

15 YEARS OF EXCELLENCE

LEADING PARTNERSHIP OF
SELF-
EMPLOYEDCONSULTANTS
AND INTERIM MANAGERS
QUALITY ASSURED EXPERTS AND
EXPERT TEAMS SINCE 2009

Marketing-Solutions



CURRENT TRENDS AND CHALLENGES IN MARKETING

- Quick adjustments to market changes:
- Companies are challenged to adapt their marketing strategies to a dynamic marketing environment in a flexible and efficient way..
- Effective target group approach::
- To identify and approach exactly the precise target group requires continuous analysis and adaption of marketing activities
- Integration of digital technologies:
- The progressing digitization asks for the effective usage of digital and online marketing strategies in order to stay competitive

EXPERTISE

F&P

Marketing
Solutions on
demand



HOLISTIC, PRACTICE – ORIENTED SOLUTIONS

DIGITAL & PERFORMANCE MARKETING

Measurable successes and maximum efficiency will be achieved through targeted performance-marketing activities such as SEO, SEA and programed advertising.

AI-SUPPORTED CONTENT-STRATEGY

Using AI F&P develops personalized and automated content-strategies that allow to address the target groups in a very precise way and thus optimizes the customer journey.

SOCIAL MEDIA & COMMUNITY MANAGEMENT

Data based strategies will be used to enhance range, engagement and brand loyalty. The main focus is on relevant content, interactive formats and community development.

EXPERT NETWORK & INTERIM MANAGEMENT

Using a widespread partner network and experienced Interim Managers, short term resource constraints can be bridged, and projects can be finalized with effective expertise.

HOLISTIC DIGITAL TRANSFORMATION

Tailored digital strategies will support companies in positioning themselves successfully in the digital ecological system.

Marketing Solutions on demand



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20**

