

**Power up
your
online ↘
presence**

kovald

TABLE OF CONTENT

01 WHO WE ARE

02 OUR SERVICES

**03 PERFORMANCE
MARKETING**

**04 SOCIAL MEDIA
ADVERTISING**

**05 DIGITAL
CONSULTANCY**

**06 ADDITIONAL
SERVICES**

07 OUR TEAM

08 AWARDS

09 OUR CUSTOMERS

10 OUR PARTNERS





A Straightforward Path to Achieving Digital Success

At kovald, we foster a culture driven by innovation and teamwork. We prefer big ideas over small talks, and espresso over lattes!

We plan. We execute. You Thrive.

Who we are

With a proven track record in digital marketing, the kovald team is dedicated to helping businesses grow and succeed online.

Our expertise spans performance marketing, social media marketing, and digital consultancy, delivering measurable results tailored to your goals.

We've partnered with clients across industries like fashion, hospitality, food, technology, and more, giving us the versatility and insight to tackle even the most complex marketing challenges. At kovald, we don't just create strategies, we craft success stories!

OUR MISSION

We don't just do marketing; we integrate into your team, immersing ourselves in your vision and crafting strategies that align seamlessly with your business goals.

What sets us apart?

Our clients value our foresight in anticipating their needs, staying ahead of trends, and maintaining clear communication at every stage, ensuring consistent, timely and high-impact results.

Operating
since
2015

Years of combined
experience
34+

Google
reviews
4.9

Average
ROAS for our clients
9.2

kovald



**Our ↘
Services**



Performance Marketing

Drives results

No fluff, just performance-driven marketing power designed to dominate the digital space and deliver measurable results.

Social Media Marketing

Engages Audiences

We transform likes into loyalty, followers into fans and strategies into success.

Digital Consultancy

Unlock your digital potential

We dive deep into your business's digital landscape, carefully analyzing your goals, technology needs, and financial vision.

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Performance Marketing

Google Advertising

Shine bright at the exact moment potential customers are searching for what you offer.

Be seen when it matters most. Convert curiosity into clicks and clicks into customers.

Boost Revenue

You have more customer conversions, which increases your business revenue.

Generate Web Traffic

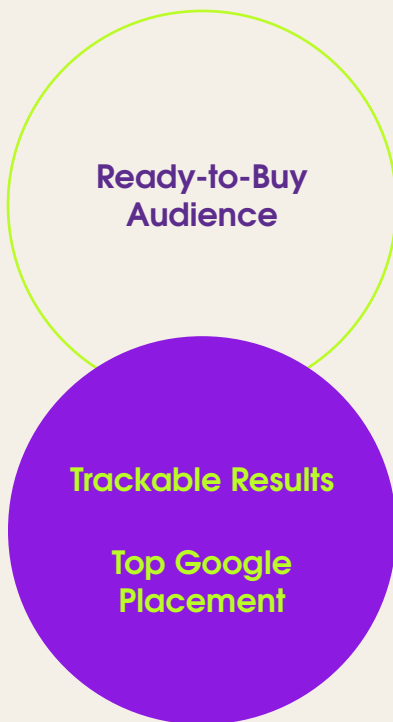
You can increase the number of visitors on your website or even expand your email subscriber list.

Enhance Brand Awareness

The more users know about your brand and its USPs, the more likely they are to choose it over your competitors.

Increase Inbound Calls

With ads that include your phone number, you can directly address customer inquiries.



Search Ads use text; Shopping Ads use images and product info. Both boost visibility on Google.

They use broad reach, targeting, and remarketing to connect you with the right audience online.

