

LONGINO

DIGITAL FACTORY

FOOD STORYTELLERS

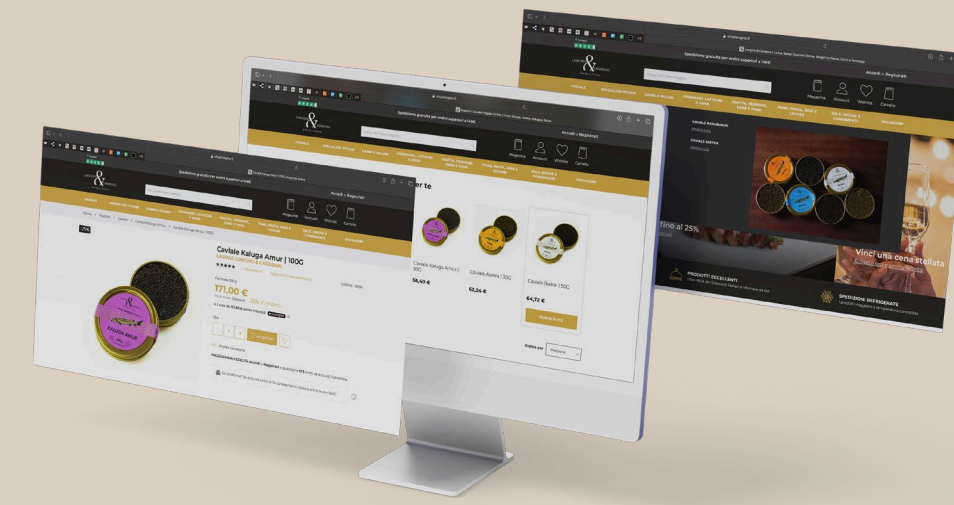
WHO WE ARE



LONGINO &
CARDENAL

1988

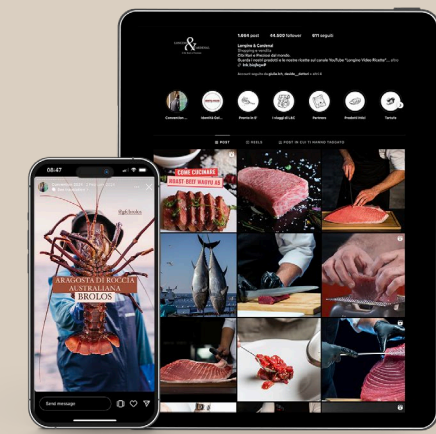
- A reference point for:
- high-quality dining
 - rare and precious foods
 - excellence and innovation



SHOPLONGINO

2020

The online shop for chefs
and final consumers
available in Italy, Hong
Kong and Dubai



LONGINO
DIGITAL FACTORY

2024

The digital heart of
Longino, specialized in
360° F&B communication

Longino Digital Factory brings the decades-long gastronomic experience of Longino&Cardenal to a new level: THE DIGITAL ONE

WHO WE ARE

STARRED RESTAURANTS WE WORK WITH:



