



Welcome, we are



2024

CORPORATE BROCHURE



What builds a brand is not
based on the message, but on
the **EXPERIENCE THAT ONE
HAS WITH IT**





ABOUT US

We are a dynamic agency committed to excellence in digital marketing

Our team consists of passionate experts who blend creativity and innovation to provide customized solutions that drive growth and visibility for our clients in the digital landscape. excellence in digital marketing





WHO ARE WE?

MISSION

Empower businesses with innovative and personalized marketing strategies to drive growth and authentic connections with their audiences.

VISION

Be leaders in the marketing industry, transforming challenges into sustainable growth opportunities and setting new standards of excellence.

HOW DO WE DO IT?

In AllBlue Marketing In August, results are not a miracle, they require that our work, capabilities, and talent flow in the same direction and stay aligned with our clients' objectives. We believe in feedback and learning enhanced by data analytics and the necessary spark of creativity to meet the challenges posed by our clients, based on solid fundamentals, objectives, and defined indicators.



Customer Centric

The core of our strategy is the customer—understanding them, analyzing their environment, planning, and achieving their business goals.



Growth in Results

We generate sales or leads by working comprehensively across all digital channels with an omnichannel approach, ensuring the maximum consumer experience and return on investment.



Data Driven

We make strategic decisions based on the analysis of internal and external data, reducing risks, improving the quality of the leads generated, and enhancing your consumers' experience.



BUSINESS APPROACH



**Brand
Building**



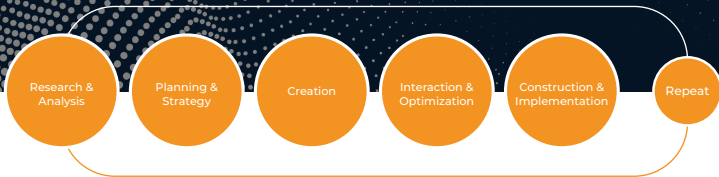
**KPI
Analysis**



**Sales
Growth**



**Lead Generation
& Nurturing**



OUR METHODOLOGY

At ALLBLUE, we use the AGILE methodology for business project execution. This involves breaking down processes into tasks that need to be completed and delivered in short timeframes, with the flexibility to adapt to changes instantly. It's an effective approach for a multidisciplinary team that prioritizes the client.



**We are a Specialized Multidisciplinary
Team full of Experience, Talent, and
Passion for What We Do**

2024



OUR SOLUTIONS



OUR SOLUTIONS

We develop the entire digital ecosystem for your company based on research, strategy, creativity, innovation, and analytics.



BRANDING

We create and manage your brand professionally to highlight its power, message, and value proposition, setting you apart from your competitors and making a significant impact in the market



SOCIAL MEDIA

We plan, implement, and coordinate your company's professional social media strategies and analyze the obtained data. We also build and manage the online community around your brand



INBOUND MARKETING

Our methodology is based on creating valuable content and automation processes to attract visitors and convert them into customers. We specialize in lead generation and nurturing, improving your conversion rates and campaign ROI



ACCOUNT BASED MARKETING

The most precise customer acquisition tactic that allows for effective and immediate access to the accounts and profiles of a business's target clients



WEB DESIGN

We design the website or eCommerce that your company needs, providing a modern and intuitive format for users with a deep focus on navigation and mobile optimization



SEO / SEM

What's the use of a great website if no one visits it? We position your site at the top of search engines through on-page and off-page strategies, as well as professional ad management



INBOUND SALES

A semi-automated marketing and sales technique that increases the efficiency of sales teams, allowing them to spend more time on high-value tasks to secure commercial visits



DIGITAL AUDIT AND ANALYTICS

We collect, manage, centralize, and analyze data and information from your digital channels for the best clarity in visualization and decision-making

WHAT DO WE ACHIEVE?

At AllBlue Marketing, we believe in the power of continuous learning through an iterative approach. We don't promise instant miracle solutions, but we are committed to working with you to achieve progressively better results. We understand that success takes time, and we are here to ensure that each step towards your goals is more effective and less painful. Our goal is to build a robust strategy tailored to your needs, providing you with confidence and transparency at every stage of the process. In October, we can achieve great things together, without empty promises.

WHAT DO WE NEED?

At AllBlue Marketing, we deeply value collaboration with our clients because no one knows their business and industry better than they do. We believe that their insights are key to uncovering valuable opportunities we can leverage. Our approach focuses on transforming that information into quantifiable data that allows us to measure the impact of our strategies. As we implement each strategy, we assess the results to continuously improve and move closer to the established goals. Together, we can achieve sustained and successful growth.



+115

Projects Completed

We have successfully completed over +115 projects, delivering innovative and effective solutions tailored to our clients' unique needs.

+87

Satisfied Clients

Over +87 clients have trusted us, and their satisfaction is our top priority, reflected in our exceptional service and results.

+587

Cups of coffee

Our commitment to each project is equivalent to the love we have for coffee; in every cup of coffee we share, we gain energy, laughter, and fresh ideas.

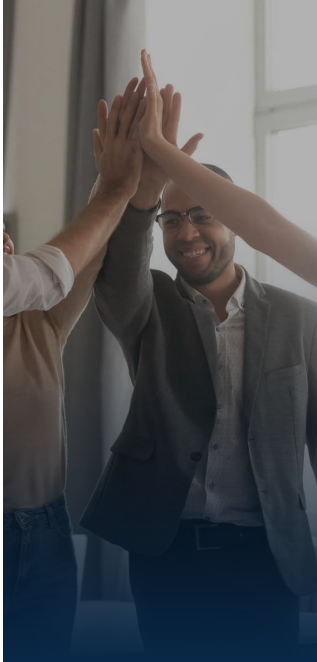
93%

Positive Client Review

We maintain an impressive client retention rate of 93%, demonstrating our commitment to innovative solutions and the long-term success of our clients.



OUR CLIENTS



OUR CLIENTS

We love working with brands and projects of various sizes in Peru and South America, being part of the development of their digital ecosystems.



OUR CLIENTS





OUR CLIENTS



OUR OFFICES

We are also excited to announce our new office in Florida, USA. This expansion will allow us to bring our marketing services to a vibrant and opportunity-rich market. We are ready for new projects and challenges in this exciting stage of growth.

