

Sag Media Communications

Social media content creation
and management

Let's work together - here's why

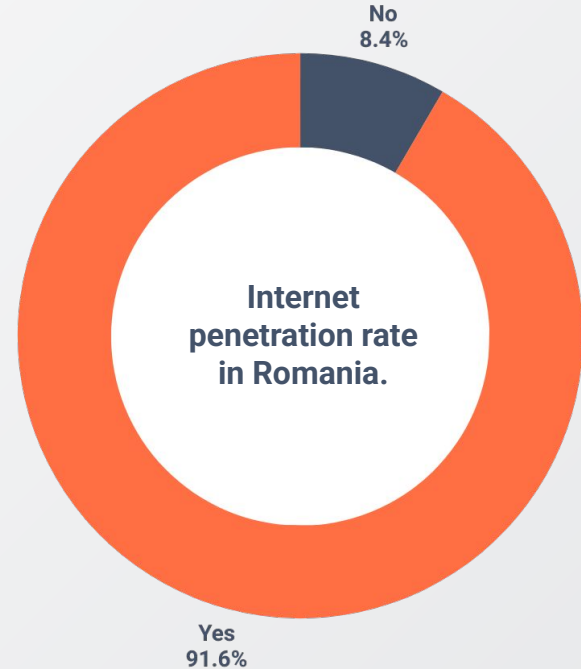


Digital landscape in Romania

Social media networks are **highly popular in Romania**, being widely **used** not only for recreational activities but, more importantly, **for informational purposes**.

As of the beginning of last year, our country had **18.06 million internet users**, with **internet penetration reaching an impressive 91.6%**, reflecting the growing digital engagement.

According to the information published by [Datareportal.ro](https://www.datareportal.ro)



Digital landscape in Romania

When analyzing the digital landscape, some other key points stand out:

- In January 2024, Romania recorded **13.30 million social media users**, representing **67.4% of the total population**, indicating widespread engagement with these platforms;
- At the same time, there were **28.00 million active cellular mobile connections**, equivalent to **141.9% of the population**. This suggests a high level of mobile connectivity, with many individuals utilizing multiple devices or subscriptions;
- **73.6%** of Romania's total internet user base (regardless of age) **used at least one social media platform** in January 2024.

According to the information published by [Datareportal.ro](https://www.datareportal.ro)

Gender of social media users in Romania

In the previous year, the gender distribution of social media users in Romania was shaping up as follows:



49.8% of the users
were **male**



50.2% of the users
were **female**

According to the information published by [Datareportal.ro](https://www.datareportal.ro)

Preferred types of content



Images and texts are preferred by users aged 18-24 and over 55.



People aged 25-34 tend to prefer GIFs as their preferred form of content.



Videos and articles are more popular among those aged 45 and over.



Users aged 35-44 are more inclined to engage with audio content.



Instagram Stories are the most popular type of content for users aged 18-24.

According to the information published by lqads.ro

Social media trends in 2025

When it comes to the trends of 2025 and the usage patterns of social media platforms, the situation looks as follows:

- Although **Facebook** has a usage rate of 91% in Romania and a **potential ad reach of 9.05 million users**, it is gradually **losing ground to Instagram** and **TikTok**;
- Users aged **18 to 24** primarily get their information from **Instagram**, while those aged **25 to 34** turn to TikTok for **information**;
- **Instagram** is used by **5.30 million Romanians**, with an average monthly **usage time of 9 hours**;
- As for **LinkedIn**, it had **4.20 million Romanian members** aged 18 and over at the **beginning of 2024**, indicating a growing interest in this platform.

According to the information published by [Statista.com](https://www.statista.com), [Sendsms.ro](https://www.sendsms.ro) and [lqads.ro](https://www.lqads.ro)

Platforms we master



Facebook

Engaging posts (both static and reel formats), **campaigns**, and **events**



Instagram

Engaging posts (both static and reel formats), **stories**, and **campaigns**



LinkedIn

Professional posts (both static and video formats), **recruitment announcements**



TikTok

Engaging videos, reflecting the most **recent online trends** and **updates**



Social Media management

The main activities carried out by our agency in this field focus on:

- Brainstorming to establish the **optimal content strategy**;
- **Content creation and planning**;
- **Performance monitoring and strategy adjustment** based on audience feedback;
- Implementation of online **promotion campaigns**;
- **Community management** or **consulting services** in this area;
- Identifying the **most suitable KOLs** and initiating mutually **beneficial collaborations**.

