

strativ.

Empowering your digital journey

Our Guiding Principles

be strategic

be creative

be *strativ.*

*Your identity is unique.
Our responsibility is to shape and communicate it with precision and intent.*

**HI
WE ARE
*strativ.***

We believe in authentic marketing, built on your values and developed to effectively reach your target audience.

The People Behind

EVA



Co-founder



- ★ EDHEC graduate in Digital Marketing, with over 6 years of experience.
- ★ Social Media & Influence Manager with a proven track record in international markets (UK, MC, SRB).
- ★ Digital strategy, content, and marketing campaigns expert.
- ★ Collaborated with: QB, Suisscourtage, Zepter; also a UGC Creator.

ELLIOT



Co-founder

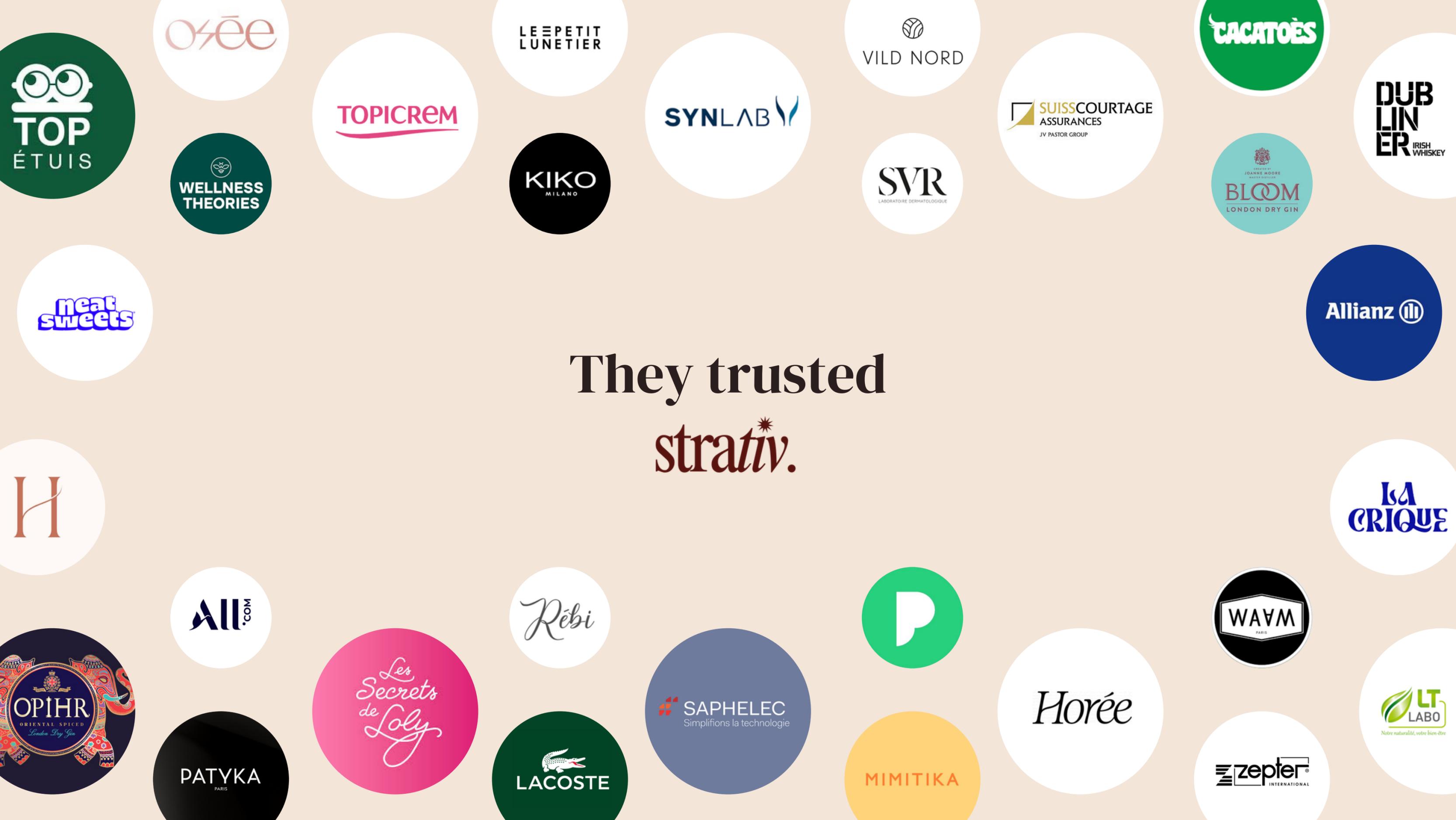


- ★ Athlete and Brand Ambassador for Lacoste (13 years).
- ★ Former professional tennis player, career-high ATP ranking of 198.
- ★ Public Relations Expert.
- ★ Specialist in Visual Branding and Client Growth.



Internal Expertise

- ★ Community Manager
- ★ Local Representative
- ★ Video Editor



They trusted
strativ.

