

# Digital Marketing Analysis

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ITCNET  
LASA IT-UL IN SEAMA NOASTRA

The logo for ITCNET features the text "ITCNET" in a large, white, bold, sans-serif font with a slight drop shadow. The letter "I" has a blue vertical bar on its left side. Below the main text, the tagline "LASA IT-UL IN SEAMA NOASTRA" is written in a smaller, blue, all-caps, sans-serif font. The logo is centered between two horizontal black lines, with a small red dot positioned above the second line.

# COMPANY DESCRIPTION

- ITC it's an internet services provider, which offers facilities such as hardware and software solutions, maintenance and phone services.
- They are known for more than 20 years on the Romanian Market.
- ITCNET it's a branch of The Institute for Computers.

# ANALYSIS & IMPROVEMENTS

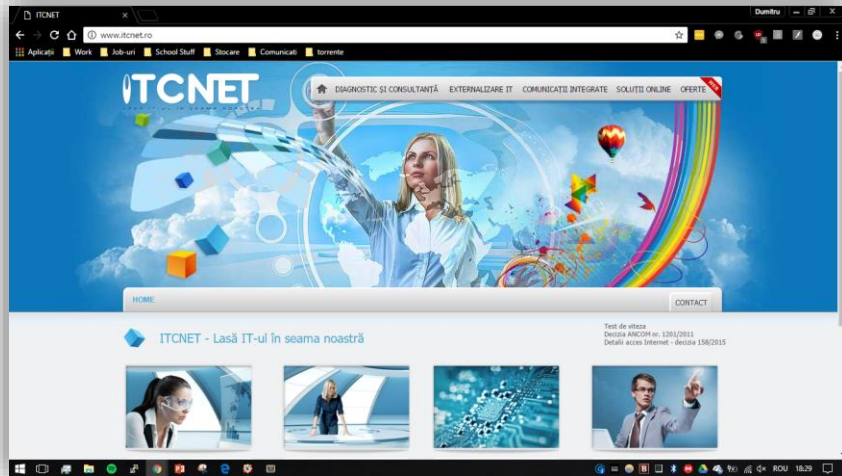
- Website
- Social media
- Services
- Feedback
- General Information



# WEBSITE

The analysis was made on [www.itcnet.ro](http://www.itcnet.ro),  
the Romanian version  
of the website.

Desktop



Mobile



Tablet



## IMPROVEMENTS

The main improvements should be done on:

- Re-design
- Device friendly website
- SEO
- International website



# SOCIAL MEDIA

The main targets on social media are Facebook, Twitter, Youtube, Skype, Google+ and LinkedIn.



# SERVICES

The main improvements should be done :

- Competitive prices
- Better presentation
- Wide variety of services
- Better customization of product selections



# FEEDBACK

- The only kind of feedback we could find online from their employees .
- New ways of receiving feedback from employees ,customers and other entities.
- Creating pools and draw conclusions from them, so in the future the mistakes won't be repeated.





## GENERAL INFORMATION

- Improve contact information on google
- Rasing awareness about the brand and services
- The listing of their available jobs should be more specific



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