WALKING MEN
Digital Transformation is probably the most discussed topic of the past 5 years.

Who is not looking for ways to use digital to accelerate the business and meet changing market requirements?
The integration of digital in a strategic way creates competitive advantage
3 areas
where the
usage of digital
delivers value

01 Transforming products and services
New ways to access and use your products, creation of new products and services, additional services

02 Transforming operations
Improve the way the organisation is operating. New approaches for daily operations, collaborations and innovation.

03 Transforming the relationship with customers
How to use digital to create awareness and improve notoriety, achieve seamless omni-channel experience, get better customer insights
Walking Men is a strategic partner to help you develop your digital capabilities to better connect with your audiences.
We build digital ecosystems and create digital brand universes.
The strategic approach of your digital ecosystem is the only way to provide your audiences with an optimal experience throughout the different digital touch points with your business.

We will help you align your digital ecosystem with the customer journey of your audiences, connecting with the internal processes of your business.
Align the objectives of your digital ecosystem with your business goals

Get the most out of your digital transformation - train your employees around digital

So many digital agencies. Be sure to pick the ideal strategic partner

Investments need returns. Use the outcomes of your digital ecosystem to make your business and products evolve.

Forget department silos - all business stakeholders must co-create

5 steps for long term success
Our

APPROACH

/ Project Strategy / A unique content-first approach
/ Design your digital brand universe / The right technology, front to back
Performance can only be achieved if we clearly define the ambitions of your digital project: what are we trying to achieve, how will we get there, why will we succeed?
What strategy can do for you

Align you (and your stakeholders) on your business requirements and your expected goals

Get an understanding of your key audiences

Get insight in the competitive landscape and the industry trends

Define clear strategic online tracks and understand how to measure them

Have a realistic roadmap, based on your priorities
Our Strategy Workshop is an opportunity to build an internal momentum, by inviting the different stakeholders to participate. It will allow you to bring together their requirements and expectations for the project while federating your teams.

We put the customer at the centre, and define personas of your key audiences. We use empathy mapping to get a good understanding of their needs and decision making: what motivates them and what stops?

Clear KPI, related to your goals, are set from the beginning. We measure how the projects will strengthen notoriety and visibility, grow your reputation, drive more qualified traffic, improve engagement rate, create stickiness for repeated sales, ...
A UNIQUE CONTENT-FIRST APPROACH

We create engagement through strong storytelling, including the right keywords to make you visible and relevant for searches related to your business, next to your competitors.
Interlinking Content, SEO and UX

A rock-solid foundation making you relevant at each step of the customer journey.

The SEO strategy is brought alive throughout the website, aligning the sitemap and content structure with the semantic content required for your SEO performance.

The content strategy creates strong storytelling and creates your unique tone of voice.

Our UX Team defines the flows and functionalities, illustrating them through the wireframes of the key pages, both desktop and mobile.
01 We team up with our clients in an ideation workshop. Together, we define the types of content and functionalities required for your project.

02 The outcome is very practical, and will allow you:

- To understand the semantic areas that allow you to achieve better ranking results
- To have clear insight and overview of the content to be developed
- To have practical SEO and content guidelines in hand to brief a copywriter
- To to a first user test, based on the wireframes containing real content
DESIGN YOUR DIGITAL BRAND UNIVERSE

Our digital-driven design approach will help your brand take full advantage of all potential that digital offers nowadays.
Get your brand ready for the digital era

Most brand identities are still stuck in the old days and do not allow the required flexibility for a multi-channel environment.

The digital ecosystem is full of challenges: social media, mobile devices and technology opens up opportunities for new ways of branding, like motion and sound.

Based on your graphical identity and your company values, we explore and experiment with possibilities that will make you stand out, and can assist the user experience, both visually and emotionally.

We create a solid design system, illustrated through graphical lay-outs of selected key pages, desktop and mobile versions.
01 We have developed a unique creative process to build strong digital universes.

02 We use divergent and convergent thinking. Concepts and ideas are explored first broadly and then carefully selected. The outcome of this visual exploration is presented through moodboards and stylescapes.

03 The strength of our design lies in the multi-disciplinary: a critical part of our approach is knowing what customers need and how our project will make them feel better.

04 In the end, we deliver very practical and detailed guidelines that describe the design system, allowing the required flexibility to evolve and adapt.
THE RIGHT TECHNOLOGY, FRONT TO BACK

All we care about is how well you will be able to manage your digital property, how smoothly it will fit within your company and culture, and how happy your customers will be with using it. Security, speed, reliability and usability are all by-products of that process.
Front-end: flawless execution

The focus is on the adequate balance of optimisation and eye-candy. Perusing the website should not only feel right, but feel good as well.