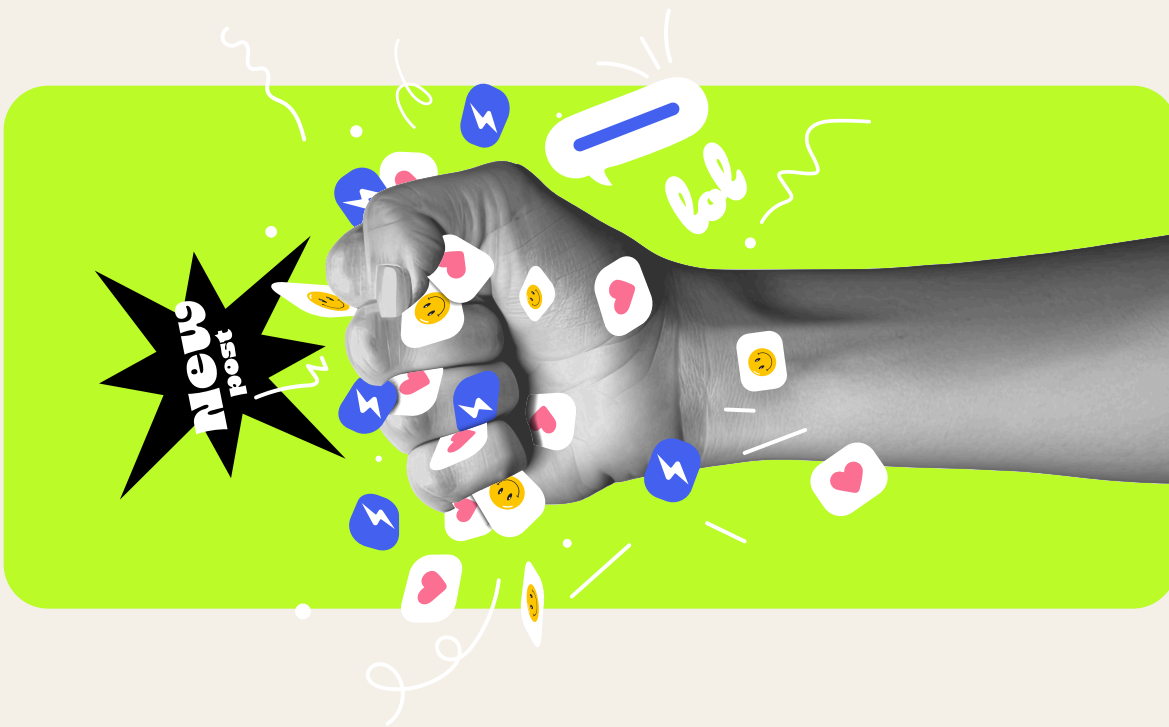
They provide affordable, targeted ads to reach the right audience at the right time.

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Social Media Advertising

Shape your brand's identity, captivate with your story, and spark conversations that matter.

Harness the power of social media advertising to amplify your voice and connect with the right audience, right where they're most engaged.



Boost your Sales

Reach the right people at the right time with targeted social media ads. Whether you're promoting products, services, or special offers — connect with your audience, drive traffic, and turn followers into customers.

Attract More Phone Leads

Use social media ads to get your phone ringing. Target local customers, highlight your offers, and make it easy for people to call you directly from the ad.

Maximize Website Visitors

Drive more traffic to your site with eye-catching social media campaigns. Target your ideal audience, boost clicks, and bring more potential customers directly to your website.

Brand Awareness

Get your business in front of the right audience. Social media ads help you stay top-of-mind, build recognition, and grow trust with potential customers.

We don't just post

We craft stories, spark conversations, and build communities.

Our social media strategies are rooted in creativity, consistency, and data. Whether it's growing your audience or boosting engagement, we tailor every move to align with your brand's goals.

Level up your social media game.



Facebook

- ° Targeted Ads
- ° Promoted Posts
- ° E-Commerce Ads



TikTok

- ° Sponsored Content
- ° Sales Ads
- ° Remarketing
- ° Video



Instagram

- ° Engagement
- ° E-Commerce Ads
- ° Stories
- ° Videos
- ° Polls
- ° Get Offer Ads



Twitter

- ° Target b2b Ads based on:
 - interests
 - company name / size
 - industry
 - titles
 - seniority and location



LinkedIn

- ° Professional content
- ° B2B growth strategy
- ° Page & profile polish

We plan. We execute. You Thrive.

Digital Consultancy

Empower your brand with expert insights, actionable strategies, and innovative solutions tailored to your goals.

