

# DIGITAL MEDIA KIT



# 2023

INNOVATIVE & COLLABORATIVE



[INFO@THEMEDIAMEN.COM](mailto:INFO@THEMEDIAMEN.COM)



[WWW.THEMEDIAMEN.COM](http://WWW.THEMEDIAMEN.COM)



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# Who we are

## Our Story

I am excited to announce the launch of our new digital marketing agency, which is set to revolutionize the industry. We are constantly on the lookout for ways to innovate and disrupt traditional business models, and this agency is no exception.

Our team of experts have been carefully selected to ensure that we have the best and brightest minds in the industry. We have a deep understanding of the latest technologies and trends, and we are committed to using this knowledge to help our clients stay ahead of the curve.

Whether you are a small business owner looking to build your online presence, or a large corporation looking to improve your digital marketing strategies, we have the skills and expertise to help you achieve your goals.

We offer a range of services, including search engine optimization, social media management, pay-per-click advertising, email marketing, and more. Our team will work closely with you to understand your unique needs and develop a customized plan to help you succeed.

In addition to our marketing services our in-house production studio is poised to set a new standard for Boston's production needs. Our passion and understanding about the power of storytelling, helps marry the relationship between marketing and engaging content.

Our team of creatives and technical experts are among the best in the business, and we are committed to producing content that is both visually stunning and emotionally resonant. Our studio has the skills and expertise to bring your ideas to life in ways you never thought possible.

We have spared no expense with the latest in cutting edge technology. We have everything you need to bring your vision to the screen.

Our studio offers a range of services, including script-writing, pre-production, filming, editing, and post-production. Whether you are looking to create branded social media content, commercials, and even feature films we will work closely with you to ensure that your project meets the highest standards of quality and creativity.

We believe in pushing the boundaries of what is possible, and we are not afraid to take risks in the pursuit of excellence. We are committed to fostering a culture of innovation and collaboration, where creative ideas can flourish and grow.

At our agency, we believe in transparency and accountability. We will provide you with regular updates and reports to ensure that you are always informed of our progress and results.

I am confident that our agency will be a game-changer in the digital marketing space, and I look forward to working with you to help your business thrive.

“Innovation is not about creating something new, it's about solving a problem in a new way.”

# About our leadership

## Ryan Sullivan

Serving as Vice President of Digital Media and Strategic Partnerships at El Mundo Boston he was responsible for developing and implementing digital marketing strategies that drove revenue growth and increased brand awareness. During his time as VP, he established numerous successful partnerships with other companies and oversaw the creation of innovative content and campaigns that resonated with our target demographic, leveraging the latest trends and technologies to stay ahead of the curve. Whether it's developing a comprehensive digital marketing strategy, identifying key partnerships, or creating engaging content that resonates with your audience, he is dedicated to delivering results.

Similarly, as Talent Manager for a famous social media influencer and musician Mia Asano he was responsible for guiding his client's career trajectory, helping them to cultivate their brand and expand their audience reach through digital marketing strategies. Working in the fast-paced world of social media, he quickly learned the importance of staying on top of the latest trends and techniques. He has a deep understanding of how to create content that resonates with audiences, how to leverage social media platforms to reach new fans, and how to build a loyal following that will help to drive growth and success.



## Greg Molina IV

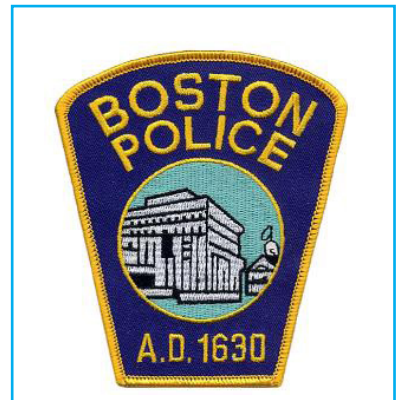
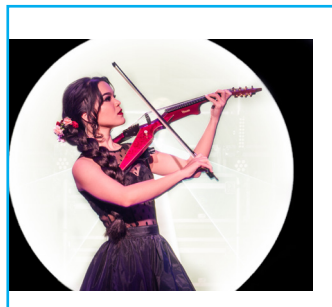
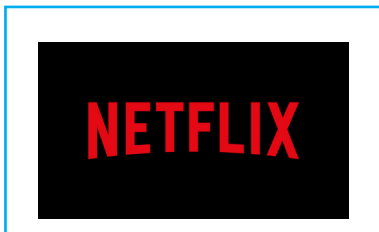
Serving as the Head of Video Production at El Mundo Boston he oversaw the creation of engaging and high-quality video content that captivated audiences and helped to tell powerful brand stories. He understands the importance of crafting a compelling narrative that resonates with your target audience. Whether it's through live-action videos, animations, or motion graphics, he has the expertise to create videos that not only look great but also drive results. Video content is an essential component of any comprehensive digital marketing strategy, and he is dedicated to creating videos that capture your brand's unique voice and message.

