



The Agency

Company Presentation

...





The Agency

Presentation Flow

About The Agency
Why we are different
Our Clients
Services Description
Social Media
Strategy
Advertising
Media
Mailing
Our proposal

About The Agency

We are a fun, multicultural, talented 360° marketing agency. We have a passion for handling multiple projects just as integrated social media services, Instagram growth marketing, celebrity management, event organization.

We don't follow; we lead. This is what grants us our outstanding ability to create social media marketing strategies that give businesses that five-star feel. Having clients from all over the world and all main sectors gives us a wide overview in almost all markets. We have a deep understanding of trends and new tendencies in different countries & cultures.

We merge our international knowledge with our technical capabilities and that's how we obtain our distinctive, signature branding strategies.

...



Why we are different

Our added value lies in a strong technological background through which we can create sustainable real growth, long term engagement and a loyal customer base that translates into higher sales.

We are known for our ingenuity and unconventional thinking as we experiment with new technologies & trends and mix the traditional with the pioneer. We are enthusiastic about helping our clients advance their marketing strategies beyond what they thought they were capable of.

As a company we believe that our major added value, our best extra is our employees. We are a small, closely-knit team, that is constantly laughing and joking. Coming to work puts us all in a good mood and this propels, inspires, and motivates us.



Our clients

Fashion Restaurants Tourism Artists Musicians Cosmetics FMCG Health



Our services

3 6 0 M A R K E T I N G

We have several ways of collaborating with our clients. We can take on particular, small projects, the design and execution of specific campaigns, and also the complete marketing strategy of brands for mid and long term; all while working as an external marketing department. We have a hands-on approach. We love to plan, we do it but we also understand that time is money, results are needed, that's why we move fast from plan to action.

