

Calipers

Calipers is digital marketing agency specialized in complete marketing service. The company services are creating of marketing strategy, design, web development, online marketing and internet advertising.

Products

Marketing Strategy

Includes study, analyzing, construction of communication strategy, creation of action plan, goals setting, KPI defining, complete management, monitoring and development.

Identity

Creation of identity of the company, the product, the project. Includes concept, full graphic design of all promotional materials, multimedia design - presentations, advertisements, banners, splash screens, flash games, interactive applications etc.

Web Development

Design and development of websites - corporate websites, landing pages, promotional websites, informational websites, personal websites, blogs and forums. The process includes maintenance and further development of all web applications that Calipers creates. The management of the content in them is organized through Calipers CMS - useful tool with numerous functionalities.

Online Marketing

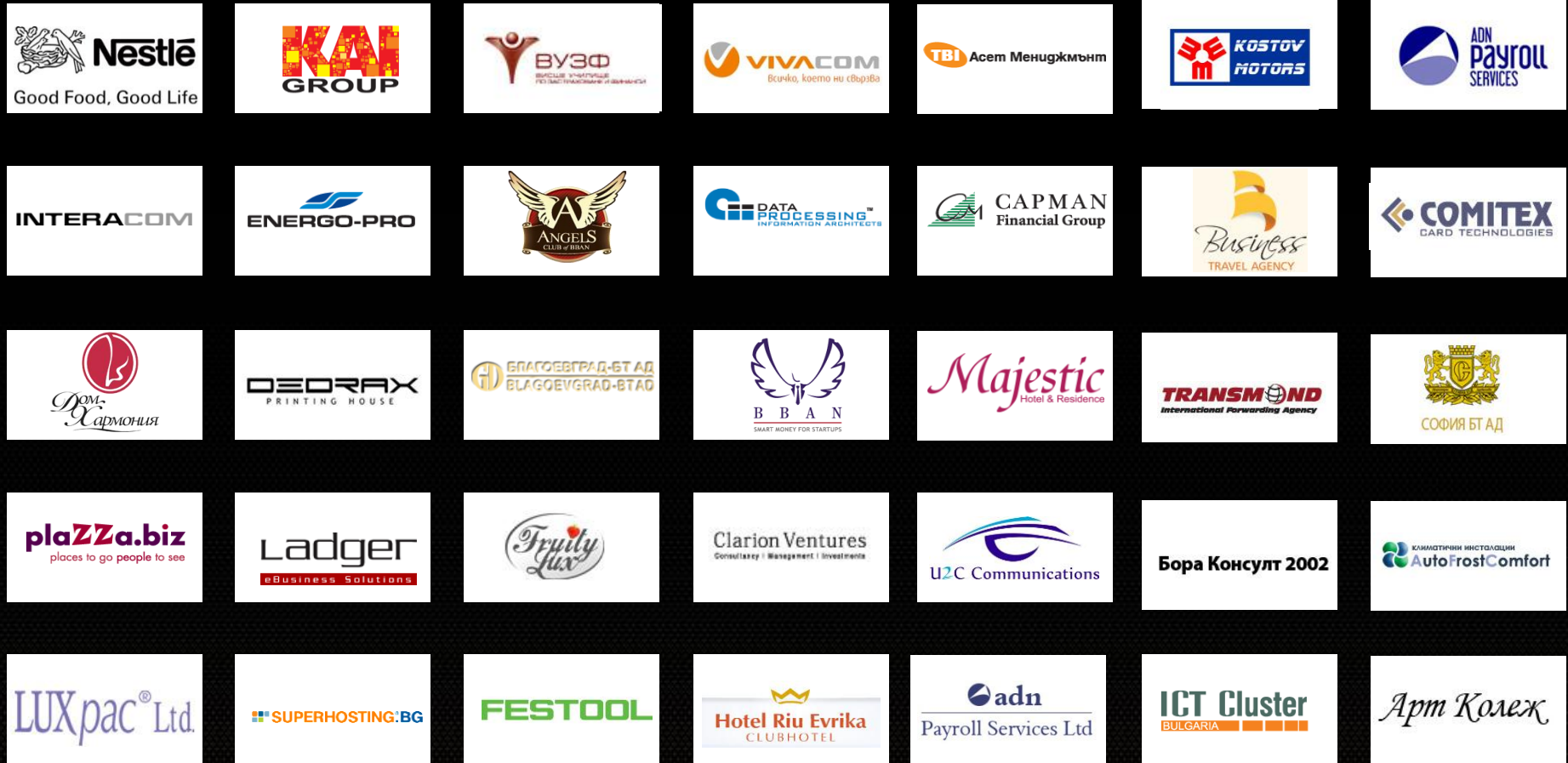
Online marketing includes Search Engine Optimization (SEO), Search Engine Submission (SES) –automatic and manual, E-mail marketing, Marketing in social networks, Copywriting and Content management.

Internet Advertising

The process of online advertising includes media planning and buying, management and reporting of online campaigns.

Calipers offers its services as part of a comprehensive process, as well as independent projects.

