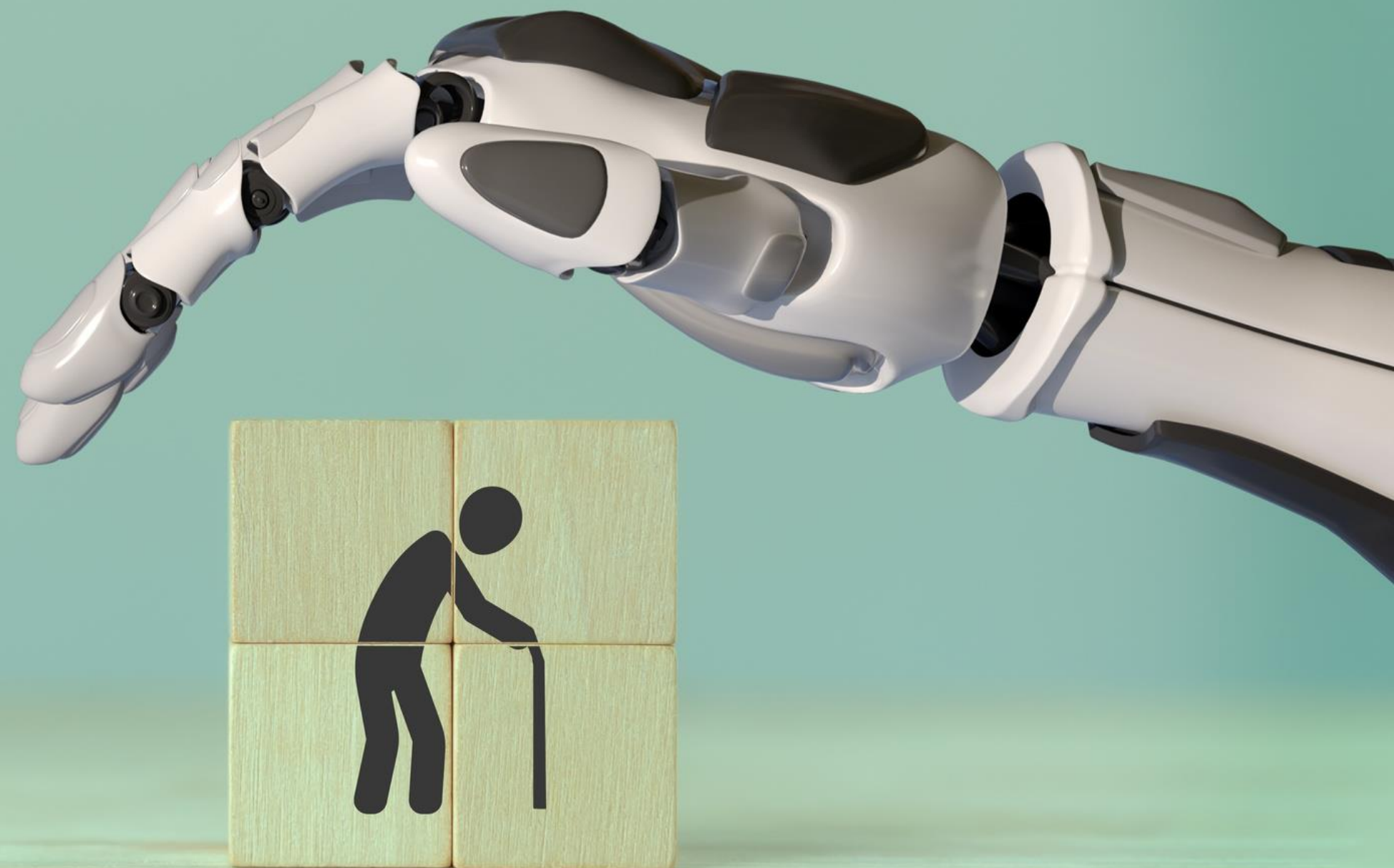




SMARTBUILDINGSCOMPASS

The guide for
senior living.

