

BRIEF CASE

Digital marketing &
Audiovisual production





WE ARE YOUR ALLIED AGENCY

Decisions with data

Primero Digital is a digital advertising and technology development company adapted to the new economy. We use data and digital tactics to develop effective, integrated, and measurable marketing and communication products and strategies.

CUSTOMERS AROUND THE WORLD



READY FOR THE DIGITAL WORLD?

Digital transformation is not a trend that will eventually go out of fashion, it is a fundamental component in the strategy of any company that wants to live a long life in this new digital era.



CUSTOMIZED PLANS

We analyze the **state of your business**



We present a **customized plan**



We work on **digital strategy**

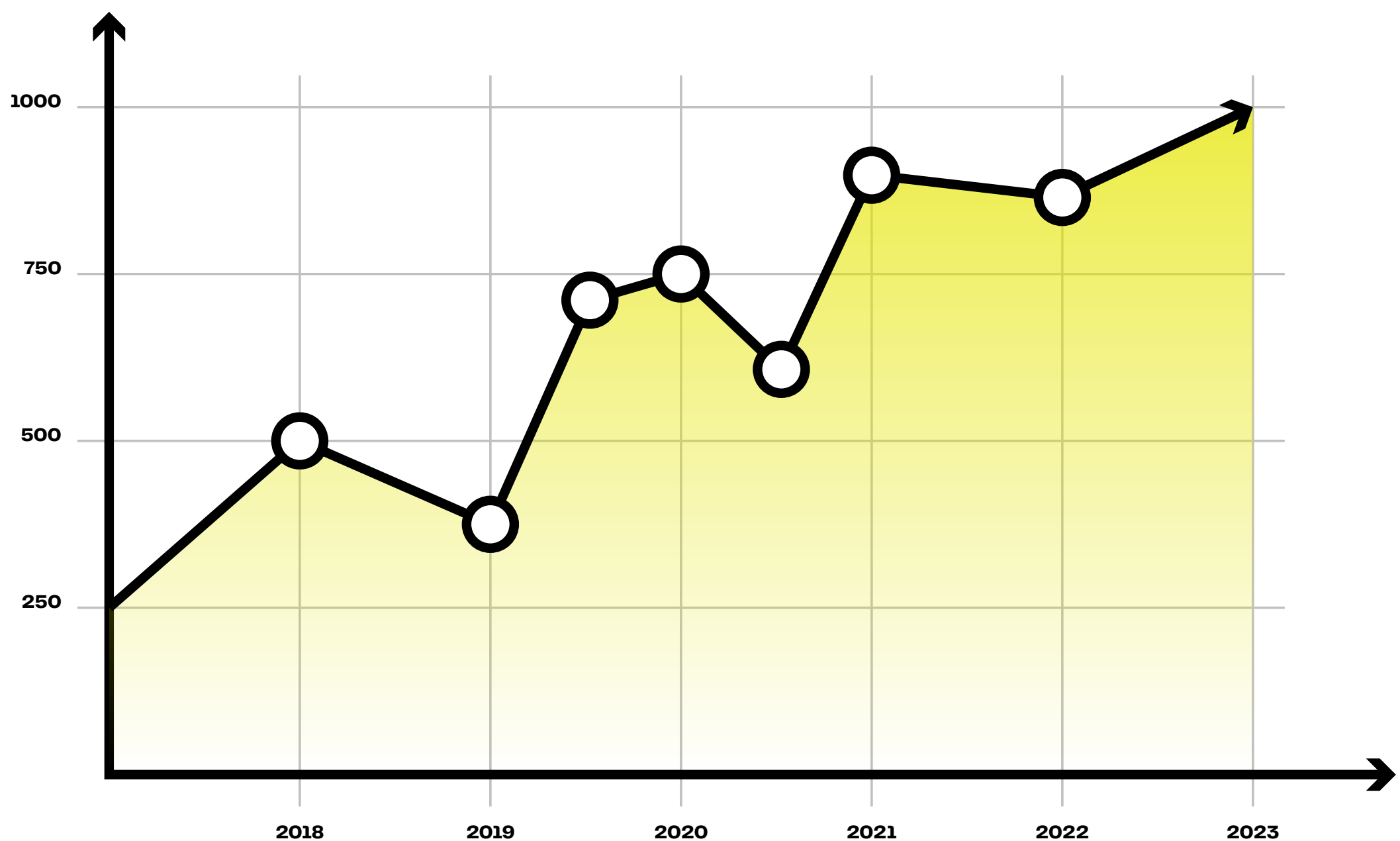
We analyze your market and competition, and verify all your digital assets.

We present your plan based on the most important means to achieve your objective.

We work on the digital strategy implementing tactics and measuring results.

What cannot be measured, cannot be improved

– Peter Drucker

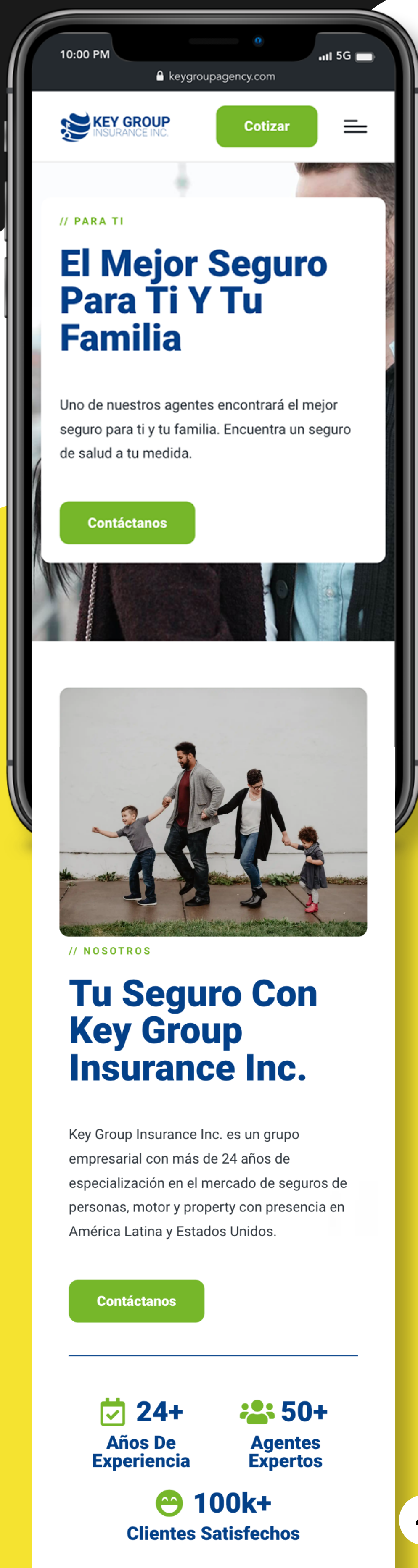


Digital platforms + Analytics

Changes in the digital world are extremely fast and having quality information at hand is becoming a necessity.

> WEB DEVELOPMENT

On Page and Off Page SEO strategy. Web content creation and optimization under analysis. Technical SEO planning and monitoring. Blog writing. Landing Pages creation and optimization. Data-driven content updating. Creation of online stores and optimization of Responsive sites.



STRENGTHS

- > Creation of Websites, Shops, Landing Pages and E-learning Platforms
- > Data-driven optimization
- > Customized work