Multiple platforms

Competitor targeting

Influencer campaigns

Media & Blogs

Affiliate marketing

Promotional marketing

Trade marketing

Co- Branding

Audiovisual content & photography

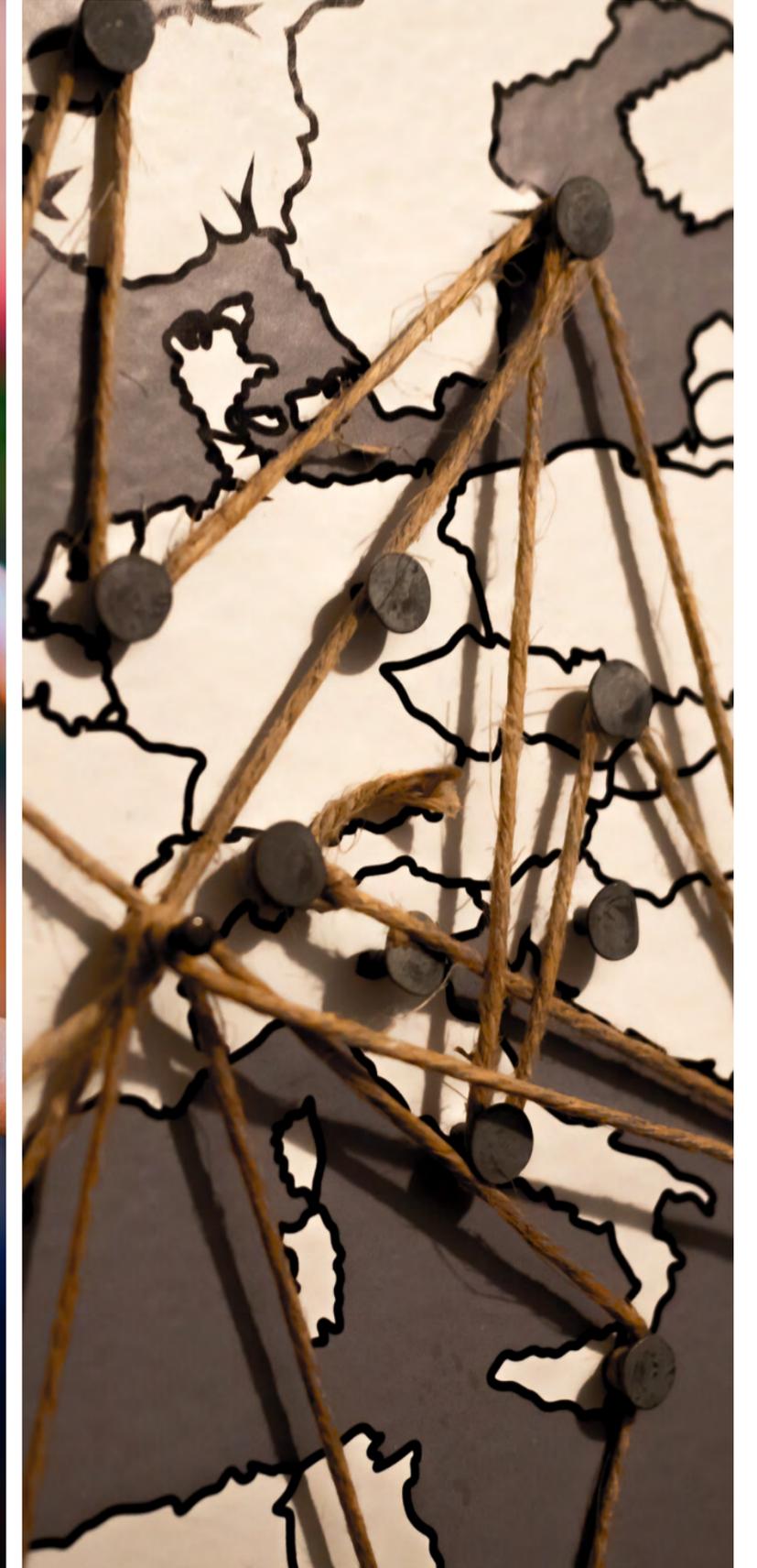
SM Services

FACEBOOK / INSTAGRAM / PINTEREST & YOUTUBE ACCOUNT GROWTH

We ensure a niche-relevant account growth in followers & engagement, with which the users are more likely to become future customers.

Our service increases the number of followers in various social media accounts. These are targeted according to interest, geography, types of hashtags used and types of pages they follow, enabling your brand's contents to reach the right audience, more likely to become permanent followers and future clients.

Account growth also leads to the increase in engagement, likes, comments, shares, and interactions, ranking the brand's content higher in the algorithm and spreading the message to more people.



