

About us

For business owners and communication managers, Selenis is the consultancy that gives them the strategic content insights they need in order to reach the most profitable relation with their crucial target audiences. Because we are uniquely specialized in Content Marketing, PR, and CSR, we make sure they get their message across to customers or business partners, employees, local communities, journalists and social media influencers.

Our expertise is based on accurate research and analysis of consumer needs and behavior, on best practice guidelines and international benchmarks. We believe in content marketing rather than advertising, in honest information rather than propaganda, in strategy rather than creativity.

They trusted us

We worked for some of the most demanding clients on the Romanian market: Orange, Heidelbergcement, BCR, Holcim, Tuborg Romania, BRD Groupe Societe Generale, Unicredit Tiriac Bank, OMV Petrom, Rompetrol, Dacia Renault, Ciel, Raiffeisen Bank, Unilever, Western Union, Coca-Cola HBC, Vodafone, Telekom, Ozone Laboratories, RBS Romania, BGS, UPC Romania, Porsche Romania, A&D Pharma, Philip Morris, Sicomed, Interbrew, Softwin etc.

Find out what they say [about working with us](#).

We coordinated complex, multi-year projects for the Marketing & PR Industry:

- European CSR Lessons (own brand, 3 editions, 2011 – 2013)
- Olimpiadele Comunicarii (own brand, 9 editions, 2001 – 2009);

- Gala Societatii Civile (3 editions, 2004 – 2005);
- Internetics Digital Festival (2 editions, 2004 si 2005);

What is Content Marketing?

HubSpot, the leading company advocating the **content marketing** and **inbound marketing** global movement, use the following image to explain the [REDACTED]:



Source [HubSpot](https://www.hubspot.com)

As you can read on [Wikipedia](https://en.wikipedia.org/wiki/Inbound_marketing), **Inbound marketing** is the promotion of a company or other organization through blogs, podcasts, video, eBooks, newsletters, whitepapers, SEO, physical products, social media marketing, and other forms of **content marketing** which serve to attract customers through the different stages of the purchase funnel.

In contrast, buying attention, cold-calling, direct paper mail, radio, TV advertisements, sales flyers, spam, telemarketing and traditional advertising are considered “**outbound marketing**”.

In turn, **content marketing** is a form of marketing focused on creating, publishing and distributing content for a targeted audience (especially online, but not exclusively). It is often used by businesses in order to:

- Expand their user base
- Diversify their user base
- Establish or Increase online sales
- Increase brand awareness or credibility
- Create an online community of users

Read more about [our Content Marketing Services](#)