

Marketing
Strategy



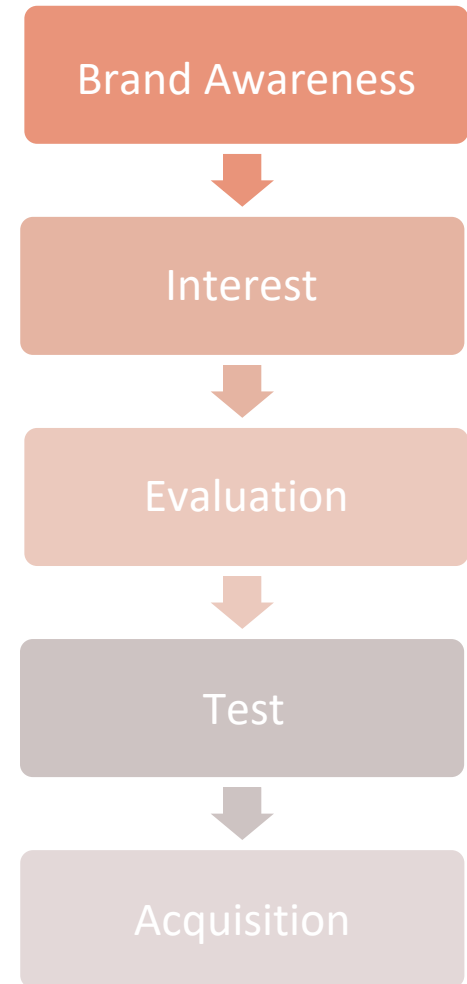
You're in need of a plan



Even geniuses like you sometimes need a road map to reach your goals. That is why your company needs a Marketing Plan that determines the strategies and actions to be carried out to achieve the proposed objectives. This Plan also allows you to foresee all kinds of errors thanks to the analysis of routine results and will help you anticipate market demand.

Where do we begin?

- **Brand Awareness:** In this first phase it is important to give visibility to the brand and attract traffic to your website, for this we will use different online marketing strategies.
- **Lead Generation:** we have to convince the visitors to stay on your website giving added value to your product and encouraging them to take actions on the website.
- **Create Loyal Customers:** once we have generated leads we must ensure that these become customers. The last step will be to make the customers promoters of your products and /or services.



Marketing Strategies

SEO and SEM Positioning

Advertising Display

Offline Publicity

Influencers

Corporate Social
Responsibility



Email Marketing

Content Marketing

Marketing Campaigns


Blog

Web

And of course...

- We will have to define a Budget to work with
- Metrics to evaluate our actions
- And a routine control system that allows us to get the best possible performance from our Marketing plan





What better place to start than at the beginning? Let us take care of the Marketing Plan and a little bit of magic will take do the rest! Are you up for a first date?

hello@k-success.com