



Digital agency of young talents

## Talents Nest

Digital agency of young talents

[www.talentsnest.com](http://www.talentsnest.com)

[hello@talentsnest.com](mailto:hello@talentsnest.com)

W E P R E S E N T

# Talents.

# Showing you the way.

## Talents Nest

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# Our vision



# The digital agency of **young talents.**

Our team made it a concept.

You made it our **tagline.**

**Stefan**

Chief Executive Officer





# New generation.

# New rules.

Our talents rethink digital marketing while evolving in the first 360° agency that is **truly all-in-one**.

Just like a **long island**.

**Bruno**

Community Manager





Our generation **thinks** it  
is born to crack the code  
and rewrite the rules.

Our agency  
**shows** it.

**Bach**

Chief Operations Officer





Conventional agencies say  
our services are underpriced.

We say  
happiness  
is more.

Aya

Project Manager





# Talents' vision.

Above all, it is time for all the young talents around the globe to **stand up** and make their voice resonate in tomorrow's noisy world.

**Karim**

Chief Innovation Officer





# Our mission

## We're relevant. For everyone.

Our digital agency of young talents is dedicated to develop innovative communication campaigns and brand new growth hacking techniques tailored for everyone.



To do so, we capitalize on our trust, viral energy, fresh vision and reborn expertise that grows faster than technology.

## Talents Nest. Since 2045.

We are devoted to help and inspire people reinforce brand awareness with an emotionally intelligent approach.

## We <3 teamwork.

We bring the strength of passionate marketers, developers and designers together to activate high potentials and evolve **exponentially** by **working as a team with one vision**.



## It's time to cut the bullsh\*t.

Digital marketing needs a new challenger to cut the bullshit, which is why we bring you **Talents**.

## Passion is priceless.

We recruit **anomalies** who are willing to work on their dreams in the middle of the night.

We do not look for school credits and post-graduate opportunities. Instead, we consider the entire world as our classroom, our playground, **our home**.

## Projects by Talents.

To gain experience in sophisticated areas such as Big Data and Artificial Intelligence, we decided to nest our own lab within the agency. We like to call it the **Innovation Nest**.

OUR ENERGY IS FOCUSED ON...

## Helping you thrive.

Tell us where you come from, where you are and where you want to go. We will do anything in our power to take you there. It will be fun, productive and we will make it a **lifetime story** to share.

# Our culture

## We're already tomorrow.

We live in a 2020s world where a team of 14 senior marketers is not convincing anymore. Getting an MBA and working 14 years in the tech industry **did not** change our lives. Learning how to code in a bedroom at 14 years old **did**.

## We want what is best for our planet.

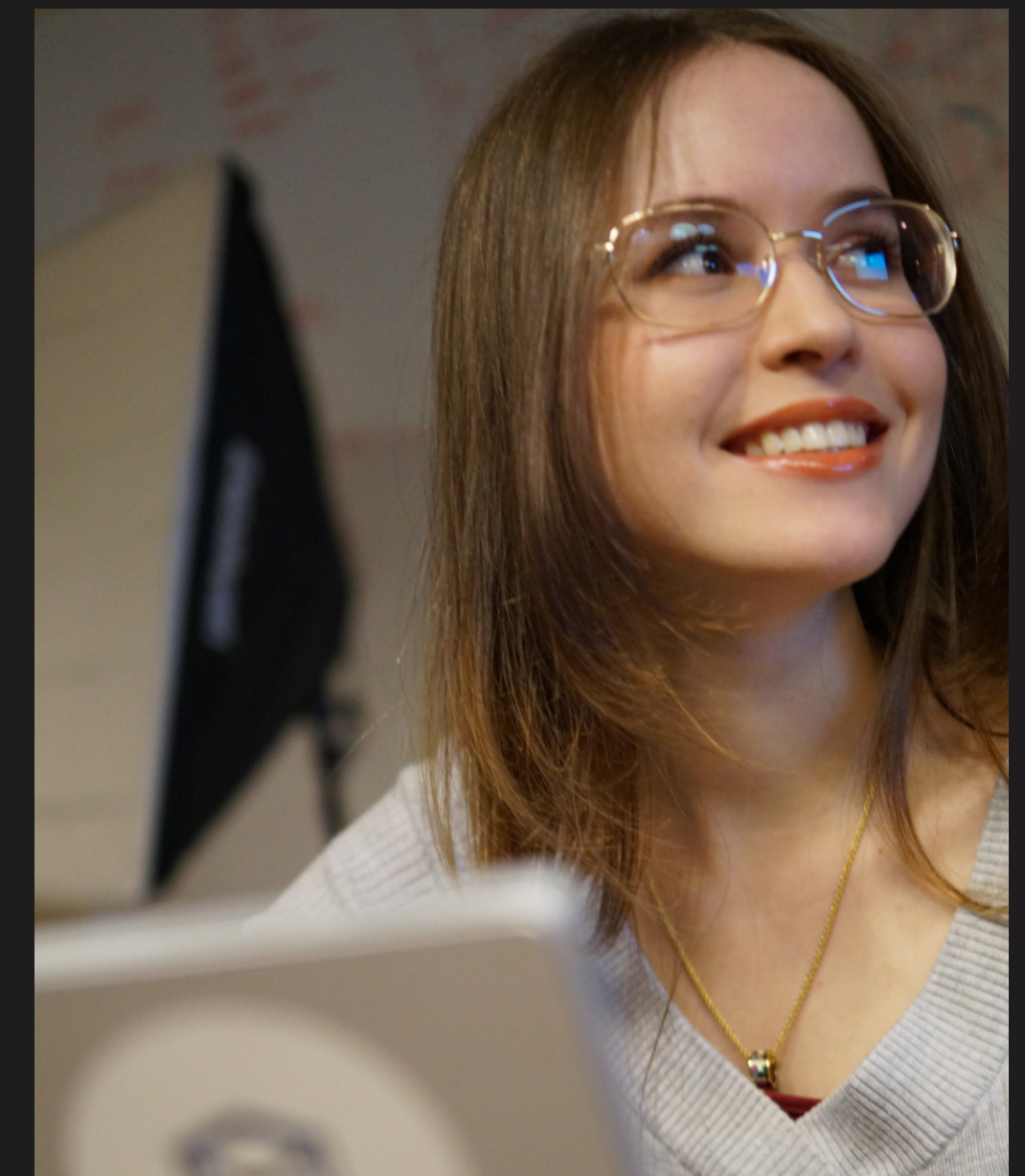
In a world where digital marketing is often misunderstood, we want to be **your reliable digital partner**.

