

MY IDEAS

EMPOWER YOUR FUTURE
WITH US CREATIVELY
AND SUSTAINABLY

Where ideas thrive and results speak louder than words

About MyIdeas



ABOUT MYIDEAS

At MyIdeas, we're not just a marketing agency, **we're your strategic partner for growth, innovation.** We bring over 20 years of marketing expertise to our partnerships with businesses in Portugal, Europe, Angola and beyond.

Sustainability is at the heart of everything we do, for the long-term well-being of all.

A PASSION FOR SUSTAINABLE MARKETING

MyIdeas is committed to **driving sustainable innovation in marketing and communications with the aim of transforming business practices and consumer behaviour for the long-term benefit of society and the planet.**

Our ambition is to lead by example in the industry, ensuring that **each project meets our clients' needs and makes a positive contribution to environmental conservation and social responsibility.**

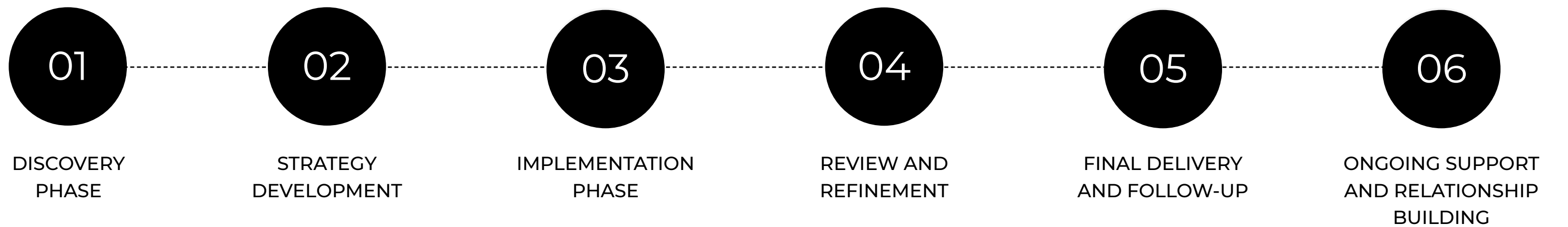
We want to fulfil our purpose and ensure that **sustainability is built into every solution, reducing our clients' (and our own) carbon footprint and increasing your company's commitment to a sustainable future.**

At MyIdeas, we harness the power of creativity to turn your business challenges into growth opportunities based on sustainable practices.

CLIENT JOURNEY

We believe in **building lasting relationships** through a clear and structured client journey that exceeds our clients' expectations. This framework was designed to **deliver a holistic and personalised experience, ensuring that from first contact to final delivery and beyond, every interaction with MyIdeas adds value and builds towards your strategic goals.**

NAVIGATING YOUR PATH TO SUCCESS



OUR COLLABORATION MODELS

We offer flexible working models to suit your specific needs, ensuring sustainable practices for a better future. Whatever model you choose, our aim is to help you grow your business while maintaining our commitment to sustainability.

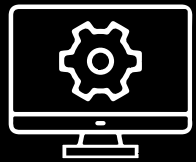


PROJECT-BASED COLLABORATION

For clients who need help with specific marketing and communications projects.

Benefits

- Clear scope and deliverables.
- Fixed timelines.
- Budget predictability.

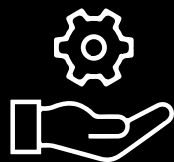


RETAINER-BASED MODEL

For clients who prefer to delegate their entire marketing function to an expert team.

Benefits

- Access to a dedicated team of experts.
- Ongoing support.
- Clients can focus on core business activities.

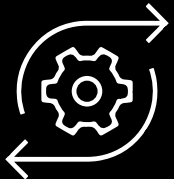


CONSULTING AND TRAINING

For clients who need strategic guidance and skills development for their internal teams.

Benefits

- Empowered internal teams.
- Tailored guidance.
- Opportunity to build internal capacity.



HYBRID MODEL

A customisable approach that combines elements of project-based, outsourcing, and retainer-based models.


Benefits


- Flexible and scalable.
- Tailored to the client's specific needs.
- Allowing seamless transitions between different types of support.





WHY CHOOSE MYIDEAS?


We understand that **choosing a partner for your business** needs is more than finding a service provider – it **is about finding a team that shares your vision and is committed to making it a reality.** Lead with innovation, succeed with MyIdeas!


 **Expertise and Experience**
With over 20 years in the industry, MyIdeas has a wealth of knowledge and experience across a range of sectors.