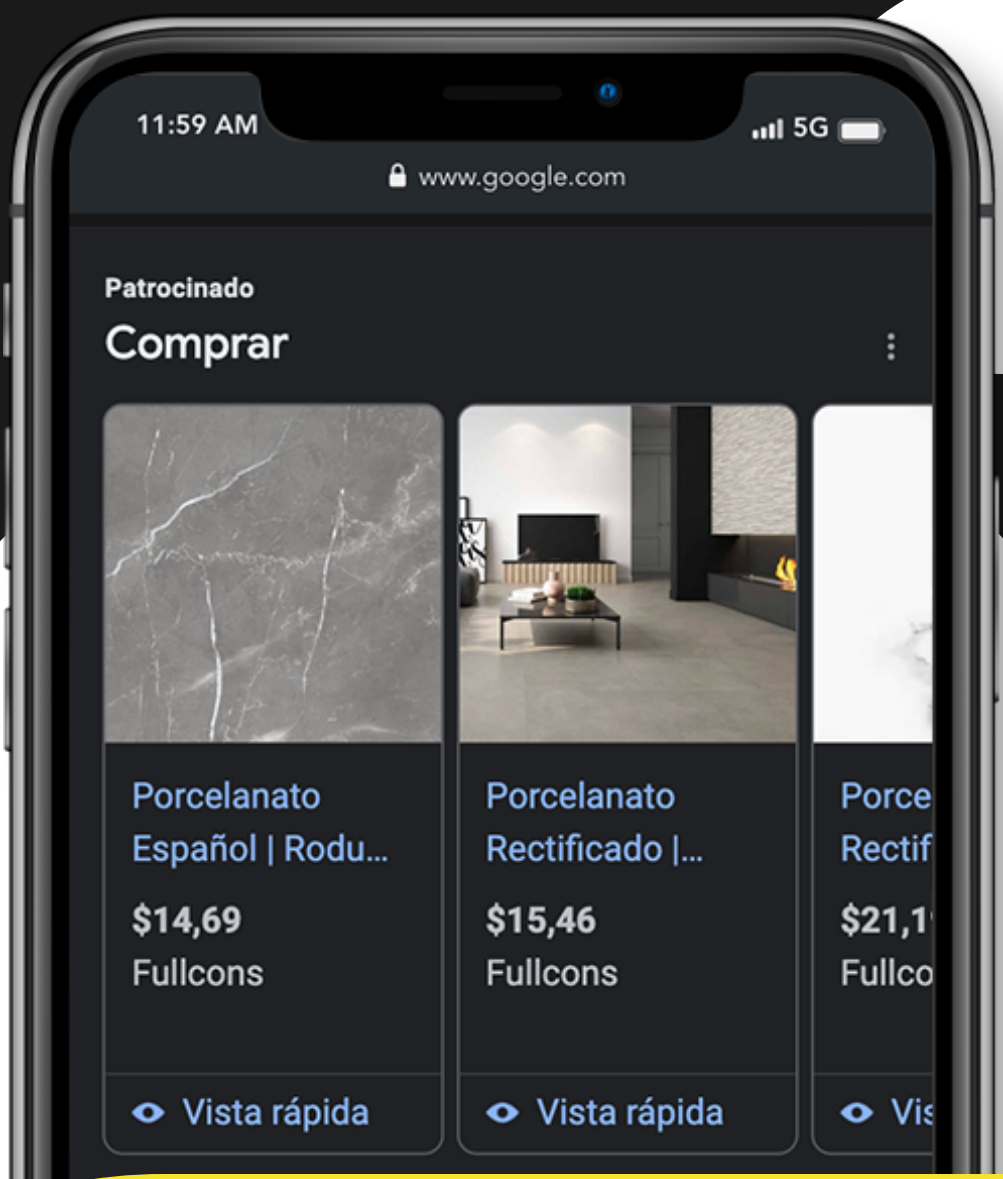
SUGGESTIONS

- > Indispensable for brands wishing to enter the digital world



> ADVERTISING CAMPAIGNS

Tracking and optimization of Google Ads campaigns (advanced). Tracking and optimization of Social Media Ads campaigns. Creation and update of multi-account campaigns. Linking analytics platforms and campaign performance reports.

