



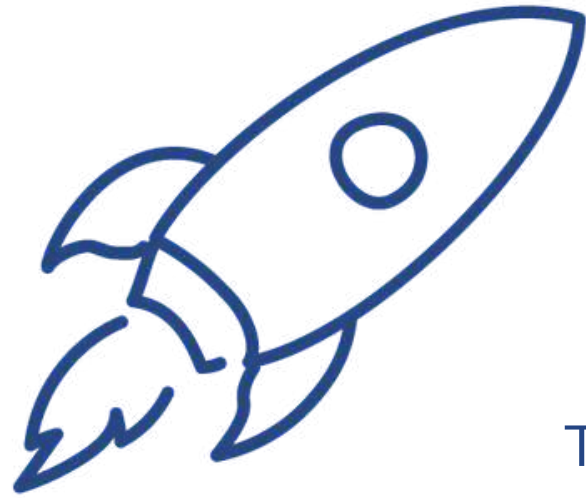
Smartregy

Content Marketing Agency

Portfolio of Content Marketing Services

2023





#GrowYourDreamBusiness

The only constant in the business world is change. It is impossible to be aware of all the new trends that arise in marketing and technology, and at the same time grow your company.

That is why we **at Smartregy we research, analyze, and validate** new content marketing strategies to adapt and implement the most effective ones according to the needs of your business so **you can attract customers regularly, enter new markets, and build a profitable and sustainable company.**

At Smartregy we are passionate about helping our clients through content and we have 9 years of experience helping them grow the business of their dreams, through content marketing.

How we help your business grow

Smartregy Methodology

1

Analysis and audit.

- Review what has been done so far, and how it can be improved.
- Market research.
- Benchmarking.
- Establish objectives.
- Define the content marketing strategy.

2

Experimentation and validation.

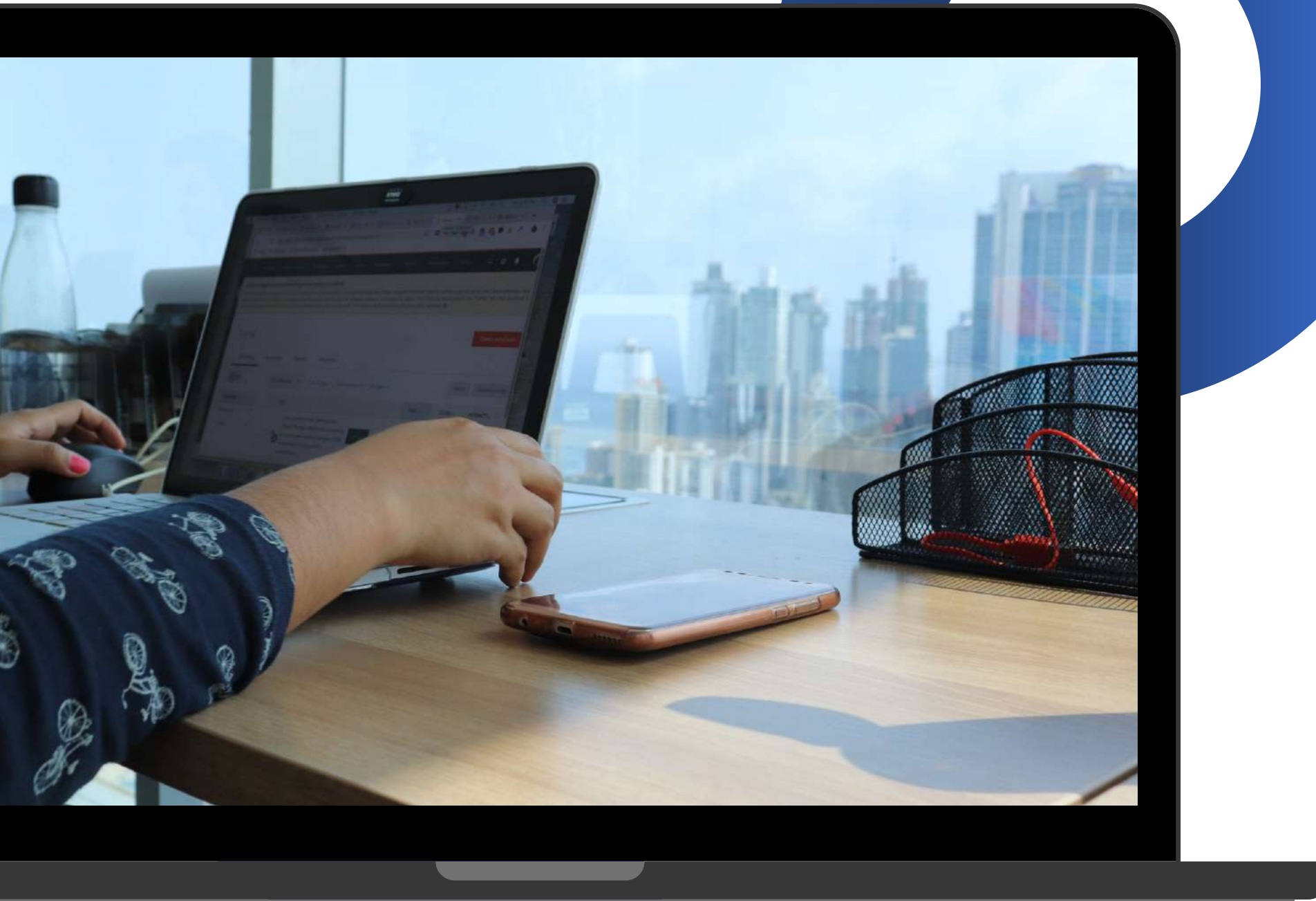
- Implement marketing actions.
- Conduct experiments to test performance.
- Monitoring and optimization of marketing actions.

