

The Linkeo logo features the word 'Linkeo' in a white, sans-serif font. The 'i' has a dot, and the 'e' has a horizontal line through its middle. The background of the entire page is a photograph of a man with a beard and glasses, wearing a blue shirt and a grey jacket, sitting on a blue couch and smiling. The right side of the image is decorated with a pattern of blue, slanted rectangular dashes.

MAKE
YOUR MARK
ON THE INTERNET

Your leader in digital marketing for entrepreneurs and small businesses

Press Kit 2020

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Table of contents

PAGE 1

Words from our Founder

PAGE 2

Our Key Numbers: 17 years of experience

PAGE 3

Your leader in digital marketing for entrepreneurs and small businesses

PAGE 4

Our Story, step by step

PAGE 5

Linkeo's Offers

PAGE 7

How Our Customers Have Evolved

PAGE 8

Recognized Business Expertise

PAGE 9

International Development

PAGE 10

Board of Directors

Words from Our Founder



“ Our goal is to help entrepreneurs make their mark on the Internet. The Internet needs a human face and it starts with you! ”

Both the Internet and social media have profoundly changed how companies build relationships with their customers and prospects.

For small businesses, retailers and entrepreneurs, mastering your digital footprint has become a business essential. Websites, social media, directory listings, customer testimonials, and ratings.

These are the tools you need if you wish to obtain qualified intervention requests, gain visibility, showcase your know-how and promote customer satisfaction.

Post digital revolution, the mass arrival of group and shared sales platforms is having a significant impact on artisans and entrepreneurs and their economic environment.

If you're looking for the secret to success and sustainability, it's time to disrupt competitive landscapes, build allies, discover the true meaning of service, and promote digital word-of-mouth. With the rise of digital tools, you need to stay on top this constantly evolving ecosystem. Since the latest technology is always changing, it's important you have access to daily advice from experts who will tell you everything you need to know about these new and critical topics.

At Linkeo, we bring you our enthusiastic communication consultants, each one trained in state-of-the-art technology that's adapted to artisans and emerging entrepreneurs. With two decades of experience in local online marketing, Linkeo faces all the most common web-based challenges every day. So far, we've guided over 20 000 entrepreneurs in their efforts to triumph over all things digital. Let's mark your mark on the Internet!

