textual post)
- ✓ Caption and hashtags for every publication
- ✓ Set-up for one social media paid campaign (boost)*
- ✓ Posting on Instagram and Facebook, reporting*

*Replying to comments and DMs, and budget for promotion are not included.

1500 €
MONTHLY SERVICE

DON'T MISS OUT OUR SPECIAL OFFER!

Subscribe for 6 months of Social Media Package and get **10% discount!**

Website Creation

Before they buy, they google you. Here is the ugly truth: if your website is not good enough, your customers will run away. Make sure it is extraordinary!

WEBSITE CREATION PACKAGE*

- ✓ A modern, intuitive and visually appealing and multilingual website
- ✓ Responsive, mobile-friendly web design adapted to all screen sizes
- ✓ Integration of brand's visual identity: logo, colors, typography, favicon etc.
- ✓ Header with company's logo and easy navigation with up to 10 pages
- ✓ Footer with contact information, opening hours, and social media links
- ✓ Call-To-Action (CTA) button oriented to the main objective of the website
- ✓ Customized contact page with contact form and an interactive map
- ✓ SEO (keywords, URL structure, crosslinks, image tags, titles & meta description)
- ✓ Integration of legal notices and GDPR information (cookies, privacy policy)
- ✓ Implementation of the SSL certificate to enable website safety
- ✓ Wordpress manual for easy updates (e.g. changing working hours)



*Content (text, photos and videos), translation, domain and hosting costs are not included. The website creation starts upon delivery of all the materials by the client.

FROM
1500 €
DELIVERY: MIN 6 WEEKS



Yearly Web Maintenance + SEO Boost

After creating your website, it's essential to keep it active. The most effective method is to regularly publish blog posts. This not only keeps your customers engaged but also contributes to improving your SEO. Put more simply, by sharing SEO-optimized content, Google's search engines will recognize your website as relevant and place it higher in search results.

YEARLY WEB MAINTENANCE + SEO BOOST

- ✓ 2 SEO-optimized blog posts per month on a topic of choice (up to 2500 words in English or in French)
- ✓ Unlimited on-demand content updates (including blog posts, text, images - provided by the client)
- ✓ Yearly safety backup of website's files (databases, texts, and images)
- ✓ E-mail reminder before the expiration of domain name and hosting registration
- ✓ Ensuring that your website works properly and fixing technical issues

3000 €
YEARLY SERVICE

Education & Advice



If you are still not sure about what your company needs, or you want to learn digital marketing skills to implement it yourself, we are more than happy to share our knowledge. Our teaching materials are built on real practical examples and insights gathered during 9 years of digital marketing experience.

CONSULTATIONS (1H)

- ✓ Just need an advice or general digital marketing directions? Ask us anything, we will be happy to help you.

60 €

BY APPOINTMENT

PRIVATE LESSONS (1H)

- ✓ Boost your digital skills and learn from real practical examples. Topics include digital marketing, website development, SEO, Microsoft Office pack, Canva & Photoshop, social media marketing. Materials included.

60 €

BY APPOINTMENT

Me: Dear Santa, I've been a good girl, can I have more clients next year?

Santa: Yes, sweetheart, but only if you have an outstanding website and post more engaging, high quality content. And don't forget the Instagram reels!

- CHAT WITH SANTA, 2025

What our clients say

"I had an excellent experience collaborating with Barbara throughout the development of the brand identity and website for the ProVolley volleyball summer camp. As a recently launched volleyball academy for young boys and girls, a careful attention to detail was crucial to crafting a modern brand identity that aligns with our core values and communicates a professional image. Barbara adeptly translated these requirements into a website designed with mobile-friendly format, effectively presenting vital information in a straightforward and visually appealing manner. The website also serves as a user-friendly tool for participant registration. Also, as much as I am satisfied with the "technical" side of the work that Barbara did, I am even more satisfied with her professional but also extremely friendly approach that allows you to ask "stupid questions" without feeling dumb. She had ideas that helped us shape our vision and form amazing visual identity. Barbara thank you for your incredible enthusiasm about our "small" project which became big and recognized by the entire Croatian volleyball community thanks to associates like you!!!"