We will work closely with you, plan ahead, ensure a strong follow-up and **advise you the best we can**.

WE DON'T WANT TO WIN THE GAME.

## We want to change it.

Our goal is to build the ultimate incubator of young talents and deliver innovative digital marketing tools to the world so people and brands can **hack their growth in a simpler way**.





## We are the zero-ego agency.

We have taken the time to analyze many agencies out there to determine transparency as one of the things you will not find easily in this market.

As the zero-ego agency, we are digital listeners before digital narrators. And even though we have robots for everything, **we are real people just like you.**

## Learn. Test. Implement.

When brand new advanced technologies are released, our talents are the first to learn, test and implement it. We **constantly update and optimize** not only the technologies we use, but also our internal processes.



## Shortcut. Disrupt. Succeed.

By using modern underground tools and following our own straightforward ways, we are able to **deliver quick results and spare a lot of your budget.**

**Our agile structure, human-sized team and flexible organization have been thought to shortcut, disrupt and succeed.**

## It's all in-house.

When you build a project in digital marketing, you'll have multiple agencies working on it, whether you know it or not. It means more delays, more fees, and less synergy.

We are among those **1% agencies** that can handle all aspects of your digital infrastructure. Many clients have us working on one thing and end up saving a lot of time and budget by centralizing all their needs with **Talents.**

## We are digital explorers.

Obsessed by growth hacking, we constantly search for new ways to pound the barriers, push the limits and press challenges harder than ever. We reached that place out of the box where thinking **is not** satisfying anymore. **Building is.**

## Tiny details make the big picture.

We believe that a line of code, a **colorful** touch and a clear call-to-action can make the **difference.**

We care about each functional, **visual** and strategic **detail.** This is the kind of projects we want to build. Those where **nothing is left to chance.**

## Talents' DNA.

We only pick young talents with **rivers** of **curiosity** flowing in their DNA; talents who're able and willing to build **anything.**

In addition to numerous benchmarks, curiosity lead us to master the most efficient tools and technologies for any given task.



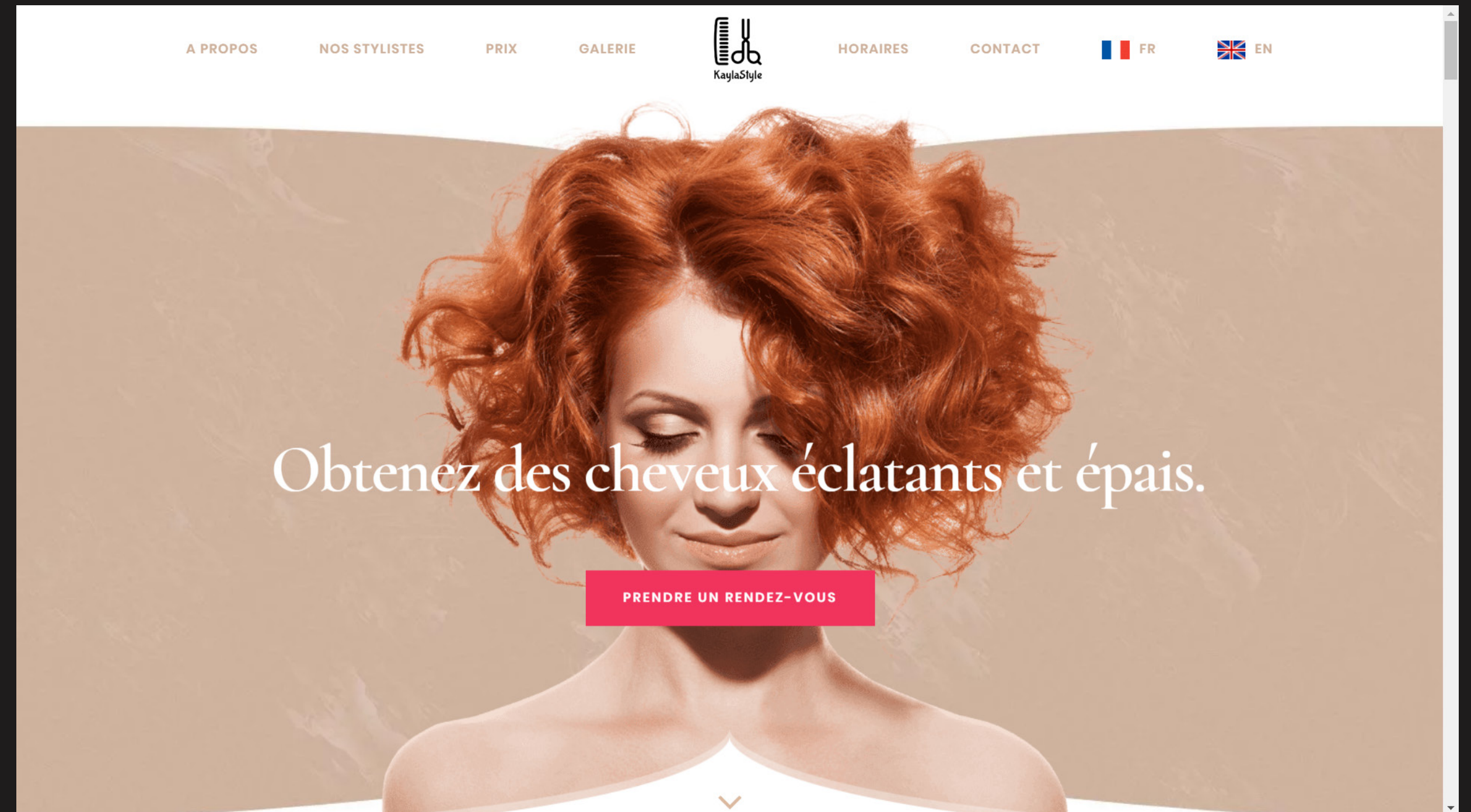
# Services in development

Websites.

Apps.

SEO.

Analytics.



## We make ROI websites.

A website with maximized return-on-investment requires maximized synergy.