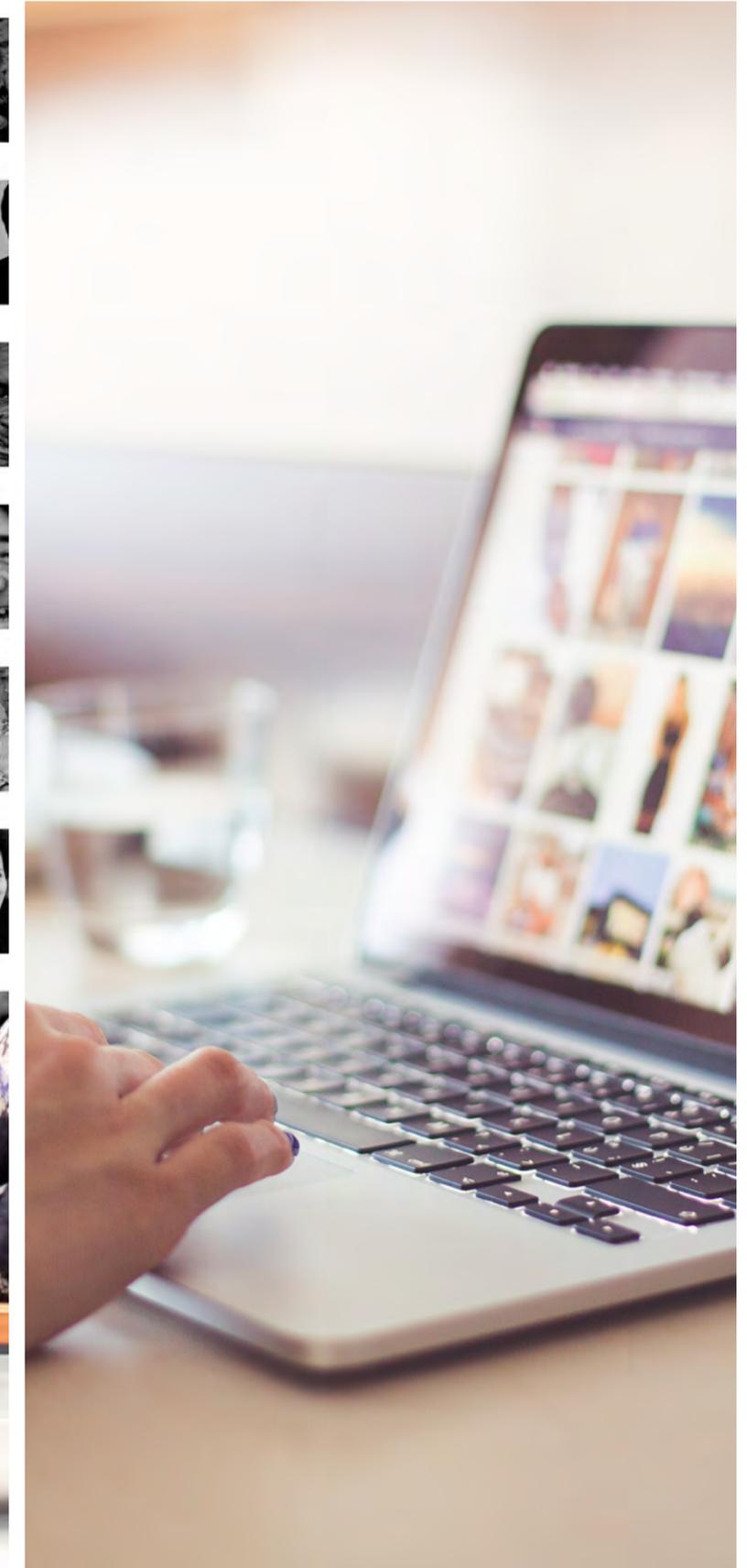
SM Services

INFLUENCER MARKETING

We have connections with influencers from all sectors and communities, granting us great possibilities for collaboration and cooperation with your campaigns.

BRANDED CONTENT

Our content will enhance your brand values and adapt to each social media platform, stimulating your audience's participation and engagement.