Similarly, as the Director of Operations for city councilor Ricardo Arroyo. In this role, he was responsible for managing all aspects of the councilor's office, including communications, constituent services, and operations. Working in government, he quickly learned the importance of effective communication and strategic planning. He has a deep understanding of how to create and execute successful campaigns that drive results, build relationships, and foster positive community engagement.



# Our clients

Who we've helped grow



“The best way to predict the future is to create it.”



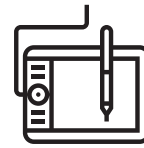
# Our services

Core competencies tried and tested



## Digital Marketing

This involves SEO, PPC, Email Marketing, CRO, Reputation Management, and marketing Automation.



## Content Marketing

This involves creating and distributing valuable content such as blog posts, videos, and info-graphics to attract and engage the client's target



## Social Media Management

This involves creating and managing social media accounts for the client to increase their online presence, engage with their audience, and promote their products or services.



## Digital Strategy

This involves working with clients to develop a comprehensive digital marketing plan that aligns with their business goals, target audience, and budget.



## Influencer Marketing

This involves partnering with influential individuals or organizations to promote the client's products or services to their followers.



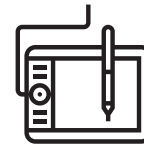
## Lead Generation

Our digital marketing campaigns make use of innovative technologies & software ensuring success.



## Analytics and Reporting

This involves tracking and analyzing website and campaign performance using tools such as Google Analytics and providing regular reports to the client.



## Website Optimization

Our digital marketing campaigns make use of innovative technologies & software ensuring success.

“Success in business requires constantly looking for new opportunities and taking calculated risks.”

# Our portfolio

## Recent work we're proud of

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### Mia Asano Music

**Social Media Management, Video Production, Revenue Generation, & Tour Management.**

Generated 1 million new followers, viral brand campaigns, sold out tour, and music video production. A prime case study of how our services can accelerate growth.



### El Mundo Boston

**Social Media Management, Video Production, Revenue Generation, & Event Management.**

We are producing a series of videos and digital strategies for new products and services.



### Boston Police Department

**Video Production**

We are producing a series of videos aimed at highlighting a non-profit program within the department. The videos are produced with sponsorship and lead generation in mind.



### Power Rangers: Dark Unity

**Video Production**

This project showcases our creative and technical skill behind the camera during production & our expertise editing with VFX.





# Mia Asano Music Case Study (Follower Growth)

## At a glance

We immediately got to work, conducting a thorough analysis of their existing social media presence and identifying areas for improvement. We then developed a customized strategy that leveraged the latest trends and technologies in the industry.

## Key metrics

Creating high-quality, valuable, and engaging content was crucial for attracting and retaining followers.



**1M+**  
New Followers



**10M+**  
Views

## CHALLENGES

- High Competition
- Algorithm Changes
- Constantly Changing Trends
- Time Commitment
- Inauthentic Followers
- Limited Organic Reach
- Content Saturation
- Fickle Audience
- Negative Feedback
- Brand Consistency

## SOLUTIONS

We optimized their content for maximum engagement helping them to develop a consistent brand voice and aesthetic. We used advanced targeting techniques to reach users based on their interests, behaviors, and demographics, and we optimized our campaigns in real-time to ensure maximum ROI.



**Define Audience**



**Quality Content**



**Consistency**

## BENEFITS

1

### Branding

We built a recognizable brand across all social media channels by maintaining consistency in messaging, visuals, and tone. This helped build trust with her followers and attract new ones.

2

### Collaboration

Collaborating with other influencers or brands in her niche helped reach new audiences and gain more followers.

3

### Up-to-date branding

Staying up-to-date with the latest trends and changes in social media algorithms to adapt her strategy and maximize reach.

# Staples - Work Bar Case Study (Digital Marketing)

## At a glance

Using a combination of detailed audience segmentation, compelling ad copy, and strategic bidding, our team was able to drive highly qualified traffic to our website.