strativ.'s Core Expertise



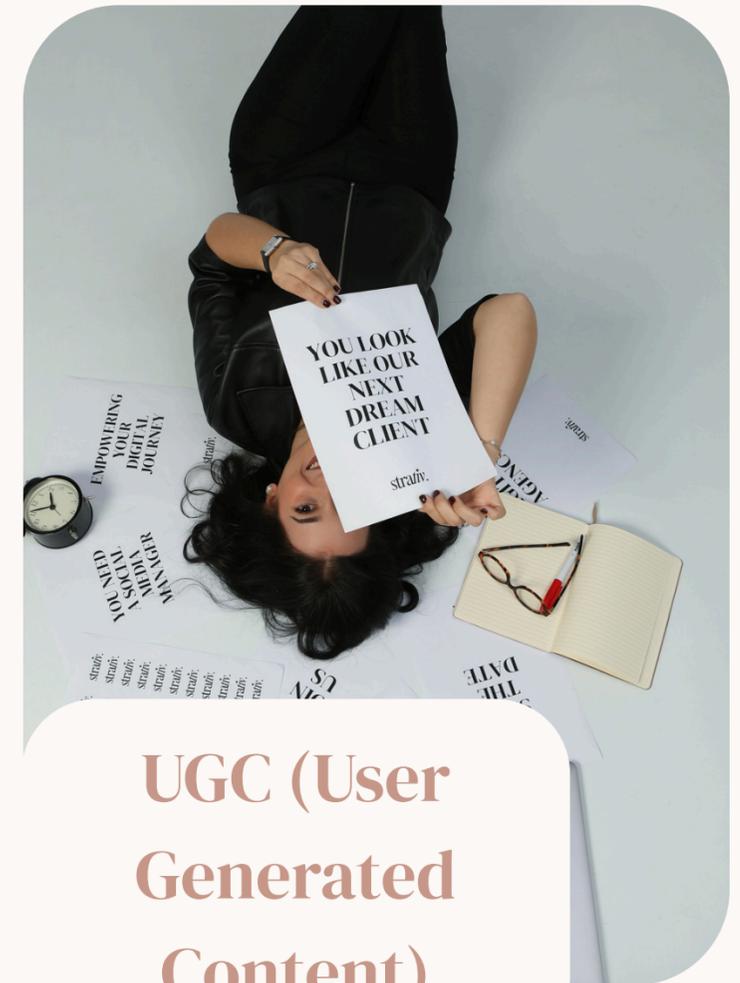
**Full
Digital
Strategy**



**Social
Content
Creation**



**Social media
& Community
Management**



**UGC (User
Generated
Content)**

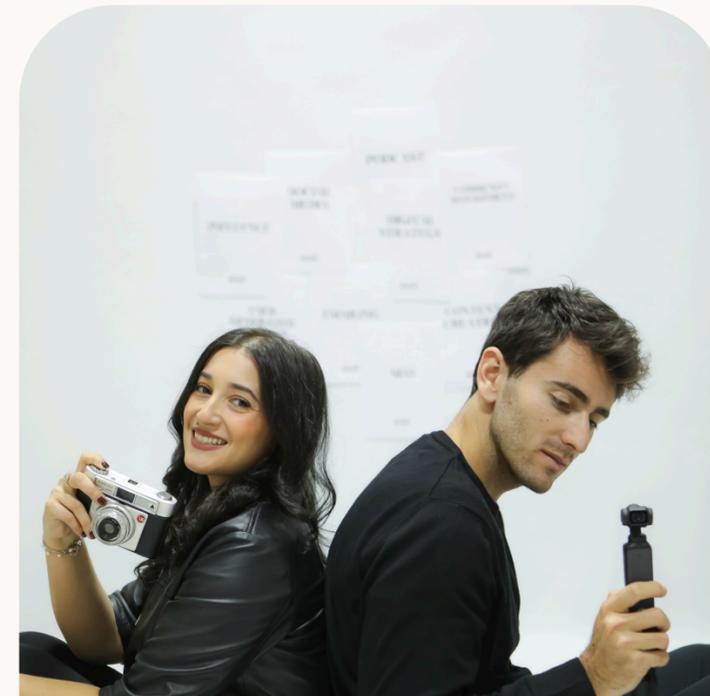
strativ.*s Core Expertise



**SEO &
Web
Redaction**



**Podcast
Development
& Production**



**Influencer
Marketing &
Partnerships**



**Emailing
&
Newsletters**

Our Approach



Strategy

Our approach ensures a clear, **goal-oriented strategy** that establishes **solid, sustainable foundations**.



Creation

We produce **captivating, visually appealing** content that **connects** with **your audience** and **conveys your story**.



Action

We **implement the strategy** with **rigour** and **coherence**, delivering a **seamless** and effective **rollout**.



Insights

We **assess** every outcome, **track its impact**, and **continuously optimize** to **enhance results**.

Designed for you

Our support services

PREMIUM Social Media Support