Leverage our expertise to navigate the digital landscape, optimize your online presence, and achieve measurable results.

Drive Sustainable Growth

Go beyond quick wins. With data-driven social media strategies, you'll build long-term customer relationships, increase retention, and create steady, scalable growth for your business.

Enhance Customer Engagement

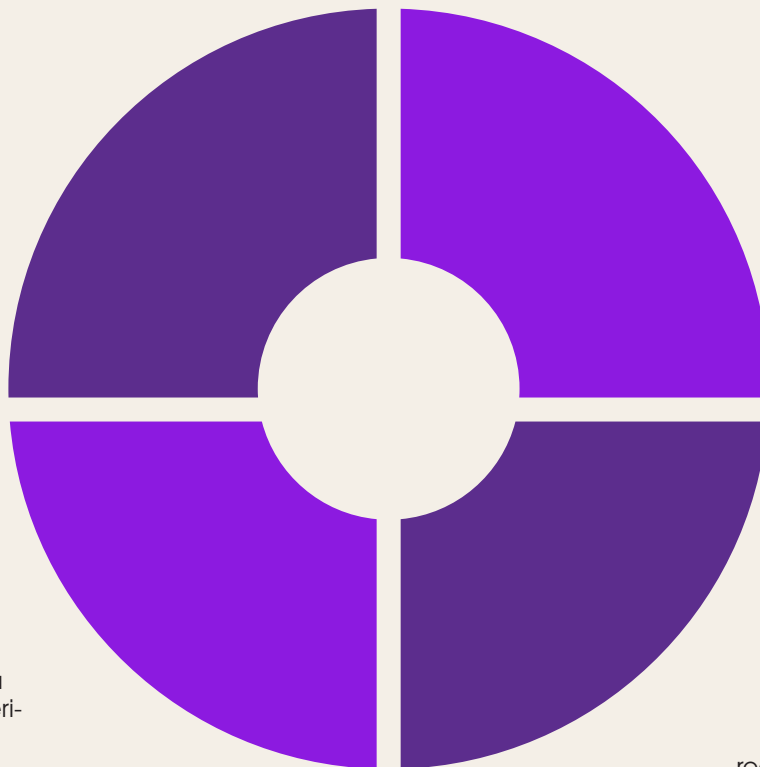
Build real connections with your audience through interactive content, timely responses, and targeted social ads that spark conversations and loyalty.

Optimize Digital Ecosystem

Connect all the dots—social media, website, ads, and content—to create a seamless online experience that drives engagement, traffic, and results across every channel.

Elevate Brand Visibility

Make your brand impossible to miss. With strategic social media ads, you'll reach more people, stay top-of-mind, and grow recognition across all the right channels.



Drive long-term success with a smart, integrated approach to social media advertising. By connecting every part of your digital presence—from content and ads to website and user experience—you create a seamless journey for your audience. Strengthen your brand's visibility, build meaningful relationships through engagement, and set the foundation for steady, scalable growth. It's not just about being seen—it's about being remembered, trusted, and chosen.

**Strategic Planning
and Implementation**

Crafting a tailored digital strategy aligned with your business objectives. We'll identify opportunities, map out actionable steps, and guide you through the implementation process to ensure measurable outcomes.

**Performance
Optimization**

Analyzing your current digital efforts and providing actionable insights to optimize campaigns, platforms, and processes. From user experience improvements to technical enhancements, we'll ensure your digital ecosystem operates at peak efficiency.

**Budget Allocation
and ROI Maximization**

Advising on smart budget allocation to maximize returns across digital channels. We'll track and analyze performance data, delivering in-depth reporting with clear recommendations for ongoing improvement.

**Ongoing Support
and Conversion
Optimization**

Providing continuous guidance to refine your digital approach as markets evolve. We'll assess and enhance critical touchpoints, such as landing pages and user flows, to drive better engagement and higher conversion rates.