3

Continuous improvement.

- Performance reports.
- Feedback from the audience.
- Recommendations for new marketing actions.
- Implementation of improvements.

Marketing Solutions



CONTENT MARKETING STRATEGY

CONTENT MARKETING

PERFORMANCE MARKETING

SEARCH ENGINE OPTIMIZATION (SEO)



Content marketing strategy

The base for having a good marketing strategy is analysis and planning according to the needs and resources of your company. We develop a unique content strategy that works for your target audience and encourage them to buy.



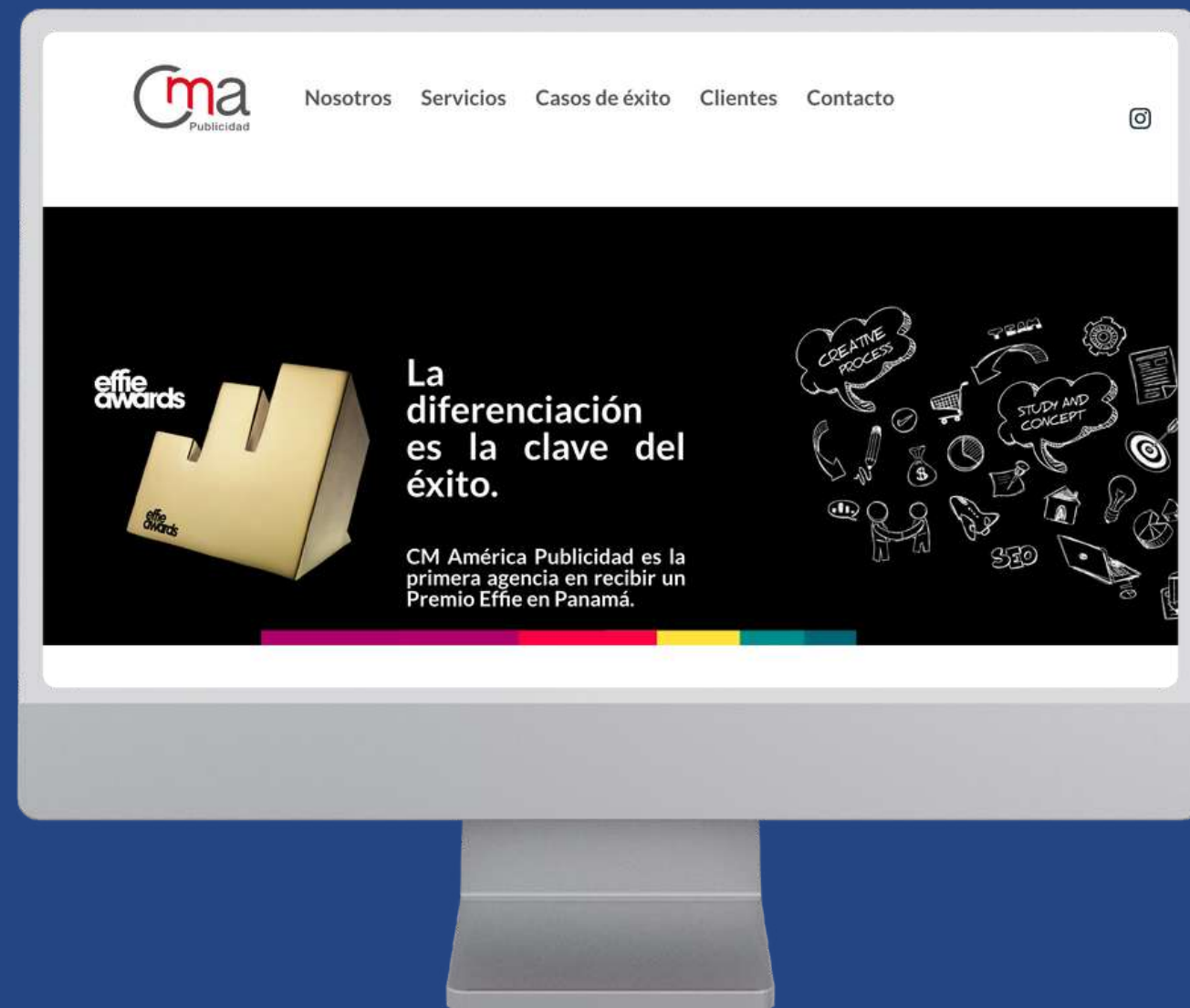
Content Marketing

Content is still the king of digital media. We develop content that fits with your company's audience, through your Blog and Social Media Networks. A key aspect of your company's differentiation and positioning is allowing you to build an audience ready to buy.

Performance marketing