Marketing & Communication, May 2025



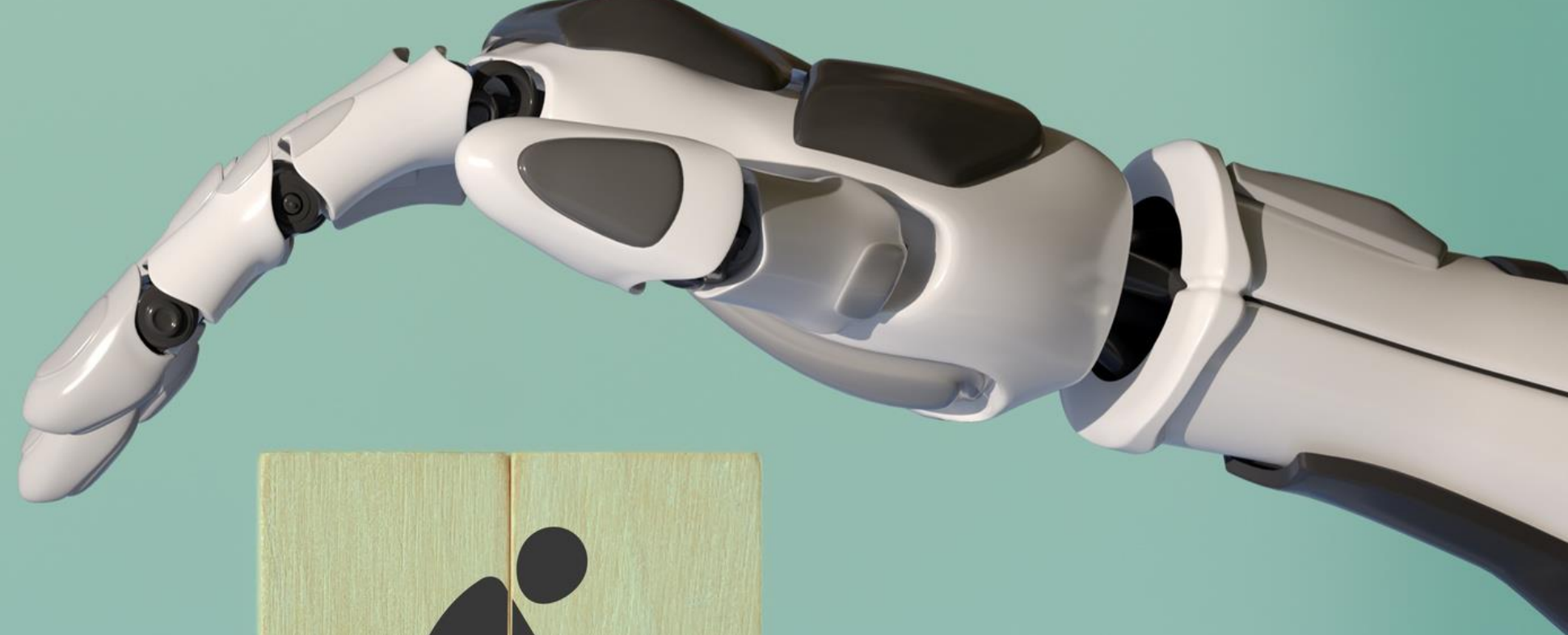


Anja Herberth

Founder & Publisher

>> We are your guide for senior living: What concepts and solutions are available, and where can you find them? <<

You can find the answers here:
smartbuildingscompass.com



Mission Statement



SMARTBUILDINGSCOMPASS

Why your customers need us

- Due to demographic change, the need for care and support is increasing. **We are not prepared for this.**
- Due to the shortage of skilled workers and money, care is increasingly being provided at home. **The financial, familial and organizational burden is increasing.**
- **Low level of (digital) health literacy - this affects the ability to benefit from (digital) health services and solutions on the market.**

There are numerous concepts for care and support on the market - your products and services! However, many of them are not visible and hardly known.



How we bring your solutions to the customer

- **We provide end consumers with guidance.** What solutions are on the market, how do they work and where can they be bought? => **We make your solutions visible.**
- **We translate innovation into everyday life.** We explain and evaluate technologies from a practical perspective and make them understandable. => **We explain why your solution is needed.**
- **We connect technology & people, strengthen digital health literacy.** We shed light on the social, psychological and care aspects and promote digital self-determination. => **We help break down the barriers.**



More visibility. More turnover. More success.