 **Commitment to Quality**
Our attention to detail and commitment to excellence sets us apart and provides our clients with results that are both effective and impactful.

 **Ongoing Support and Growth**
Our goal is to grow with our customers and partners, continually finding new ways to add value and drive your business forward.

 **Sustainability and Responsibility**
We integrate environmentally responsible practices into all our projects and operations and help our clients improve their green credentials by adopting strategies that reduce their environmental impact.

 **Tailor-made Solutions**
We pride ourselves on our ability to tailor our solutions to meet each client's unique challenges and objectives.

 **Client-centric Approach**
We believe in building partnerships. Our approach is highly collaborative and transparent, involving our clients at every step of the process.

 **Proven Track Record**
We have helped countless companies achieve their marketing goals, enhance their brand presence, and streamline their operations.

What
We Do



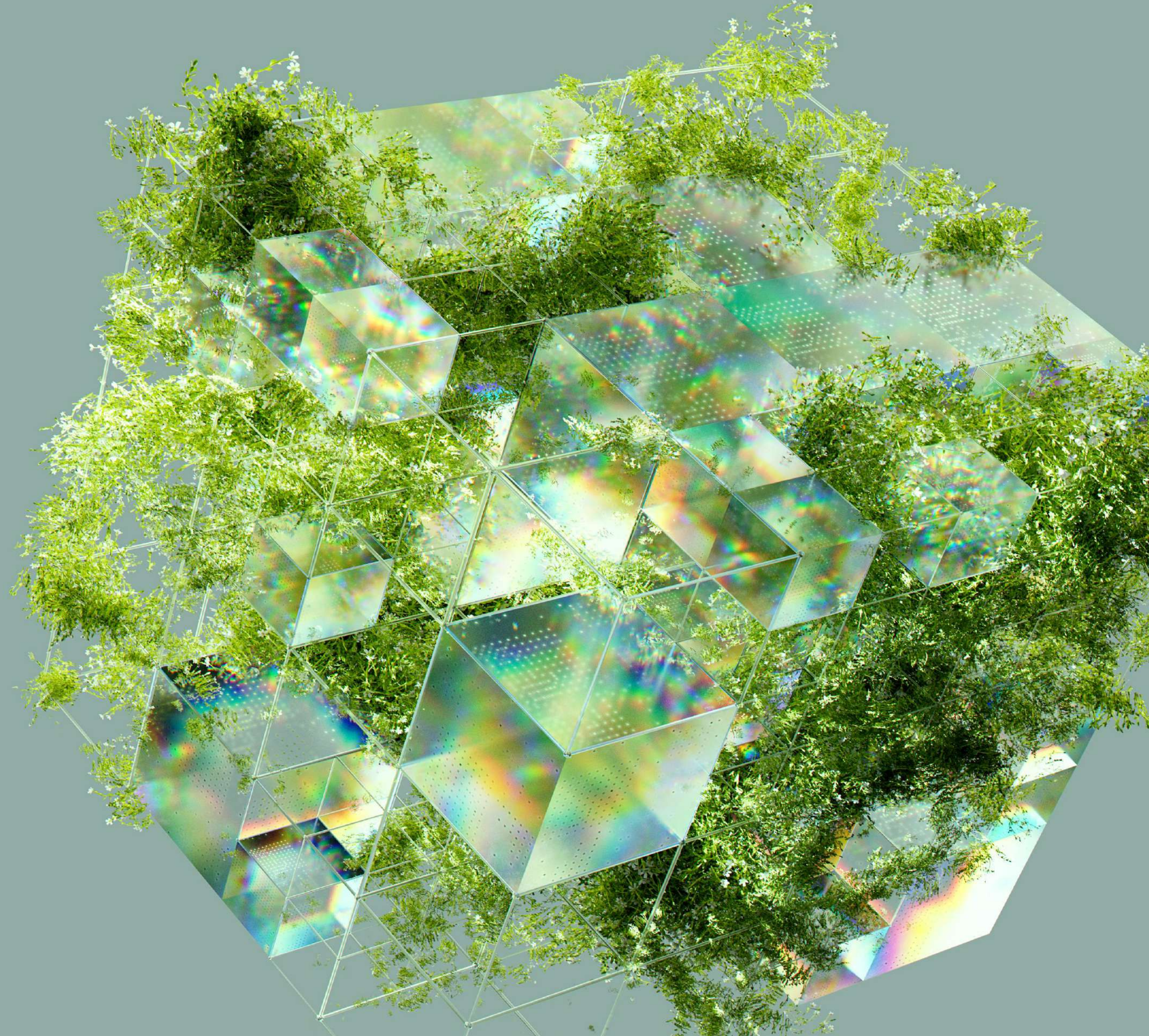


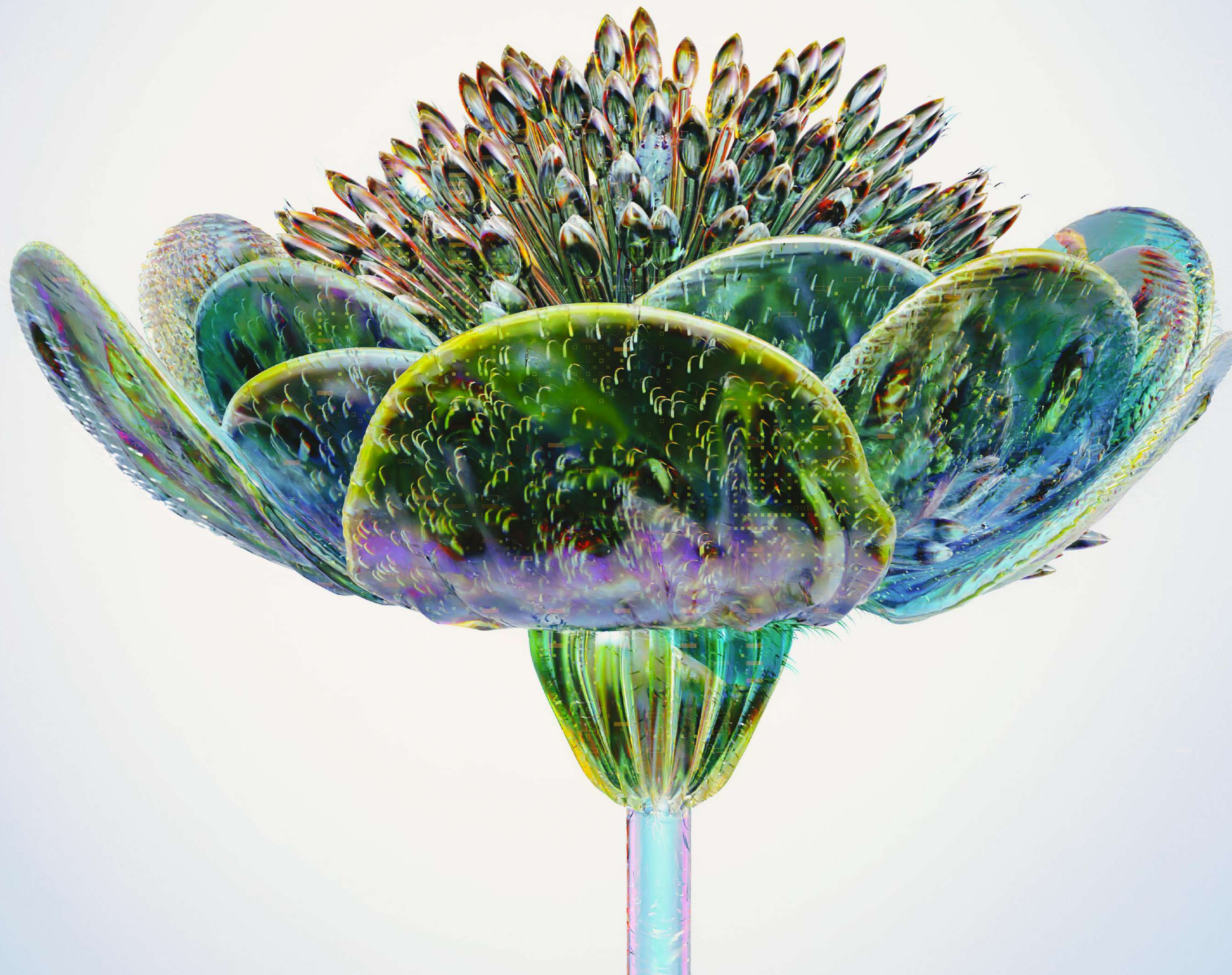
WHAT WE DO

We offer a comprehensive suite of marketing and communications solutions designed to address the unique challenges and opportunities facing businesses today. We integrate sustainability into every strategy, ensuring that our impact goes beyond business success to make a positive contribution to society and the environment.