Davide Oldani



Enrico Cerea



Carlo Cracco



Antonino Cannavacciuolo



QUATTROPASSI

Fabrizio Mellino

+200 PARTNER WORLDWIDE



Spain



Italy



Australia



Spain



Japan

ONLINE ACHIEVEMENTS

+15,000

Online customers

+1MLN

Annual visits

500%

Return on investments

SERVICES



DIGITAL
STRATEGY



ECOMMERCE



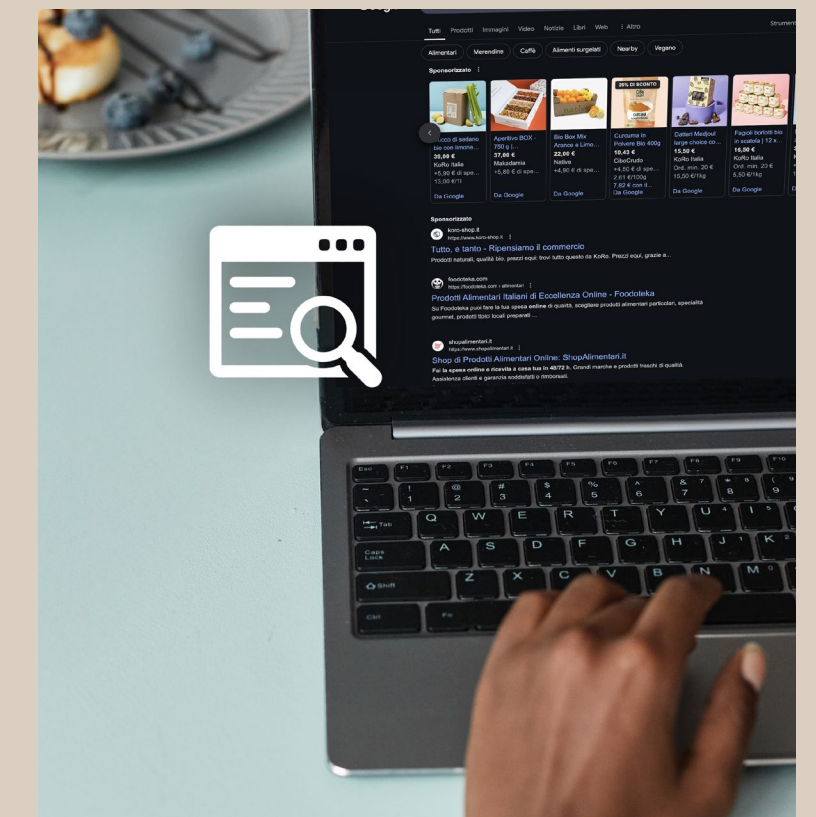
SEO
SEARCH ENGINE OPTIMIZATION



VIDEO &
SHOOTING
FOOD SECTOR



TRAINING
& EDUCATION



SEA
SEARCH ENGINE ADVERTISING

VISION

01. FOOD SECTOR IS DIFFERENT

- UNIQUE CHARACTERISTICS
- COMPLEX NARRATIVE
- STRONG EMOTIONAL COMPONENT

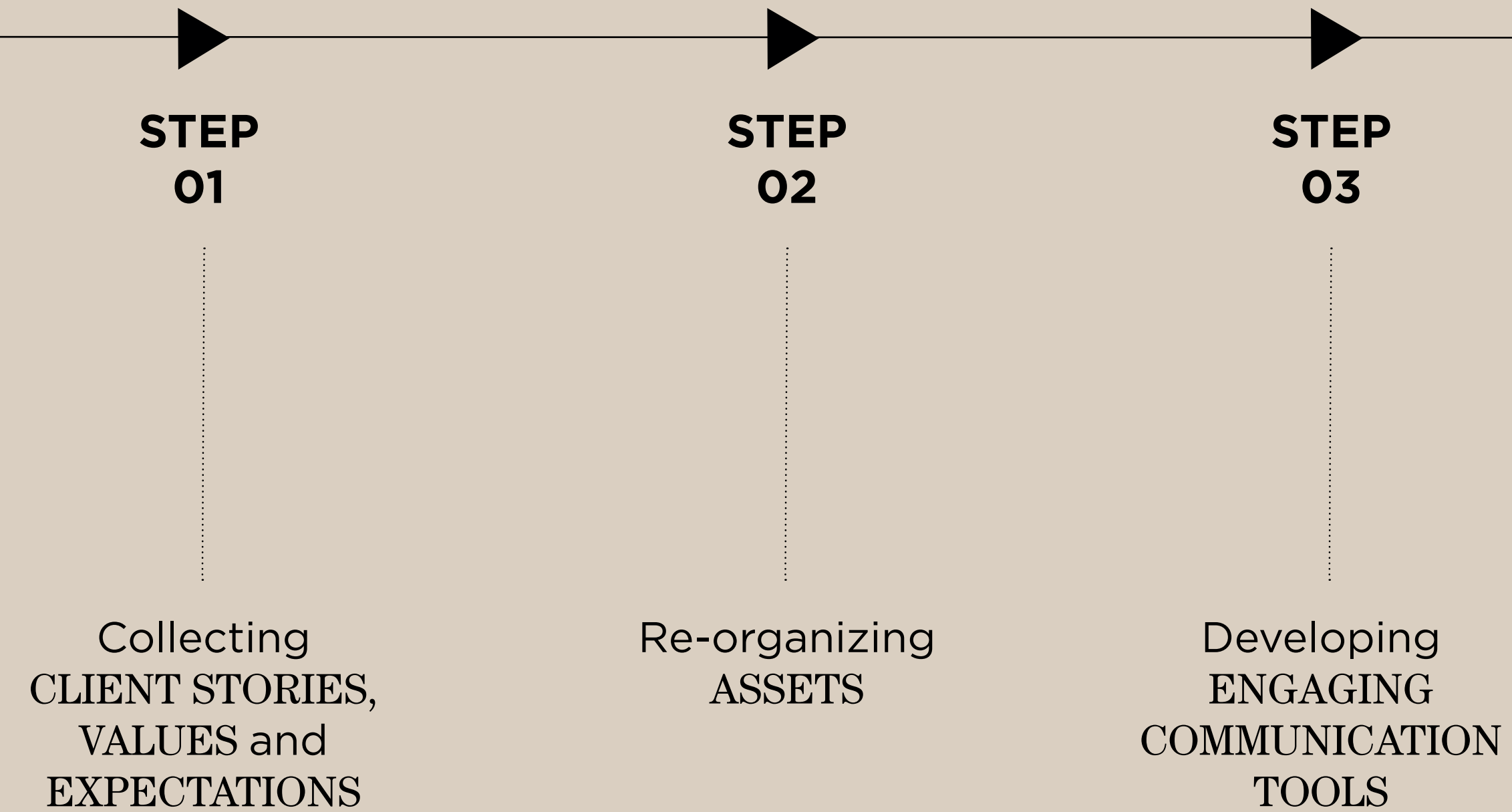
02. TRADITIONAL MARKETING DOESN'T WORK

- THINK OUTSIDE THE BOX
- DEEP KNOWLEDGE OF THE SECTOR

03. OUR METHOD

- UNDERSTAND THE CONTEXT
- IDENTIFY THE RIGHT LEVERS
- ESTABLISH LONG-LASTING CUSTOMER RELATIONSHIPS

OUR METHOD





ADDED VALUE

THE PERFECT MIX

DIGITAL AND PRODUCT EXPERTISE

PRODUCT EXPERTISE

FOOD-RELATED EXPERTISE,
DEEP PASSION AND
PREPARATION

DIGITAL EXPERTISE

DECADES-LONG EXPERIENCE
IN DIGITAL PROJECTS, STRATEGIES
AND ONLINE TOOLS



EXPERTISE

- HIGHLY SPECIALIZED KNOW-HOW IN MID-TO-HIGH F&B MARKET POSITIONING

