

Search Engine Optimization (SEO)

Website improvements, content optimization and reputation development to rank better on search engines.

✓ Good for: awareness, acquisition, interest

Social Media Optimization (SMO)

Social media profile improvements and organic posting and planning.

✓ Good for: awareness, acquisition, interest, retention

Search Engine Marketing (SEM)

Advertising on search engines to rank in top positions on targeted search requests.

✓ Good for: awareness, acquisition

Content marketing

Articles, e-books or whitepapers writing, videos making, podcast recording... to develop interest on a given topic.

✓ Good for: interest, retention

Display ads, Video ads

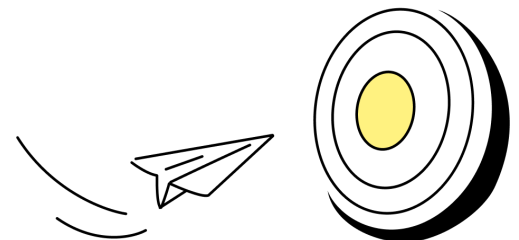
Advertising on websites or social media with images or videos ads.

✓ Good for: awareness, acquisition, retention

Website optimization & Landing Pages

Improvement on web pages to drive better conversions.

✓ Good for: interest, action



Customer Relationship Management (CRM)

Develop customer relations to increase sales with a tool.

✓ Good for: interest, action, retention

Marketing Automation

Automation of processes, emailing or messaging to drive better engagement and sales.

✓ Good for: interest, action, retention

Retargeting

Targeted advertising for built-in audiences that already interacted with your business.

✓ Good for: interest, action, retention

Emailing / Newsletter

Sending information regularly to drive engagement with content.

✓ Good for: acquisition, interest, retention