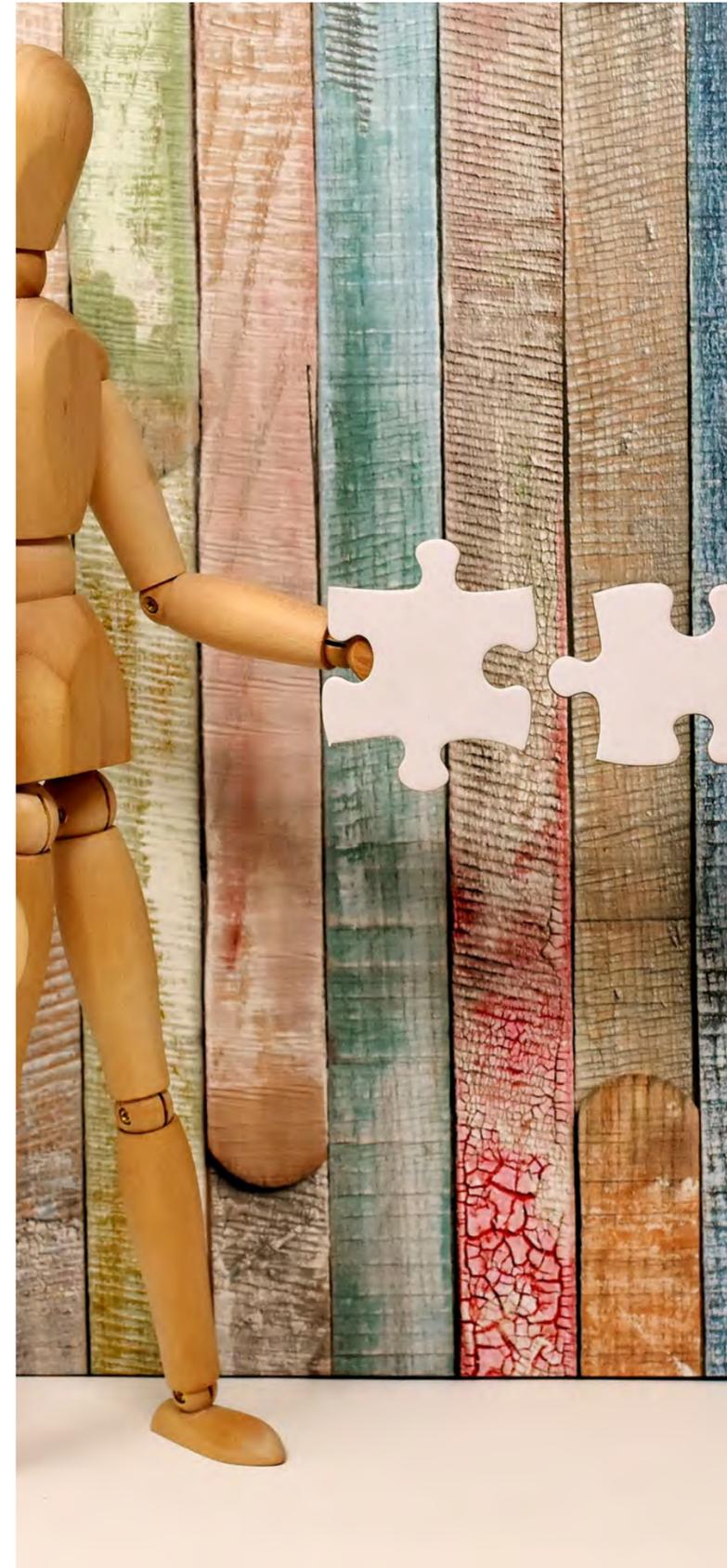
SM Services

BRANDED CONTENT

We generate content & communication to attract your target audience to your brand & help build a loyal community. We are in constant control and optimization and we post regular, useful and engaging material.

CREATIVE CONTENT

We use all our potential in the design and conception of ideas and multimedia content in every format: audio, video, and photographic. While your budget may come across limits, creativity knows none.



Strategy

COMPETITOR TARGETING

Reach out to your competition's clients and carry out a campaign among their users with the aim of client acquisition and brand awareness.

AUDIT & BRANDING

We carry out a thorough research of your company & brand, extracting its essence and values to create a strong brand identity and reflect it in your campaigns.