To increase the reach, visibility, and conversion of your content, we distribute it through digital campaigns in the main media such as Meta (Facebook + Instagram), Google Ads, Twitter Ads, and more.

Web Design



We design top-quality websites and e-commerce platforms on industry-leading CMS such as WordPress, HubSpot, and Shopify.

We also offer fully-programmed websites that are built from scratch. With our expert knowledge of programming languages and web development frameworks, we can create a website that is tailored precisely to your requirements.

Highlight Project:

Panama Jazz Festival



Challenge:

Increase ticket sales, especially during pre-sale and during the festival. Achieve the "sold out" of the concerts.

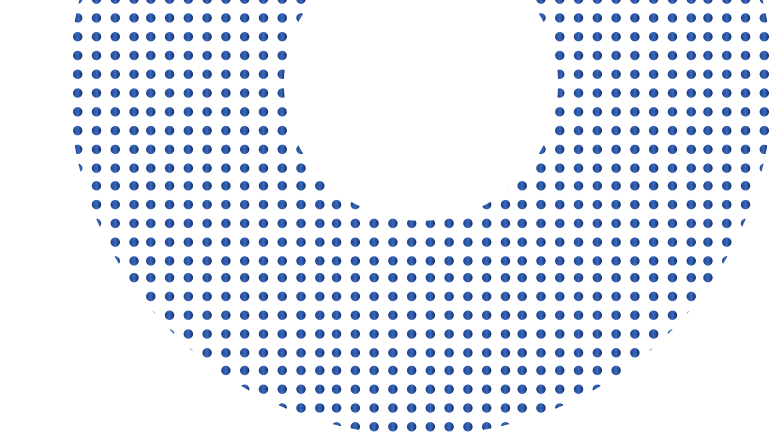
Solution:

Strategic plan development included an analysis of the website, social networks, digital positioning, and target market. Execution of digital marketing campaigns on Google Ads, Meta Ads platforms, and E-mail marketing, among others.

