

This is an adaptation of the contents of the [venturini.biz](http://www.venturini.biz) web site.

It has been conceived to allow an easier distribution and printing of the content of the site, to present my activities in a simpler and more compact format for offline use.

For the most current information about my activities, please periodically visit the website.

Marketing Consulting, Internet Marketing, Marketing Coaching.

Let's assume your business' success depends on good Marketing, good Communications, a strong and target-focused Brand, an effective Internet presence. If that is the case, then I can help you.

What can I do for you? I am a **consultant**. I help companies improve their business. I help to communicate better. To make good use of Internet and the New Media. I work to help my clients have happy clients and powerful communication.

I am a **coach**. I help to learn. I pass on my know-how. I help clients learn how to do things without me.

What I do, be it consultancy or coaching, is all based on **experience**. I have been handling clients, developing strategies and coaching for the past 20 years in multinational environments. I know what I am doing.

My clients range from Small / Medium Enterprises to Big League firms. I work to bring **value** and to offset my costs. I listen. I work side by side with you. I am based in Italy and Spain.

Read this presentation, figure out what I did and what I could do for you. And, then, let's talk. Like in many other cases, I might represent a good investment for your company.

Marketing, e-Marketing and Communications Consulting.

I focus on helping clients reach their targets. Talk with them. Make business with them.

I can help you improving your Marketing, Communication, Branding.

To improve margins, profits, sales. Opening new market areas. Better defining goals and roles of your integrated marketing / communication activities.

In short, I can help you towards a better business - working with you to define your real market needs, set goals and help you reach them. Developing strategies that can turn opportunities in action plans that make sense and are doable.

I base my marketing consultancy on hands-on experience. I can help you simplify your work, spend better, work better.

My Key Services:

- Marketing Strategies Consultancy
- Strategic Brand Building Consultancy
- Marketing Concepts Development
- Communication Strategies Development
- Marketing Innovation

Marketing Strategies.

"A strategy is a long term plan of action designed to achieve a particular goal, as differentiated from tactics or immediate actions with resources at hand" (from Wikipedia).

Strategy is the roadmap that will take us to our goal. Tactics is about how to survive today.

A Marketing Strategy is the sum of all marketing decisions guiding the company - about price, promotion, product, service, communications, online presence. It's the plan defining how to develop and grow our offer. Without strategy our work is just a bunch of loosely connected activities. Low efficiency. Efforts and investments are not aligned towards a **single goal**.

Let me help you develop your Marketing Strategy - with a sound, goal-oriented managerial creativity. Using all the know-how I've put under my belt in 20 years on the field. Innovating, when useful. Optimizing, always.

I fine tune my work to your company. Be it a small, family company or a Multinational. I've been there, done it before. Let me help you developing plans that you can really put in place. Let me help you configuring your marketing mix, segmenting your market, positioning your products... but first and foremost, define your achievable **goals**.

By the way.. take a pencil, a piece of paper and then write down, in detail, your company's goals. Do you find it difficult? Are you stuck on "selling more"? It might be a good idea to have a friendly chat... would you like to give it a try and contact me?

Strategic Brand Design.

Our Brand: strong or weak? What about its values? What does it communicate? Clients and prospects, how do they understand and perceive our brand? What do they say about us? Does a difference exist between what we would like to be and what "they" think of us? How are we perceived, rationally and emotionally? How does our brand affect their preference and loyalty? Or does it?

Designing a brand is not just designing a pretty logo. A brand is the essence of our reality. Branding is one of the critical factors in today's competitive markets.

Developing an effective brand is a complex affair - and good advice is really useful. Also because launching a new brand is expensive - and there is little room for error. It's very difficult to make a good first impression the second time we talk to our prospects.

I can help you develop new brands, revitalize existing brands, create brand extensions (new lines, sub brands), organize and optimize your brand portfolio. My brand consultancy can help you build stronger brands - more adequate to the nature, culture and needs of your targets.

I can help define the brand profile goals, its key factors, build a positioning strategy. If needed, I can follow up helping you develop the tangible elements of the brand (name, logo, corporate identity, packaging...) working with specialists (your favourites or my partners) - to ensure that the execution of the brand stays in line with the optimal brand strategy.

Concept Development.

Marketing is also about developing new ideas. New concepts for a product, an advertising campaign, a positioning.

