

CATALOG OF PRODUCTS AND SERVICES

September 2017

Social Media Management

Social Media Networks aren't just for sharing or publishing content; they are the playing field in which your customers and prospects interact with your brand. Understanding who they are, how they behave, what makes them happy, etc. allows you to select the appropriate social network to communicate with them.

Reputation Management

Your brand is the most important thing for your company and it affects directly your financial results. Knowing what people say in social networks about your brand, its products or services, will allow you to act quickly. A positive valuation of your brand benefits the positioning in the search engines. Users place high value in the online opinion of other users.

E-Mail Marketing

There is the perception that e-mail has become obsolete for marketing, and nothing could be further from reality. E-mail Marketing is one of the most powerful tools to deliver valuable content to customers, offering a sense of exclusiveness, especially when it is personalized.

Content Marketing

Content Marketing is the key for every Digital Marketing Strategy. It consists of generating the information that each segment wants to hear in the way they want to hear it. Usually, the companies sends content in which the final customer doesn't feel the "value" and, therefore, they omit it. The result is money loss.







SEM

The SEM (Search Engine Marketing), also known as Search Advertising, is mainly built on the knowledge of the final customer. In this case, the strategy focuses on a specific target and behavior. This allows the ROI to be much more effective in the short term and the investment is not diluted in advertising loss.

SEO

A Search Engine Optimization (SEO) strategy allows positioning your website to appear higher in relevance during search engine queries. Content being the most important factor in the search algorithms across all search engines, the content in your website must be tied to the strategy, otherwise it will not yield good results. We design these strategies, finding the right keywords and writing the ideal content to achieve goals in the shortest time possible.

Cost per Social Network

			
	Facebook	Twitter	Instagram
Service Content	Page setup and administrative structure Custom cover photo and profile photo Advertising strategy Custom landing page/Facebook app Profile (biography, mission, etc.) SEO optimization Vanity URL Duplicate page/location clean up (up to 5 pages)	Page setup and administrative structure Initial seeding of followers/accounts to follow/outreach Custom cover photo and profile photo Advertising strategy Profile (biography, mission, etc.) SEO optimization	Page setup and administrative structure Custom profile photo Advertising strategy Profile (biography, mission, etc.) SEO optimization URL tracking strategy for posts/link in bio Initial outreach/following/followers
Post per Month (Minimum)	20	20	20
Network Management (Monthly)	400	400	400
Advertising / Ads	10% over the bill by the network	10% over the bill by the network	10% over the bill by the network
			
	LinkedIn	Pinterest	Google+
Service Content	Page setup and administrative structure Custom cover photo and profile photo Advertising strategy Profile (biography, mission, etc.) SEO optimization	Page setup and administrative structure Initial seeding of 10 boards with 10 pins each Custom profile photo Advertising strategy Profile (biography etc.) SEO optimization	Page setup and administrative structure Custom cover photo and profile photo Profile (biography, mission, etc.) SEO optimization
Post per Month (Minimum)	20	20	20
Network Management (Monthly)	400	400	400
Advertising / Ads	10% over the bill by the network	10% over the bill by the network	

The number of posts may vary according to the audience of each account | Monthly prices are referential and may vary according to complexity



	WebSite / Landing Pages	Email Marketing	Blog
Service Content	Responsive Design Tracking Settings Project Management and Campaigns Landig Pages by Campaigns or Objectives Conversion / Conversion Cone Strategy Heat Analysis (Web Page) Adapting UX enhancements	Monthly Content Targets definition Generation and curation of content (Text / Image) Design and edition of the mail Mail Dispatch Management of BBDD Online Tracking Integration with Call Center Tracking in Web Page Infographics (1) per month	Basic Blog in WordPress aligned to the website Creating and Curating Unique Content Single Content Certification SEO Optimization Blog Posting on the Website Management of Interactions
Post per Month (Minimum)		2	2
Network Management (Monthly)	1400	300	
Advertising / Ads	10% over the bill by the network	N/A	

The number of posts may vary according to the audience of each account | Monthly prices are referential and may vary according to complexity

Social Media Management

Digital and Traditional Marketing should not be disconnected, there must always be a coherent relationship between both segments. The Communication of your company should always be related to a defined strategic plan, designed to cover every space that is required.

Although it is not necessary for all elements of advertising to be activated (Radio, Press, Television, Cinema, Digital, Telemarketing, etc.) they must be related to deliver a consistent message aligned with the company's objectives.

Tele Marketing Management

We provide the necessary support of coordination and liaison, as well as, evaluation and supervision of Telemarketing campaigns: from the campaign design to the results evolution, including the management of databases.

Audiovisual Media

Strategic alliances with high quality suppliers allow us to deliver, according to the customers' requirements, Audio and Video services for their campaigns, training for a YouTube channel, among others.

Printing

We offer printing services to guarantee the quality and good use of the customer's brand image, from business cards to banners and labels on UV quality micro-perforated vinyl.

Photography

A good image, original and without risks of authorship, is indispensable in Digital Marketing. To guarantee images to our customers, we have specialized personnel in different areas like: Sports, Events, Gastronomy and more.

These services are quoted upon request for each client.