❖ We offer targeted advertising opportunities in a growth market.

- Banner advertising
- Sponsored Content
- Newsletter integration & content marketing
- Seasonal campaigns
- Social media push & retargeting
- Partner listing & product placements
- Paid webinars & online training courses

=> Your advantages:

- **Highly qualified traffic & visibility**
- **Measurable leads**
- **Brand strengthening in a growth market**



Cooperation that sells: Achieving more together

❖ Strategic partnerships

- **Co-branding campaigns & event sponsoring**
Targeted measures to strengthen your brand & reach
- **Whitepapers, studies & webinars**
Present your know-how - with us as a neutral platform.
- **Theme partnerships on focus pages**
Showcase your expertise in specific segments

=> Your advantages:

- **Thought leadership:** You shape the discussions & developments in a growing market & innovation field.
- **You build trust and strengthen your brand.**
- **They influence purchasing decisions in your favor.**
- **They create long-term brand loyalty.**





Your digital shop window. 24/7.

❖ Webshop:

- We are your **digital sales partner**
- **Product presentation with depth**
 - Detailed descriptions, use cases
 - Targeted collection of consumers
- **Lead generation**

❖ Affiliate marketing

- **Affiliate links** to your products & services

=> Your advantage:

- **Sales generation through targeted buyer contacts.**



Systematic sales & communication

❖ owl lab management consultancy

- We understand **your products, the business model and the environment**,
- know your **challenges**.

=> We accompany sales & communication of your products & solutions

We think **strategically, sales-driven and data-driven** - and make the visibility of your platforms and your products on SmartBuildingsCompass.com into a growth driver.