Influencer Marketing

- Influencer Identification and Strategy Development
- Content Creation and Distribution

- Performance Monitoring and Reporting
- Ongoing Relationship Management



Email Marketing

- Custom Strategy Design and Execution
- Engaging Content Creation

- In-Depth Analytics and Insights
- A/B Testing and Campaign Optimization
- Targeted Audience Segmentation



**Additional
Services**



Graphic Design

We believe design is at the heart of effective communication. Our graphic design team crafts visually captivating content that enhances your brand identity and resonates with your target audience. From logos to social media graphics, we ensure every design is aligned with your brand's vision and goals.

Website Auditing

Our comprehensive website auditing service identifies technical, SEO, and user experience issues that may be hindering your site's performance. We provide actionable insights and recommendations to optimize your site, improve search visibility, and enhance user engagement.

Copywriting

Great copy tells a compelling story. Our copywriting experts create persuasive, clear, and engaging content that speaks directly to your audience's needs and desires. Whether for websites, blogs, or social media, we craft messages that drive action and boost conversions.

We plan. We execute. You Thrive.

Our team

About Us

kovald is a dynamic team
of digital marketing professionals

dedicated to delivering innovative solutions and high-quality services that drive business growth and elevate your brand.

Founded with a vision to transform digital strategies, our team is composed of talented in-house experts.

In addition to our core team, we collaborate with a network of experienced professionals, believing that teamwork is the key to success.





Konstantinos
Managing Director

Leads kovald with strategic vision and performance marketing expertise.



Aggelina
Digital Marketing Specialist

Optimizes campaigns across platforms for maximum ROI.



Elly
Account Manager

Connects clients and teams, ensuring smooth campaign execution.

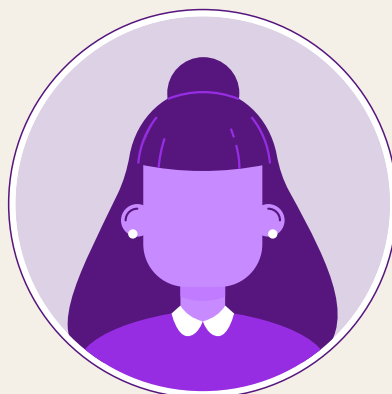
The people behind every brilliant, success story!

- kovald



Iraklis
Art Director

Shapes visual identities with bold, effective design.



Smaragda
Content Developer

Crafts clear, compelling content aligned with brand voice.



Extended Team
Teamwork makes the Dreamwork

A network of experts supporting projects with specialized skills.

We plan. We execute. You Thrive.

**Top-10 Best
Pay Per Click**
Marketing Agencies

**Leading Design
Strategy**
Agency

**BEST
CHOICE**

Together, we turn goals
into achievements
and ideas into
impactful results!



PERFORMANCE
MARKETING
2023

MarketingWeek

At kovald, we're beyond proud to be recognized as one of the top digital marketing agencies in Performance Marketing, known for delivering ROAS results that truly make an impact. This isn't just about numbers, it's about pushing boundaries, driving growth, and creating value for our partners every step of the way. Konstantinos Lamaj, CEO & Founder of kovald,

has been proudly featured in Marketing Week's prestigious "20 Under 40 Performance Marketing 2023" list, recognizing his exceptional leadership and contributions to the industry. This recognition is proof that bold strategies, data-driven decisions, and a passion for excellence are at the heart of everything we do.

We plan. We execute. You Thrive.

Our Customers

Rumor has it!

At kovald, our beloved customers are at the heart of everything we do. We're proud to partner with visionary brands, bringing their stories to life through innovative digital marketing strategies.

Satisfied clients and references.



George S.

Marketing Manager @Beyond Meat

Their deep insight regarding social media performance marketing is amazing.



Anonymous

Marketing Manager @Big Solar

They are experts in their field.



Vaso A.

Marketing Manager @ Kylix Fine Wines & Spirits

We're impressed with their professional treatment and ability to adapt to our company's needs.



Andreas S.

Marketing Manager @ EVAL S.A.

Their know-how and experience in web marketing set them apart.