Clients



and more...

Projects



SuperHosting.BG – online presentation 2010 - 2011

Marketing strategy: Online communication strategy 2010

Design: Advertising banners, Advertising materials

Web development: Website, landing pages

Online marketing: Marketing on social networks

Internet advertising: Complete online campaign, Campaign on social networks



VUZF – online presentation (2009 - 2011)

Design: Advertising banners, Advertising materials

Web development : Website, Blog, Forum, Product web site, Promotional website

Online marketing : Marketing on social networks

Internet advertising : Complete online campaign, Campaign on social networks

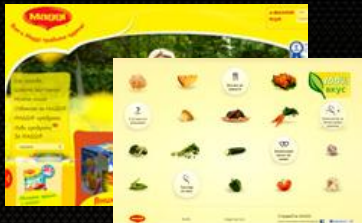


Luxpac – online presentation (2009 - 2010)

Web development : Promotional website, Blog

Online marketing : Marketing on social networks

Internet advertising : Complete online campaign, Campaign on social networks



MAGGI – online presentation (2009 - 2011)

Design: Advertising banners, Identity

Web development : Website, Content management, Flash game

Online marketing : Search Engine Optimization (SEO), Search Engine Submission (SES), E-mail marketing

Проекти



Blagoevgrad-BT – online presentation (2009 - 2010)

Web development: Website



Dom Harmonia – online presentation (2010)

Design: Identity, Advertising materials

Web development : Website, Promotional website

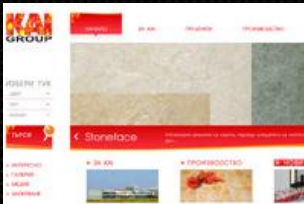
Online marketing : Search Engine Optimization (SEO), E-mail marketing



Energo-Pro Bulagria – online presentation (2008)

Design: Graphical design

Web development: Corporate website



KAI – online presentation (2010)

Design: Identity 3D Kai Builder, Advertising banners

Web development: Website (2005), Website (2009), Blog

Online marketing : Search Engine Optimization (SEO), Search Engine Submission (SES), E-mail marketing, Content management, Marketing on social networks

Internet advertising : Complete online campaign, Campaign on social networks

Projects



Print Base Dedrax Varna – online presentation (2009)

Design: Advertising banners

Web development : Promotional website



Bulgarian Business Angels Network (BBAN) – online presentation (2010)

Marketing strategy: Complete communication strategy 2009 - 2010

Design: Advertising banners, Identity, Advertising materials

Web development: Website

Online marketing : Search Engine Optimization (SEO), Search Engine Submission (SES), E-mail marketing, Content management, Marketing on social networks

Internet advertising : Complete online campaign, Campaign on social networks



Impero – online presentation (2011)

Marketing strategy : Цялостна комуникационна стратегия 2010 – 2011

Design: Advertising banners, Identity, Advertising materials

Web development : Promotional website, Blog

Online marketing : Search Engine Optimization (SEO), Search Engine Submission (SES), E-mail marketing, Content management, Marketing on social networks

Internet advertising : Complete online campaign, Campaign on social networks



Angels Club of BBAN – online presentation (2009)

Marketing strategy : Complete communication strategy 2009

Design: Advertising banners, Identity, Advertising materials

Web development: Promotional website

Online marketing: E-mail marketing

Projects



Start Business – online presentation (2009)

Marketing strategy: Complete communication strategy 2009

Design: Advertising banners, Identity, Advertising materials

Web development: Website

Online marketing: Search Engine Optimization (SEO), Search Engine Submission (SES), E-mail marketing, Content management, Marketing on social networks

Internet advertising: Complete online campaign, Campaign on social networks



Ladger – online presentation (20101)

Marketing strategy: Complete communication strategy 2010 - 2011

Design: Advertising banners, Identity, Advertising materials

Web development: Website , Blog

Online marketing: Search Engine Optimization (SEO), Search Engine Submission (SES), E-mail marketing, Content management, Marketing on social networks

Internet advertising: Complete online campaign, Campaign on social networks



AII Data Processing – online presentation (2010)

Design: Advertising banners, Advertising materials

Web development: Website , Products websites

Online marketing: Search Engine Optimization (SEO)



Hotel Club Evrika – online presentation (2010.)

Design: Advertising banners

Web development: Website , Landing pages

Online marketing: Search Engine Optimization (SEO), Search Engine Submission (SES)

Projects



Financial Group Capman – online presentation (2008)

Design: Logo Capman Trader, Advertising banners, multimedia presentation on COBOS, Splash screens

Web development: Website



TBI Asset Management – online presentation (2007)

Design: Design of templates for portfolio of investors, Advertising banners

Web development: Website

Online marketing: Search Engine Optimization (SEO)



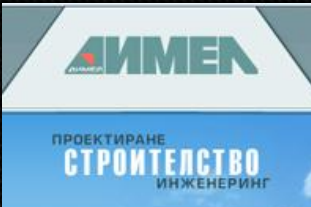
Majestic Hotel & Residence – online presentation (2007 - 2010)

Design: Advertising banners, Identity, Advertising materials, Offline advertisings

Web development: Website, Landing pages

Online marketing: Search Engine Optimization (SEO), Link building

Internet advertising: Complete online campaign 2009 and 2010.



