



BEE AGENCY

CONSULTING - COMMUNICATION - DIGITAL SOLUTIONS

 BEE AGENCY
Smart

 BEE AGENCY
Green

 BEE AGENCY
Skilled

WWW.BEE-AGENCY.COM

The background is a solid yellow color. Overlaid on this is a complex, abstract geometric pattern consisting of thin, light-colored lines connecting various-sized dots. The dots are also light-colored and vary in size. The lines form a series of interconnected, irregular shapes that spread across the upper and middle portions of the page. The overall effect is that of a network or a data visualization.

QUICKGLANCE

QUICK GLANCE

BEE Agency is a Consulting Agency specializing in Digital Solutions, Sustainable Development and Corporate social responsibility (CSR).

BEE Agency is organized into 3 divisions: SMART, GREEN and SKILLED.

From Consulting to Operational Communication, from Web-Marketing to Digital Solutions (including Coaching and Trainings), (...); Our customers are: Large Accounts, NGOs, Regional Authorities, TPE & SMEs engaged on sustainable projects.

THE AGENCY



JULIE CARIVEN
Digital Marketing Manager
Specialized in Web Project &
Digital Solutions



NARJISS ZERHOUNI
Communication Manager
Specialized in Eco-Responsibility,
CSR and Carbon Footprint

EXPERT KNOWLEDGE

Consulting – Communication – Digital Solutions

BEE SM@RT

Digital Marketing
SaaS technologies
Web Project & Graphic Design

BEE GREEN

Communication
Management Consulting & CSR strategies
Carbon Footprint

BEE SKILLED

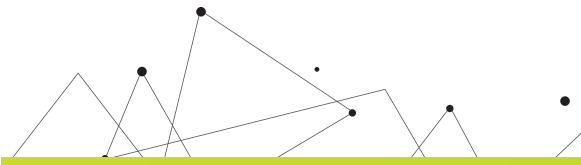
Coaching
Conferences
Trainings

FOR

**LARGE ACCOUNTS
TPE & SMES
E-MERCHANTS
RETAILERS
MEDIA SITES
NGOS
PUBLIC BODY &
LOCAL AUTHORITIES**



BEE AGENCY
Smart



YOU WANT TO ATTRACT NEW PROSPECTS ? RETAIN YOUR CUSTOMER SWITH APERSONALIZED INTELLIGENT MARKETING ?

BEE Agency is a WEB Agency specializing in Digital Marketing using the latest technology platforms to enable companies to optimize their performance in terms of operational Marketing, regardless of the marketing channel selected. BEE Agency provides

innovative solutions that optimize your actions of acquisition and retention through interactive media.

Our services BEE SM@RT are aimed at Marketing Managers, Operational and General Managers.

OUR AREAS OF EXPERTISE

- **Email Marketing & SMS**
- **Social Networks & Blogs**
- **Digital Merchandising**
- **Product Recommendations**
(website & newsletters customization)
- **Management of multi-channel customer experience**
(CRM WEB- CustomerServices -CallCenters)
- **Training, Coaching, Conferences**

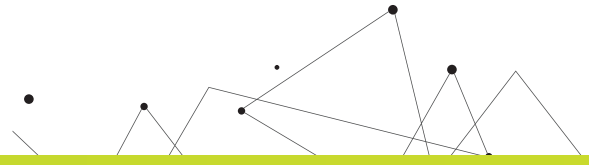
DIGITAL SOLUTIONS

BEE Agency has selected different partners, Customer Engagement Softwares, who are specialized in Customer Experience Management for multi-channel customer interactionin Digital Marketing.

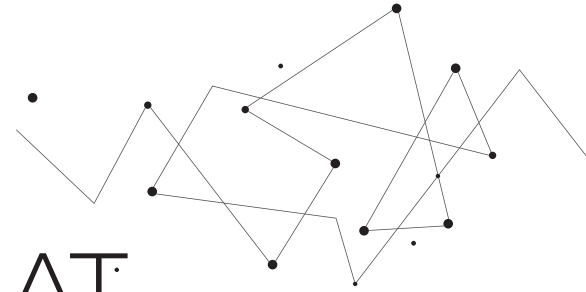
These solutions of planning, production and steering Marketing campaign sallow you to leverage your data to establish areal customer dialogue.