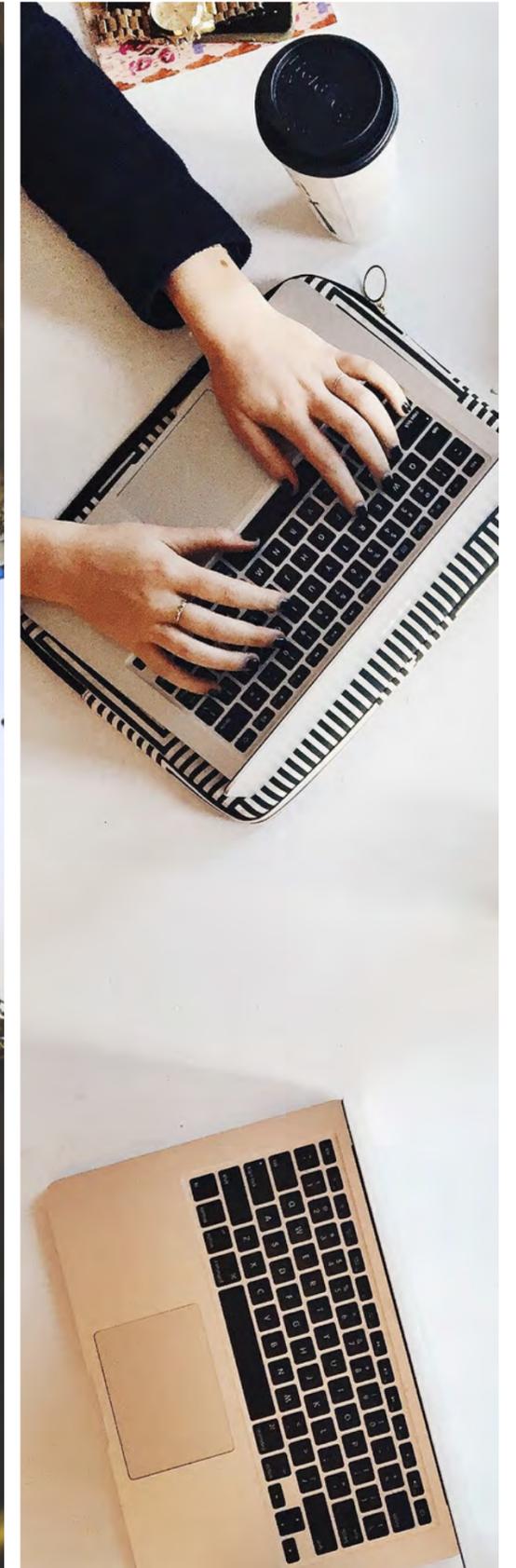
Advertising

AD RANKING

We know that in advertising time and first impressions are determinant. That is why we work on strategic positioning for your ads, to ensure your brand gets better chances on web searches.

PAID ADVERTISING

There are innumerable options when deciding where to promote your brand. We can advise which option is best suited for you, your business objectives, and budget, and get the best deal for you.



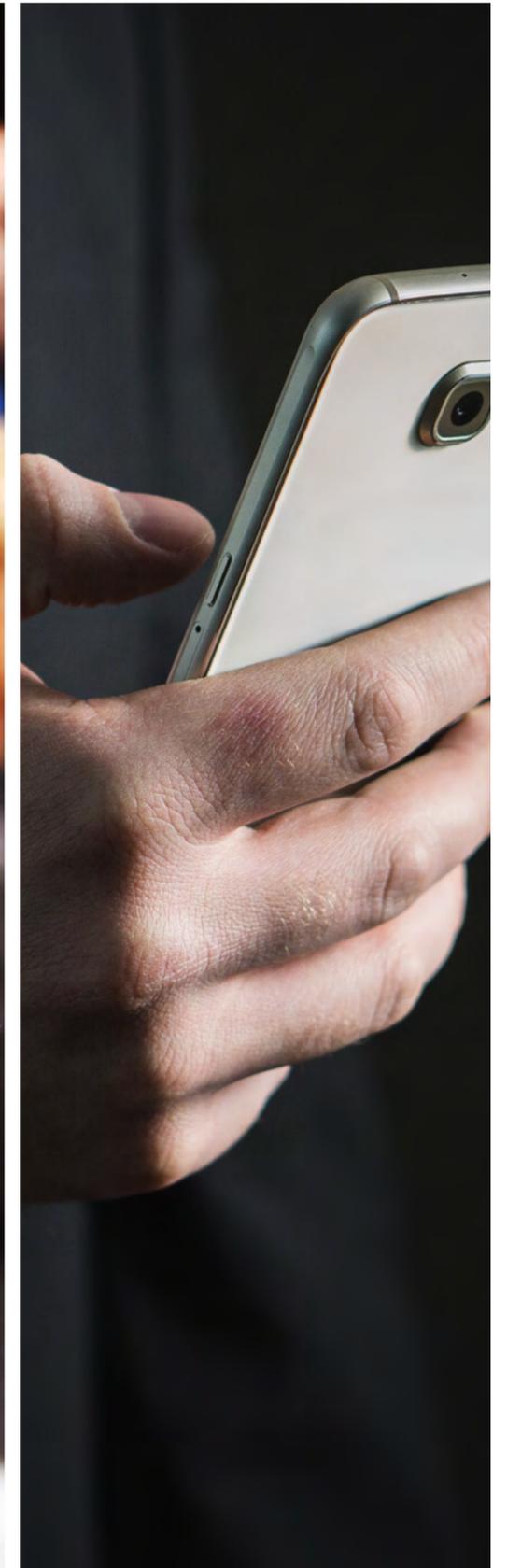
Media

PRESS

Taking advantage of our wide network of media partners, we increase media presence to reach maximum exposure in the most suitable channels relevant to your niche.