Ludovic Jaffrès
PDG et fondateur de Linkeo

Key Numbers: 20 Years of Expertise



20 years of expertise in local digital marketing



20,000 Customers



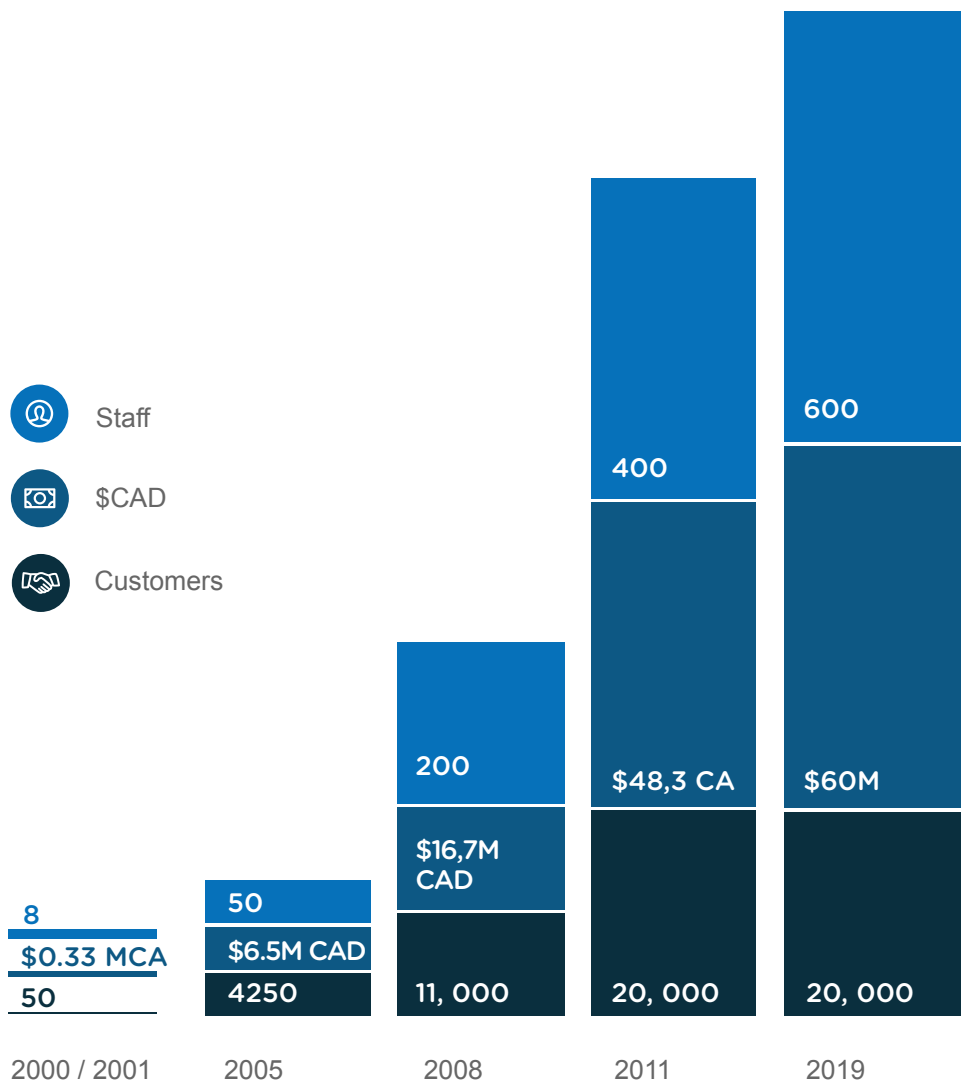
\$40 million in sales



600 Employees



160 expert consultants work on the field every day



Your Leader in Digital Marketing for Entrepreneurs and Small Businesses

Our Expertise

Linkeo was founded by Ludovic Jaffrès, Jérôme Callec and Frédéric Renault in the year 2000. Since then, the company has established itself as a leader in digital marketing for entrepreneurs and SME's. We specialize in website creation, SEO, mobile apps, and photos and videos.

With 20,000 customers, 600 employees and \$60 million in revenue, Linkeo is known for our strong and sustainable growth in France, as well as our international presence. We currently have offices in Canada, Australia, USA and Emirates.

Renown throughout the industry, Linkeo has earned Google's highest certification, the "Google Premier Partner" badge. This is a testament to our SEM expertise for our clients and partners. We have also obtained our ISO 9001 certification for the production quality of our sites.

Our Mission

We help entrepreneurs maximize the power of digital marketing by combining technology with a human touch.

With our simple turnkey solutions and personalized support and advice, we make digital marketing accessible to retailers, small businesses and artisans.

Founded by entrepreneurs for entrepreneurs, Linkeo is committed to building long-term partnerships with its customers. We want to help you use digital marketing as the driving force to your business success.

Let's make your mark on the Internet!

Our Story, step by step

2000

Linkeo sets out as a start-up
Our innovative web callback button (free automatic callback) is recognized with the Oséo de l'Anvar award

2003

Creation of our first websites
Target market entrepreneurs and small businesses
First 1000 customers

2004

Launch of first SEO and SEM offers

2005

Creation of the first e-commerce websites

2007

Launch of Internet portal that lets people receive free offers from their region's housing and personal service providers

2008

Launch of first mobile version of websites

2009

Received "competence centre" certification from the Department of the Economy, Industry and Employment, as part of the Passport to the Digital Economy
Launch of the video company Vimoov
Purchase of the company, Top Technology
15,000 customers