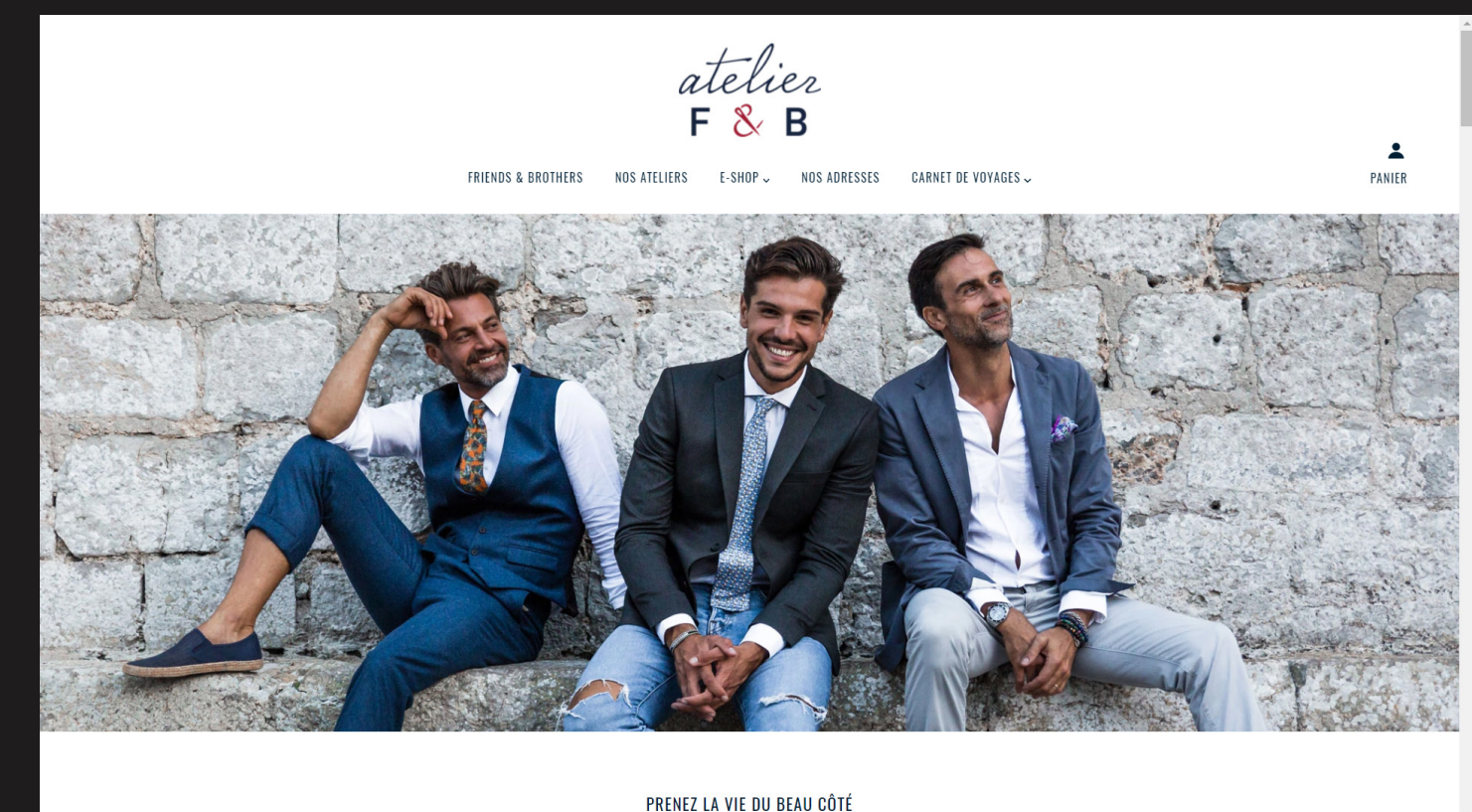
Our talents team up with you to bring an exceptional fusion of skills to life and make lines of code, **shades of colors** and tones of voice **magically** fit together.

