



PLACE D'ITALIE Marketing is a company operating between Italy and France, supporting Italian companies in their development in France. Founded in 2004 by Nathalie Peigney, PLACE D'ITALIE aims to provide Italian companies in the high-end crafts sector with a full range of services for their establishment in France, from sales to general communications, including market analysis of the products to be promoted. Companies such as E.Marinella, Tramontano and Rubinacci have entrusted us with the task of developing their reputation and business in France. Since 2020, winning over the target audience has remained PLACE D'ITALIE's core mission, but with a complementary approach: inbound marketing and the creation of search-engine-optimized online content to increase the likelihood of the brand being discovered or “tracked” on the Internet, and the use of social media to gain visibility.

OUR MISSION

1. Act as a CONTENT PRODUCER with a marketing approach. Produce valuable content that increases the visibility and interaction of a product or brand, and then distribute this content on channels and social networks that can trigger word-of-mouth. Our role is to amplify the likelihood of the brand being “discovered” or “followed” on the Internet. The tools used by inbound marketing are: content, social media marketing, SEO and SEM.
2. To act as an EDITORIAL AND LITERARY AGENCY on behalf of authors or companies, providing them with a turnkey project, from book design or editing to finding a publisher and promoting the book on the market. For an author, publishing a book is difficult: competition is fierce and publishers receive hundreds of manuscripts. You have to avoid mistakes if you want your manuscript to become a real book, published and well distributed by a serious, reliable publisher. For a company, publishing a book can be an interesting operation, provided that the future work is produced with a marketing approach adapted to the company and its image.
3. To act as an ON-LINE COMMUNICATION AGENCY for companies and professionals, carrying out all stages of the process, from designing the

Newletters campaign to sending and monitoring the results, as well as audio content on behalf of professionals to provide a series of turnkey podcasts: from choosing the theme and format, to putting them on line and then promoting and capitalizing on them. Using podcasts in the right way is excellent for promoting brand authority, but also has great potential from an advertising point of view by including short promotional messages.

4. DEVELOP PROFESSIONALS' BUSINESS THROUGH SOCIAL MEDIA to increase their brand's visibility in the target market. Effective use of social networks is an extraordinary opportunity to promote your business, expand your network of contacts, connect with users or build loyalty with active customers. Social networks should not be seen solely as a direct sales channel, but as a context for building relationships and enhancing brand perception, factors which then serve to influence the purchasing process too.
5. To operate as a WEBSITE CREATION AGENCY on behalf of companies or individuals, carrying out all stages of the creation of a dynamic website or blog, providing a turnkey project, from advice on typography and positioning to going online. The creation of a website is a multi-skilled operation: a good site must be able to meet the expectations of an Internet user, providing everything they need at the click of a mouse. Every site we create is optimized by analyzing user behavior and access habits, to deliver an ever more attractive experience.

NATHALIE PEIGNEY- General Manager

More than 20 years ago, she created PLACE D'ITALIE Marketing, a company that operates between Italy and France, following Italian companies in their development beyond the Alps. An activity that has enabled Nathalie Peigney to apply the full range of her skills, from sales and communication in general to market analysis, products and companies to be promoted.

With a master's degree in commerce, administration and management from the Paris Chamber of Commerce (Négocia) in her pocket, a second in marketing from the Institut Français de la Mode (Ifm) and a stint at Esmod, the French school for fashion designers, Nathalie Peigney threw herself into the fashion industry by launching her own label in Paris at the age of 24. As a designer and manager, she has traveled the world presenting her collections.

Alongside her marketing company, Nathalie Peigney is a journalist specializing in men's fashion and luxury goods. She also writes books about lifestyle and Art of living and for the corporate world.