

MADISONPROJECT

Creativity + Marketing

CREATIVE AND DIGITAL SERVICES • BROCHURE

ItsMadisonProject.com
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Let'sgodigital

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With great joy, I would like to announce that I am joining with some of the best talents in Digital Performance to create **MADISON PROJECT**.

A Digital Creative, Marketing and Operational Hub.

We work remotely, and We build the strongest value network over the world.

Our experience comes from some of the most beloved, innovative, and disruptive brands in the market: HBO, Cinemax, BBC, Time Warner among others.

Each project in **MADISON** is developed to get closer to your ideal audience. We assist you with your Digital Presence and Brand Awareness. We connect every stage of the customer journey.

We combine effective Solutions and Programs, optimized for new trends and customer's behaviors, to help your business and products growth in the entire Digital Ecosystem and finally your desired goal, sales.

I believe in excellence and high performance. Don't worry about where your brand is now, but where it will be.

MADISON PROJECT is Leading by Strategy, Driven by Creativity and Focused on Performance.



CREATIVE DIRECTOR • BRAND & MARKETING

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Digital Creative & Content development

Any Digital Marketing strategy requires an effective content proposal; designed and conceived for the target market and adapted to new trends. Our curious and digital nature allows us to help you conceive the most suitable pieces to achieve your goals.

- Evaluate product and target market to define content strategy.
- Conceive campaign ideas for your product.
- Defining the ideal digital channels to send your message.
- Production of the defined contents of the strategy.

Creative Direction Copywriting & Storytelling

Every successful product comes after a great idea, which is reflected through copywriting. Be it a tagline, emailing, a post, a video or a blog article, copywriting is essential to obtain the desired engagement with your audience and derive your strategy in the desired end, sales.

- Ideation of the ideal concepts for your brand.
- Creative and conceptual writing for your target market.
- Multiple writing formats ranging from ads for Google to blog posts.
- Screenwriting for videos and interactive content.

Art Direction Graphic & Motion Design

In the digital era, animated material are a great option, because they have a strong impact on target audiences and their costs are much lower than those of a field production. We think in digital and our animations reflect it. They are conceived 100% with the identity of your brand.

- We conceive the type of animation that your products/ services require, aligned with your brand.
- We work short and long 2D animation formats, from gifs to shorts.

Web Design & App Development

Your brand needs attractive and functional designs to obtain high impact. We have the expertise for it. We also handle SEO positioning strategies that help to bring the public who is looking for/needs your products/services faster.

- We develop your Site, App and digital assets with the latest technologies.
- We create your pages and pieces with their own identity, based on your branding.
- Full compatibility with any browser (crossbrowser) and any device (responsive).
- We add organic positioning to your assets.
- We use optimization techniques to make your site faster and with greater search engine positioning.
- We link your social networks to the website/pieces to generate a unified channel.

Video Post-Production

Audiovisual formats require a more complex post-production process, to guarantee better quality of the pieces and, therefore, greater impact on their target audience.

- We provide post production services in all its stages, from the footage selection to the mix and final product.
- We work on the image and the graphic motion design of its pieces.
- We think your audiovisuals, short or long, for digital formats, both in duration and form.
- We work on the edition and musicalization of the material adapted to the various media and digital platforms.

Improve your digital presence by combining these Digital Solutions. We implement personalized and automatized campaigns for several purposes, such as: promotional, institutional, transactional, and/or conversational..

Email Marketing

Email Marketing is the most performant digital channel when it comes to ROI. It provides efficient ways to attract, seduce and convince your prospects about your products/services.

We implement personalized and automated campaigns for several purposes such as promotional, institutional, transactional or conversational.

- Contact database segmentation and management.
- Personalized messages Development.
- Impacting email design and development.
- Specific segment broadcast and programming.
- Automatic sending sequences creation.
- Constant campaigns performance Measuring and Adjustment.

Search Engine Marketing (SEM PPC) / Online Publicity

Search Engine Marketing or Pay Per Click (SEM PPC) uses paying advertising campaigns or sponsored links via Google Adwords, Facebook Ads, etc. It aims to attract new clients and increase traffic. From Advertising Conception to ongoing optimization, going thru campaign creation and management, we're by your side.

- Create and configure advertising accounts.
- Select targeting options (Keywords, Partners Websites).
- Write your messages and advertisement.
- Manage and Optimize your campaigns.
- Analyse and oct on key performance indicators (KPI).
- Advise to optimize performance.

Search Engine Optimization (SEO) Organic

Search Engine Optimization or SEO is a process aiming to increase qualitative, quantitative traffic and improve positions in Search engine results. It is made to improve both online assets (website, blog, etc) and brand visibility to your targets.

- Considering and indexing your pages.
- Considering your contents relevance and credibility.
- Evaluating their renown and popularity.

Social Media Community Management

Social Media Marketing aims to strengthen the Company Audiences relationship. It is all about establishing a direct, personalized yet massive conversation. We use social networks to promote, communicate and interact with all the markets actors.

We put your brand into the light and take care of your online reputation

- Define social media objectives, stakes and policies.
- Create Social Networks assets.
- Insure a Reactive and Proactive Community Management.
- Maintain editorial line and manage interactions.
- Segment communities.
- Measure campaigns Ongoing Performance.



Go-to-Market

When you are about to launch an activity or a product/service on a market, We help you find a longterm growth.

We assist you in structuring the offer, implementing marketing assets and managing the operational action plan.

- Defining an offer strategy and a launch action plan.
- Developing and/or adjusting digital assets.
- Designing and establishing Lean Marketing Processes.
- Launching and managing Lead Generation operations.
- Implementing and developing Lead Management mechanisms.
- Strengthening and intensifying customer experience.



Lead Management

We aim to improve your knowledge of your contact database. We propose you to identify the most promising prospects and help you prioritize your sales activities.

- Developing sequential campaigns based upon a strong content dynamic.
- Capturing qualifying contact data (Lead Qualification).
- Educating and nurturing your audience interest toward your products/services (Lead Nurturing)
- Identifying the most sales promising prospects (Lead Scoring).
- Driving your prospects toward the act of purchase (Lead Conversion).

Allowing your salesforce to prioritize actions. Increasing productivity and performance by marketing automation.

Lead Generation

By mixing the different digital tactics, we help you find and keep new qualified business contacts to allow your activity to grow.

- Developing sequential campaigns based upon a strong content dynamic.
- Capturing qualifying contact data (Lead Qualification).
- Educating and nurturing your audience interest toward your products/services (Lead Nurturing)
- Identifying the most sales promising prospects (Lead Scoring).
- Driving your prospects toward the act of purchase (Lead Conversion).
- Allowing your salesforce to prioritize actions.
- Increasing productivity and performance by marketing automation.

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ABOUT US

We are Marketers, Designers and Digital Developers. True believers in the Creative Strategy as a backbone of any digital action, and working over this formula:

STRATEGY + CREATIVITY = BETTER PERFORMANCE

Step by step, we guaranteed that any action will impact your audience in a very successful way.

Our experience comes from some of the most beloved, innovative and disruptive brands in the market.



Your investment will be safe. We value your business like a partnership.

Let us run your digital world and help your brand to advance to the next level on the digital transformation.

CONTACT US

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