It is a delicate job - which requires to integrate analysis, marketing creativity, marketing and consumer research. Requires joining strategy and the ability to think laterally.

An innovative marketing concept is much more than a brilliant idea. If the market answer to our creativity is "That's cool. Of course I would never buy that" or "It's a fantastic ad. Still... it doesn't make me feel like buying that stuff" we wasted time and money.

In order not to waste money, creativity must be supported. With market research, strategy and testing - to verify its real market potential.

I can help you on:

- New product development
- Line extensions
- New market/niche/opportunity identification

I combine innovation skills with managerial common sense. I only propose actions I feel confident can be put in practice. Caring for the client's time and money.

Communications Strategies.

Communication with markets is getting very difficult, and communication is much more than just produce a commercial.

The advertising overload is reducing efficacy. Advertising is getting less effective. The young generations display an emotional detachment from advertising, limited attention, less interest.

We need to evolve commercial communications. We need to do advertising in a different way and, often, not to do advertising at all but rather use other communications tools. Traditional tools or revolutionary tools .

Most importantly, we need to focus on strategy. Without a watertight strategy, creativity alone will have a hard time bringing business.

Leveraging on the experience I build working on the largest multinationals... and the smallest SMEs, I can **help you on:**

- Development of Communications Strategies
- Support to clients and agencies in developing communications projects
- Training, coaching and consulting for your people (newly hired, transition to new roles within the company...)
- Organising and supervising pitches, support in evaluation of the proposals

I work to help companies run an effective communication, without wasting money. With a special care for Small and Medium Enterprises and for Low Budget Communication Projects.

In partnership with the Barcellona design agency Chill Design, I can help you develop packaging, below the line materials, POP. I also partner with several web agencies to help clients develop a better web presence and Internet marketing activities.

Marketing Innovation.

Marketing must help companies sell their products - in the best possible way. Help organizations reach their goals. Allow SMEs to compete against larger companies.

Each element of our marketing mix must help us build a competitive advantage.

Trouble is that markets, clients, competitors are moving. Culture is changing and so are society, rules, fashions. Attitudes and behaviours change. Media are changing - and New Media are shaping different purchase behaviours: the Internet is affecting what and how people buy - even in traditional stores.

Change is relentless, our target is moving and we must run after it. Our Marketing and communications projects must evolve or we'll be out of sync with reality.

I've been working in Marketing Communications for more than 20 years, and I've spent 20 years running and looking at innovation every day.

I can help you in:

- Innovation projects, revitalizing your marketing activities
- Digital Marketing, Web Marketing, Internet Marketing
- eMail Marketing
- Guerilla Marketing
- Tribal marketing
- Experiential marketing.

Internet Marketing.

I have been working in the Marketing and communication field for the past 20 years. In 1994 I started working in the Internet field - I have been one of the pioneers of Internet Marketing in Italy.

I managed scores of projects, taught Internet Marketing and related issues in hundreds of courses, wrote hundreds of articles in Italian magazines, spreading opinions, ideas and discussion on best practices relative to how to do a good marketing and a good use of the New Media.

I have a sound experience in the development and adjustment of Internet projects, from the Winter Olympics of Torino 2006 to small company business, from multinationals to local business.

I can help companies to make a better use of Digital Marketing, solve problems, improve online marketing. I transfer knowledge: I believe that clients should be able, after a while to do without me, if they want - they must learn during the process.

Key areas...

- helping companies understand how to use Internet and the web for a better business
- help you implement marketing strategies, segmentation, positioning
- support you in strategically develop communication projects - and translate them into reality
- work with you to integrate your traditional marketing/communications with online activities

Internet Consultancy Projects...

Since 1994 I managed and consulted to a great number of Internet projects. Most typically, I work on projects focused on one or more of the following issues:

Why should we do Internet?

How to use it to improve the company's business, cut costs, enter new markets?

Which Internet strategy should we adopt?

How to use web, email and other online tools to support our business and communications?
How should our web site be organized? (goals, key concepts, theme, structure, style, personality, contents...)

How to focus our marketing and communications online?

Which strategies and activities?
How to integrate our marketing and communications with the online tools?
How to do Online Branding, Web Marketing, eMailing?
Should we think Viral Marketing, Community marketing...?

Can you help us putting strategies in practice and help us develop our web site?

