Press release

Lodz, 24th January 2019

**A fanpage that smells like coffee - MakoLab promotes Nivona brand on social media**

**A new fanpage belonging to the Nivona brand - a producer of high-quality coffee machines - appeared on Facebook. MakoLab - Digital Solutions Agency has presented the best idea for running a Polish profile on social media. For this reason, the agency is responsible for brand image and advertising activities on Facebook.**

Nivona specializes in the production of automatic coffee machines that combine reliable Swiss mechanisms and German execution. One of the unique functions of coffee machines is the Aroma Balance system, which imitates the skills of a barista. Thanks to that in the comfort of your own home you will prepare a perfect espresso, americano, cappuccino, latte or latte macchiato at the touch of a button.

The company decided to use social media to promote its brand to reach coffee lovers in Poland effectively. The technology and marketing agency MakoLab is responsible for the implementation and developing the social media activities for Nivona.

Facebook activities are aimed at building a community around the brand. The agency has prepared the entire communication strategy on Facebook along with the creative line that it uses in the preparation of content. The profile is full of interesting information related to coffee. As it turns out, this drink not only stimulates and evokes pleasant associations but also is present in many important moments in our lives.

Thanks to content marketing activities on Facebook, people looking for a coffee machine can learn about the long-lasting, elegant design and easy to use devices as well as get inspired to try new flavors of coffee and ways of preparing this unique drink in different parts of the world.

Content marketing activities are also regularly supported by a paid promotion tailored to the brand's target group.

We invite you to see and like Nivona Poland profile on Facebook.

<https://www.facebook.com/nivonapolska/>

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**About MakoLab**

MakoLab - Digital Solutions Agency - is the single point for digital transformation, delivering projects for global companies. Makolab’s offer embraces digital solutions to support its clients in achieving their business goals.

MakoLab services include comprehensive business consulting and digital technology development services in the development and implementation processes for marketing and sales platforms. This includes full support in setting a business model through to planning the communications strategy and selecting of the most appropriate tools, as well as the implementation and integration of chosen communications (e.g. websites, mobile applications) and sales (systems e-commerce) solutions.

The company also deploys tailored-made business systems and applications (e.g. CRM class, configurators, VR & AR) and further provides integration of these platforms with third party solutions. MakoLab also has a proven wealth of experience in the field of e-marketing services and is actively engaged in innovation for Data & Semantics projects.

MakoLab's dedicated solutions for Automotive, Real Estate or Finance and Insurance have been implemented in more than 80 countries all over the world.

**NIVONA - with a passion for coffee**

NIVONA is a brand of fully automatic coffee machines that combine reliable Swiss mechanisms and German execution. One of the unique functions of NIVONA coffee machines is the Aroma Balance system, which imitates the skills of a barista. NIVONA has created seven series of coffee machines, the advantage of which is their versatility concerning functionality and design. The FORE company is the exclusive distributor of the NIVONA brand in Poland.