

The case study is about a digital agency called Liliium Digital established in Bosnia and Herzegovina. Liliium Digital assists online media owners in growing their income through Google and Facebook ads. Liliium digital is run by Edin Halilovic along with co-founder Semir Music. Edin states that In Bosnia and Herzegovina they still concentrate on more traditional channels such as TV whereas online advertising is conventional in many parts of the world. "Liliium Digital is not an original business on a global level, but in Sarajevo, it's something new." Edin states that a number of opportunities have arisen from being early to market. Liliium Digital was one of the initial organisations to earn 'Google Partner' status in the country and has developed to a team of 17 people in the past two years. This however has also brought some trials- not least, a lack of understanding around what their agency does.

If you would like to find out more please follow this link: <https://lilium.ba/en/>