How can we redefine / revive our site? How to progress towards a better and more useful site?
How to define the map, content structure, user interactions?
How to optimize for search engines and promote the web site?
How to select a web agency? How to organize and run an agency selection?
How to write a good brief?
Can you work with our web team / web agency to ensure that the development of the site fits with the strategy?

If those are your questions as well or you would like to understand if and how I could contribute to the success of your projects, let's talk about it.

Content Development and Journalism.

As a natural extension of my business activities and my research activities, I started in 1998 to publish articles on Marketing, Internet Marketing and communications - totalizing a total of over 300.

I mostly worked with the italian magazine Web Marketing Tools (now closed), Media Forum, Net Forum, the feminine magazine of the daily La Repubblica and others... I keep on publishing features almost every month on Media Key and TV Key and I have a weekly column on the e-zine Apogeo on Line. I mostly write in Italian.

A few samples are available for download on the site and more materials are frequently published on my blog (in italian).

I work on organizing and optimizing the contents of web sites - (my largest and greatest job in this field was consulting to the organizing committee of the Torino Olympics Winter Games 2006 for the Italian Games web site).

I also develop contents on commission for web sites (such as the Internet Marketing course serially published on www.portale.europmi.it/home/) magazines, brochures, presentations.

I teach Content Management at the Web Content Manager Master of Ateneo Multimediale di Milano and I co-authored the book "Content Management" published by Apogeo.

Marketing Education and coaching.

I have been involved in Marketing Education and Marketing Training since 1996 - working with leading schools, organizations or final clients.

Sharing my working experience with a **hands-on** approach, I can help executives and students develop a better understanding of how business strategies are developed, how to apply marketing to markets, how to get results on communication projects, how to effectively develop Internet and Web projects.

Among my key expertise areas:

- Traditional Marketing, strategies and operations
- Digital Marketing, new media, Internet, Web application
- Company and Product Communication, integration of traditional and new media
- Low Budget communications
- Branding
- Tourism Marketing

I have worked for... Among my key clients: Sole 24 Ore Centro Formazione, Telecom Italia SpA, Scuola Superiore G.Reiss Romoli, Ateneo Multimediale/Scuola Politecnica di Design, LRA, Università Cattolica di Milano, Scuola di Amministrazione Aziendale di Torino, Formaper (Camera di Commercio di Milano)... and: Telecom Operators, Publishing Companies, Software Developers, Advertising, PR and New Media companies.

Tailor-made Education, ad hoc training

Training and Education in schools is good. In-house education can be better.

In house training, held in your offices, for your people only, with an educational program made on measure for you can be a very interesting solution.

A very efficient, fast, effective way to make your company grow: in terms of know-how, ideas, motivation. And in house, specific training can be cheaper, too.

How do I work? First I **listen**. I try to understand what you want from my training. But, more importantly, what you need. What can help you become a better company.

Then I develop a program. And I believe that marketing education must help people to **understand**. To get new ideas, to open new horizons. I know I am doing well when I see attendants suddenly make an enlightened face. Snap fingers. Say "Now I do understand" or "I just got an idea for something I could do". And this happens pretty often.

I believe that training and education must bring back the initial investment, multiplied several times. Must help your company make more profits, sooner or later. It must give you a solid and measurable result.

I believe in **interactivity** with the class. In participation, in using real examples, in doing, in hands-on simulations. Only by doing attendants can understand and remember.

Interested? If you think that an in-house program on Marketing, Internet Marketing or Communications might be a good idea, get in touch. Let me know what you need, together we will discuss about a possible program and figure out a cost estimate. Don't wait, do it now.

Key Clients - Advertising, Marketing Consulting, Training

Among the key Clients handled in Advertising agencies (Traditional and/or Online communications): Agfa, Apple Computer, Beecham (Glysolid, Badedas, Macleans, Acquafresh), Benkiser, Bonomelli, Buitoni, Continental, Firestone, Gillette, L'Oréal, Microsoft, Motorola, Nabisco-Saiwa, Nestlé, Opel, Pepsi Cola, Purina, Quaker, Reckitt & Colman, Tin.it, WeBank (Banca Popolare di Milano)

Consulting... some of my Key Clients:

