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Communication objectives

The Concr3de website will be playing three main roles :

- promotion of a technology, story, and mission of the company (inspirational video)
- platform for the projects orders (uploading window, brief for designing a printable model, call-to-action elements, marketing triggers, case - studies etc.)
- pre-sales of a 3D printers and materials (description of a printer's features, order path, ROI calculator, case - studies)