Strategy
Plan

Social
Media

Content &
Reporting

KPI

- ★ Engagement rate & community growth
- ★ Organic reach per month
- ★ Profile views
- ★ Reels analytics (views, watch time, engagement)
- ★ Monthly followers & audience growth

Objectives



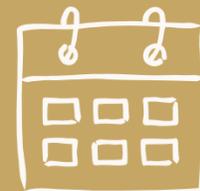
Set up the brand's digital presence, strengthen its social media identity, develop an engaged community, and deliver initial organic impact.

Deliverables

- ★ Complete audit & strategic guidance
- ★ Brand identity development & monthly editorial planning
- ★ 6 to 10 posts monthly (photos, carousels, and reels)
- ★ 8 weekly stories
- ★ Monthly detailed analysis & reporting

Timeline

Minimum 6-month
commitment



UGC Collaborations (user-generated content)

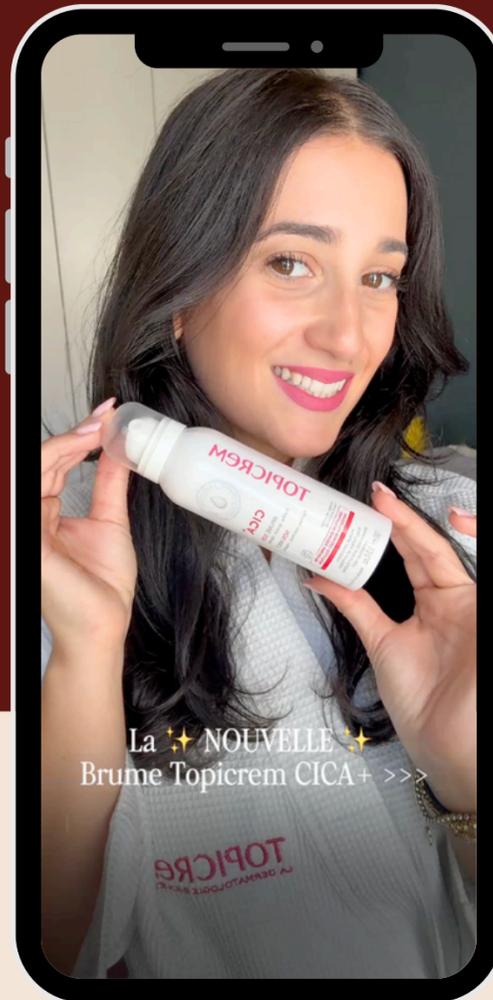
"To me, UGC isn't just about content. It's about understanding your vision, testing ideas, and sharing a message that truly connects. When we create together, the results come naturally." - Eva



