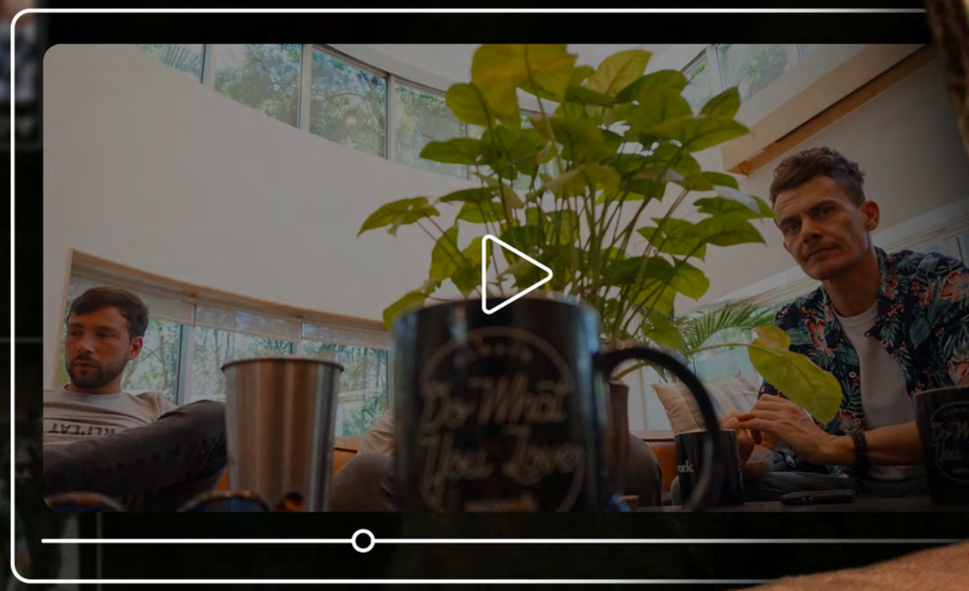
THE WHOLE PACKAGE

Skillando Digital Volunteering and Amazon create the first online store for services **you didn't know you need**.



Skillando Digital Volunteering

amazon

PROBLEM

Companies and non-profits aren't aware of the potential of digital tools, nor do they have the necessary skills, so they miss out on the opportunity to make their benefit projects known and to implement them in the most functional way.

INSIGHT

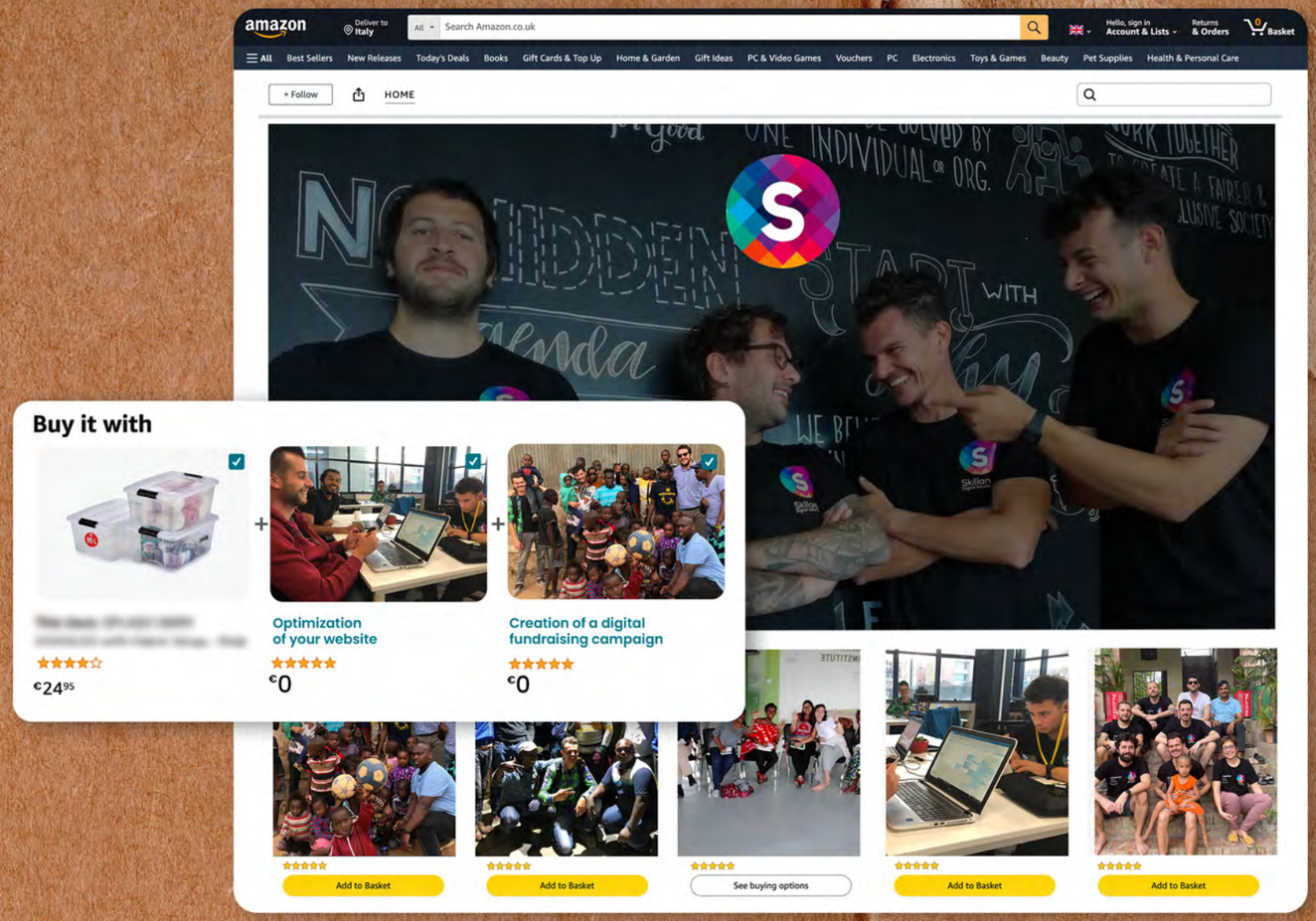
In a world where we are bombarded with advs of stuff we do not need, we **take refuge in the places where we** know we **can find exactly what we're looking for**.

IDEA

The first Amazon **store where you find exactly what you didn't know you needed**: free digital volunteering services to support your non-profit organization or social venture.

HOW IT WORKS

- In partnership with Amazon Business, and thanks to targeting on social ventures accounts, Skillando Digital Volunteering services will be included in the 'buy with' and 'featured items you may like' sections with a price of zero euros, to offer organizations what they needed without knowing it.
- By clicking on the section, you will be redirected to Skillando Digital Volunteering's specially created Amazon store, where one can find an explanation of their mission and of the available initiatives.
- By selecting the appropriate service, you'll be directed to the application page on the Skillando Digital Volunteering website, where you can seize the chance to apply.
- Skillando Digital Volunteering will also be present on Amazon via podcasts on Amazon Music, telling the stories of digital volunteering, and via a dedicated Prime Video channel, with digital pills and tips and tricks showing the potential of this world.
- The campaign will land on social media such as Instagram, Facebook and LinkedIn through posts dedicated to the concept "**what you didn't know you needed**". Social media will also be used as a repository for digital volunteering stories and digital tips, to create awareness of both the potential of digital tools and Skillando Digital Volunteering's



Bring your projects to life with the best online review strategy. And if you didn't know you could do it, don't worry, we've got you.

Skillando Digital Volunteering

amazon