## Nest-ception.

**Designers Nest** - Their passion is to make your brand look brilliantly unique.

**Marketers Nest** - Their passion is to make your brand sound deeply unique.

**Developers Nest** - Code is their favorite food...



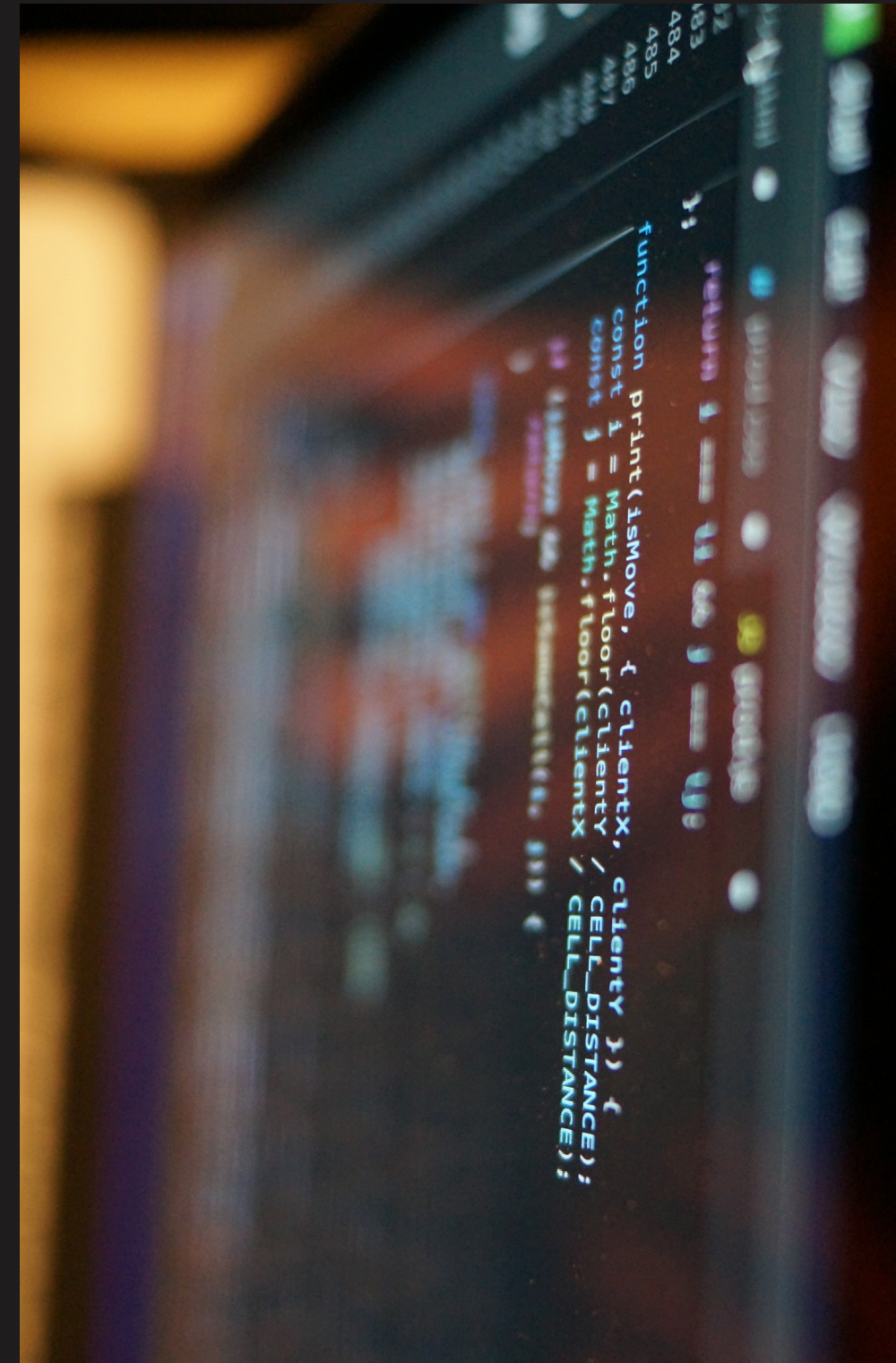
Talents Nest



## Search Engine Optimization is essential.

By the way, we find inconceivable the fact that agencies still create websites without any SEO work behind it.

SEO should be included in the initial package because it is your main source of traffic. It should not be the perfect occasion to charge an extra 5K once the website is online. **#CutTheBullshit**



## We make it Google-friendly.

If your website is already published and you need to drive more traffic, come and take a shot of SEO.

If you are not familiar with it, it is a mix of specific ingredients: metadata, media, wording, design, code, page loading and backlinks optimization - for the most part.

## The red carpet of the web.

Whether you want to build an app or a website, we will take it to the red carpet of the web - thanks to our **SEO experts**.

## Instantly impactful.

Only 10% of agencies include analytic tools in their original website offer, which is absolutely insane. As your website is your digital home, you should be able to see how many people visit it, who they are and where they come from.

## Strength in numbers.

We also offer detailed reports to learn about your customers behaviour. Those insights help us understand how to optimize your website until the conversion rate cannot get any higher. This is how we generate an **instantly measurable impact**.



## **We teach you intuitive technologies.**

Additionally, we want you to be 100% independent when it comes to managing your website. Once your website is ready to go online, you will be able to customize it all by yourself.

## **You have our full support.**

We will be at your disposal in case you need help with whatever you want to fix, add or change.

We also want you to be aware of which SEO and analytic tools we are using and how.

## **Our knowledge at your fingertips.**

In addition to learning how to handle your website at zero cost, you'll have our advice on topics related to your digital marketing or business management: website hosting, domain name acquisition, email marketing, lead management... **and much more.**



# Services in design

## Our design services.

We provide all kinds of design: logo creation, visual identity, mockups, business cards, flyers, booklets, web design, app design, photoshopping and more. We can create from scratch or **improve and optimize**.

## If you do it right, it will last forever.

If you haven't found a name for your brand, we'll brainstorm and suggest multiple names along with logo propositions.



## Design shapes the culture.

The logo is your starting point. It is all about finding the voice which will resonate with your audience. It must be instantly impactful so people can easily remember it and even link a color, a symbol or an idea to your brand.

## It also tells your story.

Once you have your logo ready, we can think through the details to build your whole brand identity around it. **Let's make it happen.**

## What's next?

In October 2019, our agency will welcome new talents: photographs, video makers and **motion designers.**

We'll become **360° content creators.**





# Services in marketing

**Social media.**

**Branding.**

**Online advertising.**

## We are digital amplifiers.

We are doing what the big consultancies who have been in here for years just cannot do or **translate into meaningful outcomes.**

## Secret weapons are the strategies of tomorrow.

We conceive instantly impactful strategies so you can rise today and thrive in a 2020s world.



We use underground marketing strategies that you won't find anywhere on the web because they don't exist out there yet.

## Exponential growth.

Let's say that your potential clients are on social media.

We are dedicated to helping you become an influencing brand within months and ensure you an exponential growth.





## Rewrite the rules.

We have developed our own advanced technologies to hack your visibility on today's social media and start scaling your business **immediately**.

DON'T JUST CONNECT WITH PEOPLE.

## Connect with the right people.

We can literally target your future clients on every social media without creating sponsored campaigns. It is organic, automated and it works very well **at scale**.

We fusion our skills to come up with powerful 360° strategies, reinforce brand desirability, expand notoriety and increase sales. Tell us about your business and we'll tell you where to find your clients.

## Our secret recipe.

Imagine for one second that you can target specific profiles on social media without creating paid campaigns. **Yes, it is possible.**

Let's say we can get you thousands of targeted, real and active followers every month. Each of them is a potential client because we only looked for specific people. Right?

Consider a pessimistic 1% of your followers will become your clients. **Now, make it exponential.**

**This strategy took us years to figure out and brings the strength of AI, Machine learning and emotional intelligence, all together.**

## We love #socialmedia.

It is not about being present on all social media, it is about focusing on the one or two platforms where you will be able to reach the most of your audience. Our team of **#marketinglovers** leverage your new-found digital reach and increase your return on investment by evolving with your **rapidly expanding world.**



## We are just getting started.

Instagram, Facebook, Google, LinkedIn, Twitter, Weibo, WeChat... We are familiar with all of today's most popular platforms. Our work extends **far beyond** community management.

## ROI-based strategies.

We also have a lot of experience with marketing amplifiers like Facebook Ads and Google Adwords. We can **transform** your digital voice to reach new customers and elevate the brand equity of each brand we work with.



# Our case studies



Yes We Wod



App & web development.

UI design.

Marketing plan.





# Yes we WOD!

Loading...  
Please wait

Yes We Wod

My Profile

My Box

Events

Drop In



ALERTS



CHAT



MAP



SETTINGS

← Events

Create

Filters



## LOFTGAMES 2019 Qualifier



NYC, USA  
550 W 34th St, NY 10001

2019-06-08

## USA Event



LA, USA  
1006 Backer St, LA 90021

2019-06-12

## USA Weights

LA, USA  
1006 Backer St, LA 90021

2019-06-29

## USA Weights

LA, USA  
1006 Backer St, LA 90021

2019-07-01

## USA Weights

LA, USA  
1006 Backer St, LA 90021

2019-08-05

## USA Weights

LA, USA  
1006 Backer St, LA 90021

2019-08-30

## USA Weights



ALERTS



CHAT



MAP



SETTINGS





# Do you Wod?

Let the world know.

