



DIGITAL MEDIA
& MARKETING COMPANY



ABOUT A DIGITAL MEDIA & MARKETING COMPANY

A Digital Media & Marketing Company, “A Digital”, formerly known as “Zulaica Media”, a media marketing company founded in 2012, is a binational company with offices in San Diego, CA, and Tijuana, Baja California, MX.

Our mission is to help our clients increase their online profiles by providing services in Website Design, App Development, User Experience (UX), Search Engine Optimization (SEO), Search Engine Marketing (SEM), Digital Marketing Strategy, Content Creation, Social Media Management, Branding, Business to Consumer (B2C), Business to Business (B2), Business to Government (B2G), Media, Email Campaigns, Reputation Management, Google and Amazon Pay Per Click (PPC), Video creation, Editing, and Infographics.



**RAFAEL
GARCÍA**

**CARLOS
ANTONIO
FLORES**



“A Digital” was founded in January 2022 by Carlos Antonio Flores, an experienced entrepreneur, who holds a master’s in executive leadership from the University of San Diego, and Rafael Garcia, founder of “Zulaica Media”, with over 20 years of experience in media marketing. Our team is comprised of experienced sales, operation, information technology, and most importantly marketing personnel.



Latinos ayudando latinos **THE LATINO MARKET**



Latinos are known to be digitally savvy and to spend more time online when compared to other groups in the U.S. In fact, Latinos smartphone users spend almost 10.5 hours a week using the internet, compared to the average of 8.4 hours for the general population.

To stay ahead of the game, redesigning your website to include translation and localization aimed at Latinos is the key to creating an authentic and engaging online experience that boosts loyalty and optimizes sales conversions from this valuable market segment.



ADVERTISEMENT IN THE LATINO MARKET

A good Latino marketing strategy is a lot more than just translating your English content to Spanish and hoping for the best. Cultural marketing goes beyond language and while it can be incredibly effective if done right but could also be a PR nightmare if done wrong.

Despite making up 18.7% of the total U.S. population, Latino consumers make up a disproportionately small part of overall advertising spending.

Only 6% of overall industry investment is spent toward the Latino community, per the **Hispanic Marketing Council**.

Source: "Hispanic consumers remain an underserved demographic for many marketers"
<https://www.emarketer.com/content/despite-progress-hispanic-consumers-remain-underserved-demographic-among-many-marketers>



ENGAGING THE LATINO MARKET

Taking the time to understand what's important for this demographic is key to marketing to Latino consumers.

Latino identity is much more diverse than what media portrays.

In general, Latinos are more likely to perform their daily tasks on their smartphones, like listening to music, messaging, emailing, using the App Store, and even using their cameras. This is in line with their reputation as digitally savvy users and as consumers who turn to the internet for information about their purchases.

With this being said, brands have a **unique** opportunity with Latino consumers.

Source: "Six Facts About The Hispanic Market" That May Surprise You

<https://www.forbes.com/sites/forbesagencycouncil/2018/01/09/six-facts-about-the-hispanic-market-that-may-surprise-you/?sh=14d7e4d65f30>



DIGITAL MARKETING STRATEGY & CONTENT CREATION

We develop an online presence to promote products and services, it involves creating content, designing websites, online adverts, and social media activity. We can help you create compelling and engaging content to reach your target audience on social media and other digital venues.





SOCIAL MEDIA MARKETING MANAGEMENT

| Facebook, Instagram, Twitter & Pinterest

Gain more fans and followers on social media sites with our social media management plans.



WEBSITE DESIGN

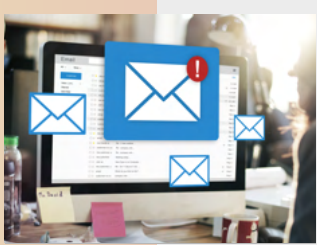
When you're launching your business or wish to grow, it is essential that potential customers can find you online. **That's where we come in!** We provide website design services for small businesses and startups, as well as website maintenance and Search Engine Optimization (SEO) services to ensure visibility online. Our skilled web designers will create a website that is 100% responsive, with mobile-friendly design and implementation.





Media Marketing

We will provide advertising space on radio, television, and other mediums to get your products or services in the public eye.



Email Campaigns

We manage every aspect of your email campaign, which includes design, copywriting, list management, delivery, and analysis to make sure you receive the best return on investment possible.



Reputation Management

This includes monitoring reputation, addressing any content or customer feedback that could damage the brand, and using strategies to prevent and solve problems that could harm the company's image.





SEARCH ENGINE OPTIMIZATION (SEO)



A Digital Media & Marketing Company offers Search Engine Optimization services. We help businesses perform better on Google and other popular search engines. Our SEO services can help you outrank your competition and generate more leads.



GOOGLE AND AMAZON PAY PER CLICK (PPC)



Maximize your revenue by increasing traffic targeted to your website or online business. All companies, large and small, need a digital marketing plan that includes an effective pay-per-click (PPC) strategy, which is why we offer cost-effective solutions tailored to suit our client's needs.

VIDEO CREATION AND EDITING

Get your business in front of thousands of people with a professional video. A Digital Media & Marketing Company provides videography services to promote your business online. With our content creation experience, we can create a professional video that matches your brand's image perfectly.





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01

Business to Consumer (B2C)

We offer strategies that help grow your business and connect with consumers. Bypassing any third-party retailers, wholesalers, or any other middlemen.



02

Business to Government (B2G)

Sell your goods and services to federal, state, or local agencies.



03

Business to Business (B2B)

If a company doesn't invest in digital platforms, it will soon face the problem of falling behind in the competition. Today, people are starting to lean toward online shopping more than any other channel. Therefore, a clever investment in a B2B e-Commerce platform is a wise choice if companies want to acquire more money in revenue.

We can help your company sell products or services to other organizations and/or companies for resell purposes.

Marketing Packages

Digital Birth

- Logo creation.
- Setup Google My Business Account.
- Email Creation.
- Setup social media (Facebook, Instagram, Twitter, Yelp and LinkedIn).
- Create Website with SEO and URL.

Digital Enhancement

- SEO Report.
- One time website optimization.
- User Experience (UX).
- Analysis of online digital presence.

Digital Dominance

- Digital Marketing Strategy.
 - Branding.
 - Content creation.
- Social Media management.
 - Google ads campaigns.
 - Facebook ads campaigns.
 - Amazon advertising.
 - Amazon Setup.
- Reputation Management.
 - Video content.
 - Email campaigns.
- App Development.
 - Infographics.



Let's grow your
digital presence
Together!



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Thank you!

ANY QUESTIONS?

Let us know