



CHERYL COELLO



DIGITAL MARKETING

SERVICES

WHAT'S DIGITAL MARKETING?

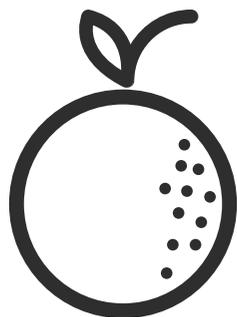
Nowadays, it is a proven fact that every entrepreneur needs to be "present" on the world wide web. To earn a place on the Internet is not a luxury anymore but an essential part of the required investment to achieve and keep a position in the market and, therefore, get profits.

It is not enough to have an attractive, functional website; it must comply with high standards of quality and optimization in order to be taken into account by search engines and appear in the first ranks when users search for the products and services you offer (SERP). These users can be potential customers, so evidently you need to get your website in a good position to get new leads.

That is why SEO (Search Engine Optimization) becomes each time more relevant to position a website and keep it in a good rank, using only white-hat techniques to avoid penalties from search engines.

But a smart Digital Marketing Strategy includes other actions, such as Social Marketing and Social Media Optimization tactics, paid advertising campaigns, email marketing, and off-site SEO, which implies the design and production of content to promote the brand outside and beyond the business website.

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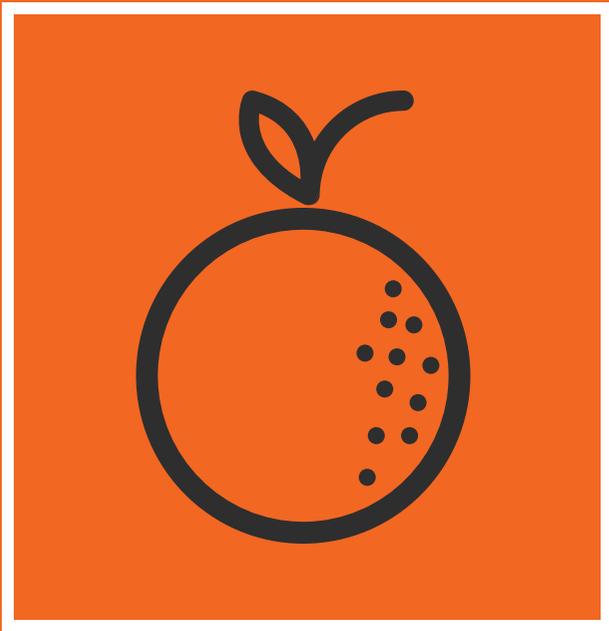
WEBSITE
DESIGN
& DEVELOPMENT

WORDPRESS & CMS

Content Management Sites are the most popular way to design, develop, and manage websites these days. They are not only attractive and functional, but they allow you to manage your content without depending on a programmer to implement even minor changes. WordPress is one of the best-known platforms to develop websites due to the vast range of possibilities it offers, from different themes and customization options to the chance of integrating custom applications and numerous plugins to get the perfect website for your business.

I can provide you with the design of your perfect custom website, including an e-shop if you need one or the development of any application you need to cover your business' operational requirements. Also, I can take permanent care of your CMS site management or train you to do it by yourself.

SEO & TRAFFIC



Once you have the best custom website possible, it is time to place it where people can see it: in the first places of any search engine. This is a fine task that must be carefully undertaken so that your business avoids the risk of being penalized by Google or any other search engine. The goal is to get the highest amount of traffic, which means visits that can later convert to sales.

WHITE-HAT TACTICS

The SEO white-hat tactics to generate traffic are the ones recommended and accepted by the main search engines, such as Google. These tactics are based on the algorithms used by search engines' crawlers to assess and index all the existent websites, just as on the criteria for quality and usefulness from the user's point of view. I can provide you with a smart SEO strategy, as well as monitor and change it to keep the pace of search engines and get the best results.

off-site SEO

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WHAT CAN IT DO FOR YOU?

Off-site SEO implies every action to popularize your brand that is implemented outside your business website. It includes the creation of profiles on different web 2.0 sites and platforms, from curation and bookmarking sites to incredibly popular content platforms like SoundCloud and YouTube. Besides, off-site SEO is about designing and producing high-quality content aimed to be uploaded to those sites and platforms with the objective of relating and linking it to your main website. Off-site SEO also includes backlinking campaigns, seeking to get follow links from websites with high authority and good ranking in search engines.

I can design and implement the best off-site SEO strategy, including the creation of all kinds of content and necessary actions to increase your brand presence beyond your business website.

PAID ADS CAMPAIGNS

To get a more accelerated progress in the process of getting your website well ranked, you can complement your marketing efforts with paid ads campaign, which can be:

- CPM (cost per mile) - you pay whenever the ad is exhibited (in sets of one thousand)
- CPC (cost per click, lead or click to call) - you pay for the results achieved
- CPA (cost per action) - you pay for the ad when a specific intended action occurs

The investment and combination of different campaign models will depend on the results you want to get, and also on the competition detected by Google Analytics, which takes into account the most efficient keywords and your traffic goal:

- Branding campaign
- Branding & traffic campaign
- Traffic & conversions campaign

In general, a bigger investment will produce greater ROI. Statistically, paid campaigns are proven to result in a faster progress than exclusively organic campaigns. I can offer the design of the most convenient paid-ads campaign for your business, as well as its implementation and management.

04

05

Social

TACTICAL PLAN
FOR THE CREATION
AND
CONSOLIDATION
OF YOUR BRAND'S
VIRTUAL
COMMUNITY

Media

GET ORGANIC TRAFFIC WITH SOCIAL MARKETING

Every Digital Marketing expert will claim the importance of Social Media to generate considerable amounts of organic traffic. Besides, social marketing is a fundamental way of creating a strong bond between your brand and your new and loyal customers, followers, influencers, and ambassadors.

COMMUNITY
MANAGEMENT &
SOCIAL CUSTOMER
SERVICE



CHERYL COELLO / DIGITAL MARKETER

**ARE YOU READY TO TAKE
YOUR BUSINESS TO THE
NEXT LEVEL?**

I CAN HELP YOU

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