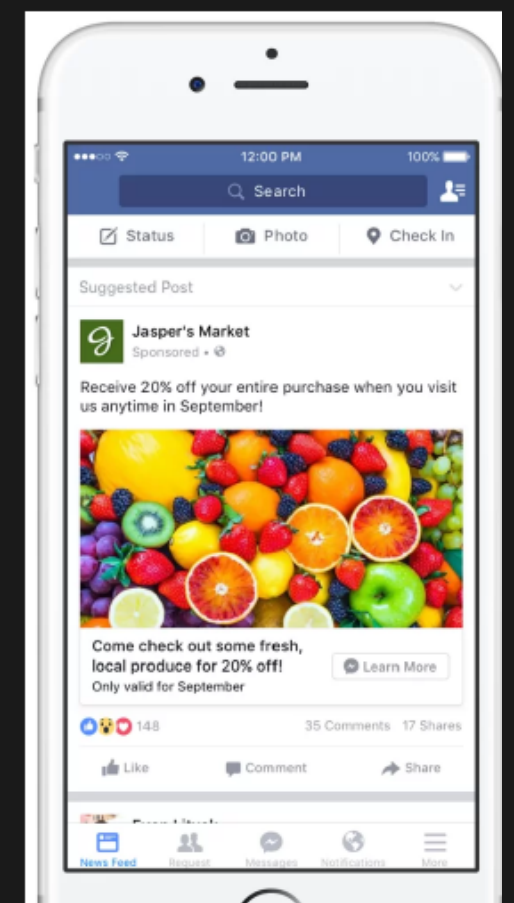
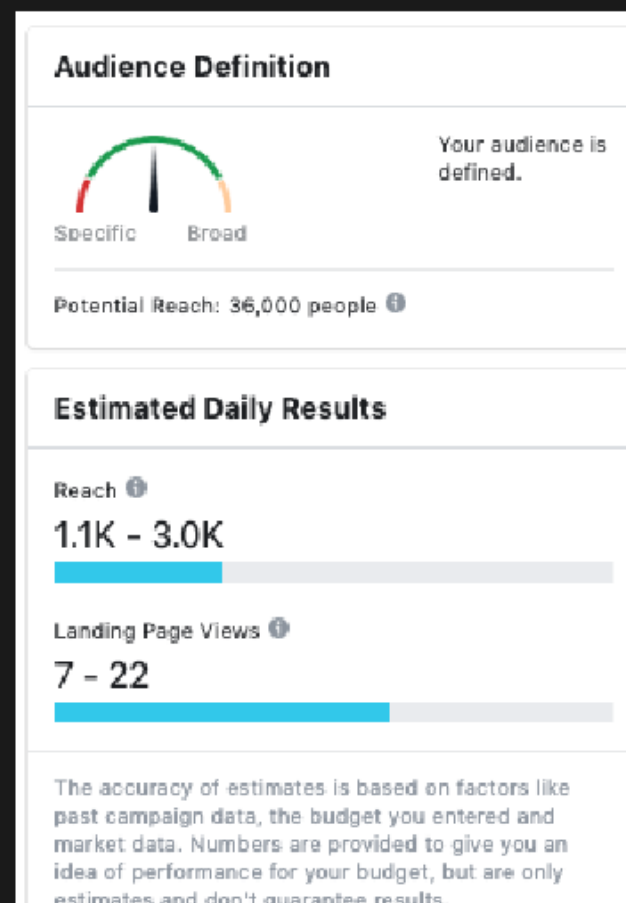
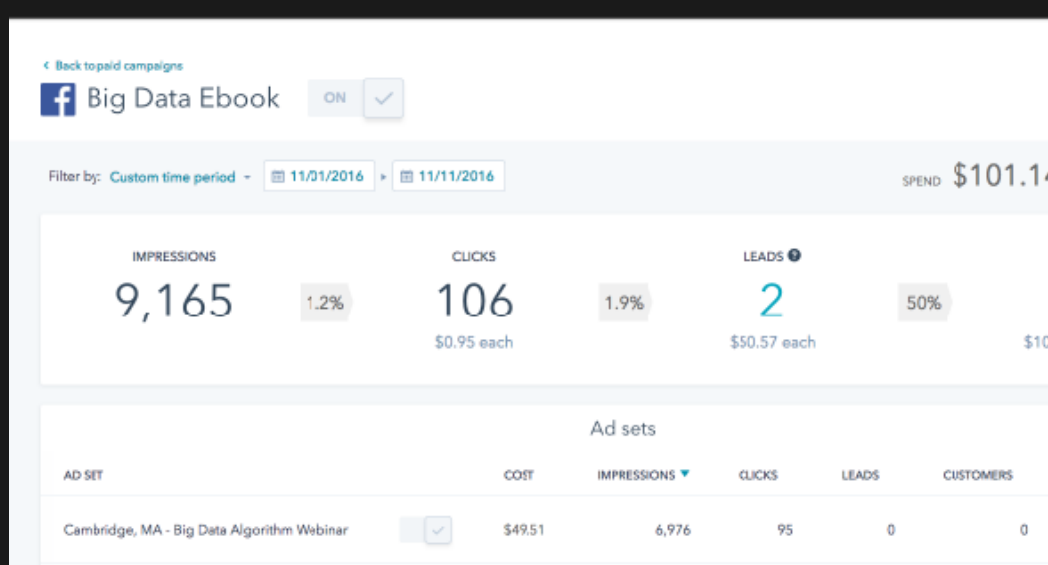
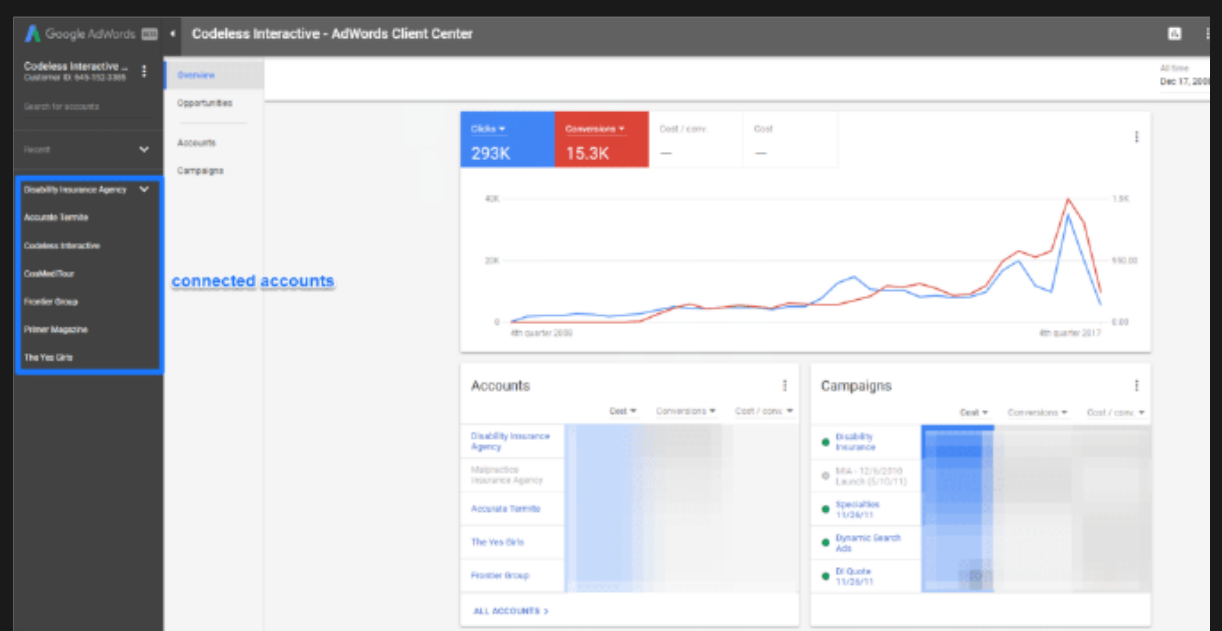
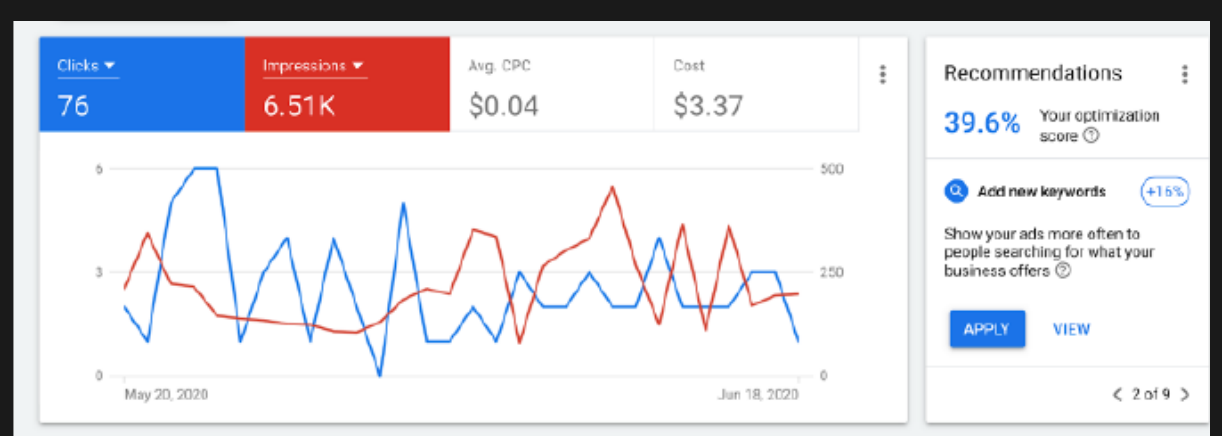
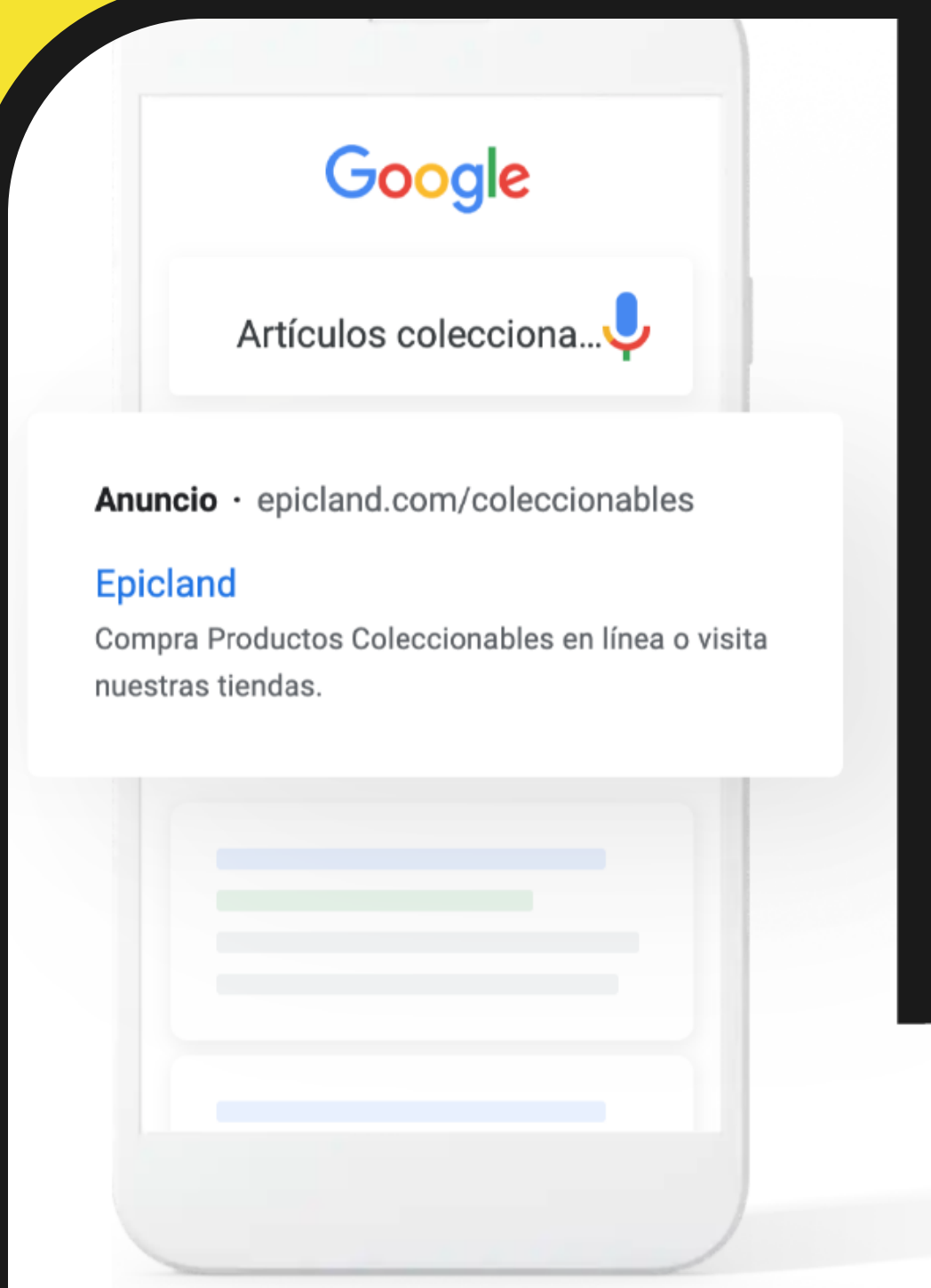


STRENGTHS

- > More than 1.6 million managed in investment
- > Focus on conversion
- > Decrease in acquisition costs