THE DIFFERENT STEPS TO BUILD A REAL CUSTOMER DIALOGUE

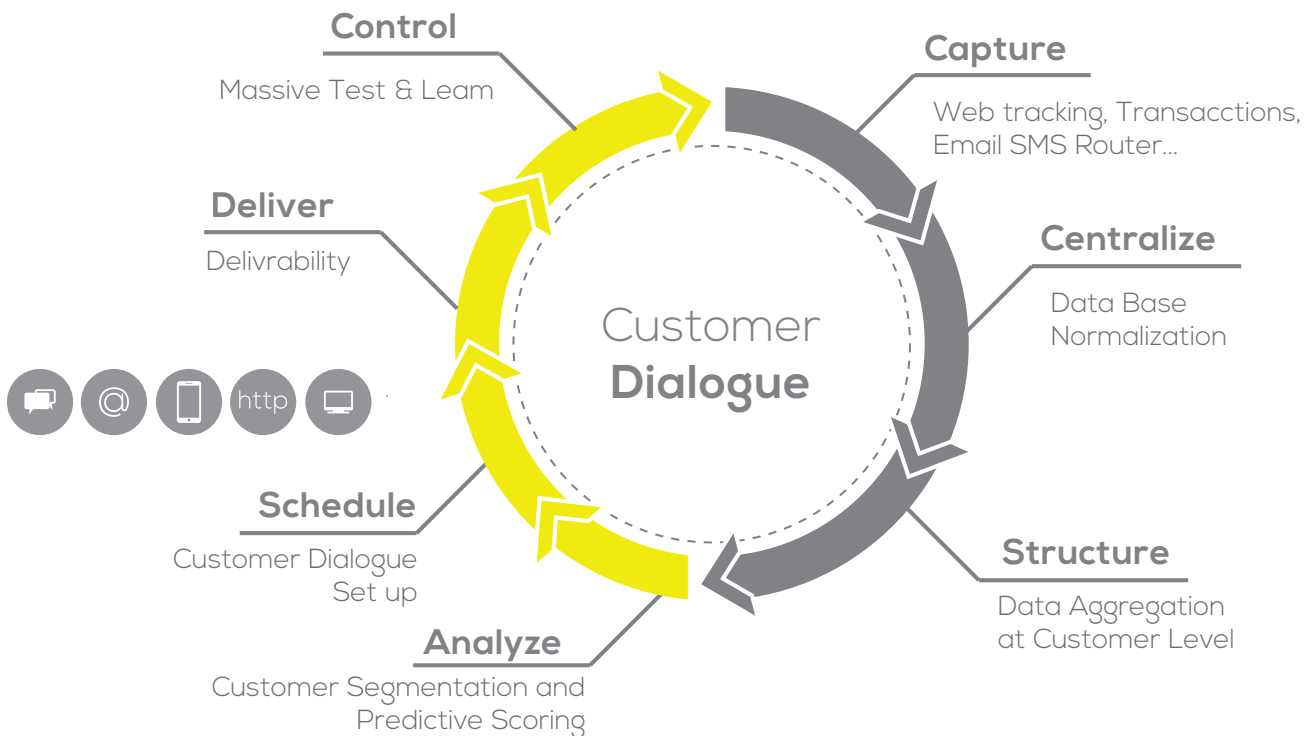




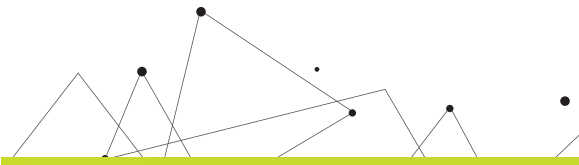
SEND THE RIGHT MESSAGE, THE BEST OFFER AT THE RIGHT TIME !



- From Push mail (even communication sent to the whole database) to a real customer dialogue.
- Centralize, structure and analyze your data to raise customer engagement via the introduction of automated marketing campaigns both proactive and reactive.
- Have a 360° view of your customer base to target your members based on their profile and behavioral data.



Set up personalized communications and respond at the right time to any reaction of your members, thus you will maximize your traffic and your Return on investment.



CREATING **VISUAL IDENTITY**

YOU WANT TO CREATE A NEW IDENTITY FOR YOUR ENTITY?

BEE Agency helps you in developing a new graphic design for your business.

BEE Agency enables you to optimize your communication and positioning with unique graphics according to your image, your values, and your ambitions.

BEE Agency will assist you in designing your Branding and developing your web projects.

- Logo;
- Visual identity & semantics (booklet, power point presentation, etc.);
- Website & e-merchantsite design;
- WEB project Consulting...

WEB PROJECT

COMMUNICATION & GRAPHIC DESIGN UNDERSTANDING YOUR NEEDS

From the first meeting, BEE Agency offers you support and marketing services to assist you in the implementation of your project.

