



LET'S TALK WITH...

Sara Bernardelli

"Communicating motion and change"

Energy and continuous evolution are the features that identify Sara Bernardelli, the Corporate Communications & Marketing Manager who joined Diplomatic with a great task: to transform excellent companies into a Group recognized worldwide as a supplier of 360 ° motion solutions in industry and mobile. With a smile, but a timed program that does not allow for delays she gave a great impulse.

First goal reached? The **new website** built to enhance the centrality of the customer and make Diplomatic's products, experiences and innovative skills available to them.

Let's get an insight into your work. What does it mean to create technical content while remaining absolutely understandable to the general public?

It means identifying the topics of interest to our target and knowing how to disseminate them through the most used channels today, such as social networks, newsletters, websites, which require a quick reading to capture attention and lead to insights on different media. When I develop content, I aim to attract immediately the reader's attention at first glance, responding to the demands of the online: speed and immediacy.

I am convinced that clear, easily accessible contents give the brand an image of strong competence. In this way, future customers and partners will remember the company and the brand and they will be more likely to contact for further information.

The only real risk of the web is the loss of quality of the information available on the network and, therefore, the difficulty of customers to distinguish in this huge mass of information what has the greatest value. Knowing how to emerge in this "ocean" is therefore one of the main challenges.

How do you manage communication and marketing across multiple time zones of the world?

The international dimension of the Diplomatic Group is very stimulating to me: every day I am confronted with different ways of thinking and with the multiple needs of the markets. It certainly requires great flexibility and organization.

Combining all the experiences and features of various geographical areas in a common Group heritage is a strategic aspect that I am very happy to have started to set up. The new website www.diplomatic.com is a first example of this activity.



Sara Bernardelli
Corporate Communications & Marketing Manager

She has a long experience in communications and public relations in B2B. As a journalist she loves to write and carry out content marketing campaigns with one goal: the centrality of the person and of the customer.

The most recent project is the new company website capable of representing the experiences and skills of the Diplomatic Group.



What keyword does represent 2021?
#motionwillkeepusttogether:
in the double meaning of industrial and mobile solutions e of the new concept represented by the skills and people who come together to form an international Group



Communicating
innovation