Nexans

TÜV HELLAS
TÜV NORD GROUP

**TOYO
TIRES**

BIGSOLAR

THEONI
Natural Mineral Water

PANATHINAIKOS BC
AKTOR

Embassy of
the Republic of Korea

KYLIX
FINE WINES & SPIRITS

**TOURNIKIOTIS
GROUP**

**I.I.E.K.
EATA**

**BEYOND
MEAT**

Happy Socks

**MEDITERRANEAN
COLLEGE**
Excellence In Education
Founded in 1977

DELTICOM

EKO

HELLENIC REPUBLIC
National and Kapodistrian
University of Athens
EST. 1837

Leonidas
The Preferred Belgian Chocolates

**kitchen
PRO**
Kitchen & Laundry Equipment

σχεδία

Since 1976
EVAL
LIFESAVING // MARINE EQUIPMENT

We plan. We execute. You Thrive.

Our Partners

Partnerships are more than just collaborations!

They're the spark that drives extraordinary results. We unite with forward-thinking brands to push boundaries, challenge norms and craft digital experiences that captivate and convert.

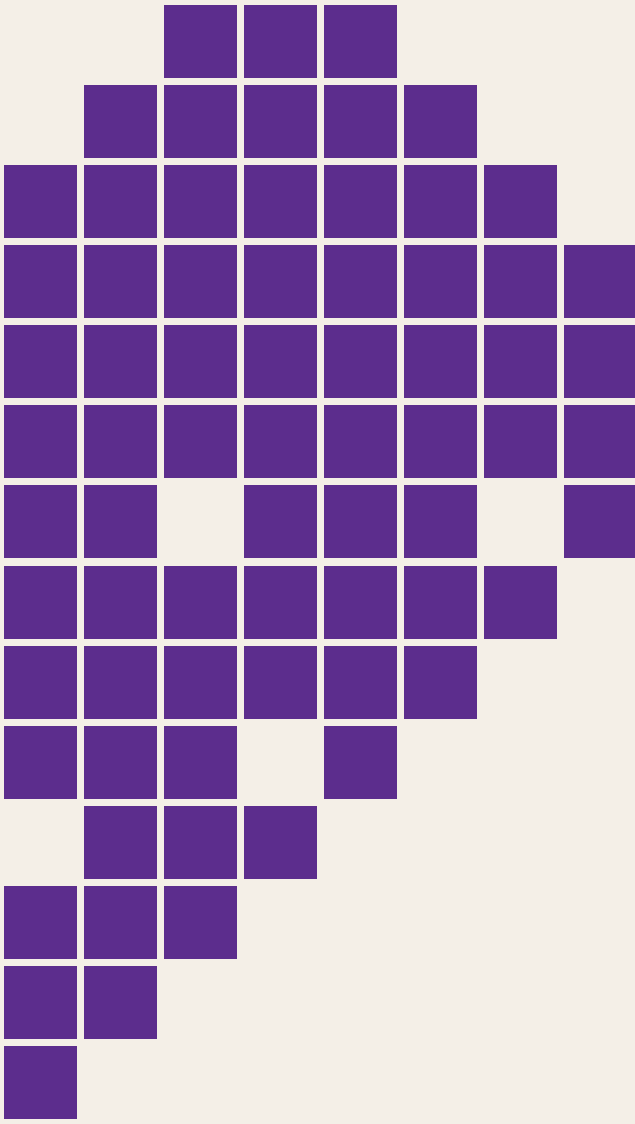


Google Partner



klaviyo[™]
PARTNER





skroutz
experts

Clutch
FIRMS THAT DELIVER

TIA TOP
INTERACTIVE
AGENCIES

adforum



We plan. We execute. You Thrive.

Discovery & Strategy Session

Understanding Your Vision

We kick off with an in-depth session to explore your goals, learn about your business, and create a tailored strategy that sets the stage for success.

Execution & Action

Turning Plans into Results

We dive into action, bringing the strategy to life. Our team works on your account, gathering valuable insights and implementing impactful solutions from the start.

Monthly Review & Growth Planning

Strategic Check-In

Our monthly sync is essential to evaluate progress, refine tactics, and align on new opportunities. We'll discuss what we've achieved and map out the next steps to ensure continuous growth.



DEFINING THE NEXT MOVES

Let's turn your ideas into impact!