- Consulting (Drafting the Terms of Reference or the Specifications);
- Action plans (workshops, time-up);
- Support (project management);
- Monitoring (maintenance, update & Recommendations);

BEE Agency is aimed at SMEs, Entrepreneurs, Key Accounts, Communities for Associations(...) wanting to change their branding or be supported in the framework of new projects.

BEE Agency strives both for the quality of its services, its customers efficiency and responsiveness.

EVENT

BEE Agency will assist you in organizing events, exhibitions, conferences, festivals, forums, round tables and networking evenings.

KEYWORDS **BEE SM@RT**

Customer Experience Management - Personalization - Segmentation - Acquisition & Retention - Emailing - Digital Merchandising - SMS - Social Networks - Call Centers & Customer Services - Retailing - Deliverability - Datamining - Scoring - Communication - Product Recommendation - Design in a Responsive Mode - HTML Template (...).

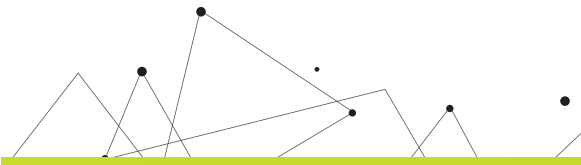


BEE AGENCY
Green



DEVELOP YOUR BUSINESS
IN A **SUSTAINABLE,**
RESPONSIBLE AND
INNOVATIVE WAY



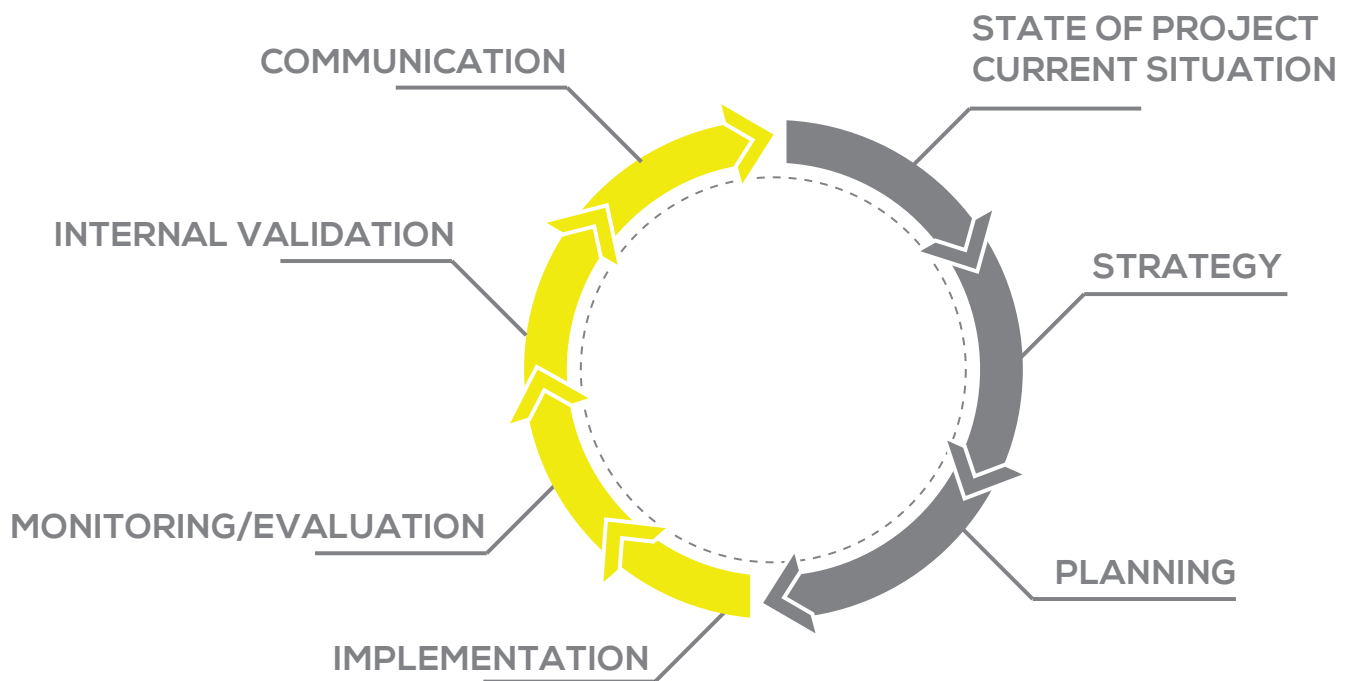


YOU WANT TO DEVELOP YOUR BUSINESS IN A SUSTAINABLE, RESPONSIBLE AND INNOVATIVE WAY?