From initial contact to closing: We shape the path to purchase



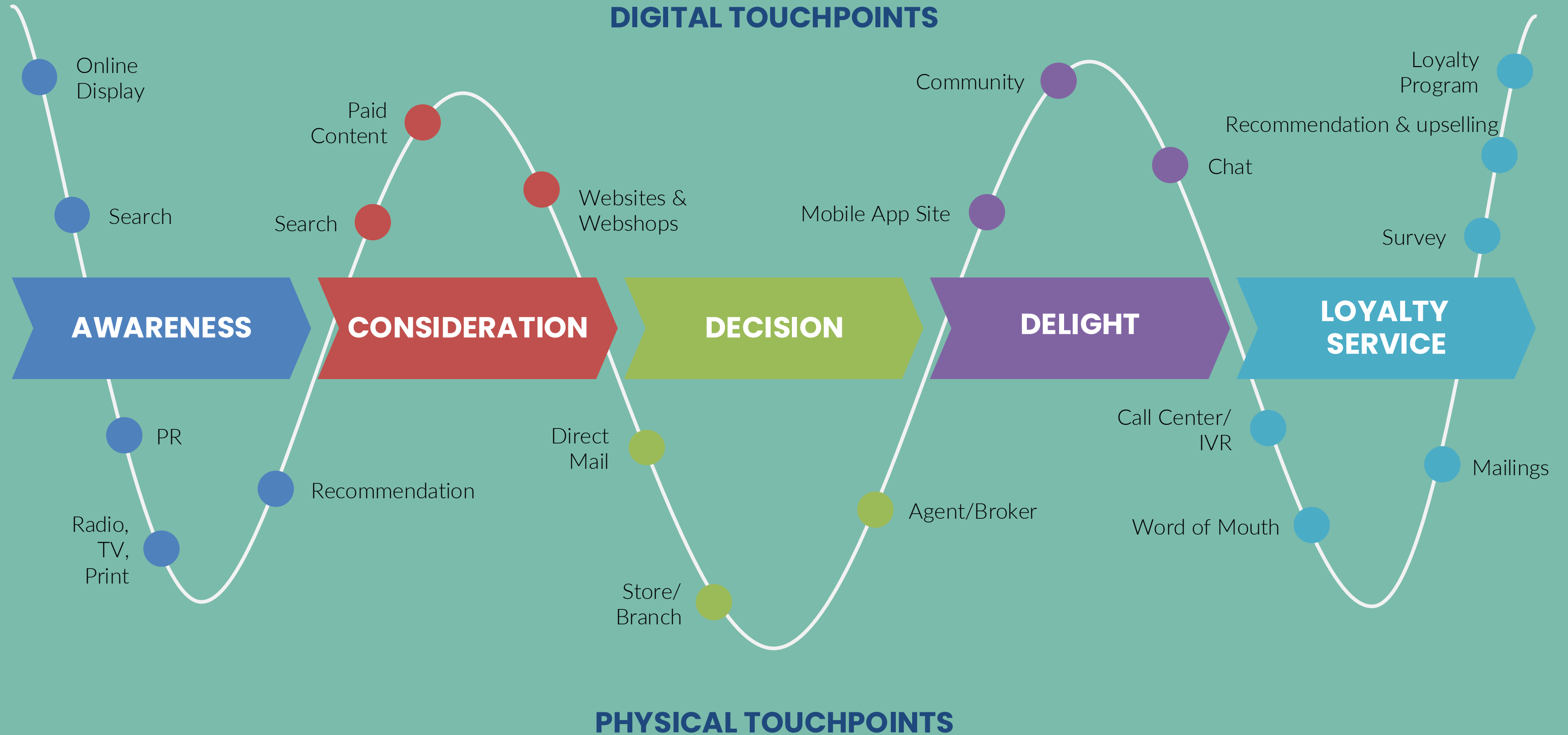
❖ Analysis & strategy development

- **Strategy development**
 - Actual & potential analysis
 - Who are your target groups?
- **Market and stakeholder analyses**
 - Research & Analysis
- **Communication & campaign management**
 - Texting & structure of your SBC presence
 - Development of positioning & storylines
 - Whitelabel texting for other platforms
 - Communication briefings for appearances, events & discussions
- **Event management**
 - Tailor-made B2C & B2B events
 - Online & offline

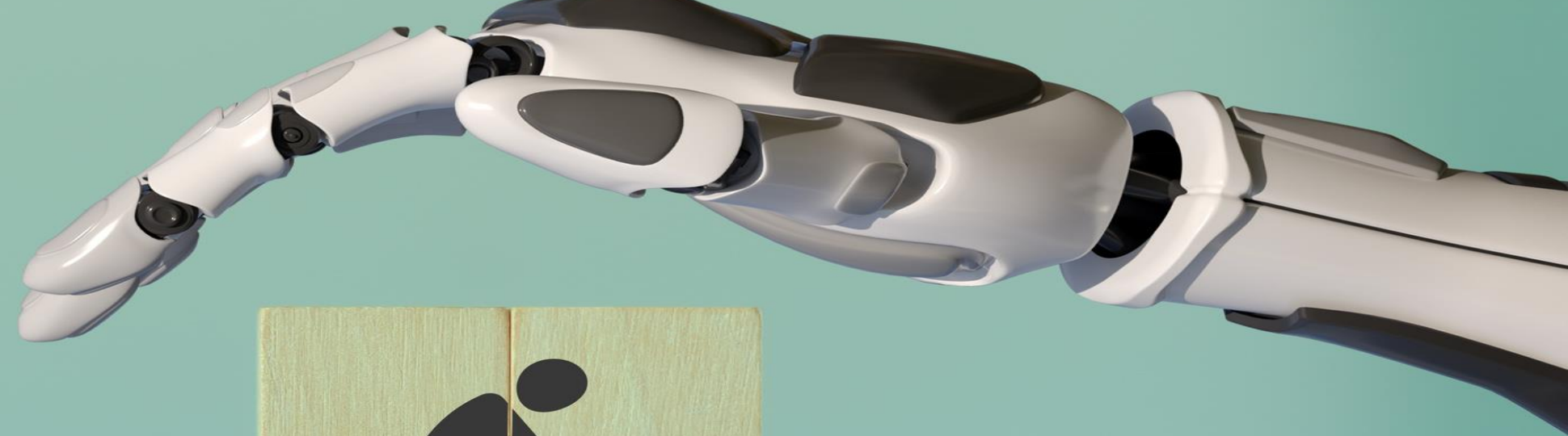
❖ Digital marketing

- **Google Ads**
 - Development & management of highly focused Google Ads campaigns
- **SEO: Visibility with decision-makers**
 - Development of customized SEO strategies
 - Textual & technical optimization
- **UX optimization for older target groups**
 - Conducting a UX audit and conversion optimization of the website especially for older and digitally inexperienced target groups
- **Digital consulting ChatBot**
 - Development of CustomGPT for seniors & relatives

Create incentives to buy. Strengthen trust. Retain customers.