2010

Opening of 1st Montreal offices
Acquisition of IDEP Multimedia
17,000 customers

2011

Development of our own CMS (Content Management System)
Became social media pioneer for small businesses with the creation of the first Facebook pages for professionals
Launch of the Linkeo-Labs blog
20 000 customers

2012

Développement des réseaux sociaux,
Development of social networks
Launch of Google+ offer
Expansion of video line
Enrichment of design offer with a LogoMaker tool

2014

New responsive design version of CMS
New traffic offer: guaranteed visits as part of a contract

2015

Launch of 4 turnkey add-ons: Planner (online booking) Social (manages social media posts)
Newsletter (personalized email communications)
20 000 customers

2016

Reviews Add-on: lets you collect and moderate your customer reviews
Launch of a scalable mobile app
Google Premier Partner Certification

2018

Launch of Restaurant Orders Add-on

2019

Acquisition of Deadia, ChatBot specialist
Launch of the Premium Pack
Launch of Verticalized Business Packs: Beauty, Construction, Restaurant
Launch of key accounts chatbot offers

Linkeo's Offers



Responsive Websites: The Essential "Turnkey" Solution

A professional website requires masters from several trades. You need competent graphic designers, programmers, copywriters, SEO experts and more. At Linkeo, we've taken all this into our own hands. With artisans and entrepreneurs in mind, we designed unique A to Z turnkey solutions, just for you and your business.

When you create a site with Linkeo, you get...

- A personalized, theme-based, responsive design website
- SEO optimized copy
- Registration on Google Maps and a social media presence
- An intuitive back-office where you can keep track of your site, consult your statistics and measure your ROI.



Add-ons and Mobile Apps: Taking it a Step Further

Linkeo creates digital add-ons and mobile applications. To take it a step further, we make this technology accessible to artisans and entrepreneurs:

Planner (online booking), Reviews (consolidates your customer reviews), Newsletter (regular client communications), mobile apps (build customer loyalty)...

These turnkey and intuitive tools let artisans, retailers and entrepreneurs adapt to new consumer habits and strengthen their customer relationships.



SEM: Our Traffic Guarantee

Brings business to a shop in a dead-end street... Our contract commits to a specific number of visits, based on your activity and region.

Linkeo is a pioneer in this kind of contractual commitment, offering a guaranteed minimum number of visits. How do we do it? After more than 10 years of SEO expertise, it's easy.

With the help of Google Ads tools, Linkeo has leveraged SEO, SEA, SMM and SMA to build the most unique offer on the market, one that favors the customer's ROI.



Sector Specific Packs: The Vertical Solution

Every sector has its own specificities and unique needs. To perfect its increasingly qualitative approach, Linkeo has adapted its business offers to professionals in the restaurant, construction and beauty (hairdressing, aesthetics...) industries.



Corporate Videos and Photos: Make Your Company Stand Out

With our top-notch team of photo and video experts, Linkeo offers artisans and entrepreneurs several different products they can use to boost their websites and improve their overall communication strategy. Our teams have also received Google certification for the production of extended virtual tours (360° views) that help to maximize the power of the digital.



Key Accounts: Chatbot Expertise

The more you can do, the easier life will be. For our key accounts, Linkeo also has a chatbot and web callback offer. This expertise lets us anticipate tomorrow's emerging challenges in today's digital revolution. Our longstanding experience leaves us better equipped to support smaller companies.



Ongoing Support: Our Dedicated Experts Are Here for You

At Linkeo, we make it a point of honor to accompany our clients from A to Z. We train our clients in how to use CMS so they are comfortable working with their website and add-ons. Over the long term, we schedule annual visits with our customers. This lets them benefit from regular follow up so they can maximize the power of the digital. A dedicated expert is available to guide them through their day-to-day activities and support them during the launch.

How Our Customers Have



It has always been our priority to strengthen our customer support and training so that we can make the Internet a more human place.