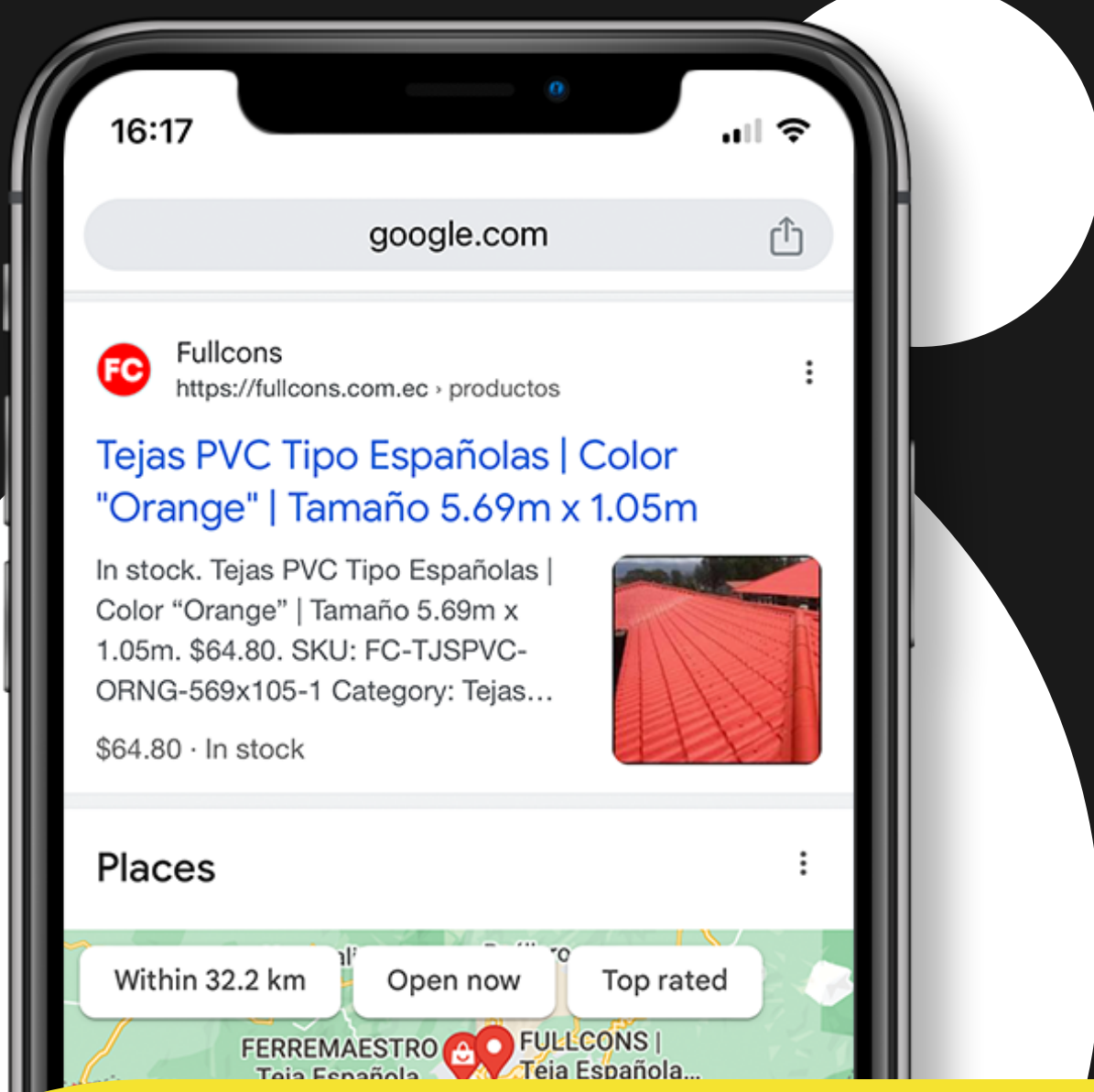
SUGGESTIONS

- > Ideal for brands that venture into RRSS and/ or Google advertising



> SEARCH ENGINE OPTIMIZATION (SEO)

It is the process of improving the visibility and positioning of a website in the organic search results of search engines such as Google, by optimizing various technical aspects, content and links, in order to increase the traffic and relevance of the website.

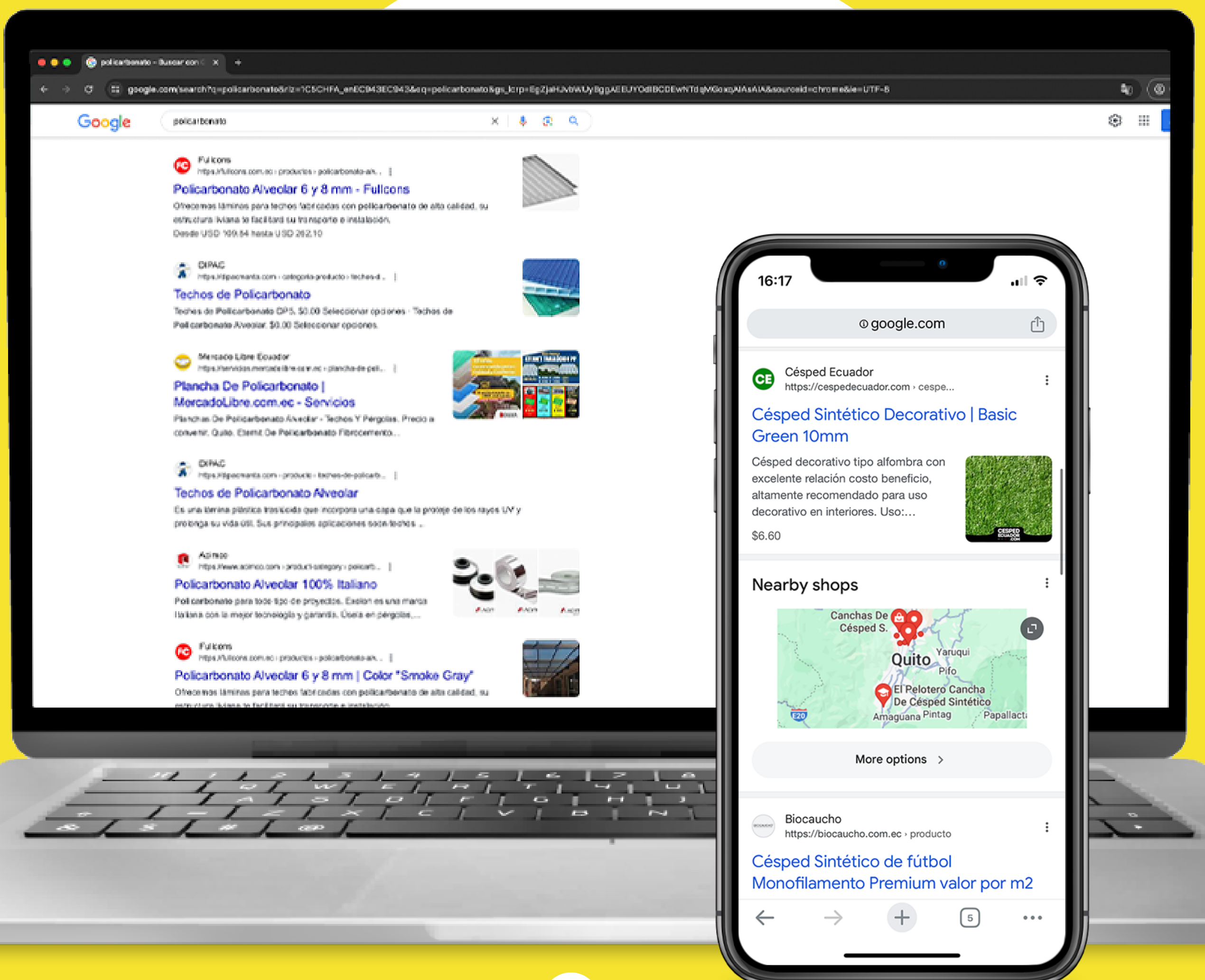


STRENGTHS

- > Organic positioning in Google
- > Improved loading time
- > Appearance in keyword terms

SUGGESTIONS

- > Take into consideration that these strategies are long term



> E-MAIL MARKETING

It is an essential tactic in the digital marketing arsenal, where emails are sent to subscribers in order to promote products, services, boost sales and strengthen the relationship with existing customers. This strategy allows for direct and personalized communication, which increases campaign effectiveness and customer loyalty.