Yes We Wod is the 1st social App for Woders like you !

Insert email to get download link

Join for free now

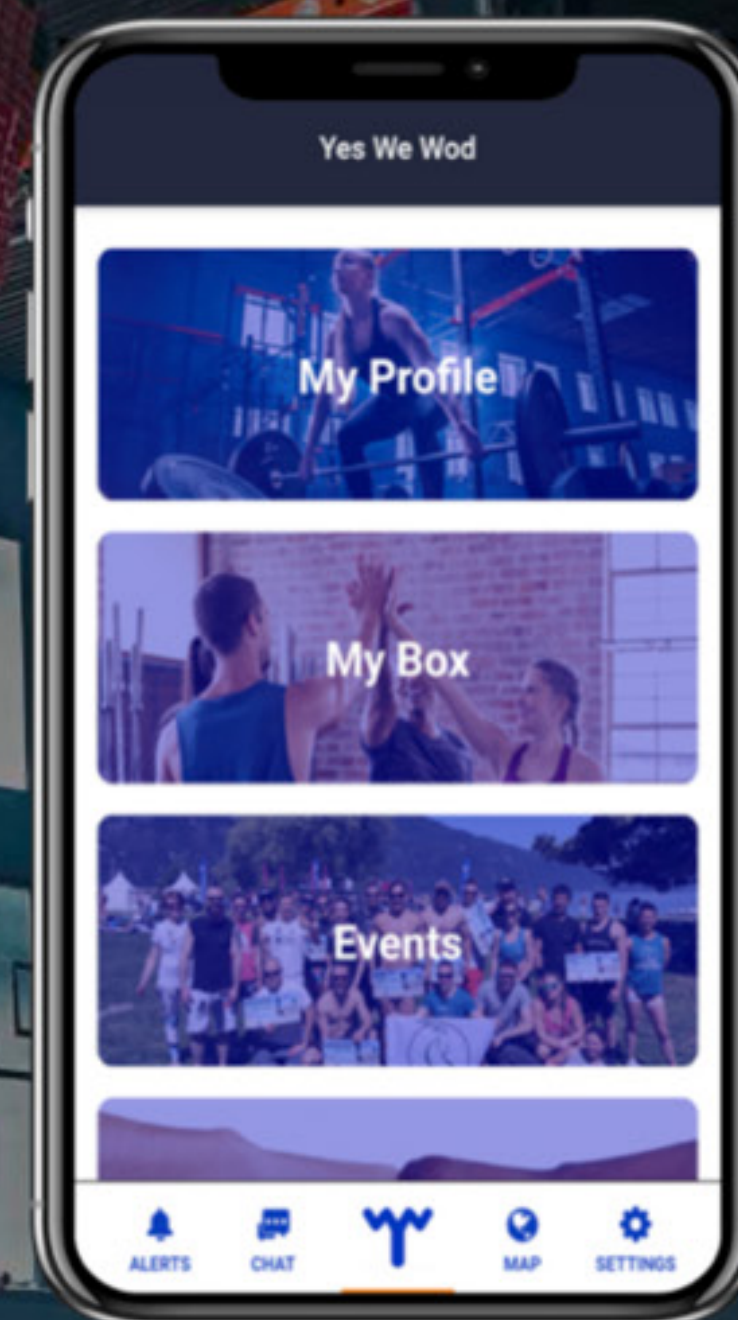
Looking for more info ? [Get in touch with us](#)



GET IT ON  
Google Play



Download on the  
App Store







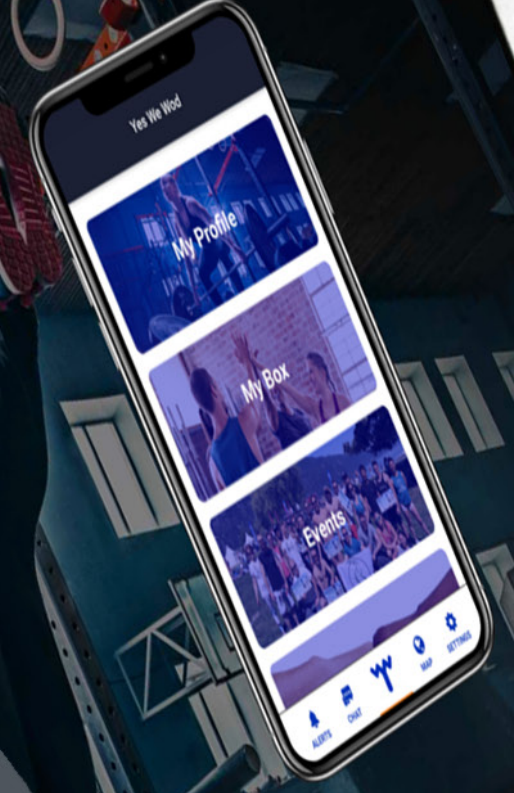
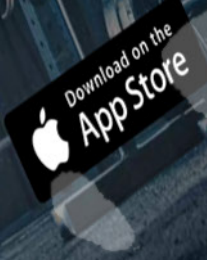
# Do you Wod?

Let the world know.  
Yes We Wod is the 1st social App for Wodders like  
you!