## Key metrics

We made sure that our ads were visible in all the right places, at the right time, and to the right people. We were able to get our brand in front of our target audience and keep it there until they were ready to convert.

 **\$1M+**  
Sales

 **1.5**  
Months

## CHALLENGES

- Identify Target Audience
- Creating Valuable Content
- Standing out from Competitors
- Building Trust
- Lead Qualification
- Budget Constraints
- Measuring ROI
- Limited Resources
- Adapting to Changing Trends
- Balancing Quality

## SOLUTIONS

Our team continuously monitored the performance of the campaigns, making data-driven adjustments and optimizations along the way. We never settled for anything less than outstanding results, and we kept pushing until we achieved them.



Define Audience



Lead Magnets



Paid Advertising

## BENEFITS

1

### Leverage social media

Leveraged social media to reach potential leads and drive traffic to the website. Used social media to promote the content and engage with the audience.

2

### Offer valuable content

Offered valuable content, such as posts, whitepapers, and webinars that addressed the target audience's pain points and needs. This helped attract and engage potential leads.

3

### Monitor and Analyze

Monitored and analyzed key metrics, such as website traffic, click-through rates (CTRs), conversion rates, and email open and click-through rates, to optimize the lead generation strategy and improve results.

# El Mundo Boston Case Study (Event Ticket Sales)

## At a glance

We couldn't figure out why there were zero conversions on all the campaigns Unique clicks. After identifying the issue with our heatmapping software we blew past the events historical sales record.

## Key metrics

We helped the client to optimize their event website and landing pages for maximum engagement. We conducted user testing and made a number of design and content changes to ensure that the website was easy to navigate.



**DOUBLED**  
Historical Event Sales



**FIXED**  
Conversion Error

## CHALLENGES

- Competition
- Timing
- Pricing
- Marketing
- Limited Reach
- Budget Constraints
- External Factors
- Lack of Engagement
- Analysis
- Target Audience

## SOLUTIONS

People were clicking on a text box that said "Buy tickets" but the text didn't link them to a purchase screen. After identifying the issue with heatmapping and updating the website, ticket sales converted almost instantaneously with the new set of paid advertisement.



Website



Social Media



Email

## BENEFITS

### Leverage social media

1

We created a comprehensive social media marketing campaign that included organic posts, paid advertising, and influencer partnerships. We identified other influencers in the same industry who had large followings and partnered with them to promote the event to their audiences.

2

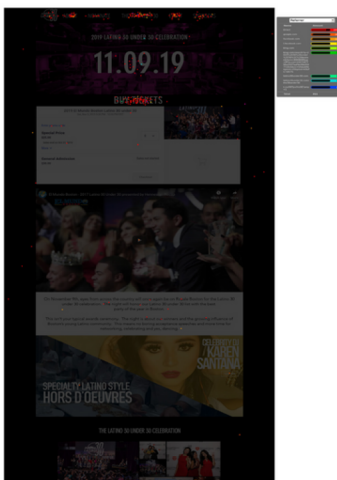
### Advanced Targeting

We used advanced targeting techniques to reach users based on their interests, behaviors, and demographics, and we optimized our campaigns in real-time to ensure maximum ROI.