BEE AGENCY helps you to develop the concept of sustainable development into concrete actions in your organization through a simple, ethical and respectful way allowing you to :

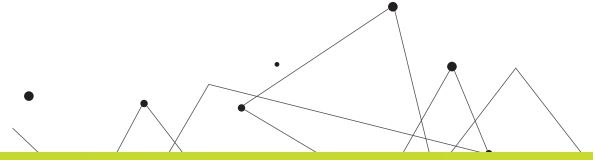
- Make savings and fulfill your legal obligations.
- Unite your employee and gain efficiency.
- Stand out in your market and develop initiatives.

Whether you are a SME, a large company, or from the public sector, we support you individually or as a group, at every stage of your project.



MANAGEMENT CONSULTING **AND CSR STRATEGIES**

- BEE Agency helps you to build and integrate sustainability into your project Business, by guiding you through the different stages of your project : Deployment, Implementation and Monitoring.
- BEE Agency will assist you in defining the components of the Project Management Risks, Technical Intelligence, Technological, Scientific and conforming to the regulations.
- BEE Agency ensures the coherence of actions among the principles of Sustainable Development across all predefined criteria.



CSR (Corporate Social Responsibility)

is a process which aims to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered stakeholders.

COMMUNICATION CONSULTING

A THEME DAY ? A LAUNCH OF A CAMPAIGN?

A PRESENTATION OF A NEW PROJECT ? AN EVENT TO PREPARE INTERNALLY ?

BEE Agency ensures an ethical and ecological communication by organizing turnkey events with an eco-friendly approach.

BEE Agency advises and helps reduce negative impacts on the environment and to increase the positive impact of your event (local or fair trade, local integration companies, advocacy, networking, accessibility to the event...).

BEE Agency works with you to ensure that your communication is always consistent with your values. We bring you eco-responsible solutions: recycled or recyclable materials, biodegradable, eco-label, green printing, fair trade, responsible use of resources and raw materials, saving energy, new life ...

CARBON FOOTPRINT

BEE Agency also specializes in computing and developing the carbon balance.

The carbon footprint is a method of accounting for emissions of greenhouse gas missions, measuring their impact for any product, service or human entity.

OBJECTIVES OF THE APPROACH OF THE CARBON FOOTPRINT:

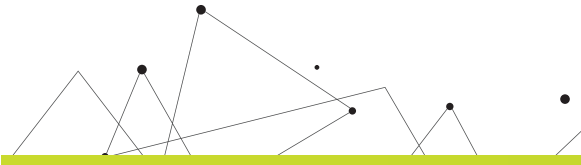
- Reduce your Energy Bill;
- Direct your Actions towards Environmental Management Approach;
- Enhance the Image of your Organization;
- Meet future Legislative and Regulatory Constraints.

KEYWORDS BEE GREEN

Environment - Sustainable Development - Eco-responsible - Fair-Carbon Offsetting - Imprint Carbon - Ecological - Biodiversity - Recycling - Biodegradable - Eco-label - Clean Energy-Renewable - SecondLife.



BEE AGENCY
Skilled



YOU WANT TO ENHANCE THE HUMAN CAPITAL OF YOUR ORGANIZATION



BEE Agency organizes Coaching Cycles and Specialized Trainings.

We support Top Executives and Management Teams with new goals to improve their Efficiency and Optimize Managerial Performance.

Our coaches help you improve your communication. CEOs, Executives, Managers Superior ... BEE Agency offers individual and team coaching, conferences and trainings.

KEYWORDS **BEE SKILLED**

Management Team - Project Team - Terms and operational divisions:
Business - Legal - Communications - Marketing - HRB - Shooting Functions
- Team Building - Negotiation - Management Force Sales - Company Creation
Speaking out in Public - Crisis Management.

OUR OFFER **BEE SKILLED**

BEE Agency organizes training, conducts conferences and coaching workshops around three themes:

1 Digital
Marketing

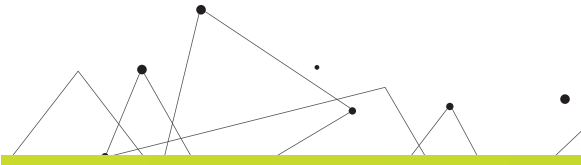
2 Sustainable
development

3 Executive Team
Management



BEE AGENCY

CONSEIL - COMMUNICATION - SOLUTIONS DIGITALES



BEE AGENCY

CONSEIL - COMMUNICATION - SOLUTIONS DIGITALES



BEE AGENCY *Smart*

BEE Agency is a Consulting and Digital Marketing.

