

CONNECT, ENGAGE AND SUCCEED WITH

Nearshore Marketing

EMPOWER YOUR DIGITAL BRAND: DIGITAL MARKETING - ADS - BRAND CONSULTOR

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WEBSITE:

www.nearshoremarketing.co

Why Choose Nearshore Marketing?

We transform visions into reality with cutting-edge web design and digital marketing solutions tailored to your business needs.

Tailored and Scalable Projects

Start small and scale as your business grows.

Independence

Take ownership of your data while we handle your digital assets.

Personalized Support

Our dedicated support team is here to assist you at every stage of your project.

Expert Guidance

We provide customized consulting to meet your unique requirements and expectations.

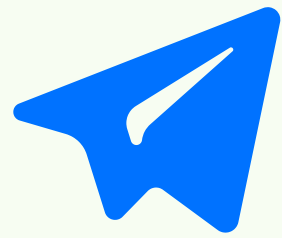
Contemporary Excellence

Our websites and ad campaigns adhere to the latest programming standards, ensuring compatibility with all devices and platforms.

Proven Experience

With a decade of experience, we deliver proven results and trusted expertise in marketing solutions.

Your Vision, Our Expertise.



We have different alternatives and solutions for you.



Digital Marketing
Strategy



Web Development
and Design



SEO Optimization



Analytics and
Tracking



Ad Design and Campaign
Management



Content Marketing



Marketing Strategies

Effective digital marketing strategies are crucial for reaching and engaging your target audience online.

Marketing Channel

- ★ Google My Business
- ★ Promote Your Business with Gmail and YouTube Ads + Google Partners
- ★ SEO & Content Marketing
- ★ Social Media Campaigns
- ★ Content Creation

Google My Business

Google My Business is a user-friendly tool designed for businesses and organizations to manage their online presence on Google, including Search and Maps. It helps your customers find your business and provides them with essential information about your products and services, operating hours, and additional details.

Includes:

- Business Address and Exact Location: Ensure your business address and location are accurately listed.
- Directions: Provide clear directions to your business location.
- Contact Information: Include your business address, email, website, and phone number.
- Business Description: Add a detailed description of your business.
- Operating Hours: List your business hours of operation.
- Company Logo: Include your company logo for brand recognition.
- Photo Gallery: Upload photos of your business, products, and services.
- Social Media Profiles: Link to your business's social media profiles.
- Categories of Products and Services: Specify the categories of products and services you offer.

\$450



Positioning with Google ADS

Attract new clients daily by positioning your company at the top of Google search results.

Includes:

- Registering with Google Ads
- Crafting an advertising campaign
- Conducting keyword research
- Optimizing ads for cost-effective conversions.

Recommended Google investment: \$15-20 USD daily for 20 days per month

\$650

Minimum Duration: At least 3 months.

Promote Your Business with Gmail and YouTube Ads + Google Partners

Drive sales with targeted ads on Gmail and YouTube, as well as through Google Partners.

Includes:

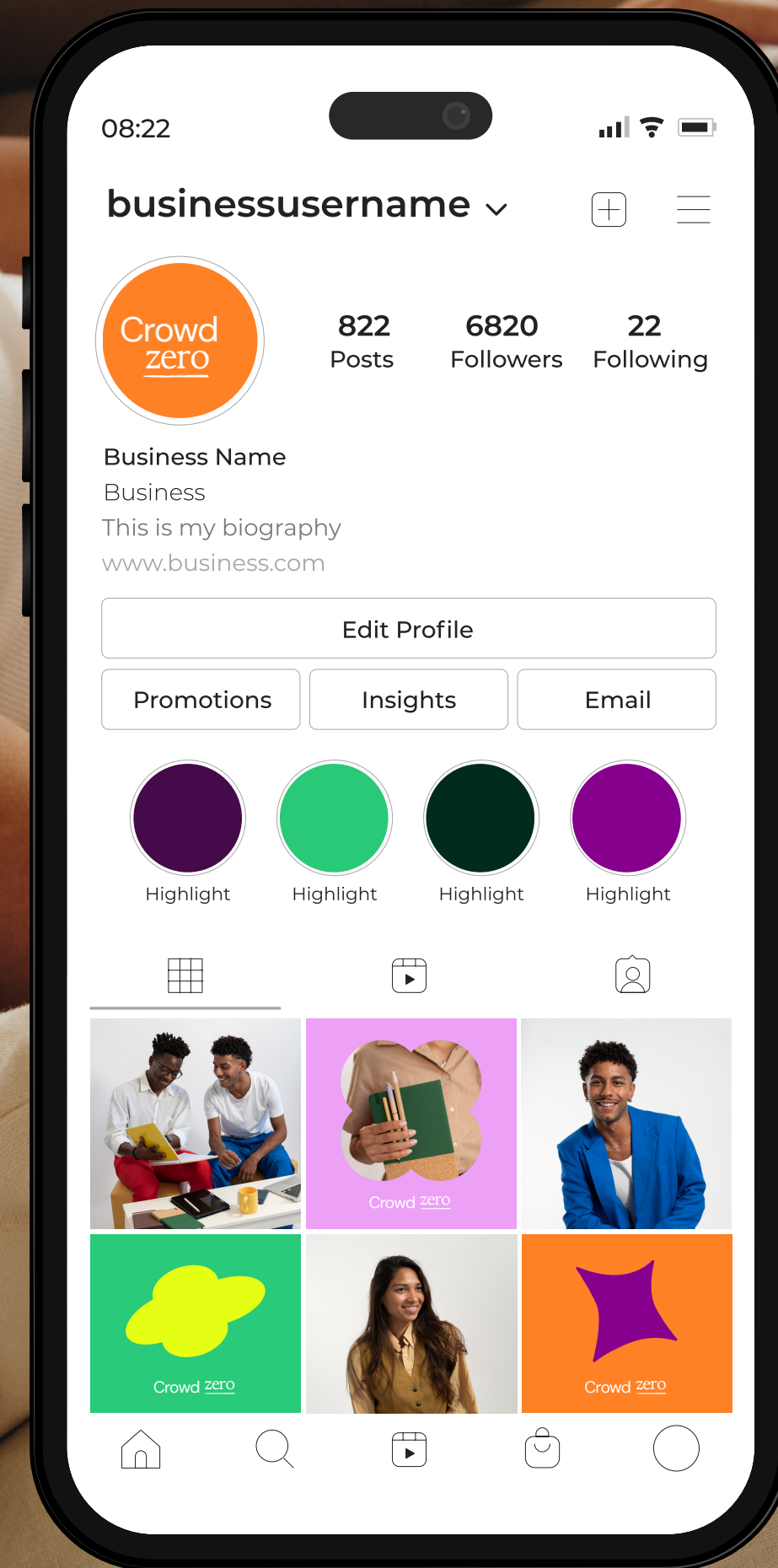
- Google Ads account setup.
- Campaign creation and management.
- Target Audience Creation
- Display Ads Creation: Develop 3 display network ads.
- Keyword Research
- Ad Optimization
- 1 additional Ad account. (Meta, TikTok)