Results:

Of the 5 concerts performed, **3 of them were "sold out"**, the Gala, and the concert on Thursday and Friday at the Ateneo Theater.

Regarding the sale of tickets, there was an **increase of 48%** in income compared to the previous year.



Highlight Project:

Daniilo Pérez Foundation



Challenge:

The main challenge was how to continue with its educational work with the closure of educational and cultural centers worldwide.

Solution:

At critical moments, priorities change. Each person faced confinement differently. For some, finding those dreams on hold was vital to moving forward.

For many, this break meant finally having time to do something different. Among so many online courses on offer, some decided to start studying a musical instrument or resume their musical studies.

Being at the moment of decision and connecting with the public was key for the Daniilo Pérez Foundation. Thanks to the research and insights of the target audience, it was possible to positively impact this segment and be able to connect with them, on the appropriate digital channels and with an emotional and effective message.

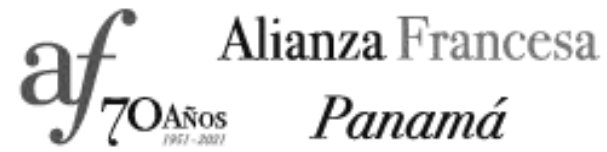
Results:

The results obtained thanks to the implementation of marketing actions focused on social media marketing strategies, SEO, and email marketing, are positive. **The number of students increased by 60% compared with the previous year. The growth continued, at a rate of 71%, in the following year.**

Clients



Creatives Industries



Service Companies



Testimonials

"The efforts were successful, leading to increased ticket sales by 48% and reaching a larger audience. Smartregy team worked efficiently and was able to reduce marketing costs while increasing leads."

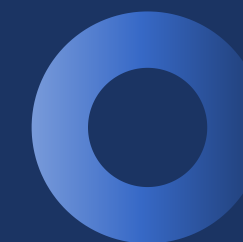
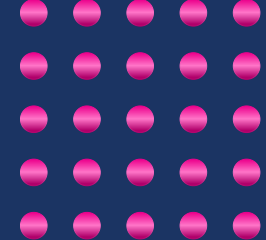
Aleida Duarte
Panama Jazz Festival

"The reality of the pandemic and remote work have made it essential to have experts to help us effectively navigate the complicated and congested waters of the virtual world. The input was invaluable in moving us in the right direction for our strategic and business goals."

Jaime Bocanegra
Solusoft

"Smartregy team successfully provided a strong deliverable that exceeded needs and requirements."

Jerry Sheets
Insight Learning

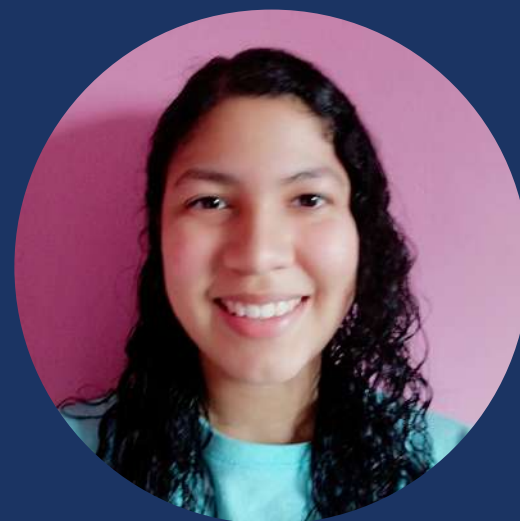


Team Smartregy



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Content Marketing Agency

It's time to grow!



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