



S-ERNEST.COM

SETTING  
MARKETING  
STANDARDS



## A NEW STANDARD

We believe in internet as new way of expression of freedom. We think that a great design elevates brands, but poor design degrades them. Planning, and execution of marketing campaigns are critical for the success. The purpose of our work is to drive results.

We explore the Common Creative license, Open Source software as much we can. Also, we give away your time and assets to the community. We succeed only when you succeed.



## WE MAKE IDEAS ACCESSIBLE.

We embrace kinetic forms through digital technology, with some new tools now available to the graphic designer to work with motion, sound, interactivity –and whatever comes next. Notwithstanding the migration to digital and online media for many old and new products, the range of weights, textures, and colors is only matched by the variety of special effects that are possible when using paper.

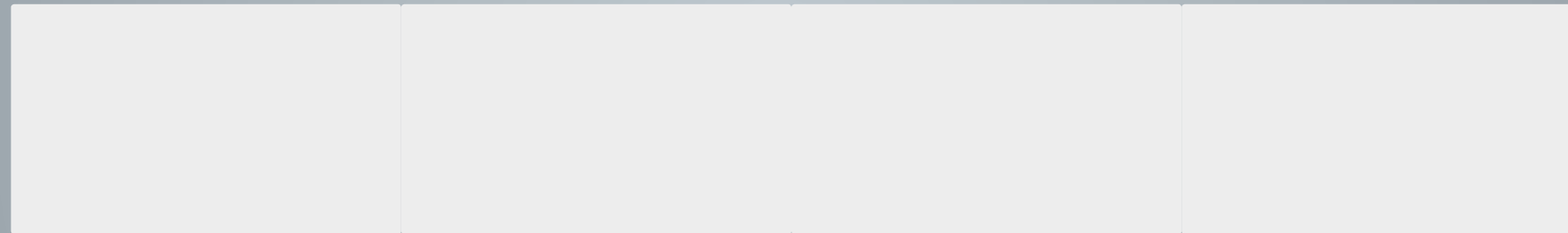
We believe that both world needs to exist, and complement each other in marketing strategies.

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**“You have power as a designer to change the relationship someone has with an object. Your challenge is to keep people looking. Build in those little details. To some people, they might mean a lot.” - David Pearson -**

## OUR SERVICES

We carry a passion for performance digital marketing strategies.



### GRAPHIC DESIGN

Graphics Design is an important process on the visual communication of your products and services. We ensure transcendence or innovation. We guide you to the process of various ideas, approaches and themes that designer have used to benefit on quality and effectiveness.

### SEO

Your website is the heart of your SEO ranking. We help you to build a SEO-friendly website from the ground up, and we optimize your site indexing to plan better your management strategies, and You need to work with Google crawlers, as they are your friends with SEO best practices

### MOTION GRAPHICS

We explore the role in creating banners for your website, animated logos, and online advertising ads. We build video animation for your brand and awareness campaigns online

### MARKETING ANALYTICS

We entering in a world where technology and market converge. But, how your ideas are executed has become more important than what they are. Technology and methods put in place the way you communicate in terms of cost and marketing effectiveness. We analyze data through the lens of a marketing analysis framework to create a logical marketing strategy which optimize resources, and ROI.



## CREATING SUCCESS

The simplicity in layout and text helped to clearly communicate the new brand and identity to others the core values. The design plays off the professional that makes it stand out.



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We carry a passion for helping local business on their digital and content marketing strategies.

## BECAUSE WE LOVE WHAT WE DO.

We believe in coming up with original ideas and turning them into digital work that is both innovative and measurable.

Taking on thought-provoking projects that challenge us creatively and make us go the extra mile is what we consider a way of life.



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We are relentless in moving boundaries, thinking outside the box and carry out this spirited attitude into digital solutions. Digital solutions that engage, inspire and make you think. Make you curious.

## TALK TO US ABOUT YOUR NEXT PROJECT.

We work with you, openly, and honest, with an open communication as crucial tools to your success. We need your business expertise, your experience and input and feedback so We can build the best marketing strategy framework.

We don't guess or less thing to a hazard. We careful listening, We learn how you think and what's your value. We study your business context in the local world as the needs and motivations of your customers



## MAKING EVERY STEP COUNT

The design is looking to express a real quality amongst a very competitive market. Out with the latest in technology, we focused on quality, simplicity, and humanizing the whole set of skills and content that we can offer.

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**"Graphic design will save the world right after rock and roll does." - David Carson -**





## ADVICE YOU CAN COUNT ON

Create something that was interactive, dynamic and interesting enough that become in the visual communication would want to be noticed. Limitation on budget do not always results in the economic used of production and printing techniques. Sometime, the project or client can be interested enough that it attracts attention.

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**"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."  
- Saul Bass -**



## WHAT OUR CLIENTS ARE LOOKING

### **SOCIAL MEDIA MARKETING**

Social Media facilitate the creation and sharing the information, ideas to the community of users on different channels and social media platforoms. Social Media is the perfect media to access new customers, use it for business communication, or sales promotions and discounts to develop customers loyalty.

### **CONTENT MARKETING**

Content Marketing focus on creating, publishing valueable content to your audience, mainly to attract attention and generate leads, prospecting for new customers, or increase awareness for online community of users.

### **DIRECT MARKETING**

Direct Marketing as an advertising medium that organizations not well manage. Managing and implementing of direct marketing allows organizations to micromarketing and personalized the target audience.



## MAKING A DIFFERENCE

REVIEW, REFRESH, TEST & TWEAK. After taking time to celebrate, we continue to make sure everything is running smoothly. Whether we've just launched your new website and PPC campaign, or sent you the final files for your brand new logo, we won't just release you into the wild. We provide grace periods for various projects where we monitor progress, make adjustments as needed and make sure everything is optimal before leaving everything in your (capable) hands.

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**"I love deadlines. I like the  
whooshing sound they make  
as they fly by." - Douglas  
Adams -**



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If you're walking down the  
right path and you're willing  
to keep walking, eventually  
you'll make progress.



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**Ernest S.,  
CEO and Co Founder started motion graphics videos as a way to create valuable content for their marketing strategies.**

## LET US GUIDE YOU

Much digital. We know you are busy so we'll get straight to the point. You have found us.

We create brands, products, and marketing. We use strategy, design, content and development to do it. That's it really.



**Ernest S.  
CEO and Co Founder**



## KEY POINTS WHEN GOING AHEAD

1

Market focus. Good marketing plans define target markets narrowly.

2

Product focus matches market focus.

3

Concrete, measurable goals. A good marketing plan is full of dates and details. Strategy drives a good plan, but tactics programs and details make the difference.



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**"You don't have to carry a  
designer bag that costs more  
than a car to look cool." - Kes-  
ha -**



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