Construction Company Dimel – online presentation (2008)

Web development: Website

Online marketing: Search Engine Optimization (SEO), Search Engine Submission (SES)

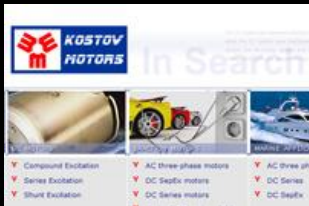
Projects



Print Base Dedrax Varna– online presentation (2008)

Design: Advertising banners

Web development: Promotional website



Kostov Motors – online presentation (2008)

Design: Identity of Elprom-EMC, Identity of Kostov Motors, Identity of NanoBuild

Web development: Website Elprom-EMC (2004), Website (2009)

Online marketing: Search Engine Optimization (SEO)



Art Collage – online presentation (2010)

Online marketing: Marketing on social networks, Copywriting



AutoFrostComfort – online presentation (2010)

Online marketing: Marketing on social networks, Copywriting

Projects



Vivacom – online presentation (2010)

Web development: Website

Online marketing: Search Engine Optimization (SEO)



SeeNews – Know How to SEE – online presentation (2007)

Design:

Logo SeeNews

Advertising banners SeeNews – The Corporate Wire

Advertising space SeeNews – The Corporate Wire

Advertising banners SeeNews

Logo SeeNews Financial Forum

Design of souvenirs

Advertising space SeeNews Financial Forum

Web development:

Website

Website BIF

Website SeeNews

Website SeeWire

Website SeePassport - Your Business Gateway to Southeast Europe

Website SeeProfiles

Website SeeNews TOP 100

Website SeeNews Financial Forum

Online marketing:

SeeNews Search Engine Optimization (SEO)

Awards

Bulgarian Web Awards, 2010

- Website **MAGGI Bulgaria** (<http://maggi.bg/>) – first place in “Foods and Drinks”
- Website **StartbusinessBG** (<http://startbusiness.bg/>) – first place in “Services and Consulting”
- Website **Blagoevgrad BT** (<http://blagoevgrad-bt.com/>) - nomination in „Mining and manufacturing”
- Website **KAI** (<http://kai.bg/>) – nomination in „Architecture and Construction”

Computer Space, 2009

- Website **Angels in BBAN** (<http://angels.bg/>) – third place in “Society and Institutions”

BG Site 2009

- Website **MAGGI Bulgaria** (<http://maggi.bg/>) – third place in “Corporate website”
- Website **Startbusiness** (<http://startbusiness.bg/>) – third place in “Cause, event, community”
- Website **Angels in BBAN** (<http://angels.bg/>) – nomination in “Cause, event, community”
- Website **Higher School of Insurance and Finance**(<http://vuzf.bg/>) – third place in “Education and Science”

International Media Awards For Web Albena, 2008

- nomination in “Technology”, WiMAX by Nexcom
- nomination in “Tourism”, Prin Residence – official web sites for touristic complexes

International Forum “Computer Space”, 2008

- Third place in " Society and Institutions ", Bulgarian Business Angels Network (BBAN)

International Forum “Computer Space”, 2007

- Third place in "Society and Institutions", Center for information for psychological health - Blagoevgrad – official website

Awards

International Media Awards for Web Albena, 2006

- First place in category "Finance", Saxo Trader - Web site online trading
- Nominated in the category "NGO" Global Initiative on Psychiatry - official website

National Competition BG Site "Go from here!", 2006

- Third place in the category "Health" Information Center for Mental Health - Blagoevgrad - official website

International forum "Computer Space", 2005

- First place in category "Web Design - hobbies and entertainment, Formula1.com
- Special Prize of Microsoft Bulgaria in the category "Best Project in the products of Microsoft, Formula1.com

International Media Awards for Web Albena, 2004

- Third place in the category "Finance", Benchmark Group - official website
- Complementary Award in the category "Portal site", Comfort.bg - portal web site for furniture, construction and architecture

National Competition BG Site "Go from here!", 2004

- Third place in the category "Finance", Benchmark Group - official website

The Team

- **Dora Vassileva** (CEO)
- **Veselin Georgiev** (CTO, SEO)
- **Vladislav Kosev** (Web developer, Web architect)
- **Mihail Ilinov** (Web developer)
- **Miroslav Doichinov** (Web developer)
- **Kostadin Stoilov** (Creative Director)
- **Albena Toncheva** (Web Designer)
- **Katerina Baeva** – (Web Marketing Account)
- **Ana Valeva** – (Copywriter)

Partners



Ladger

<http://ladger.com/>



SuperHosting.BG

<http://superhosting.bg/>



Bulgarian Web Association

<http://bwa.bg/>



MadeInSofia

[http://www.madeinsofia.net /](http://www.madeinsofia.net/)

Calipers

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follow us



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