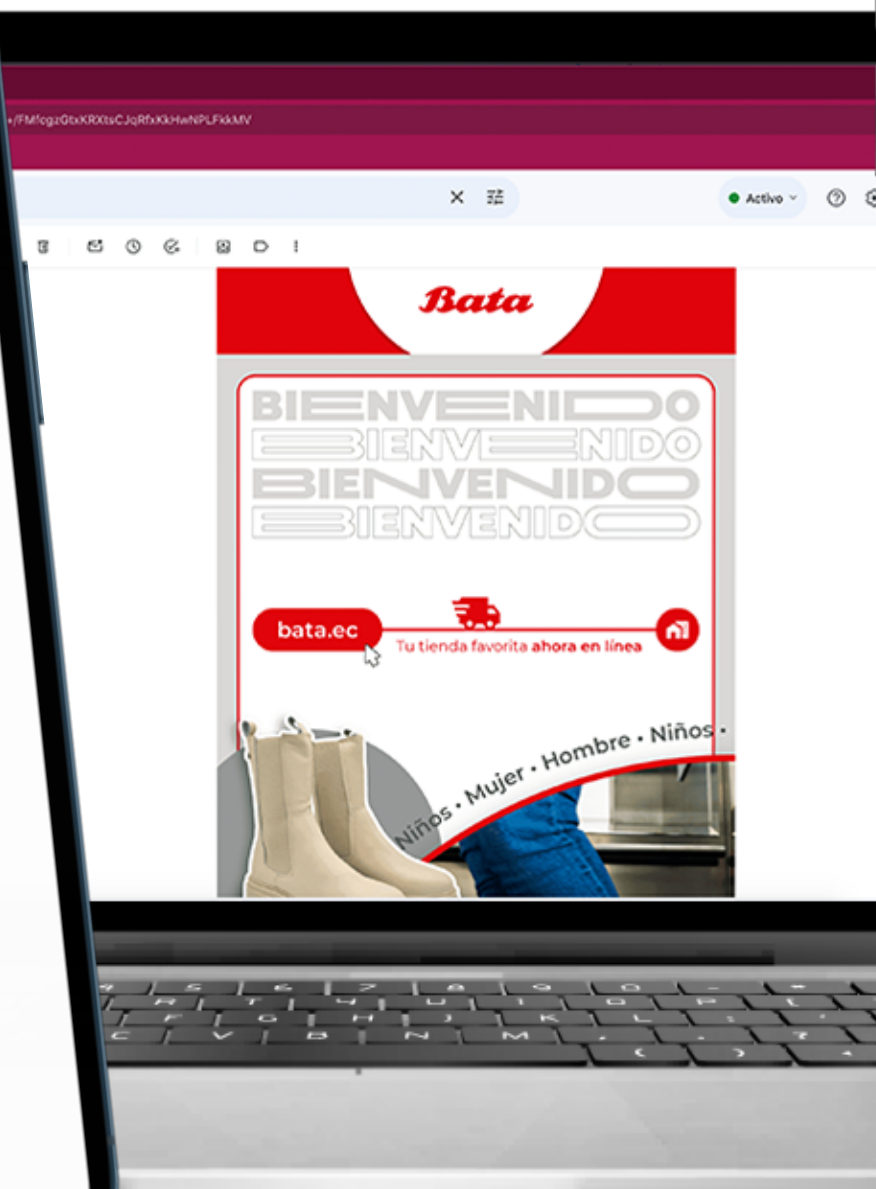


STRENGTHS

- > Ideal for sharing your company's news
- > Allows with data to know customer behavior
- > Real-time reporting

SUGGESTIONS

- > Ideal if applied to a database of customers, not prospects



¿Sientes la adrenalina? La PREVENTA EXCLUSIVA de la carrera más icónica del Ecuador está llegando.

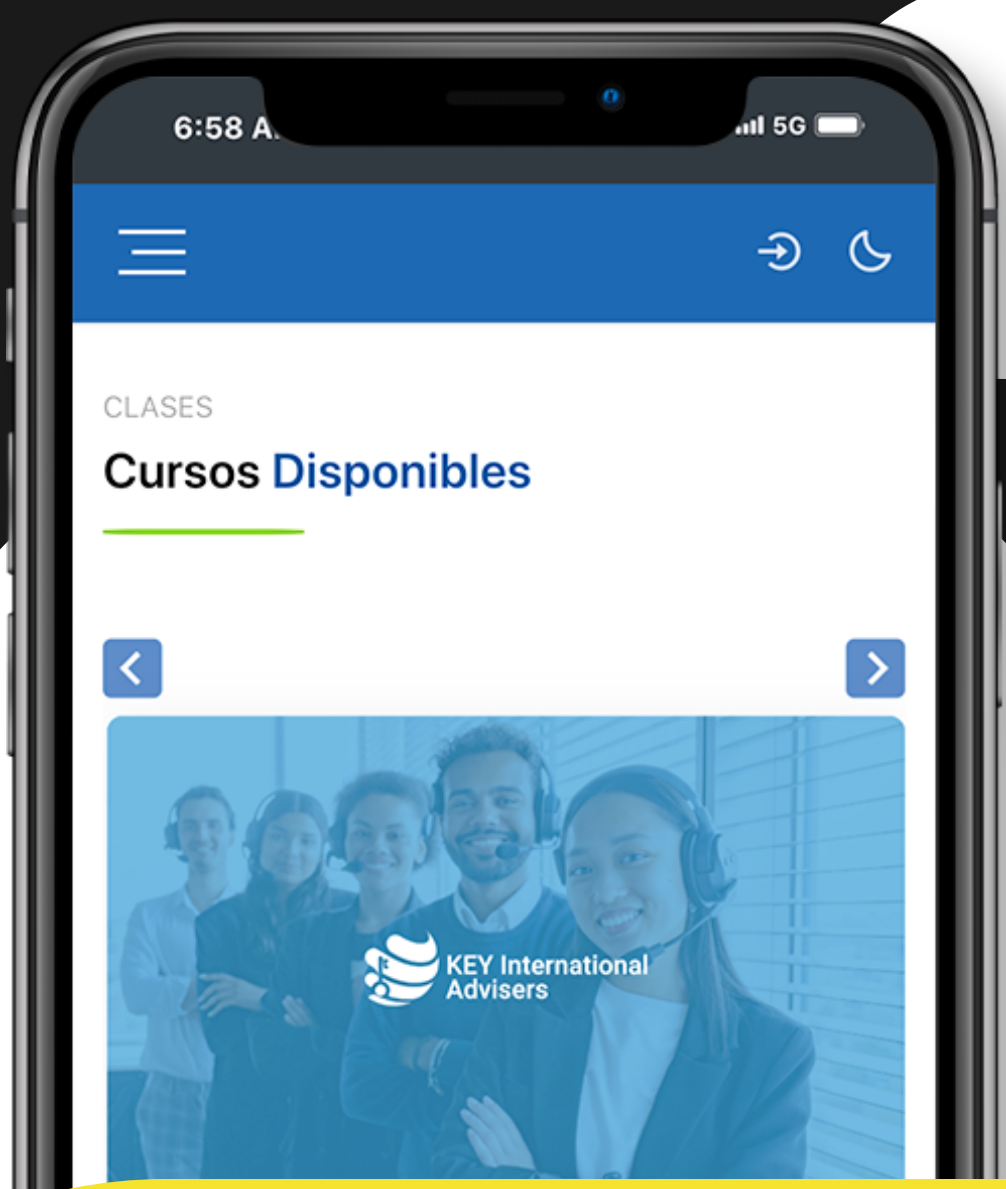
Quédate atento y no te pierdas la oportunidad de ser parte de esta experiencia única. 🏆🏃
Valor PREVENTA WEB \$30 Incluido IVA.

Inscríbete desde el 01 de abril.

MÁS INFORMACIÓN

> E-LEARNING PLATFORM

It is an essential tactic in the digital marketing arsenal, where emails are sent to subscribers in order to promote products, services, boost sales and strengthen the relationship with existing customers. This strategy allows for direct and personalized communication, which increases campaign effectiveness and customer loyalty.