Join for free now

Insert email to get download link

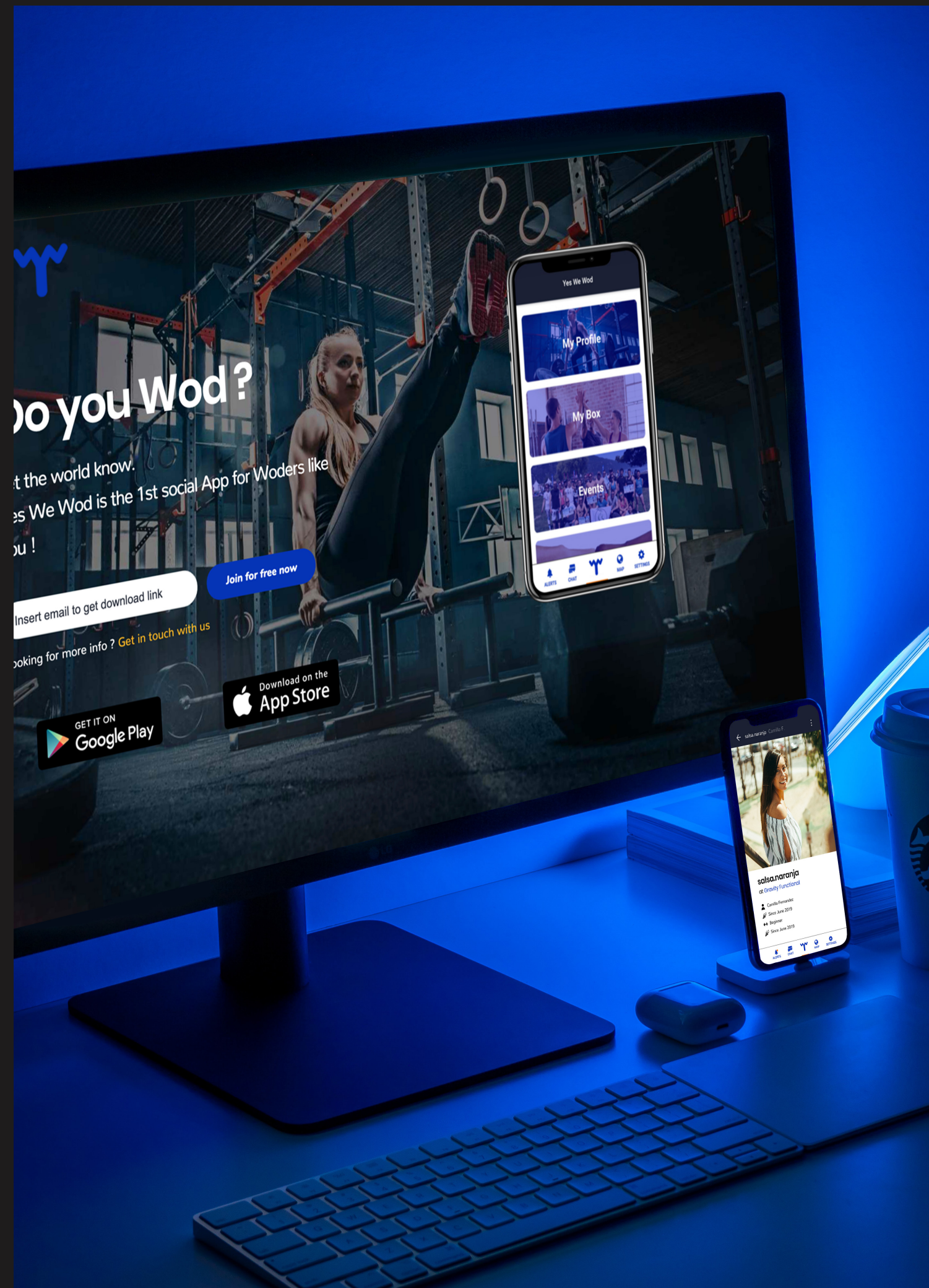
Looking for more info? [Get in touch with us](#)





## The 1<sup>st</sup> social app for Crossfitters.

Yes We Wod is the first worldwide social app for crossfitters. It was released on iOS and Android in August 2019, bringing +1.5M crossfitters together for the first time ever. It is also the only place in the world where 14 000 crossfit boxes are fully interconnected.



## This is what we do.

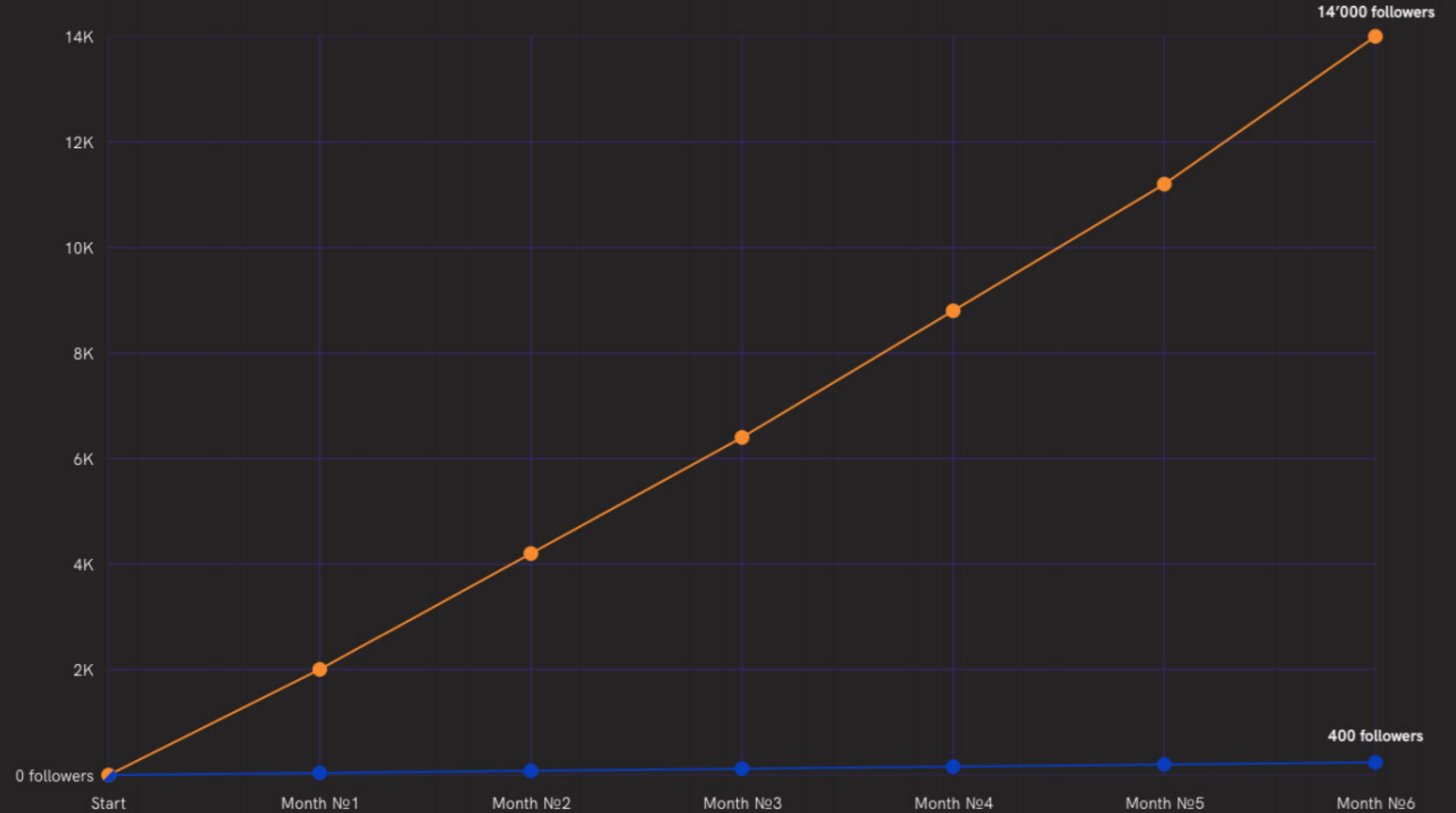
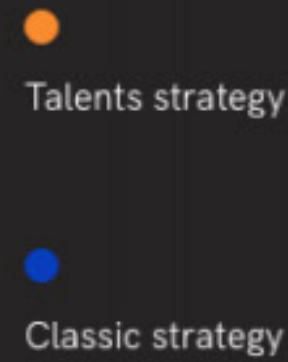
When we met our client, the name, logo and concept were already there. Building the app from scratch was a great challenge for our team since there was no other app like it on the market. We had to create something brand new: a social media for a newborn niche.