About us



Anja Herberth

Publisher SBC
Management consultant
owllab.at

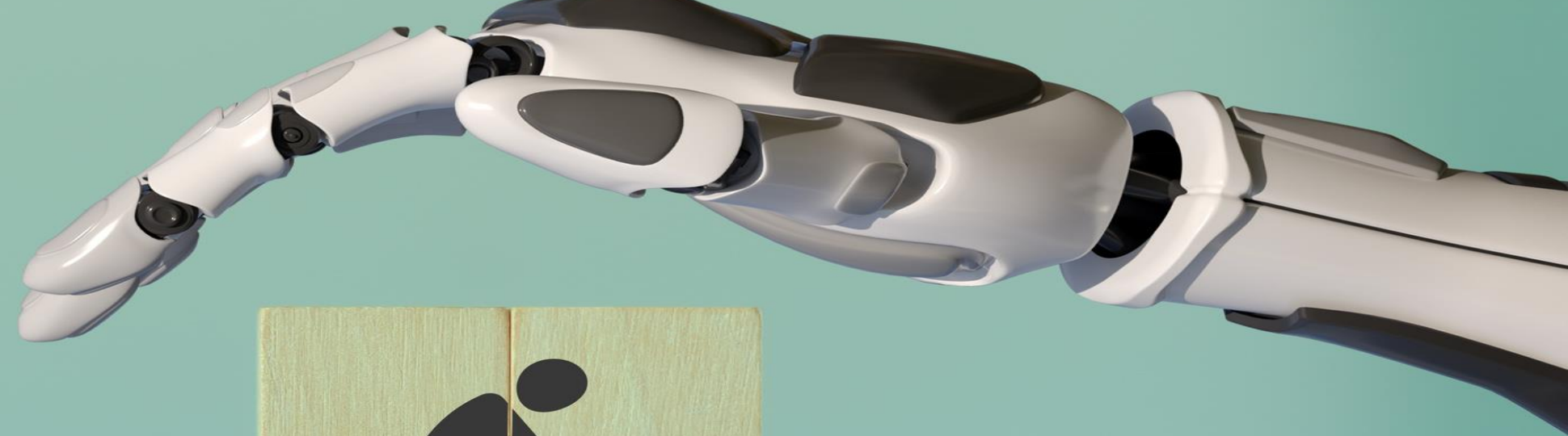
Anja has been active in management consulting for 25 years and has been self-employed since 2013.

Has studied Business Administration & Management at the FH Vienna.

Professional experience in the construction sector and as a press spokesperson & organizational developer in politics and the political environment. **Main focus:**

- **Strategy development, market and stakeholder analyses:** Development of clear brand and communication strategies,
- **Communication management**
Conception of a professional, consistent presence on the market. Consulting & development of your presence on SmartBuildingsCompass.com
- **Development of political briefings & strategies**
Analysis, conception & implementation of political strategies.
- **Communication trainings**
Preparation for interviews & discussions.
- **Studies & white papers: Making knowledge visible.** Conception, research & analysis, editing & design of content with depth.
- **Event management**
Planning & implementation of (specialist) events.
- **Crisis communication**
Communication & support in challenging situations.