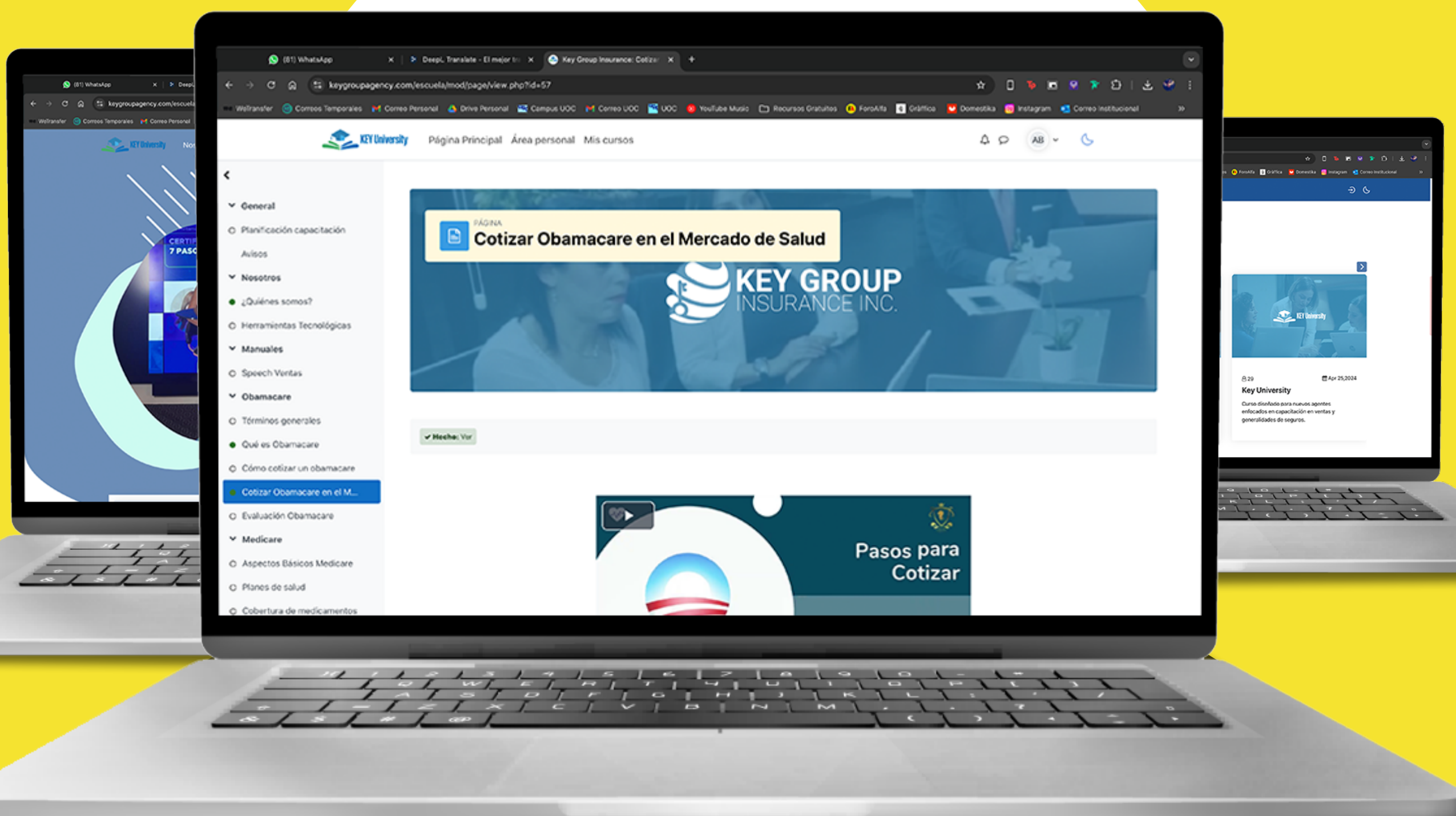


STRENGTHS

- > Ideal for the creation of online courses
- > Allows you to know the progress of your students
- > Real-time evaluations

SUGGESTIONS

- > Ideal if applied to a customer database, not a prospect database.



> VIDEO PRODUCTION

Create persuasive videos that invite people to buy your product or service, explore reality and fiction by creating scenes in which the product or service is a priority and the environment revolves around it.



STRENGTHS

- > Customized recording time
- > Specialized staff and equipment
- > Generation of resources for digital assets

SUGGESTIONS

- > Ideal for service, product or restaurant brands



> PHOTO PRODUCTION

Photo production captures high quality images that represent brand identity, enhance visual communication and strengthen digital marketing campaigns with attractive and professional content.



STRENGTHS

- > Home or local photo shoot
- > Specialized staff and equipment
- > Generation of resources for digital assets

SUGGESTIONS

- > Ideal for service, product or restaurant brands



> PODCAST PRODUCTION

Podcast production is the creation of engaging audio and video content that allows brands to connect with their audience in an intimate way, generating value and increasing customer loyalty.

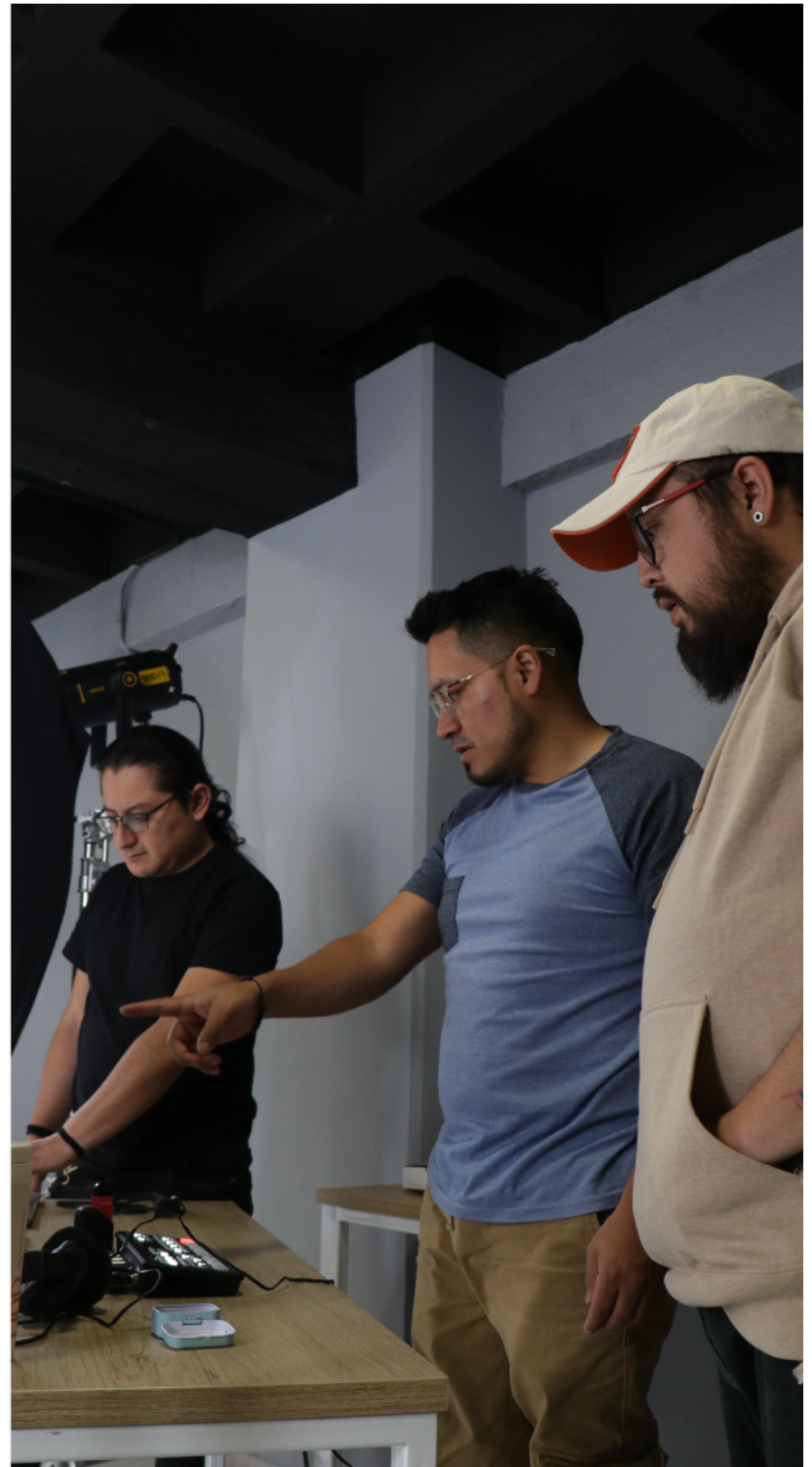


STRENGTHS

- > Recording adapted to your type of content
- > Specialized staff and equipment
- > Generation of resources for digital assets

SUGGESTIONS

- > Ideal for service brands



> AERIAL VIDEO PRODUCTION & PHOTOGRAPHY

Aerial video production and photography uses drones to capture images and videos from unique perspectives, providing stunning visual content that stands out in digital marketing campaigns and enhances brand presentation.



STRENGTHS

- > Specialized staff and team
- > Generation of resources for digital assets

SUGGERENCES

- > Ideal for brands related to construction, tourism, events and sports



> CRM IMPLEMENTATION AND MANAGEMENT

Customization of work modules, creation of templates for lead nurturing, implementation of customized workflows.

CRM process tracking and optimization. Trigger marketing.