Although small businesses still require support in the technological elements of the digital world, technology alone is no longer enough.

Today's artisans and entrepreneurs are looking for more. They need advice, support and training.

At Linkeo, we are seeking to embody this humanization of the Internet.

We have 19 years' experience working with small businesses and entrepreneurs. Our teams are committed to democratizing web tools to make them accessible to the entrepreneurs of today and tomorrow.

For the past two years, our priority has been to offer our clients increased support at all the key moments of their careers. We do this through the creation of more value-added services.

As our client, you'll benefit from welcome calls, annual reports, local sales reps, training documents, dedicated advisers, expert packs, satisfaction surveys throughout your sales cycle and more...

At Linkeo, we help entrepreneurs maximize the power of digital marketing by combining technology with a human touch.

Recognized Business Expertise

Two Decades of Expertise

In almost 20 years of digital marketing, Linkeo has grown from a team of eight engineers to a booming company of over 600 employees. Our SEM experts have also received their Google Ads certification.

Linkeo's Research and Development teams are constantly driving the evolution of our technologies and tools. At Linkeo, we maintain total ownership and control over all our solutions, ensuring sustainability for our customers.

We stand out in our ability to anticipate the Internet's constant changes and how this affects small businesses and entrepreneurs. With our vast knowledge, we are able to develop our own tools and surround ourselves with business experts. All this makes Linkeo a specialist in the most common digital issues small businesses ever need to deal with. We boast agile and versatile teams of engineers, web marketers, web designers and more... With our exceptional staff, we can handle all types of digital technology issues, as well as our customers' local challenges.

Since its beginnings, Linkeo has prioritized face-to-face relationships with our customers. On the ground, we offer a network of 160 web project managers. As our experts in digital marketing, they teach artisans and entrepreneurs how to optimize their online presence and implement efficient customer relationship management tools.



2013 Awards
As champions of growth and profitability, Linkeo ranks amongst France's top 100 companies.



2014 Ranking
France's TOP 350 Agencies, 2013
Linkeo ranked 3rd among digital agencies and 39th across all business sectors



European Business Awards 2015/2016
Linkeo is selected to represent France



ISO 9001 Certification
Rewards production quality of customer sites



Google Premier Partner Certification
A testament to our SEO expertise

International Development

2010

Opening of 1st branch in Montreal
www.linkeo.ca

2014

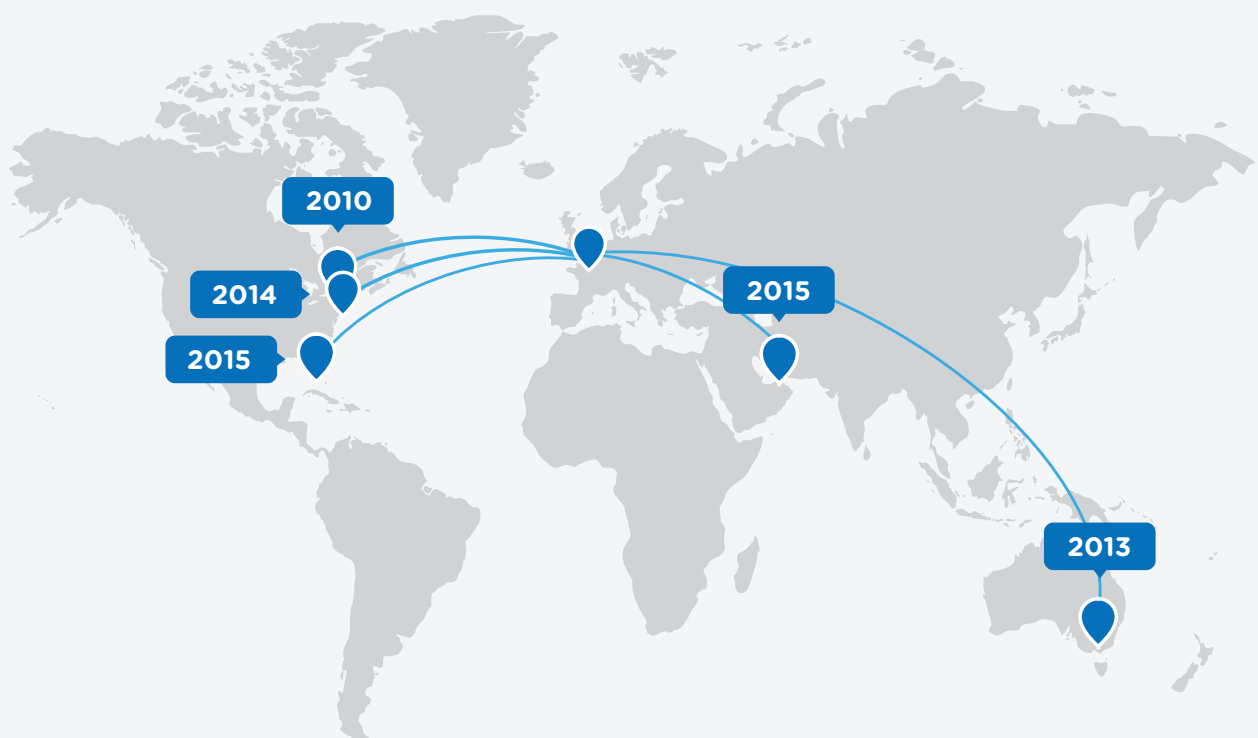
Expansion throughout North American:
Opening of our New York offices
www.linkeo.us