Companies whose accounts have been managed by us



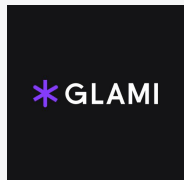
Franke Romania

It is the world's leading manufacturer of kitchen sinks, renowned for its scale and expertise in the industry.



ScentAir Romania

The company provides proven solutions for scenting commercial, business, and HoReCa spaces.



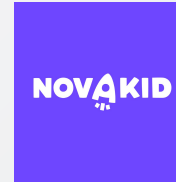
GLAMI Romania

It is a fashion search engine, active in 17 markets, with a combined traffic of 40 million monthly sessions.



FitSchool Romania

It is a free platform dedicated to teachers and students, encouraging sport in the school environment.



Novakid Romania

It is an online English school for children, recognized as the leading EdTech platform in Europe in 2021.

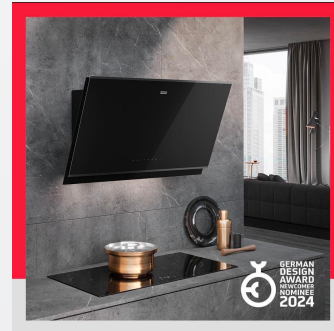
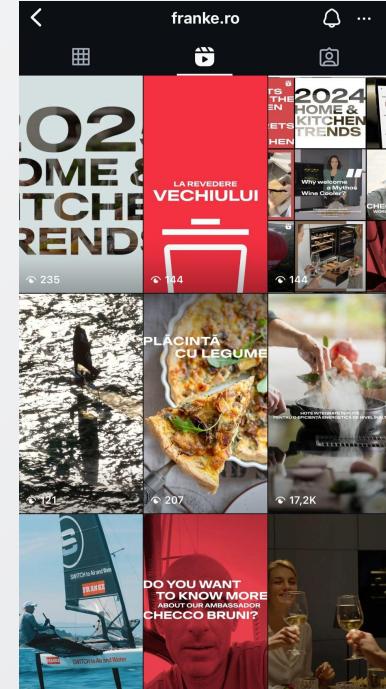


Dajar Romania

It is the largest company in Poland and Central Europe in the distribution of home and garden products.

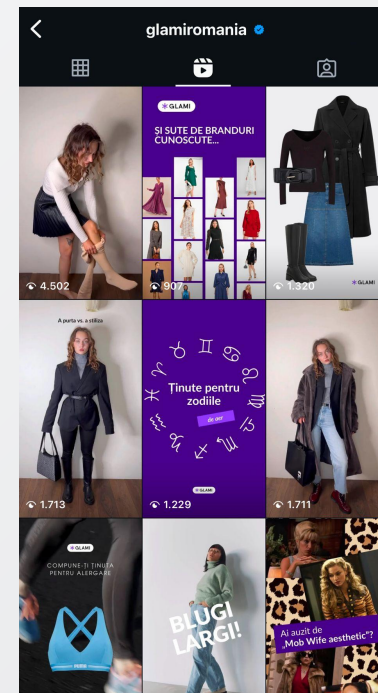
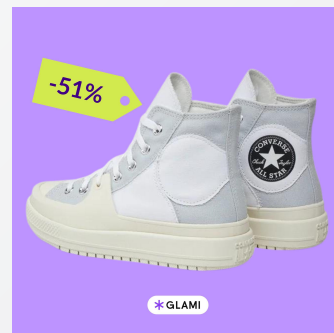
Samples of our art - Franke