Recommended Investment:

- Google Ads Budget: \$5 to \$10 per day, for 20 days a month.

\$850

Minimum Duration: At least 3 months.





Social Media Campaign

Find Interested Customers on Social Media

includes

- Communication Strategy: Define your communication strategy.
 - Facebook & Instagram Pages: Create, edit, and optimize your pages.
 - Business Profile: Set up a business profile for ads in Facebook Ads Manager.
 - Target Audience: Define your target audience.
 - 2 Monthly themes: Create 2 new campaigns per month.
- 1 Additional Google Ads Campaign

Recommended Monthly Investment:

- Facebook + Instagram + Google Ads: \$500+

\$850

Minimum Duration: At least 3 months.



SEO & Content Marketing

SEO Web Positioning involves executing a series of actions aimed at improving your website's ranking in organic search results (Page Rank) on Google, without relying on Google's pay-per-click advertising services.

Includes

- Google Search Console: Register your site to monitor and maintain its presence in Google search results.
- Target Audience: Define and understand your target audience.
- Keyword Study: Research keywords to identify terms used by potential customers.
- Content Optimization: Optimize content for better performance in search results.
- Backlink Strategies: Acquire high-quality backlinks to boost site authority.
- SEO Audit: Conduct regular audits to fix performance issues.
- Content Creation: Publish 2 articles per month and 2 sponsored articles on other websites.

\$650

Minimum Duration: At least 3 months.

Content Creation

We offer specialized content development services based on the products and services your company provides.

Includes

- Content research and content pillars definition.
- Blog Writing: Write 4 high-quality blog posts per month.
- Video Creation: Create 2 Reels-style videos.
- Banner Creation: Design 2 banners with keywords and calls to action.

\$650

Minimum Duration: At least 3 months.

Growth Power Packs

\$1,050

Package 1

\$1,550

Package 2

Google My Business



Promote Your Business with Gmail and
YouTube Ads + Google Partners



SEO & Content Marketing



Social Media Campaigns



Content Creation



Minimum Duration: At least 3 months.

Case Study

Law Firm Specialized in Immigration

Problem

A law firm specializing in immigration faced challenges in generating consistent client inquiries despite a competitive market.

Strategy

Implemented a targeted Google Ads campaign focusing on keywords related to immigration services, including visa applications and legal consultations. Utilized ad extensions to highlight expertise and trustworthiness. Concurrently ran Facebook ads targeting specific demographics interested in immigration law.

Result

Achieved a 6.5x return on ad spend (ROAS) within the first three months. Increased client inquiries by 40%, reinforcing the firm's digital presence and positioning it as a leading authority in immigration law.



Case Study

CPA Office Specialized in Medium Businesses and Taxes

Problem

A CPA office catering to medium-sized businesses and tax services sought to expand its client base beyond referrals and local networking.

Strategy

Developed a comprehensive Google Ads campaign targeting businesses needing tax planning, compliance services, and financial consulting. Implemented remarketing ads to nurture leads who showed interest but did not convert initially. Utilized LinkedIn ads to reach decision-makers in medium-sized companies.

Result

Achieved a remarkable 7x return on ad spend (ROAS) within the first quarter. Increased client acquisition by 50%, solidifying the firm's digital presence and establishing it as a trusted advisor in business taxation.



Case Study

Dental Practice

Problem

A dental practice aimed to attract more patients and improve appointment bookings, especially for cosmetic and general dental services.

Strategy

Launched a targeted Google Ads campaign focusing on cosmetic dentistry keywords, teeth whitening, and dental implants. Implemented location-based targeting to reach potential patients within a specific radius of the practice. Utilized Instagram and Facebook ads showcasing before-and-after images and patient testimonials.

Result

Achieved an outstanding 5.8x return on ad spend (ROAS) within six months. Increased new patient appointments by 30%, reinforcing the practice's digital presence and positioning it as a preferred choice for cosmetic and general dental services.