# Instagram Growth

## Details matter.

Our **Designers Nest** wanted to conceive an app that looked modern, clean and easy to use. We had a lot of work done on the visual identity of the app. Every little detail was a big matter for us because we knew we were building an app for a very specific niche and it had to look just like these people. Just like their home.





Bio Léman

Inauguration



Online Advertising.

Logo creation.

Visual identity.

Digital strategy.

## Authentic. Healthy. Sustainable.

More than an organic grocery store, Bio Léman has a large range of local products finely selected by a team of experts. It is giving pride of place to the producers of the region.



## A powerful story.

Our team of creative designers love working with a newborn brand. It is just like planting a seed and watching it grow. The main challenge was to create a logo that could recall happy memories and touch people emotionally. Our inspiration was sharpened by powerful stories about family and children.



## The challenge.

Our client was worried about the shop location because it was not ideal at all. In fact, the shop was lost in the middle of nowhere in a small city called Gland. Still, we assured our client that our marketers knew what they were doing. We had to **make the magic happen**.

## 3... 2... 1... Lunch!

**It was happening**. We had 9 days to bring 300 people to the shop opening in Gland (VD) with no newsletter, no community management, no robots. Only Facebook ad campaigns.

**We managed to exceed the expectations by spending only 78% of the budget within 9 days.**

## **The triumph.**

The opening was a real success. Today, the shop is still there at the same place and it has conquered hundreds of customers.

Months after the public launch, our client decided to open other Bio Léman shops around Switzerland in the next couple of years.





biò  
léman

biò  
léman

45.

Agency presentation

biò  
léman  
G L A N D

biò  
léman  
G L A N D

Regional  
logotype 

Talents Nest







mauricelacroix



S'abonner

2 550 publications

144k abonnés

1 966 abonnements

Maurice Lacroix

Creativity, Craftsmanship and Confidence.

#Yourtimeisnow.

timecode.mauricelacroix.com

# Maurice Lacroix



Timecode ...



Timecode



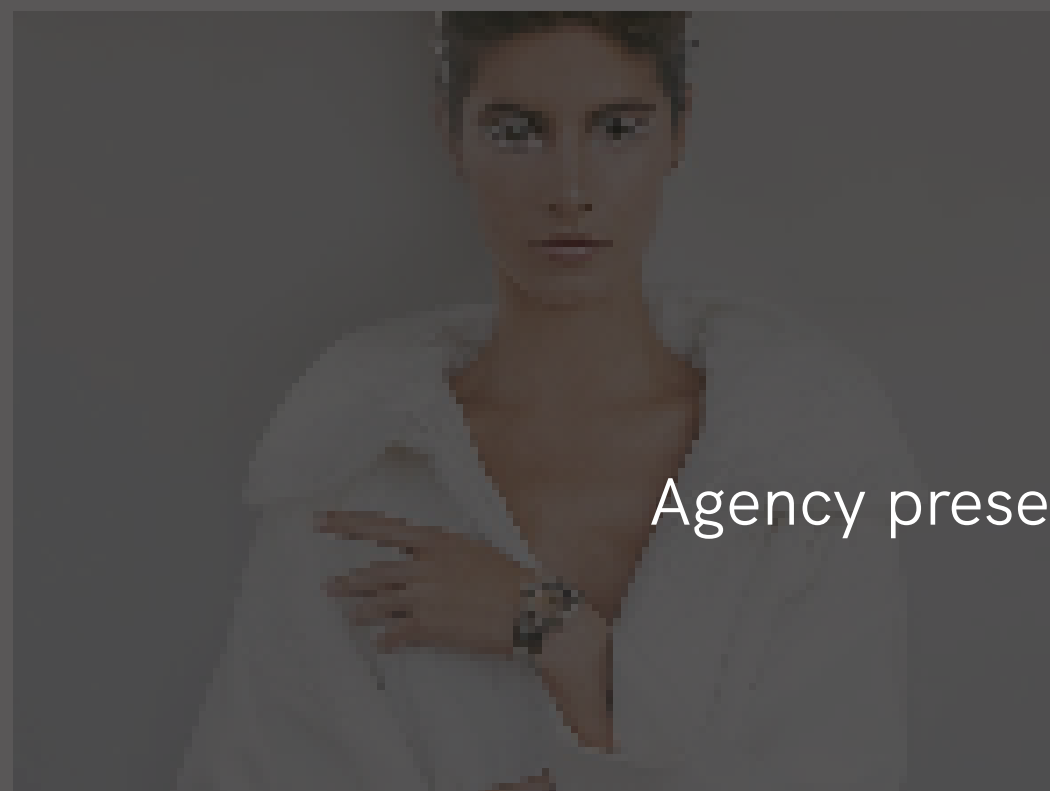
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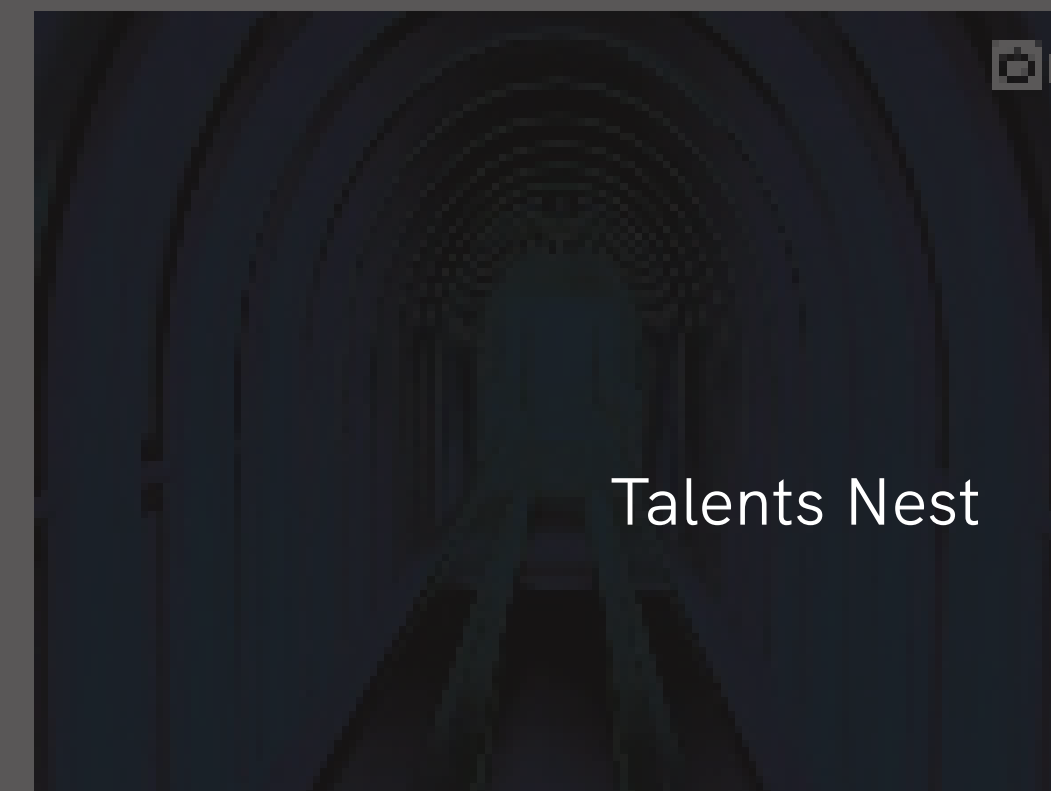
#MYTIMEI...