Truly responsive, really enjoyable: Our front-end coding adapts gracefully to all common screen resolutions (mobile, tablet, desktop) and types (touch or not).

Achieving a top-notch rendering for a specific screen size, ratio or resolution is not enough - the site will also gracefully degrade once confronted with the real world of old and exotic devices running on sometimes unreliable networks.

The website shouldn’t only be usable for all devices, it should also be useful to all users: accessibility best practices are implemented to welcome all types of visitors.
Back-end: top-notch, yet easy-to-use

We chose the technology that suits you best, depending on the project requirements, your existing infrastructure and your publishing needs.

We are obsessive about Security and Sustainability: The tools we build for you are made to last a long time, and grow with your future needs.

One size doesn’t fit all: The back-end we implement take many shapes and forms, with a specialized Web CMS such as Drupal or Wordpress fully integrated within our clients’ infrastructure, connected to the CRMs and ERPs that power their company.
01 Whatever your needs and challenges, we have probably seen this before. We are happy to listen to our clients’ infrastructure horror stories, collaborate with their in-house developers or chosen third-party partners, and deliver together pragmatic, future-proof solutions.

02 We’re not in the business of selling you licence seats or chaining you to a vendor or a technology, all we care about is how well you will be able to own your product allow it to grow for the years to come.

03 In the real world, stuff breaks all the time, requirements change, new threats arise whether you want it or not. With performance and security in mind, we pick the smartest, most resilient suppliers to deliver hosting solutions that will support both business-as-usual days and all-hell-breaks-loose days.
SERVICES

/ Digital growth workshops
/ Digital consultancy
DIGITAL GROWTH WORKSHOPS

Walking Men Workshops are conceived to elevate the digital culture of your teams, and help them acquire the insights, skills and tools required to build and maintain a powerful digital project.

BEFORE
How to align all departments, get a buy-in of all stakeholders and develop a common a view of the strategy

/ Alignment Workshop / Strategy Workshop
/ Ideation Workshop

AFTER
Learn how to apply the SEO strategy, develop digital content creation skills, measure and understand performance

Workshops on SEO deployment, Content creation, Digital skills for long term success
We have the expertise to deliver the strategy, deployment or support for the following fields: SEO, Content creation, Analytics, Insights and Ideation for continuous improvement, Digital communication (social media, newsletters, podcasts, ..)

DIGITAL CONSULTANCY

Our experts can support you at different levels of a digital project.
Selected

REFERENCES

/ Outhere Music / WWF Belgium
/ Immobel Group / Sibos
outhere-music.com

How dynamic branding makes Outhere Music ready for the digital era

immobbel-group.com

SEO is the secret weapon in the content-first approach of Immobel Group’s corporate website

wwf.be

The nudging of the WWF tiger making online donation irresistible

sibos.com

Sibos Digital - how to transform the world’s premier financial event into a successful online format
How dynamic branding makes Outhere Music ready for the digital era
Outhere Music is one of the world’s leading independent producers of classical music.

The company came to Walking Men to help them explore the huge opportunities of digital, and reach a broader potential audience around the world.
To achieve this ambitious goal, they need to seduce a new audience, the “cultural hipster”, for whom the discovery of classical music is part of their interest in culture and music.

To get there we developed a new dynamic brand identity & a new digital platform.
PLAYLISTS

ESSENTIELS
RELAX IN CLASSICAL
SUMMER

SUBSCRIBE TO OUR NEWSLETTER AND BE THE FIRST TO KNOW ABOUT THE LATEST RELEASES, PREVIEWS AND NEWS FROM OUTHERE MUSIC.

OUTHERE MUSIC

TIRANNO
KATE LINDSEY, ANTHANAS LOUIS
1 CD
ALPHA3995

WEBER
MARTIN H. MÖDLER, ANNA FALÁKKA,
KONZERTKOHORNE ORCHESTER BERL., CHRISTOF
KENCHEBACH
1 CD
ALPHA2032

BRUCH: STRING QUINTETS & OCTET
KATE LINDSEY, QUARTET WITZ KLEIN, ALPHACORE,
COWER
1 CD
ALPHA2995

LE BANQUET CÉLESTE
DARWIN SULLIVAN, P.H. ERLBACH
1 CD
ALPHA2032
Discover more about Outhere Music

WATCH THE VIDEO CASE
The nudging of the WWF tiger making online donation irresistible
WWF Belgium almost exclusively relies on private donations.