SERVICES AND SCALABILITY

- STORYTELLING
- SOCIAL MEDIA
- MARKETING AUTOMATION
- SEO

ADDED VALUE

ADDED VALUE

- HIGH QUALITY CONSULTANCY BASED ON A HISTORY OF EXCELLENCE



ADDED VALUE

VINCENZO CANNATA

DIGITAL & ECOMMERCE DIRECTOR

LORENZO ERRICO

DIGITAL MARKETING MANAGER

MARZIA COSTANZO

ECOMMERCE & SEO SPECIALIST

CHIARA SERATI

CUSTOMER SATISFACTION SPECIALIST

ILARIA SONZOGNI

GRAPHIC DESIGNER & VIDEO MAKER

VIRGINIA ROLLE

GRAPHIC DESIGNER





Vinodoo



VINODOO
WWW.VINODOO.COM

THE COMPANY

- MORE THAN JUST A WINE MARKET PLACE: IT'S A **COMMUNITY**
- A PLACE WHERE **WINE ENTHUSIASTS** MEET **CAREFULLY SELECTED SELLERS**
- A **UNIQUE EXPERIENCE** IN THE WORLD OF WINE

THE NEED

- IMPROVE THE **SEARCH VISIBILITY**
- INDEX THE **GROWING PRODUCT CATALOG**
- RE-ORGANIZE THE **WEBSITE'S STRUCTURE**



ACTION TAKEN



INCREASE SEARCH VISIBILITY



ENSURE PROPER INDEXING OF PRODUCTS



OPTIMIZE PAGE, TITLE AND DESCRIPTIONS



ENHANCE WEBSITE NAVIGATION



STRENGTHEN CONTENT STRATEGY

FIRST RESULTS (AFTER 3 MONTHS)

+200%

ORGANIC IMPRESSIONS (LAST 3 MONTHS VS PREVIEW PERIOD)

x3

#KW INDEXED

+126%

ORGANIC SESSION

+230%

#ORDERS COMING FROM ORGANIC TRAFFIC

THANK YOU