BLOGS & WEBS

We have connections & multiple options for collaboration with blogs, webs, and communities relevant to your niche. We can select and negotiate the best deal.



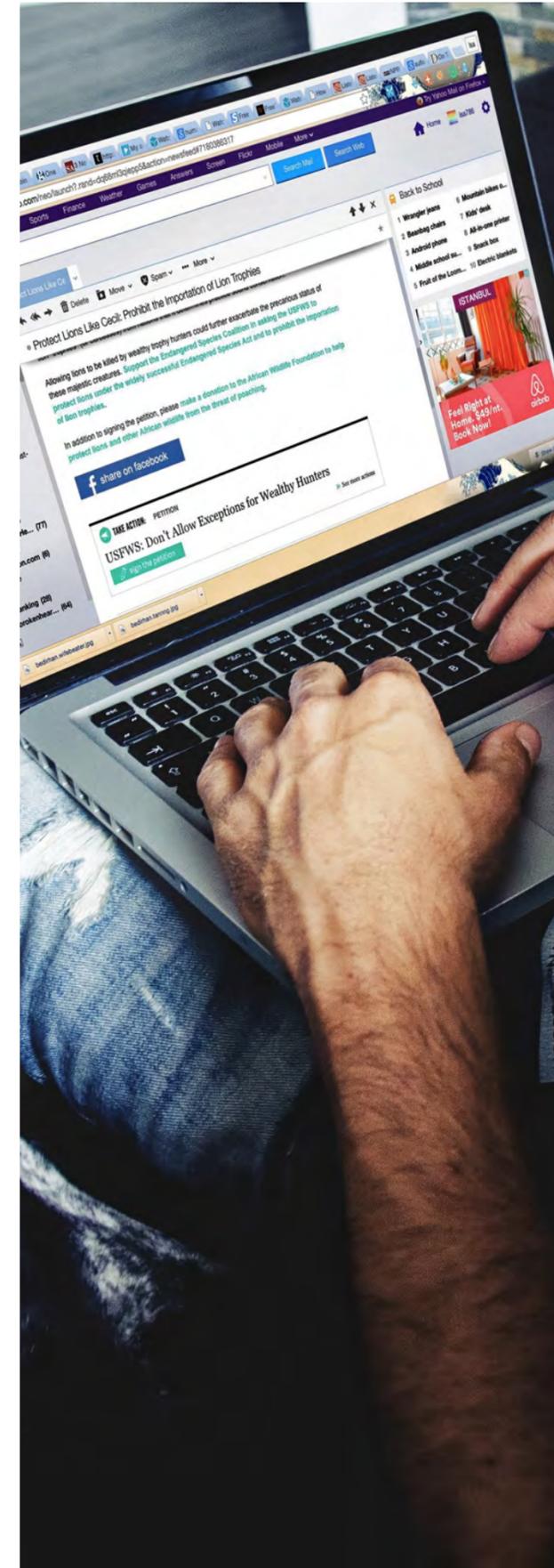
Mailing Marketing

We design and execute specific mailing campaigns, sent to targeted leads, selected by specific characteristics in line with the brand.

Mailing campaigns are run through our own developed system and the database we use is selected according to several filters that make sure the contacted leads are relevant to the company. These filters take into account: interests, behavior patterns, location, gender, brands interacted with, etc.

The mailing campaign also includes the control of the lists, which means re-targeting contacts who haven't opened the first mail, making sure the same information is not sent to the same person twice. And also re-targeting options on different channels of those who interacted at one point.

All information compounding the database is verifiable & publicly available.



MEET THE TEAM

OUR OFFICES

THEAGENCY.IO

C/Manso 13.08015. Barcelona



VINCENT VALENTINE

Founder & Owner



CHRIS ROWAN

CEO & Owner



VERONIKA FAZEKAS

Head of Marketing