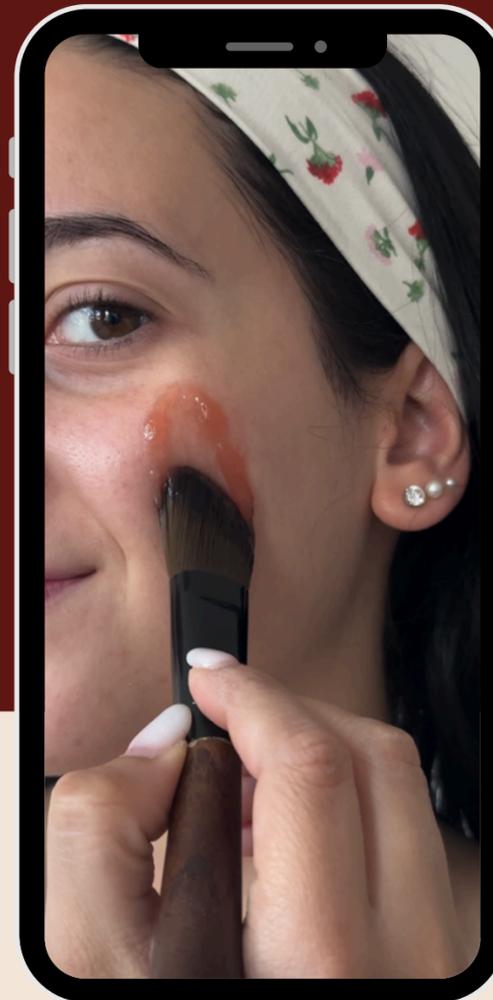
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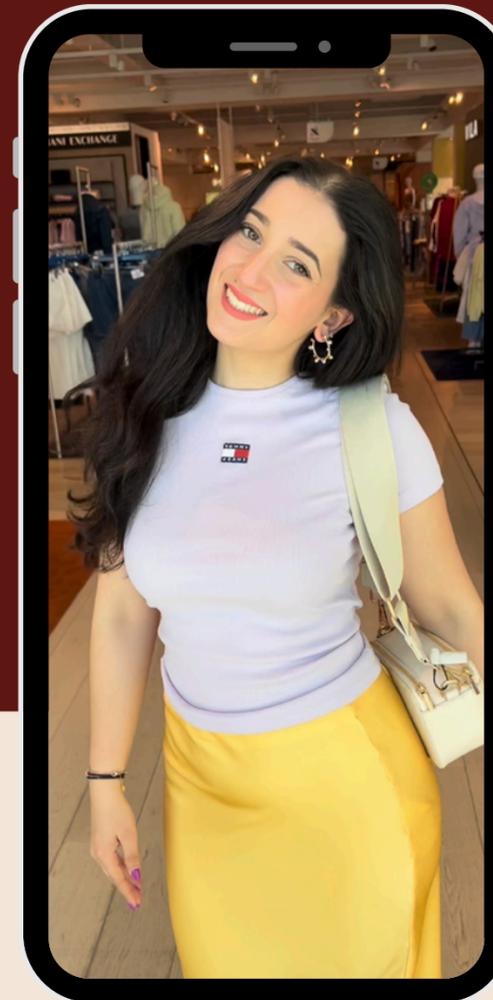
LT
LABO
Notre naturalité, votre bien-être