[ABM Italia](#) – Plastics houseware, garden furniture

[AgiPro](#) - Press agency

[Aton SpA](#) – Wireless logistics technology

BeOltre - Management consulting

Confindustria - Gruppo Giovani Imprenditori

[EuroGroup](#) – Financial services and SMEs consulting

[Format Unlimited](#) - Crossmedia formats

[MiaEconomia](#) - web site (economy / finance) Microsoft

MSN.it Prada Fragrances (Puig) Barcelona – perfumery, beauty products

Plush Design Barcellona- Design and communications Renault

[SoftPeople Connexia](#) - Communications / PR / Web Agency Stanley Tools

[TOROC](#) (Torino Winter Olympics 2005)

[Valtur](#) - tourism

Plus other clients as banks, insurances, financial institutions, consulting, communications and IT which require a non disclosure.

In partnership with the packaging agency [Chilli Design](#) in Barcelona: Danone Spain, Danone Austria, ONO.

Clients, training:

[Sole 24 Ore Formazione](#), Scuola Superiore Reiss Romoli, Scuola Amministrazione Aziendale dell'Università di Torino, LUISS, Università Cattolica del Sacro Cuore di Milano,

[Ateneo Multimediale](#) Milano, Scuola Politecnica Design Milano, Formaper-Camera di Commercio di Milano, Omnitel-Vodafone, Telecom Italy Learning System, [LRA](#) and others.

I would like to have **you** in this list. If you think I could be a solution to some of your problems, please get in touch...

Contact...

Happy to see you here.

I hope you are interested in my work. I hope that I gave you the right impression - that you think I might be a good potential partner for your business.

Of course, all I managed to do is to make a convincing web site.

So, please, ask for more information and verify for yourself how good I could be.

Get in touch, send me an e-mail. Ask. Verify if I could help you solve your specific problem. Write to me.

I will answer as soon as possible. And, if you like or need, we could then start a conversation, to better understand each other - via e-mail, chat or skype.

Roberto Venturini: Background

2001 - : **Consultant, Owner (Venturini.biz)**. Marketing, Communication, eMarketing. Key Clients: Gruppo Valtur (Tourism), Renault, Aton (wireless solutions for logistics), Plush Barcelona (Brand and design consultancy), REID Consultores Barcelona (Integrated consultancy support), Renault, Format Unlimited, TOROC (Winter Olympics Torino 2006), Prada Fragrances, Abm Italia, EuroPMI, Connexia Softpeople and others. In partnership with Chilli Design in Barcellona (Packaging and design): Danone Spain, Danone Austria, ONO and others.

1994 – Teacher specializing in Marketing, Communication and eMarketing. Among key Clients: Sole 24 Ore Formazione (education branch of the main Italian financial newspaper), Scuola Superiore Reiss Romoli, Telecom Italia Learning System, Scuola Amministrazione Aziendale dell'Università di Torino, LUISS, Università Cattolica Milano, Ateneo Multimediale Milano, Scuola Politecnica Milano, Formaper-Camera di Commercio di Milano, Omnitel-Vodafone.

2000-2001 - Partner, Commstrategy Consulting Milano, consulting company for Digital Marketing ed e-Business. Client Management, strategic development for Marketing and Communication. Among key clients: Andersen Consulting (partnership projects), leading Italian banks and insurance companies, Fininvest Internet activities, Gsmbox (mobile marketing communications).

1997 – 2000 Account Director and Digital Marketing Strategist, McCann & Interactive Milano. Interactive unit of advertising agency McCann Erickson Italiana, specializing on new media communication and traditional advertising for hi-tech clients. Among key clients: Microsoft, Travelonline, we@bank (online branch of the Banca Popolare di Milano), Tin.it, Nestlè, Buitoni, L'Oreal. In charge of the participation of the agency to the European research projects AMUSE (Interactive TV) and TRADE (e-commerce).

1989 – 1997 Account Director and Planner, BBDO Italy (advertising agency). In charge of the management of international clients such as Apple Computer, Pepsi Cola, Gillette. In charge of planning and strategy development Since 1995 in charge of the interactive unit (Cyberio)

1986 – 1989 Account Executive, Saatchi & Saatchi Milano (advertising agency).

1984 – 1986 Product manager, Soremark (Ferrero Luxemburg). In charge of marketing testing for experimental products.

EDUCATION Diploma Universitario In Amministrazione Aziendale (Business Administration) Scuola di Amministrazione Aziendale, Università di Torino (110/110 cum laude)