STRENGTHS

- > Personalized CRM
- > Business Process Automation
- > Real-time reporting

SUGGESTIONS

- > Ideal for companies that want to optimize their business process and make data-driven decisions.



> SOCIAL MEDIA

Creation of monthly feeds for Instagram.
Creation of stories, creation of reels.
Copywriting for posts. Creation of posts for
LinkedIn. Optimization of social networks
and creation of new accounts.

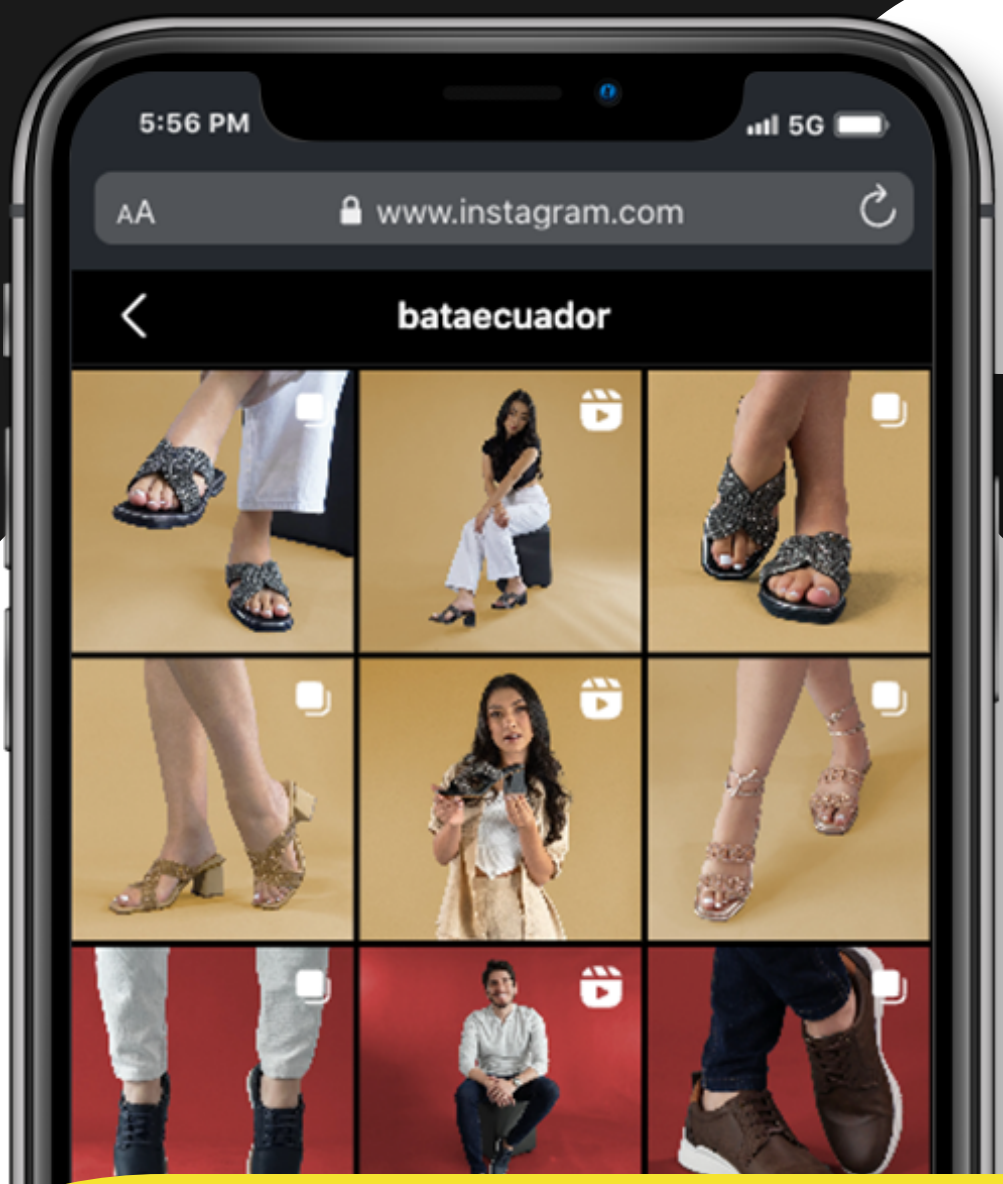


STRENGTHS

- > Monthly proposals
- > Reels are included in the proposals

SUGGESTIONS

- > Key tool to reach your target audience



> **ADVERTISING DESIGN**

Logo designs, basic stationery, identity manuals, print media applications, branding, infographics design, graphic elements for advertising campaigns and mailing.

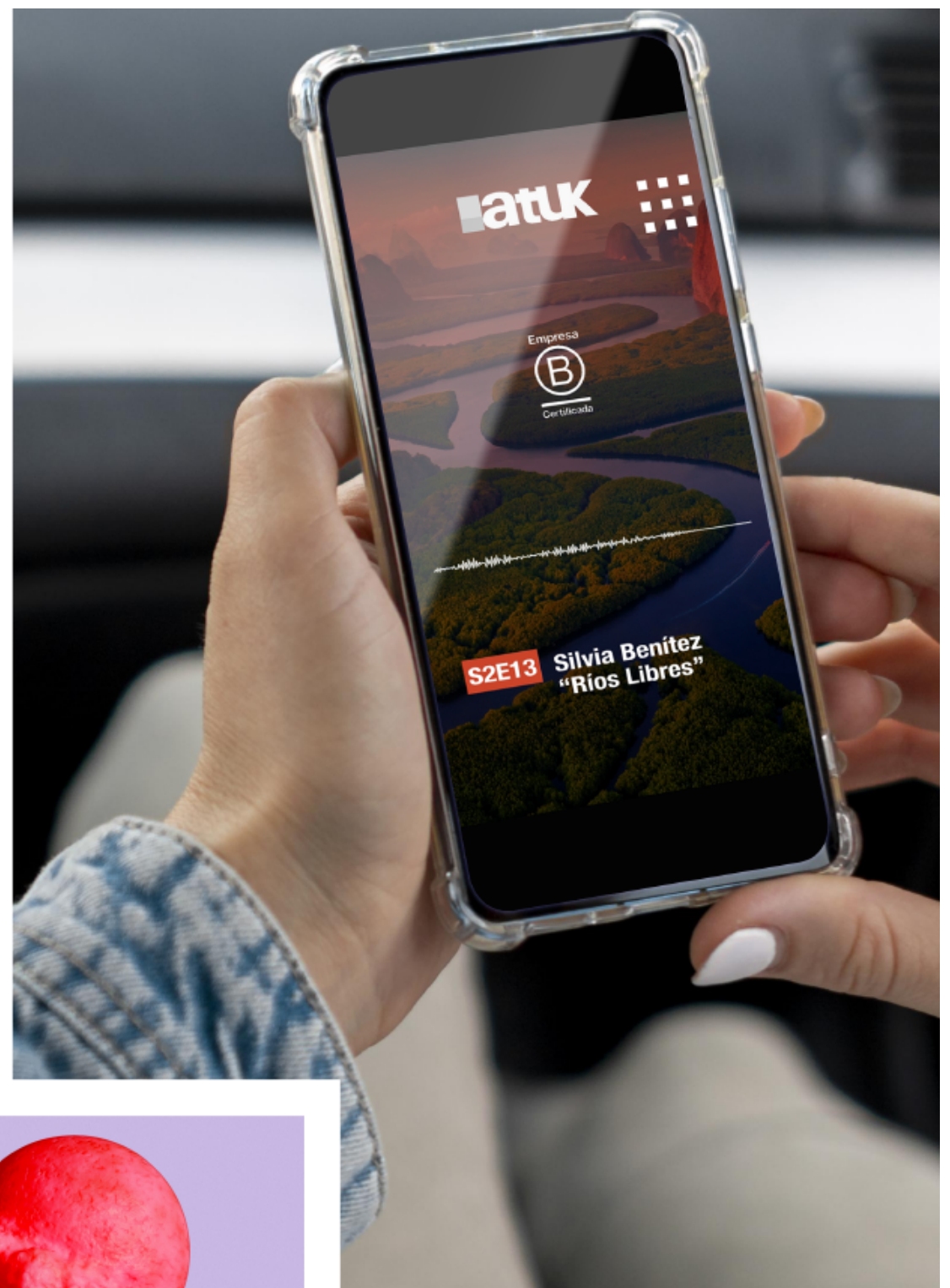
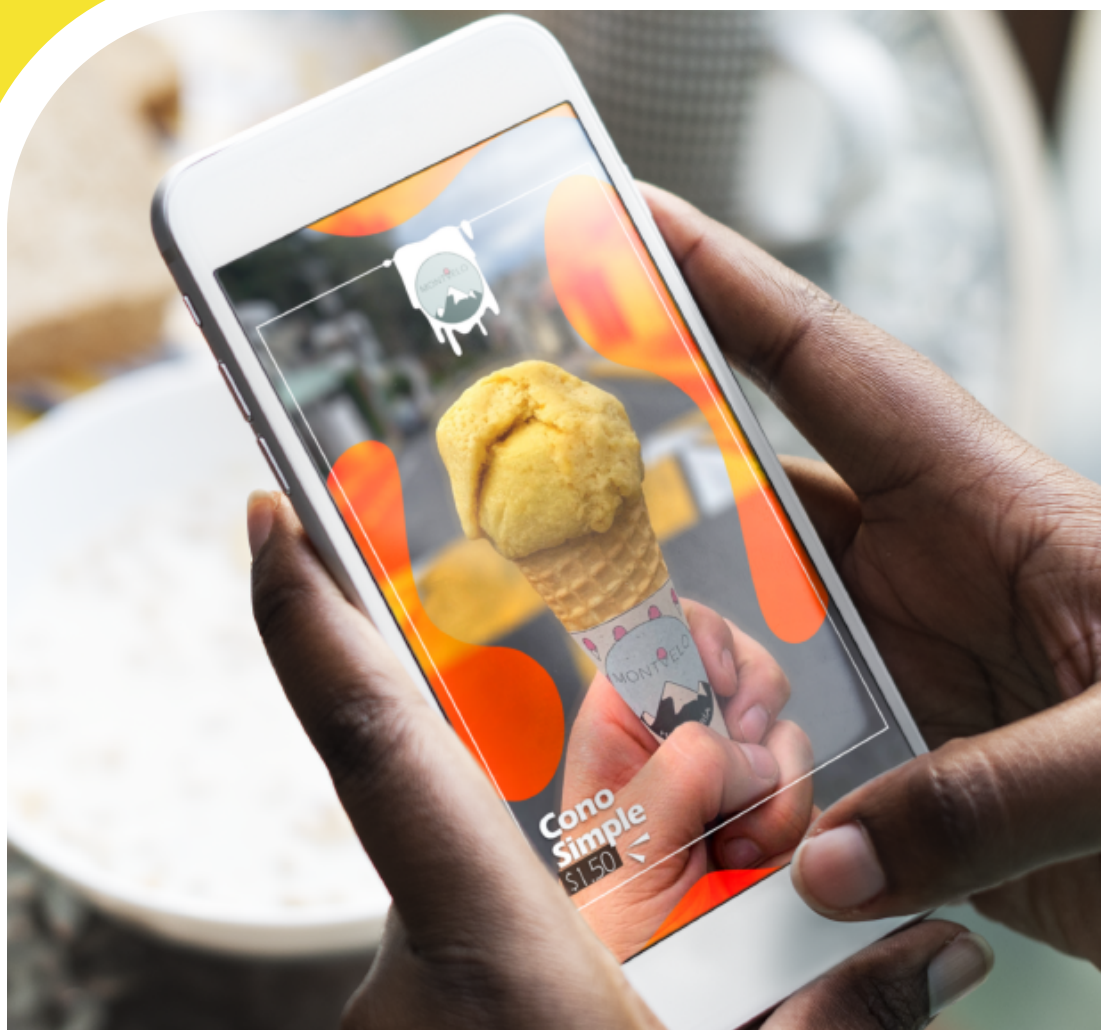