3

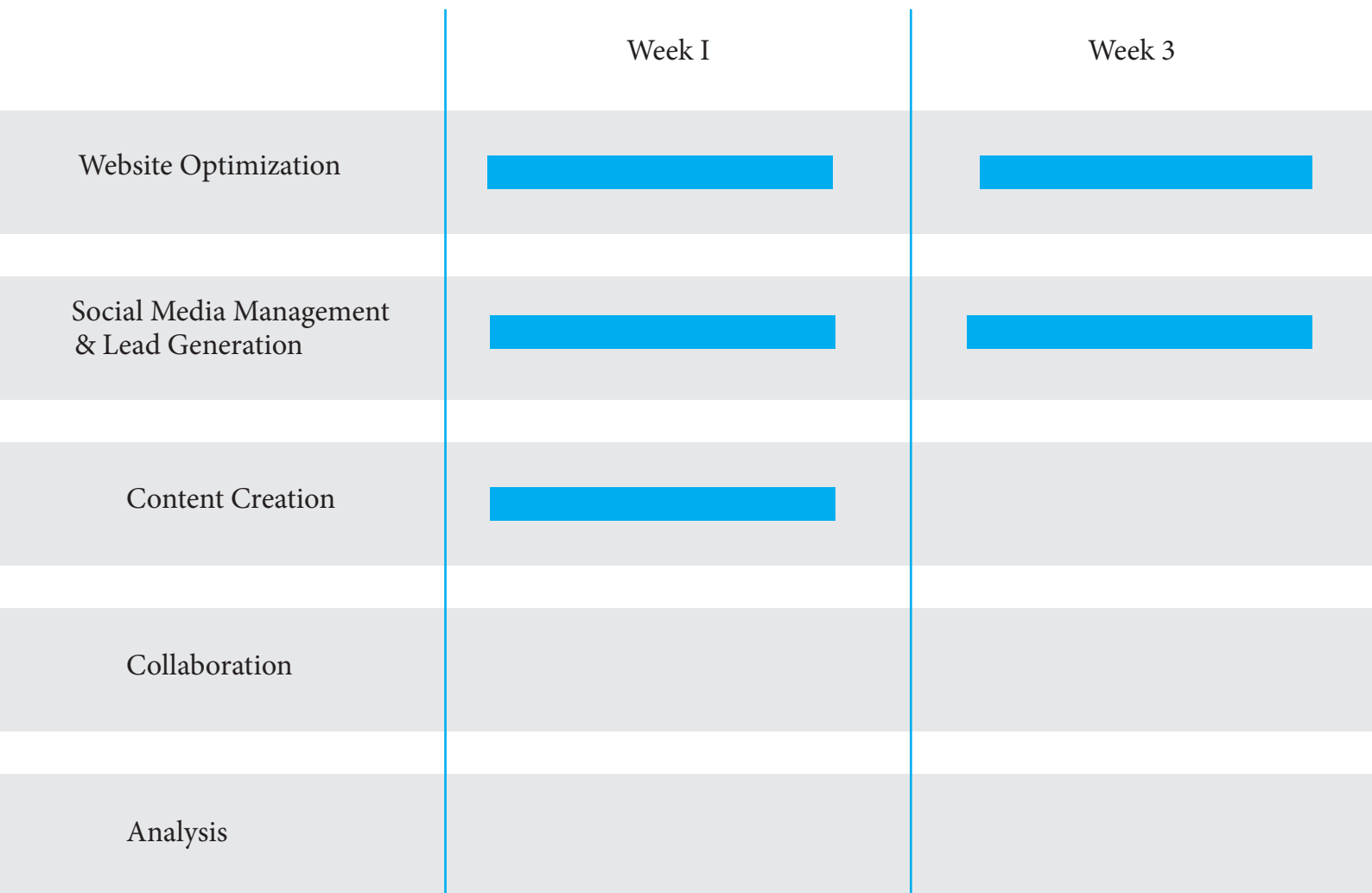
### Monitor and Analyze

The client saw a significant increase in event attendance, and engagement rates on their website and social media platforms skyrocketed. Users were sharing and discussing the event on social media, and the client's brand became more recognizable and respected in their industry.