About us



Rene Detter

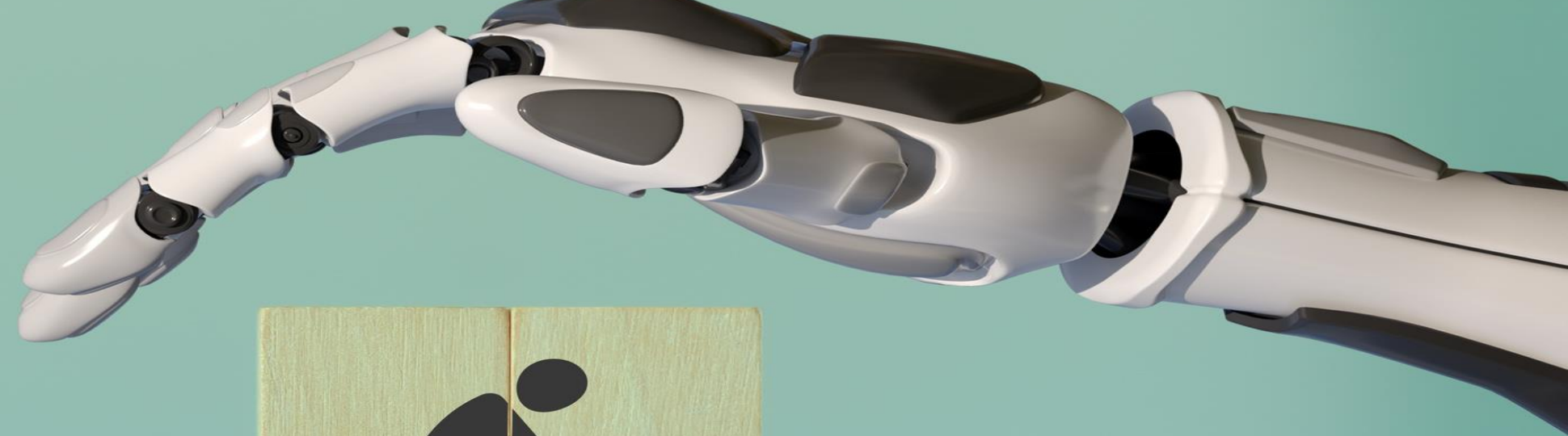
Founder & Managing Director
Digital marketing expert
Sharkdigital.one

Has studied business administration with a focus on marketing and advertising at the Vienna University of Economics and Business.

René has been active in digital marketing for over 25 years. With a deep understanding of the industry and a razor-sharp specialization in performance marketing, digital sales and scalable automation systems. He has been self-employed since 2009. His **main focus:**

- **AI-supported digital sales**
Building automated lead and sales funnels with chatbots & CRM integrations.
- **Performance marketing with a focus on conversion**
Google Ads, Meta Ads & YouTube - combined with data-based target group and conversion optimization.
- **SEO & content automation with AI**
Scalable content creation, entity-based SEO for maximum visibility.
- **Marketing automation & funnel engineering**
Make, n8n, Zapier & API integrations to automate complete customer journeys and reporting.
- **Training, consulting & AI coaching**
Workshops for marketing teams, sales departments and C-level - hands-on, measurable, future-proof.

About us

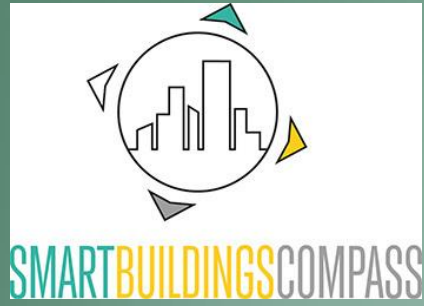


Doris Spiegl

Owner
DS agency for
communication strategy,
brand development & visibility

Doris has been working as a communications and marketing consultant for 30 years. As an independent consultant, she has been helping companies, EPU's and personalities to increase their visibility in the public eye and the media since 2013. She accompanies projects holistically: from positioning to media work to implementation in campaigns. Background: interdisciplinary studies in journalism, political science, theater studies and business administration, certified communications manager, course in sustainability communication. **Main focus:**

- **Communication strategy & positioning**
Brand development, target group approach, storylines for sustainable visibility
- **Public & Media Relations**
Strategic media relations, placement in relevant channels, development of media relations, topic development.
- **Storytelling & content creation**
Story-based positioning, text and editorial concepts for various channels
- **Integrated 360° campaigns & campaign management**
Conception, holistic implementation and support of cross-media communication campaigns - including development of communication scripts
- **Training, sparring & consulting**
Knowledge transfer, empowerment and sparring for communication managers, executives and the self-employed



Get started now!

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