STRENGTHS

- > Creativity
- > Analysis
- > Focus on goals

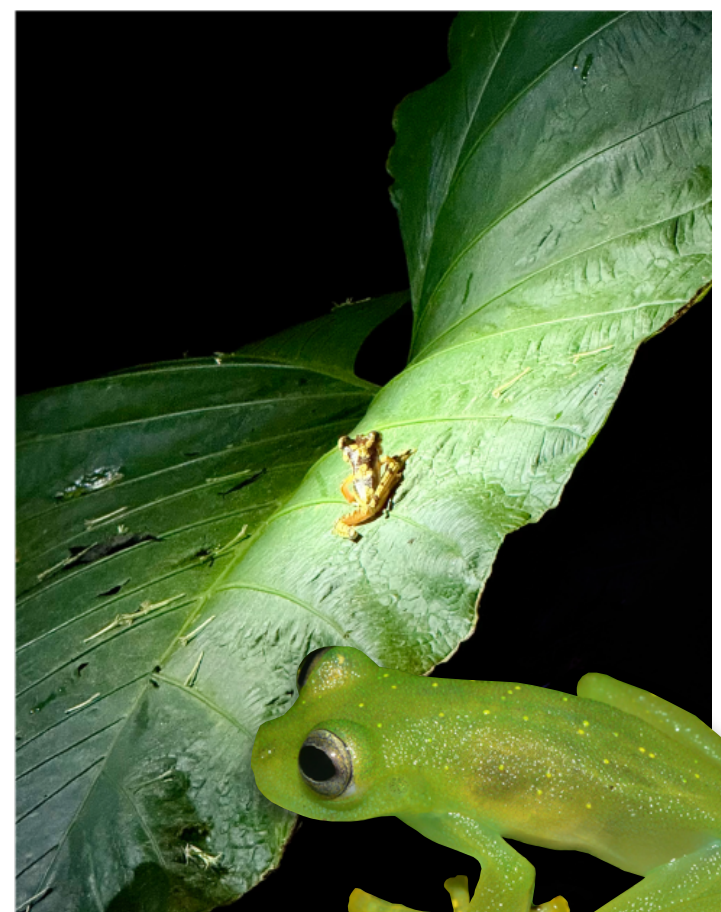
SUGGESTIONS

- > Ideal for brands with very old logos that look obsolete



MAKING AN IMPACT TOGETHER

Corporate Social Responsibility



OUR ALLIANCE WITH BINARA FOUNDATION

At Primero Digital, we believe that our success is measured by the positive impact we are able to generate in society. Working hand in hand with Fundación Binara, supporting their noble causes in an altruistic way, is one of the most authentic ways of living according to our corporate social responsibility values.



THESE DAYS



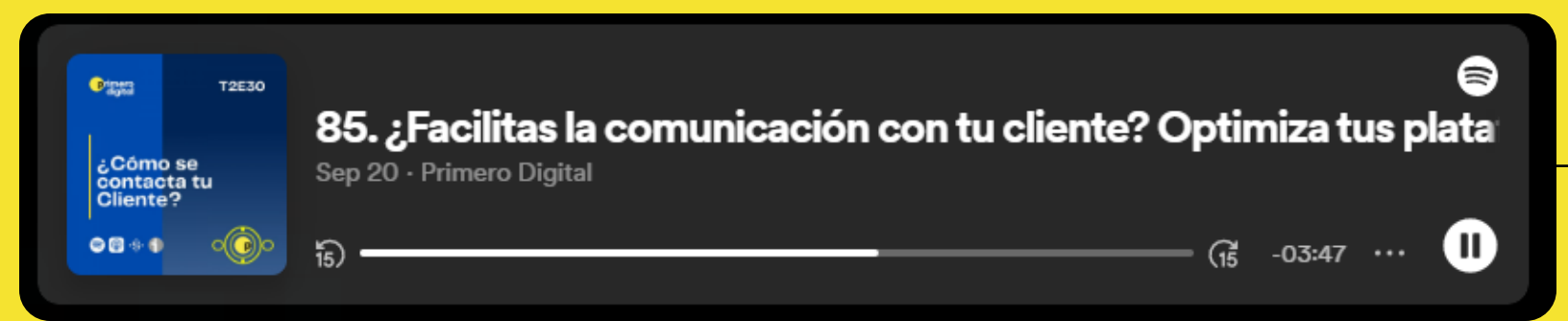
PRIMERO DIGITAL

We covered several topics related to **digital advertising** and we have found many real cases that we would like to share with you.

Listen to our **interviews with different guests**, who share their background and

knowledge in various topics and areas of study.

Join the hundreds of people who already **listen to us in 22 countries** around the world.



ATUK

In alliance with ATUK Consultoría Estratégica, we work in the ATUK Podcast with the objective of socializing relevant and socially important topics, giving an answer to misinformation.



OUR CLIENTS

Meet some of the brands that trust us.



*The brands listed here are just some of the companies we currently work with.



WE ARE IN



ECUADOR:

- Quito
- Riobamba
- Cuenca



COLOMBIA:

- Medellín

WHATSAPP

ECU: (+593) 98 387 5365

ECUADOR