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Digitizing The Reality
since 2018

Social Media for Professional Presence: Strategic Content for Startups

In today's dynamic startup ecosystem, a consistent and professional social media presence is non-negotiable. Yet, many innovative startups, especially in their crucial early stages, grapple with limited resources and stretched budgets, often delaying essential online representation. We bridge this gap by offering a strategic solution designed to keep your company and its key individuals – like your CEO and leadership team – looking current and engaged online.

We specialize in crafting focused, high-impact social media updates that maintain an active and polished presence for your brand and its founders. Our goal is to ensure that anyone visiting your company's social profiles or those of your leadership sees fresh, relevant content, projecting an image of ongoing activity and expertise. **Crucially, all content we create will be specifically tailored to your company's unique work, industry, and professional image, ensuring it perfectly represents your brand and leadership.**

Our Unique Proposition: Partnership with a Purpose

We believe in true partnership, where our success is directly linked to yours. Our model is designed to be mutually beneficial, offering a sustainable path to a strong social media presence. We provide our dedicated social media content services through a hybrid approach: a **small, manageable monthly fee** combined with a **modest equity stake in your company**. This structure ensures operational sustainability while cementing our commitment to your long-term success. We are invested in seeing your startup grow and thrive.

Why Choose Our Social Media Partnership?

- **Preserve Capital:** Keep the majority of your valuable cash reserves focused on core product development and operations, with only a minimal monthly outlay for social media content.
- **Invested Partner:** Gain a committed social media ally whose interests are tied to your long-term growth and increased valuation.
- **Tailored, Professional Content:** Receive **specific content** designed to make your company and its leaders look consistently updated, professional, and highly relevant to your industry. We create **text, audio, video, and graphic design** to meet all your needs. We aim for consistency over volume, typically providing updates around **once a week** to keep your digital footprint vibrant without overwhelming your channels or our resources.
- **Consistent, High-Impact Updates:** Ensure your company and its leaders always appear active and up-to-date on social media, building credibility and engagement with a manageable content cadence.
- **Expert Presence:** Leverage professional social media content support without the burden of a full-time hire or a large agency fee.

Who We Are Looking For

We are seeking forward-thinking startups with growth potential and a clear vision. If you recognize the importance of maintaining an active, professional online presence for your company and its key personnel, and are looking for a cost-effective, partnership-driven solution with **content crafted specifically for you**, we invite you to explore this unique opportunity.

Let's ensure your digital presence consistently reflects your innovation and progress.

Who We Are

We are a team of dedicated social media content creators specializing in helping innovative companies and their leaders maintain a professional and updated online presence. Since 2018, we've been crafting diverse content solutions, including text, audio, video, and graphic design, **providing everything you need to be well-represented across social media platforms.** Our expertise lies in understanding the unique challenges and opportunities startups face, enabling us to deliver **precisely tailored content solutions that reflect your innovation and progress.** We are working with a large professional client portfolio, including leading companies, associations and senior figures in politics and business in Israel.

With 16 years of experience in communications, PR and social media management; *Hany Weizer, our CEO*, is specializing in content production:

2020-2025 - Social media and digital content manager for Amit Segal

2018-2020 - Digital Advisor to the Speaker of the Knesset, and the Minister of Health - MK Yuli (Yoel) Edelstein

2017-2020 - Digital Advisor to the Israel Museum, Jerusalem

2017-2018 - Digital Advisor to the Minister of Energy, Dr. Yuval Steinitz

2015-2017 - Digital Director, ZAKA Organization, Jerusalem

2016-2017 - Content Advisor, Knesset Visitors Center, Jerusalem

2009-2012 - PR Client Portfolio Manager, "Gal Oren" Advertising