

Ramdin (Digital) Consultancy

SERVICES

What We Do

We are a results-driven digital consultancy firm. We provide a complete range of services. This allows us to evaluate a variety of digital marketing strategies, choosing those that are best suited to the client's requirements. We then combine the appropriate tools in such a way to create meaningful, effective digital marketing for optimal results.



Our Services

STRATEGY

- Development and preparation of strategic digital marketing plans - A planning process that seeks to establish a clear direction and unified purpose for all marketing efforts. The steps are: identifying a mission; analyzing the situation; setting objectives; developing a marketing strategy and planning for evaluation.

SOCIAL MEDIA

- Conduct a social media audit to review what's working, what's failing and what can be improved upon, across your social media channels.

CONTENT CREATION

- Contribution of information to digital media platforms for an end-user/audience in specific contexts. Inclusive of quality video production services.

DATA ANALYSIS & REPORTING

- A process of inspecting, transforming, and modelling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making.

DIGITAL MEDIA & TECHNOLOGY

- The internet, software, and technology are so pervasive that we can't remember having ever lived without them. They make our lives simpler, but behind the curtain are fluctuating challenges in marketing and monetization; challenges that our firm stays two steps ahead of.

ONLINE REPUTATION MANAGEMENT

- Digital reputation management requires careful and constant understanding of the platforms that people are using and the speed at which information is shared. As so much of what is said and read about an organization is shared online, it makes sense to manage your online reputation.

LaShaun Ramdin is a Digital Marketing & Sales Professional who works with top-tier companies to entrepreneurs to help them grow their brand in a digital landscape. After spending over a decade in the sales and marketing industry, she knows what truly drives conversions and build customer loyalty. It's how well you connect with your audience in a truly meaningful way, where they are most present to respond.

LaShaun has worked at the Caribbean #1 online news source Loop News and was part of the integral team that grew the brand across the Caribbean.

LaShaun is certified in Google Analytics, AdWords (Search, Mobile, Video, Digital Sales) and a graduate of Squared Online with a distinction in Digital Marketing.