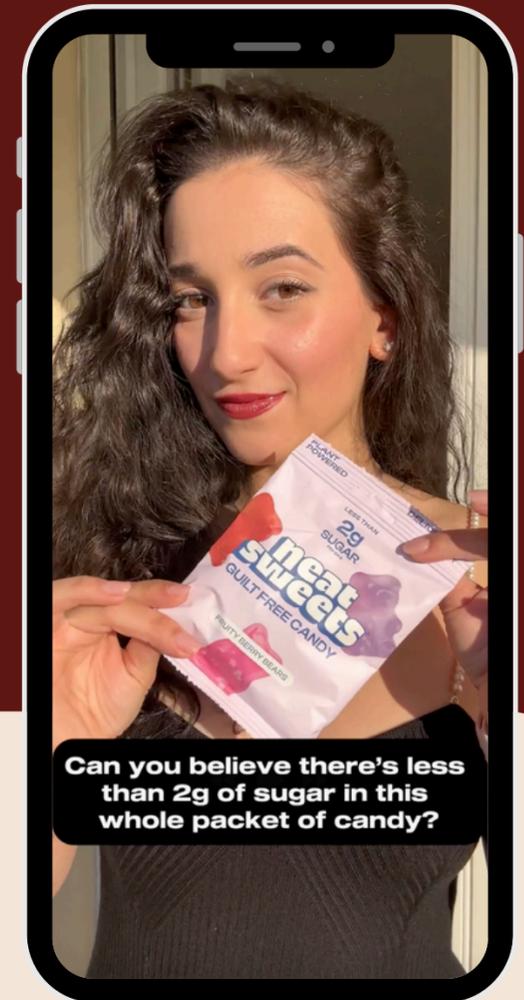
TOPICREM



Horée

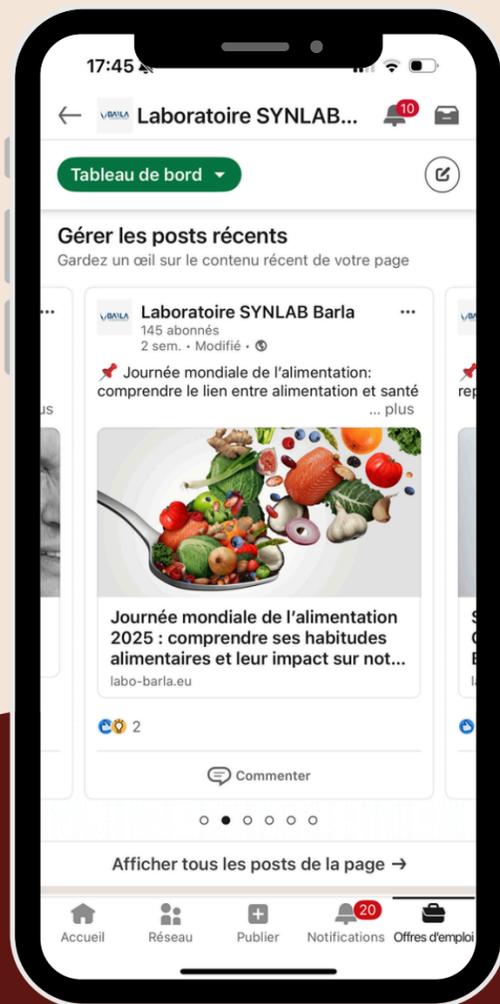


PRINTEMPS

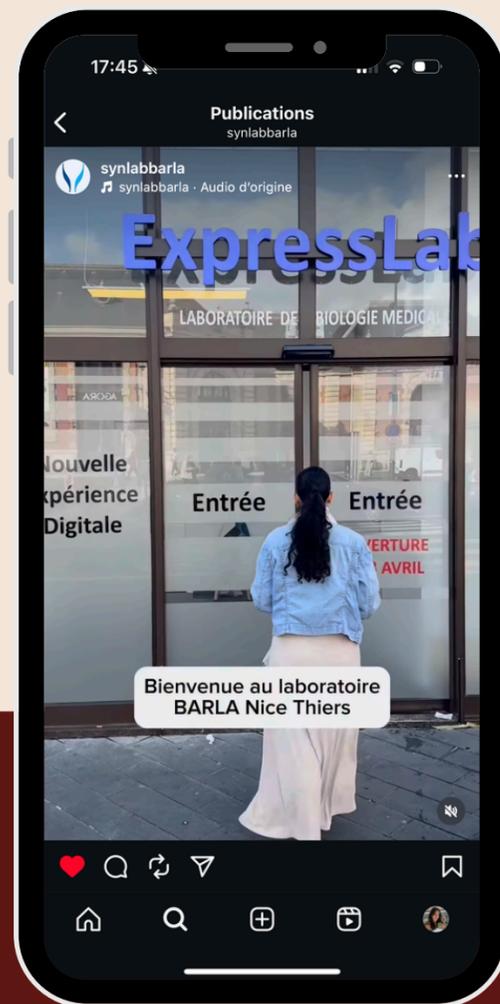


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sweets

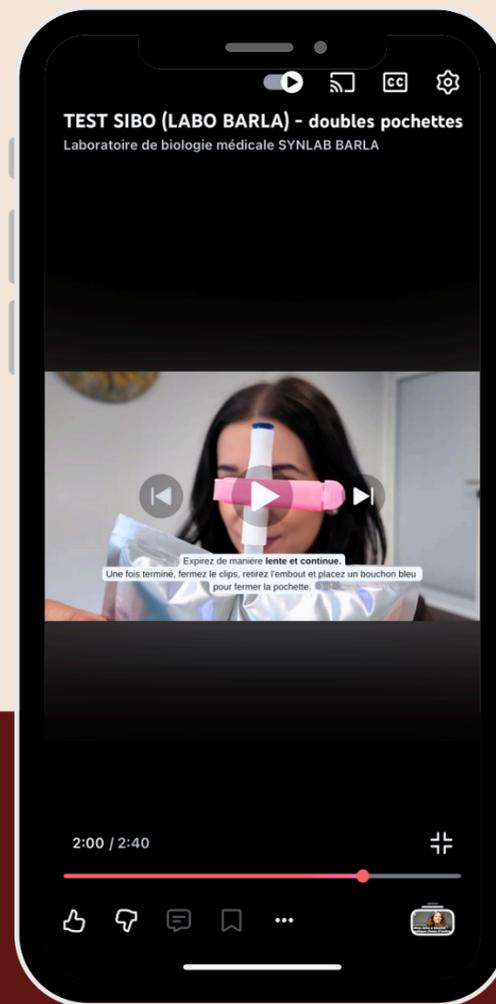
Other Projects



SEO & LinkedIn Content



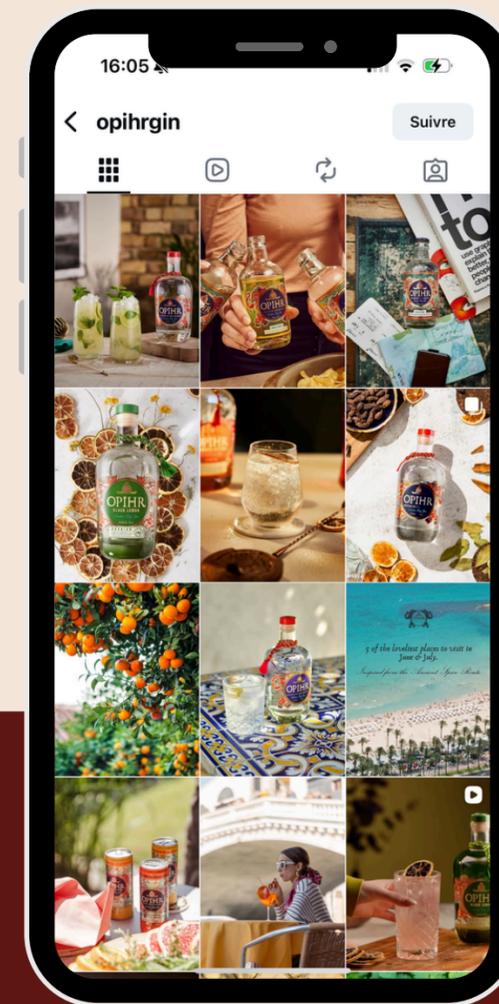
Lab Launch



YouTube Tutorial



Influencer Campaigns



Community Management



Stories Creation

Client Feedback

SYNLAB BARLA

I truly believe that any company or individual working with Eva would benefit from a dynamic, innovative, and experienced collaborator. Eva embodies the saying: "True talent knows no age".

TOPICREM

Working with Eva is an absolute pleasure! She is professional, attentive, and genuinely invested in the products and the project at hand. She has a keen eye for detail and aesthetics. She meets deadlines, respects requests and requirements, all while adding her personal touch. With Eva, you can be confident that your products will shine!

TOP ÉTUIS

We discovered Eva through the videos she created for a friend's company. Our first interactions were great and very reassuring. Eva quickly became proactive with ideas for our product and the type of videos we needed. We didn't even have to request any changes once we received the videos, as everything perfectly matched what we had envisioned and what she had explained to us beforehand. Working with her is a pleasure. She's very responsive and keeps us updated at every step. We can now wholeheartedly recommend her!

