

# Slovenian on-line retailer of baby products seeks marketing service providers with expertise in Google Ads, Facebook campaigns and Croatian translation.

## Summary

Profile type

**Business request**

Company's country

**Slovenia**

POD reference

**BRSI20250709031**

Profile status

**PUBLISHED**

Type of partnership

**Outsourcing agreement**

Targeted countries

**• Croatia**

Contact Person

[Enrico FRANZIN](#)

Term of validity

**9 Jul 2025****9 Jul 2026**

Last update

**9 Jul 2025**

## General Information

### Short summary

A Slovenian enterprise in the children's fashion and accessories sector is looking for a marketing partner to support its entry into the Croatian market. The company is seeking a service provider experienced in Google Ads and Facebook advertising, as well as translation and content adaptation into Croatian. A services agreement is sought.

### Full description

A Slovenian SME with an active e-commerce platform specialising in baby and children's clothing, footwear and accessories is planning to expand into the Croatian market. To support this internationalisation step, the company is looking for professional marketing assistance in the following areas:

Management and optimisation of Google Ads campaigns tailored to the Croatian market

Planning and execution of Facebook/Meta advertising with a focus on parent-targeted campaigns

Translation and localisation of marketing content and product descriptions into Croatian

Support with market insights and content strategy suitable for Croatian consumers

The company operates an established online store and has experience in managing digital sales channels, social media, and customer service. However, it is seeking an external expert or agency that can provide professional-level support to accelerate visibility and conversion in the Croatian-speaking market.

The partner can be either an agency or an experienced freelancer with proven success in e-commerce and regional digital marketing campaigns.

#### Advantages and innovations

The company offers stable operations with strong customer retention in the domestic market and a clear strategic focus on regional expansion. Its strength lies in a curated product selection, quality service, and customer loyalty. It is open to long-term cooperation with service providers who can help optimise return on advertising spend and assist with language-sensitive branding and content preparation.

#### Technical specification or expertise sought

- Expertise in Google Ads for e-commerce
- Experience in managing Meta (Facebook/Instagram) ad campaigns
- Native or fluent Croatian speaker with experience in content localisation
- Ability to translate and culturally adapt website content
- Basic knowledge of children's retail/fashion market is a plus

#### Stage of development

**Already on the market**

#### Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**
- **Goal 17: Partnerships to achieve the Goal**
- **Goal 8: Decent Work and Economic Growth**

#### IPR Status

**No IPR applied**

#### IPR Notes

## Partner Sought

#### Expected role of the partner

Type of partner sought:

Marketing service provider, digital marketing freelancer or agency

Specific area of activity:

E-commerce marketing, advertising, and localisation services

Tasks to be performed:

The partner will plan and manage Google Ads and Facebook campaigns, translate and localise web and advertising content into Croatian, and support strategic digital market entry in Croatia under a Services Agreement.

Type of partnership

**Outsourcing agreement**

Type and size of the partner

• **SME <=10**

• **Other**

## Dissemination

Technology keywords

• **01003014 - Internet Technologies/Communication (Wireless, Bluetooth)**

Targeted countries

• **Croatia**

Market keywords

• **02006009 - Other computer services**

Sector groups involved