A real challenge popped up quickly: how do we make users want to take action without causing annoyance and disturbing a perfectly pleasant experience online?
For WWF Belgium, our solution laid on a nudging technique combined with an adorably irresistible animation

A baby tiger on the corner of the screen politely inviting you to join the cause. Seriously, who could resist?
ENSEMBLE, NOUS SOMMES LA SOLUTION

L'Australie a besoin de nous !

WWF-BELGIQUE

JE VEUX AGIR

JE DONNE
TOUTE L'INFO SUR LA NATURE PAR LE WWF

SANS ÉCO-GARDÉS, IL N'Y AURAIT PLUS DE TIGRES SAUVAGES

Les tigres sauvages sont à l'agonie. Sans éco-gardés, ils pourraient disparaître pour de bon. Le WWF a pu mettre en évidence la situation critique de ces animaux dans de nombreux pays.

LIVING PLANET REPORT

Sous couvert de devenir un acteur du changement, des entités exploiteuses, sèches et infâmes, ont sorti le plumeau à l'intérieur de l'économie de notre planète. Résistons, allions à notre essence végétale, qui vit encore en nous même au cœur de la nature.

AGENDA

15.000

Le Conseil mondial des lacs, des rivières et des cours d'eau a continué son历程 en faveur des soins et du traitement des eaux usées. Les impacts sont inquiétants sur le plan planétaire.

50%

Le commerce de l'extraction des médicaments a dépassé les 50% de la surface ouest-africaine, menaçant les populations indigènes et la biodiversité de la région.
SEO is the secret weapon in the content-first approach of Immobel Group’s corporate website.
Belgium's largest listed real estate developer, Immobel asked us to build their new corporate website.

The main objective was to grow Immobel's reputation for a broad and international audience, and increase visibility for its projects.
Our analysis showed that there was a major opportunity to grow the visibility of the Immobel brand and its projects with audiences that were potentially looking for projects, but did not "see" Immobel.

Immobel’s content strategy was built on a combination of search data and a good understanding of the different audiences. The search data allowed us to know which information users look for that is related to Immobel’s core business, and how they look for it.
On top of bringing the right content and tone of voice, we made sure the website followed SEO best practices. This was crucial to increase the website’s visibility and bring the right traffic to it.

ORGANIC TRAFFIC BEFORE LAUNCH
519/month

ORGANIC TRAFFIC AFTER LAUNCH
5112/month

PAGE VIEWS / VISIT
120% improvement
from 2 pages/visit to 4.6 pages/visit

BOUNCE RATE
-15% improvement
from 65% to 49%

AVG SESSION DURATION
70% improvement
from 1 min 06 sec to 1 min 52 sec

source: GOOGLE ANALYTICS
How to transform the world’s premier financial event into a successful online format
Every year, Sibos brings together thousands of business leaders, decision makers and topic experts from across the financial ecosystem.

Industry leading speakers and conference sessions, partners, and multiple networking events make Sibos the place to be for the sector. But COVID-19 had a significant impact on its organisation, so Sibos took place as a digital event in 2020 and 2021.
For Sibos 2021, digital continued to be the key channel and visitors needed to feel that it would be better, more exciting, a step further than 2020.

We conceived a strong and versatile design system, allowing Sibos to create a rich visual universe throughout all touch points of the digital event.
Does creativity create a better world?

WE BELIEVE THAT, WHENEVER YOU CAN YOU SHOULD TRY TO CREATE A BETTER WORLD.
DESIGN MATTERS

When design fails, you will notice.

Right now, more than 80% of the people use the internet on a daily basis. We are on a mission to design the best possible digital experience for your audiences.

To do so, we keep our minds wide open and seek our inspiration in the life that surrounds us. We overhear conversations, observe people, watch films, listen to music, check out a lot of art. Let’s say we are shamelessly curious. And we never stop learning.
Discover Brussels with our team
Enjoy our talks about artists and how they inspire us
Get free insights!
Share your digital challenges with us, and we will be happy to discuss.

Katelijne Van Loo
Head of Strategy
k@walkingmen.com

Valérie van Delft
General Manager
valerie@walkingmen.com
Thank YOU

Discover agency daily life:
Instagram, Linkedin, Twitter

Or just stay in touch:
subscribe to our quarterly Full Story newsletter

And yes, we have a website:
walkingmen.com