2013

Blazing a Trail on a New Continent:
Opening of first Melbourne branch
www.linkeo.com.au

2015

Blazing a Trail in the Middle East: Opening
of our Dubai offices www.linkeo.ae
Opening of a 2nd U.S. office (Miami)



Board of Directors



Ludovic JAFFRES
Founder and CEO of Linkeo

An engineer by trade, Ludovic Jaffrès has an MBA from CESMA with a specialization in corporate and market finance. He began his professional career as a financial analyst at the Crédit Lyonnais Securities Europe, where he oversaw tech stocks. At the age of 28, he founded Linkeo.



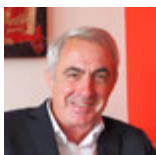
Philippe MONNOT
Founder and CEO of Gemmes Ventures

Graduated from EM LYON in 1982. Since 1985, Philippe Monnot has been the founder and director of several companies.

In 1999, he founded Gemmes Venture, a completely private equity firm.

Gemmes Ventures specializes in acquiring minority or majority stakes, primarily in unlisted companies. (Start-up, Development, Turnaround).

Gemmes Venture has co-founded several companies including Crossject (needle-free injection device) and Ecoslops (oil residue treatment) which have recently been successfully introduced on Alternext.



Thierry GARRET
Founder and CEO of Gemmes Ventures

the founder and director of several companies.

He founded Gemmes Venture in 1999 with Philippe Monnot.



Valéry GERFAUD
Managing Director, M6 Web

Valéry Gerfaud, 47, has been Chief Executive Officer of M6 Web and a member of the M6 Group Executive Committee since November of 2007. In the scope of his role, he is responsible for all digital services related to the Group's branches. He also manages a portfolio of nearly ten thematic sites, which bring in an audience of more than 15 million unique visitors each month.

Previously, he was Managing Director of Club Internet and held several positions at SFR, including the General Public Marketing Director. Valéry Gerfaud is a graduate of Ecole Polytechnique and ENSAE.



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As our driving forces for growth and stability, our longstanding expertise in websites and local digital marketing combines with our entrepreneurial and innovation culture.

Renown throughout the industry, Linkeo is one of very few companies to earn its certified Google Premier Partner badge, a testament to our SEO expertise.

We have also obtained our ISO 9001 certification, which speaks to the production quality of our sites.

For more info, visit www.linkeo.com



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