FIT GEAR PARIS

We wanted to firmly embed our business concept in the minds of our clients. Thank you, Elliot, for guiding us and creating a marketing and communication plan that truly reflects the values we wanted to convey.

FREELANCE SEO

I've had the opportunity to work with Eva & Elliot on numerous projects for different clients. If you're looking for a digital agency that is attentive, committed, and meticulous, STRATIV is the one to choose!

LT LABO

We worked with Eva to create UGC video content to promote our dietary supplement brand. The collaboration was smooth: deadlines were met, the visual quality was excellent, and our brief was fully understood. A professional collaboration with a responsive and attentive creator. We highly recommend her!

Your Tailored Strategy

The strategy is a **separate**, custom-made deliverable that is **billed separately** because it's a **required first step**.

ESSENTIAL

- ✓ **Audit & assessment** : Audit of **one** chosen social channel.
- ✓ **Profil Optimisation** : Simple recommendations, bio, photo, highlights.
- ✓ **Storytelling** : Simple positioning, main message and tone of voice.
- ✓ **Editorial Strategy** : **3 editorial pillars**.
- ✓ **Artistic Direction** : Simple moodboard.
- ✓ **Recommendations** : Content list **(10/15)**.
- ✓ **KPI & performance tracking** : Quarterly review.
- ✓ **Editorial Planning** : Example mini-schedule for **30 days**.

✗ **Newsletters** : not included.

✗ **SEO & web writing** : not included.

PREMIUM

- ✓ **Audit & assessment** : Full audit of **all existing channels**.
- ✓ **Profile optimization** : **Complete optimization** bio branding highlights social SEO optimization.
- ✓ **Storytelling** : Detailed positioning mission values multichannel messages.
- ✓ **Editorial strategy** : **6 to 8 editorial pillars** plus multichannel.
- ✓ **Artistic direction** : Complete artistic direction.
- ✓ **Recommendations** : Full creative concepts **advanced content ideas** scripts and **UGC content**.
- ✓ **Engagement & community** : Advanced plan responses engagement routines community strategy.
- ✓ **KPI & performance tracking** : Dedicated KPIs with performance tracking table and recommendations plus a **monthly review**.
- ✓ **Editorial planning** : Example of full editorial planning across **three months**.
- + **Newsletters / Emailing** : Newsletter planning.
- + **SEO & web writing** : SEO and article ideas.

Personalized Monitoring



PREMIUM PACK

BOOST PACK

ESSENTIAL PACK

The essential foundations to get started.

✦ **Requirement: strategy**

✦ Audit of your digital presence

✦ Moodboard + strategic recommendations

✦ Average of 6 publications per month (posts + stories)

✦ Post scheduling

✦ Quarterly performance report

*starting at 900\$ / month
minimum 6-month commitment*

Personalized Monitoring



PREMIUM PACK

BOOST PACK

A Jumpstart for Your Growth.

- ✦ **Requirement: strategy**
- ✦ Monthly posting schedule for 2 platforms
- ✦ Average of 8 to 10 monthly posts (feed, stories & reels)
- ✦ Managing messages & comments (Community Support)
- ✦ 2 newsletters per month
- ✦ Quarterly performance report (including video call) with next-month optimization

*starting at 1600\$ / month
minimum 6-month commitment*

ESSENTIAL PACK

Personalized Monitoring



PREMIUM PACK

Complete personalized support.

- ✦ **Requirement: strategy**
- ✦ 1-month editorial schedule for 3 platforms
- ✦ Monthly creation of 10 to 12 social media posts (feed, stories, reels)
- ✦ 2 UGC videos per month included
- ✦ Advanced community management, including message and comment moderation
- ✦ 2 newsletters per month
- ✦ Monthly performance review (including a video call) and optimisation for the upcoming month

*starting at 2300\$ / month
minimum 6-month commitment*

BOOST PACK

ESSENTIAL PACK

Ready to take your socials to the next level?

CONTACT



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hello@bestativ.com



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strativ.

Eva & Elliot
Co-founders

*Numbers show the way, algorithms
fine-tune... but emotions and a
consistent brand experience are what
really convert.*

strativ.