BEE Agency uses latest platforms technology and allows companies to optimize their performance in terms operational marketing regardless of the channel selected. With a strong culture client, **BEE Agency** also accompany your WebProjects and Design Graph.



BEE AGENCY *Green*

BEE Agency helps you develop the concept of Sustainable Development into concrete actions in your organization through a simple, ethical and respectful approach of your challenges.

BEE Agency work with you in your CSR approach for you to achieve economies and be more efficient in order to differentiate you on the market. **BEE Agency** is also specializes in the development of Carbon Footprint.



BEE AGENCY *Skilled*

BEE Agency offers Coaching cycles and Training. Specializing in the human capital, **BEE Agency** accompanies Top Executive and Management Teams. **BEE Agency** organizes Formations, leads Conferences and Workshops Coaching or Team coaching around three thematic:

- 1 / Marketing Digital
- 2 / Sustainable Development
- 3 / Executive team management

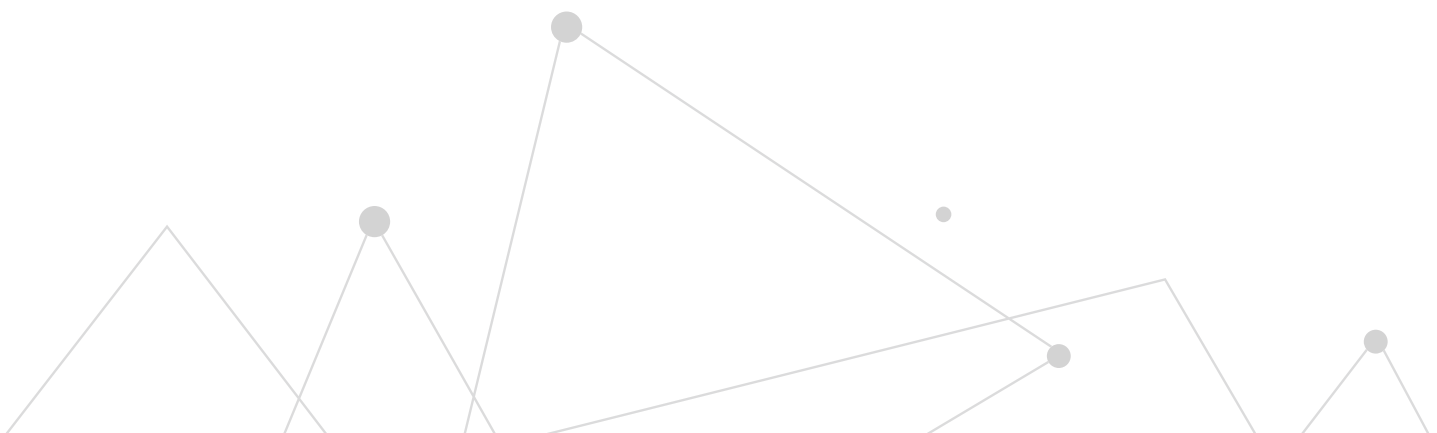
CLUSTERS OF EXPERTISE

SOLUTIONS BY INDUSTRY

- Environment
- Transport
- Bank- Insurance
- Retail & Cosmetics
- Fashion - Luxury
- tourism
- Telecoms
- Financial Services
- Out sourcers
- Digital Internal Communications

SOLUTIONS FOR ORGANIZATIONS

- E-Commerce - Web
- Media website
- Foundation - Association - NGO
- Retail
- E-Services
- Helpdesk
- IT
- Marketing



OUR PARTNERS

WEB Agencies
Software Editors in a SaaS Mode
Consulting firms
Certified Coachs

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Practicing in Communication, Events and Digital Marketing for nearly 10 years, Narjiss ZERHOUNI & Julie CARIVEN have developed expertise in Project Management, Marketing Analytics, and Event Management. They offer their services to professionals who wish to communicate differently.

BEE SM@RT & SKILLED CONTACT

JULIE CARIVEN

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Graduated from ESC Montpellier, a Bachelor in the United States and an MBA in Mexico, Julie CARIVEN has over 6 years' experience in New Technologies related to e-Commerce and Marketing Analytics. She has adual expertise in both Technical and Marketing.

BEE GREEN & SKILLED CONTACT

NARJISS ZERHOUNI

Communication Manager
Associée

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After a Bachelor in American Business School of Paris and a Master in Entrepreneurship University Paris XII, Narjiss ZERHOUNI has accumulated nearly 10 years of experience in Communication. She has experience with NGOs working in the field of Environment and Sustainable Development

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