PUBLICATIONS

IDENTIFIÉ(E)



Agency presentation



Talents Nest

Community Management.  
Social media strategy.  
Audience analysis.  
Branding.



## Your time is now.

Over the centuries, to the credit of the innovative spirit and perfectionism of its watchmakers, Switzerland has earned a one-of-a-kind reputation.

Maurice Lacroix is committed to uphold this tradition and high standard of watchmaking craftsmanship.

## A pronounced sense of quality.

For more than 40 years, Maurice Lacroix watches have been manufactured in the company's own state-of-the-art workshops in Saignelégier (JU).

Here, all factors critical to the successful production of excellent watches with high perceived value converge: watchmaking know-how, skilled craftsmanship, industrial expertise, technological capability, and, not least, a pronounced sense of quality.

## Our mission.

When we met Maurice Lacroix, they immediately saw in us the expertise in social media growth hacking and Chinese marketing. We came up with our most powerful in-house tools to **accelerate the brand's expansion** and reinforce its visibility on a global scale.

## A 24/7 job. 365.

Managing the brand's social media:  
Instagram, Facebook, LinkedIn and Twitter.

We planned, wrote and managed 1 post per day, every day, all year long. We're still doing it. With **creativity, originality and fun**.

## A solutions-oriented approach.

Our job is not only to manage the community. We also have the responsibility to handle their issues. When necessary, it is brought by our team to the right customer service center within the company. Our community managers are also maintaining **a strong follow-up with the brand's clients**.



## **We beat every single stat.**

Before our intervention, the brand was performing quite well. But when our first post was published on 1st March 2018, We beat every single stat.

## **A treasure hunt in Augmented Reality.**

We also had the chance to manage Maurice Lacroix's communication for the brand's most famous event.

It was happening in 10 big cities around the world, such as New York, London, Osaka, Paris, Stockholm and Oslo. The largest Augmented Reality treasure hunt in the watchmaking industry: Timecode.

[www.timecode.mauricelacroix.com](http://www.timecode.mauricelacroix.com)

## **Talents China.**

4 months after we started working with the brand, Maurice Lacroix asked us to work on their Chinese social media. **China's most popular social media - Weibo and WeChat - are now our playground.**

## **We are already tomorrow.**

We are developing sophisticated social media strategies for China, combining our skills in growth marketing, artificial intelligence and Machine Learning. Complex markets like China make it exciting for us to **explore new horizons** and **bring unique marketing tools into the world**.

## **Special thanks to Maurice Lacroix.**

We feel so grateful for the trust given by one of the leading luxury brands in the watchmaking industry. We believe that the culture of Talents Nest is deeply in tune with the values of Maurice Lacroix. We'd like to thank the brands who are *"2020 enough"* to give a shot to the next generations just like us.

**Above all, thank you Maurice Lacroix.**



# Instantly impactful.

**Average post statistics  
before our intervention.**

**30 000 views**

**50 saved**

**10 shared**

**10 comments**

**20 website clicks**

**5 followers acquired**

**Post statistics at the beginning  
of our collaboration.**

**600 000 views**

**3 000 saved**

**2 000 shared**

**250 comments**

**500 website clicks**

**1 000 followers acquired**

# Our Talents

We're building our team around your needs.

**Stefan Popovic**

Chief Executive Officer

**Léo Fritsch**

Creative Director

**Chen Xu**

Com. Manager (Chine)

**Nicolas Gabriel**

Designer

**Lucas Vazquez**

Marketing Strategist

**Bach Pham**

Chief Operations Officer

**Amony Broohm**

Accountant

**Bruno Boehm**

Community Manager

**Laura Mariotti**

Marketing Strategist

**Robert Nest**

aka Ernest  
The Robot

**Karim El Kassimi**

Chief Innovation Officer

**Aya Egorova**

Project Manager

**Nderon Fazli**

Developer

**Megan Juget**

Marketing Strategist



# Contact us

We know you have something great and we'd love to get involved!

Fill in a few lines about your project and you will get your first surprise within the next hours.

You are one click away from working with passionate people who want to impact the world by your side.

[hello@talentsnest.com](mailto:hello@talentsnest.com)

[www.talentsnest.com](http://www.talentsnest.com)

# Follow us @talentsnest

We are waiting for you on Instagram, LinkedIn and Facebook!



# Thank you.

This presentation was made with <3 by our team of passionate human beings. We hope you loved it as much as we enjoyed putting it all together.

Talents Nest

digital agency of young talents

[talentsnest.com](https://talentsnest.com)