- 1 SUSTAINABLE MARKETING**
We offer marketing solutions that not only promote your brand, but also promote sustainability, demonstrating both your and our commitment to making a positive impact on the planet.
- 2 MARKETING STRATEGIES**
Our strategic marketing plans are tailored to align closely with your long-term goals and set your business up for sustainable success in a dynamic marketplace.
- 3 BRANDING**
We create compelling brand identities that align with your core values, promote sustainable business practices and create positive consumer perceptions.
- 4 WEBSITES**
Create a digital presence that reflects your brand's commitment to sustainability with our eco-friendly website design and development services.
- 5 SEO**
Improve your online visibility and attract more eco-conscious customers with our search engine optimisation services designed to target sustainability-minded audiences.
- 6 SOCIAL MEDIA**
Engage with your community through tailored content that highlights your sustainability efforts and builds meaningful connections across all social platforms.
- 7 PUBLIC RELATIONS**
Our PR services help you manage your brand's reputation and build strong, lasting relationships with key stakeholders, highlighting your sustainability initiatives.
- 8 GOOGLE ADS**
Increase your visibility and attract targeted leads with our Google Ads management, focusing on cost-effective and accurate advertising solutions that highlight your commitment to sustainable practices.

Sustainable Marketing





SUSTAINABLE MARKETING

At MyIdeas, sustainability is at the heart of our approach.

We are committed to helping our clients and partners move towards more sustainable business practices by integrating environmental, social and economic considerations into our strategic offerings.

Our team actively develops marketing solutions that promote your brand and advocate sustainability, reflecting your and our commitment to making a positive impact on the planet.

OUR SUSTAINABLE MARKETING SOLUTIONS

Strengthen your brand with our comprehensive suite of sustainable marketing services designed to reflect and reinforce your commitment to sustainability.



PURPOSE

Collaborating with our clients to discover and define their unique purpose that aligns with their sustainability goals. We believe that a clearly articulated purpose is fundamental to sustainable business success.



MESSAGING STRATEGY

Developing effective messaging that communicates your commitment to sustainability, using compelling narratives and value propositions that appeal to eco-conscious consumers.



CONTENT CREATION

Producing engaging, high-quality content that highlights your sustainability initiatives, including blogs, social media posts, infographics, videos and case studies.



WEBSITE DEVELOPMENT

Enhancing your online presence with a sustainability-focused design that ensures your digital footprint meets green standards and demonstrates your commitment to sustainable practices.



CAUSE MARKETING INITIATIVES

Engaging with relevant environmental causes and organisations to enhance your brand's reputation and deepen customer loyalty through cause-related marketing.



EDUCATIONAL CAMPAIGNS

Creating educational initiatives to educate customers about sustainability challenges and your brand's efforts to address them, potentially including webinars, workshops and interactive content.



BRAND IDENTITY

Creating a visual identity that reflects your sustainability ethos, from eco-friendly logo designs to sustainable colour schemes and comprehensive brand guidelines.



STAKEHOLDERS COMMUNICATION

Strategically engaging stakeholders – customers, employees, investors and the community – to transparently communicate your sustainability goals, achievements and ongoing efforts.



SUSTAINABILITY REPORTING

Creating visually appealing, accessible sustainability reports and impact statements that effectively communicate your environmental and social contributions.



PROMOTING GREEN CERTIFICATIONS

Highlighting your green certifications and eco-labels helps build credibility and trust with target audiences.



GREEN CAMPAIGNS

Creating targeted marketing campaigns around your sustainable practices and products to engage and grow your audience across multiple digital platforms.



SOCIAL MEDIA ENGAGEMENT

Build and manage a community of sustainability advocates on social media platforms to encourage discussion, share green tips and promote the client's green initiatives.



TAKE YOUR BUSINESS TO THE NEXT LEVEL!

We'd love to hear about your projects and discuss how we can help turn your ideas into reality. Whether you need a full-service marketing strategy or targeted campaign support, we're here to help you succeed.

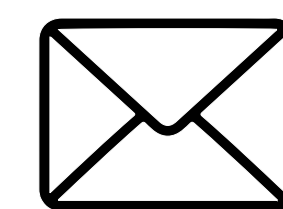
GET IN TOUCH!



R. Abranches Ferrão, 23, 1º andar
1600-296 Lisboa, Portugal



(+351) 210 150 871
(+351) 938 569 196



info@myideas.pt

www.myideas.pt