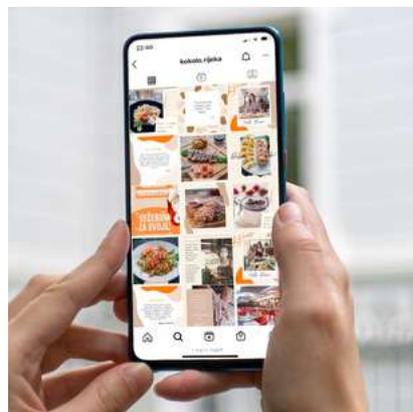
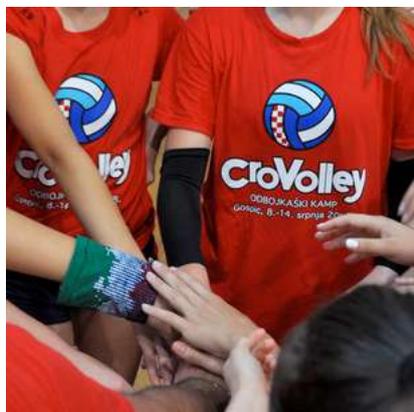
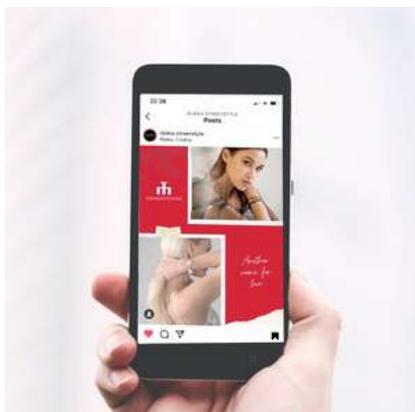
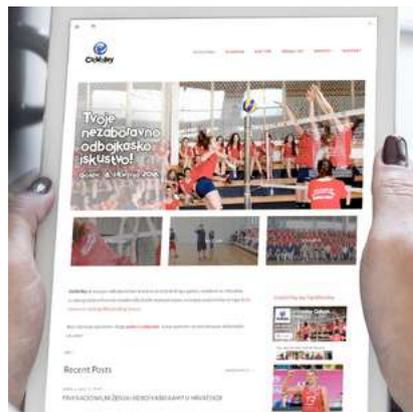
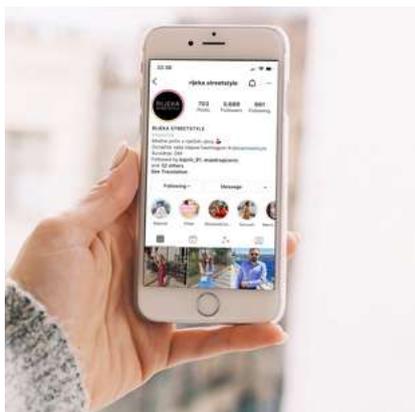
Tamara Sušić
FOUNDER, PROVOLLEY

"I am thrilled to express my utmost appreciation for the incredible work that Barbara Buljat Raymond has done in creating a captivating video highlighting the significance of whales and their vital role for humanity. As a dedicated NGO protecting the marine life, it is crucial for us to convey the message about the immense contributions whales make to our survival and the urgent need to protect them. Barbara produced an amazing video that not only educates but also inspires action. Her insightful approach and attention to detail were evident throughout the entire process. The impact of the video is to reach and engage a wide audience. We wholeheartedly recommend Barbara for her outstanding contribution to our cause. Her commitment to raising awareness about the importance of whales is truly commendable, and we are grateful for her invaluable support in spreading this crucial message. Thank you, Barbara, for an outstanding video that is sure to make a lasting impact on the conservation of these magnificent creatures."



Berit Legrand
FOUNDER, TAF – THE
ANIMAL FUND

Portfolio



thepinkcat.agency/portfolio

FAQ's

How do I know which digital service is right for my brand?

Every brand is unique, and there is no one-size-fits-all marketing and communication strategy. Therefore, it is essential to begin with a thorough market analysis and address the following questions:

1. *Who is your target audience, which platforms do they use and how?*
2. *What channels do your competitors use, and are they achieving success with these channels in terms of high customer engagement?*

Answering these questions should clarify your objectives and needs. If you're interested in developing a comprehensive marketing strategy tailored to your company's needs, we would be happy to assist you.

How can I get more visibility on the Internet (website and social media)?

To enhance your online visibility, there are two primary approaches:

1. *Fast, Effective, But Short-Term: Paid Promotion.* Craft compelling ads and pay platforms like Google or Meta to display them to your target audience. The more you invest, the greater your visibility.
2. *A Slightly Slower, Yet More Sustainable Approach: Organic Reach.* Employ SEO-friendly techniques to your website, consistently share keyword-rich blog content, and publish engaging video content on your socials. For the best results, we suggest combining the two!

I am not in Europe, but I'm interested in your services. Can we still collaborate?

Sure we can. You can be based anywhere in the world and we can collaborate, as long as you don't need me for photo or video shooting.

THE PINK CAT



Let's get started!

Contact us with confidence, and let us help you in crafting amazing digital content that sells. Your next customer is one click away!



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