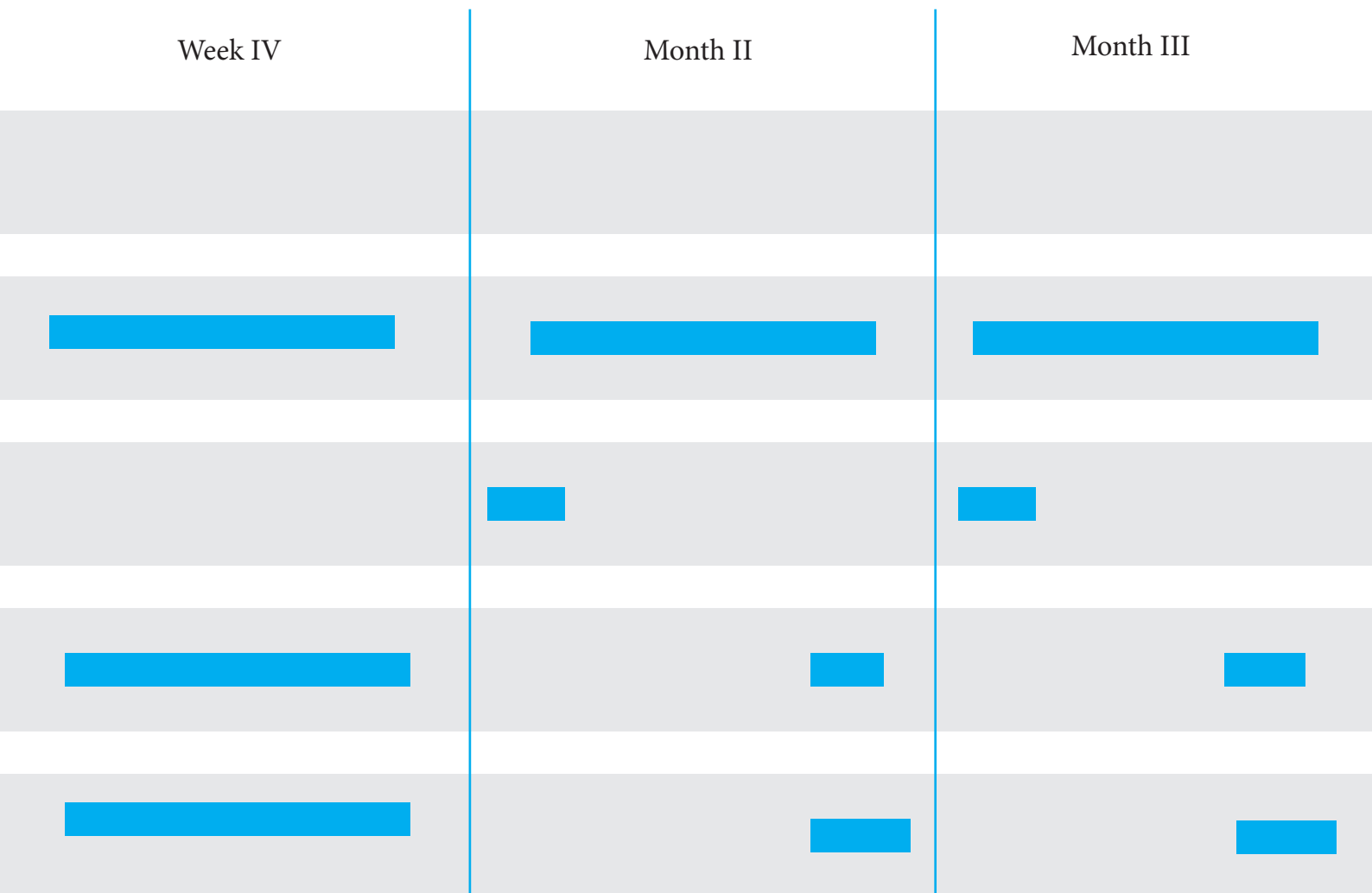
# Project Timeline

Keeping on track



“The only thing that is constant is change.”

# Implementation of need-based solutions



Target problem areas



Implement strategies



Make money

# 3-Month Onboarding Plan

## Implement, Execute, & Analyze

1. Conduct a thorough analysis of your current digital marketing efforts: Before you can develop a strategy, you need to understand where you currently stand. Conduct a comprehensive analysis of your website, social media profiles, email marketing campaigns, and any other digital marketing efforts they may have in place. Identify areas where they are doing well, as well as areas that need improvement.
2. Develop a clear understanding of your business' goals: Once we have a clear picture of where you currently stand, we need to develop a clear understanding of where you want to go. We will work with you to develop specific, measurable, achievable, relevant, and time-bound (SMART) goals that align with their overall business objectives.
3. Define your target audience: Next, we need to define your target audience. We will identify the demographics, interests, and behaviors of your ideal customer. This information will help us tailor your marketing efforts to reach and engage this audience.
4. Develop a comprehensive digital marketing strategy: Using the information gathered in the previous steps, develop a comprehensive digital marketing strategy that outlines specific tactics to achieve your business' goals. This may include tactics such as search engine optimization (SEO), paid advertising, content marketing, email marketing, social media marketing, and more.
5. Implement and monitor your strategy: Once your strategy is developed, it's time to implement it. We will work with you to ensure that all tactics are executed properly and on schedule. Monitor the results of each tactic and adjust as necessary to ensure that you are achieving your goals.
6. Provide regular reports and updates: Throughout the onboarding process, we will provide regular reports and updates to you via dashboard. This will help you understand the progress we are making.
7. Refine and optimize your strategy: As we monitor the results of our tactics, identify areas where we can refine and optimize the strategy. This may include adjusting the targeting, tweaking the messaging, or changing the tactics altogether. The goal is to continually improve the results and help you achieve your goals.