



# Mission & Vision



# MOONA | About Us

## The four pillars that inspire our Mission and Vision at Moona

### VALUE

- Exceptional social media content creation
- Social media automation
- One-stop for all social media channels

### INSPIRATION

- The importance of a consistent social media presence for business
- Peace-of-mind from overspending time on social media

### PLAUSIBILITY

- Our platform for the social media automation
- Experienced graphic designers
- Experienced content creators/ managers
- Experience in business within the social media arena

### SPECIFICITY

- Custom, uniquely-tailored content for each business based on its industry
- Leave the social media automation on 'auto-pilot', while also having the option & access to manoeuvre content whenever needed



# MOONA | Mission

To maximize the potential of every business in the social media arena while granting business owners peace of mind.

Social media agencies are expensive. Their prices are justified by "results". But how often do you see the promised results reflected in your bottom line?

Point remains, you still need active social media to stay relevant. Our mission is to give business owners peace of mind. Your brand can be out there engaging your audiences on social media, without spending a fortune with an overpriced agency, while still getting the same quality.



# MOONA | Vision

To offer business owners a holistic solution to their social media using the integration of human and artificial intelligence, while leading the industry in social media content creation and automation.

At Moona, we continuously work to close the gap between the current and the future to unlock more possibilities for the industry.

With research and hard work, the development of Artificial Intelligence and better Software is only the tip of the iceberg when it comes to our plans.

# MOONA | Purpose



To assist business owners with their digital footprints



To normalize high-quality, unique content by refusing one-size-fits-all approach



To constantly understand and stay-informed of the always evolving social media landscape



To provide a centralized platform for business owners to be more productive with their social media activities



To utilize the wonders of Artificial Intelligence in service while maintaining the paramount human type of interaction and feedback



# MOONA | Values

## A S T A R

### Accessibility

- We founded Moona, with everyone in mind. We use enhanced efficiency in creating social media content that is suitable for everyone – from small business owners to big organizations.

### Standard & Quality

- We cringe at one-size-fits-all approach. The team at Moona loves delving into creative design and insightful copywriting. The integration between our automated service and human involvement create an impeccable quality standard for our clients.

### Teamwork

- We bounce ideas off each other to always reach for the peak of every idea. We work together, not only to meet customers' satisfaction, but it is simply one of the unbent core values in our team.

### Accountability & Integrity

- We uphold the highest standards of integrity at Moona. We aim to be transparent at every stage, among the team members and also the clients. We believe transparency builds trust and expands our relationship.

### Reciprocation & Open-Communication

- We appreciate a reciprocating relationship through an open-communication. We totally believe communication is key. You can sit back and relax with Moona's automation – but, we will always be available to communicate for the best result.



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