

# BRAND MIND CARE BRAND

DIGITAL MARKETING



## GLOBAL SERVICES

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- Buyer Persona
- SMART Goals
- Growth Strategies
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- KPIs

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- Briefing
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- Analytics Measurement



# Digital Marketing Services

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Digital Marketing or Online Marketing is the set of strategies aimed at the electronic communication and commercialization of products and services. It allows designing specific strategies for each type of business, choosing the channels where the target audience is located and measuring the actions to be carried out in real time, in order to gain visibility by optimizing resources.

At BCN Brand we specialize in the main areas of digital marketing:

- SEO Positioning
- SEM Positioning (Google Ads)
- Social Media Ads
- Social Media Strategy and Management
- Inbound Marketing
- Email Marketing
- Web Design



## Marketing Plan

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Having a well-developed marketing plan is a must for companies of all industries and all sizes.

A marketing plan is a document that contains the analysis of the current situation of the company, the goals it seeks to achieve and the steps to follow to achieve them.

We will carry out an audit, in order to analyze the **strengths, opportunities, weaknesses and threats** of the company, in order to fully exploit the factors in our favor and identify the weak points in order to optimize and improve them.

We will carry out a complete analysis of the **competition**, both direct and indirect, in order to find out how they get their customers, what value their products or services have and what their marketing strategies are.

We will also establish **goals** (short and long term) and **strategies** to achieve them. Goals will be specific, concrete, measurable and achievable.



## SEO Positioning

The acronym SEO refers to the abbreviation of "Search Engine Optimization".

What does it consist of? Improving the visibility of a website to appear in the first search results organically.

When thinking about the different strategies we can implement, we will have in mind that the main goal is to appear in the most favorable positions in organic search results, for **certain and relevant keywords** to our website. Therefore, we will seek to appear in the highest positions in Google search results, for those terms that users search related to our business.

We will be in charge of creating **web positioning strategies** that combine technical actions at the web development level, with content strategies that will allow us to gain positioning.

We will also conduct research on the most relevant keywords for each business and competition, in order to design the best strategy.

Since SEO positioning involves a lot of work over a long period of time, we should know that the results will not be seen overnight, but will be the result of constant work and the company will be informed about all the progress achieved.



## SEM Positioning

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When we talk about SEM (Search Engine Marketing) we mean **paid search engine ad campaigns**.

What are the advantages of implementing a SEM strategy?

**Highly measurable.** Tools such as Google Ads provide us with highly detailed reports on the evolution of the campaigns, so we can always know what is happening with the ads. In addition, we will use the Google Analytics integration to have everything perfectly controlled.

**Real time monitoring.** The analytics interface allows us to see what is happening at each moment and correct the course at the moment if we do not obtain the results we are looking for.

**Pay per click.** This way, you will only pay if you get results. We can control at all times the maximum daily budget that you are willing to invest, as well as the maximum cost per click that you can pay. This way, you ensure the campaign is profitable in all cases.

**Speed.** Compared to other techniques such as SEO or content marketing, search engine advertising allows you to achieve relatively fast and large-scale results.

**Within everyone's reach.** Since the budget investment is scalable, this solution works for both large companies and SMEs. All of them compete on equal terms in the "fight" to reach the top positions for keywords.





## Social Media

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According to the annual report “The Global State of Digital” in 2019 created by Hootsuite and We Are Social, 52% of the world’s population uses social networks. This huge global audience using these channels represents a vast market of opportunities for any company, no matter its size. Developing an effective social media strategy is essential for all companies and brands, as this is a great opportunity to **connect with your potential audience, gain visibility, and get high-quality sales or leads.**

A social media strategy can be the best way to maintain a relationship with your audience after a commercial exchange. Sharing posts that offer added value and answering questions and comments will help build a bond with your followers, which will **increase the chances that they will choose to stay with your brand.**

To achieve this, we will conduct an audit to define the current online positioning, we will study the target audience and the strategies used by the competition.

Once this is defined, we will define short and long-term goals, and create a strategy to achieve them.

Once the strategy has been established, we will be in charge of fully managing all the company’s platforms, and sending you a monthly report detailing analytics and results obtained.



## Inbound Marketing

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Inbound marketing is the methodology that integrates advertising and digital marketing techniques that are not intrusive with the aim of **communicating with the users** at the beginning of the purchase process and **accompanying them until the final conversion or sale**.