Facebook - 1 million likes; Instagram - 7.7K followers



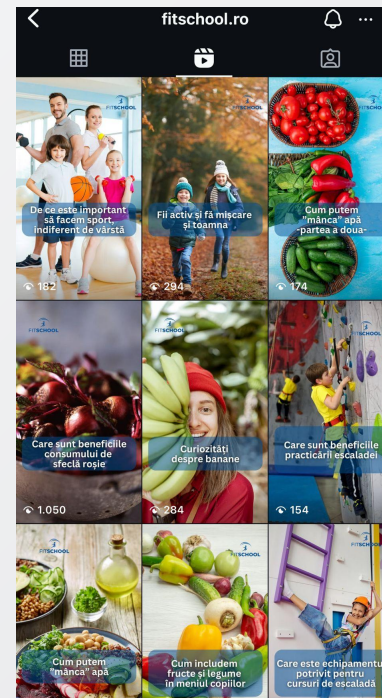
Samples of our art - GLAMI

Facebook - 609K likes; Instagram - 30.8K followers



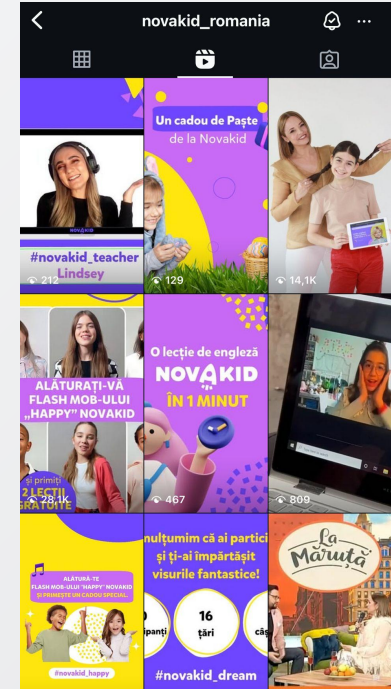
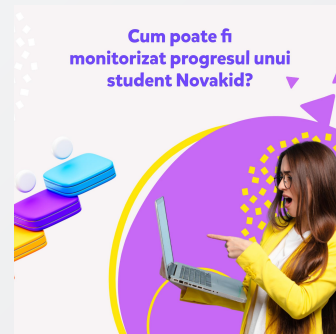
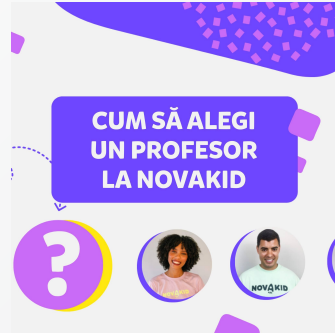
Samples of our art - FitSchool

Facebook - 3.4K likes; Instagram - 1.9K followers



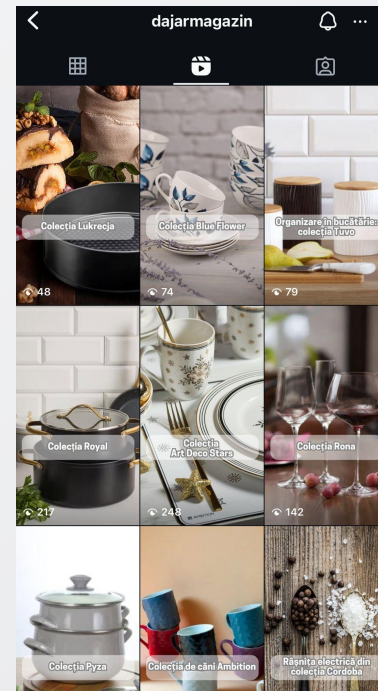
Samples of our art - Novakid

Facebook - 25K likes; Instagram - 13.5K followers



Samples of our art - Dajar

Facebook - 7.7K likes; Instagram - 3.9K followers



Digital results



**E-commerce
revenues brought
to clients:**

Over 6 million EUR



**Budgets
handled for PPC
campaigns:**

Over 1 million EUR



Social KPIs:

20 page launches
+2.5 mio. likes

Benefits of the collaboration

Consulting provided by a **well-trained team** that stays up-to-date with the **latest trends** and **algorithm changes**.

The development of **personalized content strategies**, designed in line with the **company's brand identity**, its **objectives**, and the **interests of the target audience**.

Optimizing **internal resources**, allowing your company members to focus on other **critical tasks** that contribute to the overall **success of the business**.

Increasing online visibility and building a **supportive community**.

Creating **additional touchpoints** with the **target audience** on other platforms (compared to those currently being used).



Benefits of the collaboration

Support in **overcoming potential communication crises**, as our team monitors both the **impact and the audience's attitude**.

Outperforming the competition by shaping a **cohesive image** and **communication strategy** that appeals to potential clients.

Specific results that can be measured through **clear performance indicators** (engagement rate, total interactions, shares, direct conversions, etc.).

Endorsement opportunities with audience-relevant **KOLs**, adding a layer of **authenticity** to campaigns.

Encouraging **publicity contexts** and motivating the community to **generate original content (UGC)** that supports the brand.



About Sag Media



Sag Media is a digital advertising agency, operating on the market since 2011.



We are an agile organization, where adaptability is fundamental.



We specialize in optimized online content development and online marketing or sales campaigns.



We embrace technology and creative strategies, focusing on niche approaches.



We connect your services to new markets (e.g.: Hungary, Czech Republic, Portugal).



We also excel in event organization and brand activation (e.g.: press conferences, product launches).

You can find us at:



www.sagmediateam.com



contact@sagmediateam.com



Account Director & Partner:

+40732 710 894



Social Media Team Lead:

+40763 64 60 33