The main purpose of this methodology is to **attract and convince your ideal customers with valuable content**, considering at what point in the purchasing process they are, in order to personalize what you offer them at all times. It is about you accompanying them all the way from when they hear about your brand for the first time until the final transaction takes place.

Content marketing is the queen technique here. Without content, nothing makes sense within an inbound strategy that seeks to attract to sell.

Content must be created seeking maximum attraction from the target audience. We must ensure that it meets the user's basic questions and needs. By content, you not only have to understand the text itself, but also optimized landing pages, blogs, videos, etc.

From our side, we will be in charge of studying each business and defining the buyer persona, to establish **which inbound techniques are more appropriate to implement in each case**.

As the next step, we are going to implement this strategy in the chosen channels, and we will finally analyze the results achieved and introduce improvements to optimize it.



## Email Marketing

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This technique, also called emailing or e-mailing, is based on the massive sending of emails to a list of contacts.

Recruitment or loyalty email marketing continues to be **one of the most profitable and effective actions** for advertisers in terms of return.

This way, we can easily reach potential customers. Not only to their inboxes, but directly to the user's hand thanks to mobile devices.

Email marketing can help you achieve 3 categories of goals:

**Notoriety.** Make your business known.  
**Picture.** Positioning yourself as an expert.  
**Action.** Sell your products and services.

**Occasional emails.** Occasional emails are sent when needed according to your business.

*Newsletters or informative bulletins* usually present the most recent news about your company (new features or services) or a summary of the best of your blog. They allow you to stay in your recipients' minds and inspire them.

*Email campaigns* are more focused on marketing and sales. A campaign can consist of 3 to 10 emails over several days or weeks. For example: a Mother's Day sale, special offers for the holiday season, a new product launch, etc.

**Automated emails.** These emails are personalized according to the information you have about a contact. They can be sent automatically in response to a specific contact activity, such as making a purchase or signing up for a newsletter.



## Web Design and Corporate Identity

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We create **personalized, clear and effective** web pages that help you convey the image you want to your clients and also help them easily find what they are looking for.

We will help you decide what type of website is the most appropriate for your business, and we will carry out a study prior to design to define what image you want to convey and **how to approach the user in the most appropriate way.**

# Our **Services**

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## Marketing Plan

- SWOT analysis
- Competitor analysis
- Buyer persona study
- SMART goals
- Growth strategies
- Content timeline
- Key performance indicators (KPIs)

## SEO Positioning

- Consultancy
- Web content optimization
- Copywriting
- Keyword research
- Google My Business management
- Analytics

## SEM Positioning

- Consultancy
- Google Ads campaign management
- Google Search campaigns
- Google Display campaigns
- Youtube Ads campaigns
- Analytics measurement
- Monthly report

## Social Media

- Profile creation and optimization in social networks
- Content planning and posting
- Activity and engagement monitoring
- Monthly report

## Social Ads

- Planning, execution and monitoring of paid campaigns on **Facebook, Instagram, Twitter and LinkedIn**
- Analytics measurement
- Monthly report

## Inbound Marketing

- Corporate videos
- Graphic pieces
- Writing web/blog articles
- Press releases

## Email Marketing

- Personalized design
- Contact list management
- Email writing
- Single mailing
- Monthly plan

## Web Design

- Briefing
- SEO positioning oriented design
- Maintenance
- Analytics measurement



Google Certificate



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## GLOBAL SERVICES

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# GLOBAL SERVICES

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IMPRESIÓN | RESTAURACIÓN Y HOSTELERIA | ROTULACIÓN  
ESTUDIO DE DISEÑO | BODAS | REGALOS PERSONALIZADOS | VINILOS  
DISEÑO GRÁFICO | ESTAMPACIÓN TEXTIL | LETRAS CORPÓREAS  
MATERIALES PARA EVENTOS | MATERIAL DE OFICINA | SOPORTES RÍGIDOS  
GRAN FORMATO | MARKETING CORPORATIVO | DECORACIÓN | ASESORAMIENTOS VISUAL

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*Horario de Lunes a Viernes de  
9:00h a 14:00h y de 16:00 a 20:00h*

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*Horario de Lunes a Sábado de  
9:00h a 21:00h*