

eddi

Evolve your Company





Who is eddi?

Eddi represents evolution, transformation, and dynamism. Our mission is to elevate your digital presence and provide innovative solutions that drive you towards achieving your business objectives.

Purpose.

Driving business growth to foster well-being for everyone involved.





Value proposal.

Accelerating business growth by providing holistic digital solutions that are grounded in expertise and enriched with artificial intelligence. Our approach is centered on fostering a deep connection between the empathy of our team and the needs of our clients.



Why eddi?



Think beyond the provider. Imagine a partner who collaborates with you to craft digital strategies and solutions that launch your business into the future.



Say goodbye to rigid processes. We adapt to your needs with agility, ensuring your project stays on track and delivers on its promises.



Forget chasing trends, we create them. We use cutting-edge tools to craft content that's not just relevant, it's revolutionary.



Our results.



55,4%

Visibility

Greater visibility
In Internet.



61,4%

Lead Generation

Recognition
and positioning.



35,8%

Sales

Increase in sales.



Marketing 360

Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual

Web Design

Marketing 360



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



Corporate and Ecommerce Website.

Craft a Website that Converts: Your Gateway to Digital Success

Tired of a website that hides in the shadows of the internet? We're here to unleash its full potential with a website that shines brighter than your competitors.

Imagine:

- Your target audience captivated by a design that reflects your brand's unique story.
- Customers seamlessly navigating their journey on a website built around their needs and desires.
- Mobile users enjoying a smooth, intuitive experience that keeps them coming back for more.
- Lightning-fast loading speeds that instantly connect with your audience.





Corporate and Ecommerce Website.

- Unwavering security and stability that keeps your website safe and reliable.
- This isn't just a website, it's a conversion machine.

Our process is swift and meticulous:

- We unlock your brand's essence and translate it into a stunning visual masterpiece.
- User experience becomes an art form, guiding your visitors towards their goals with ease and delight.
- Mobile-first design ensures your website shines on every screen.
- Clean, clutter-free aesthetics create a fast-loading, secure haven for your audience.
- Structured processes guarantee timely delivery and uncompromising quality.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual

Corporate and Ecommerce Website.



Ready to transform your website into a powerful asset?

Let's build something remarkable together.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



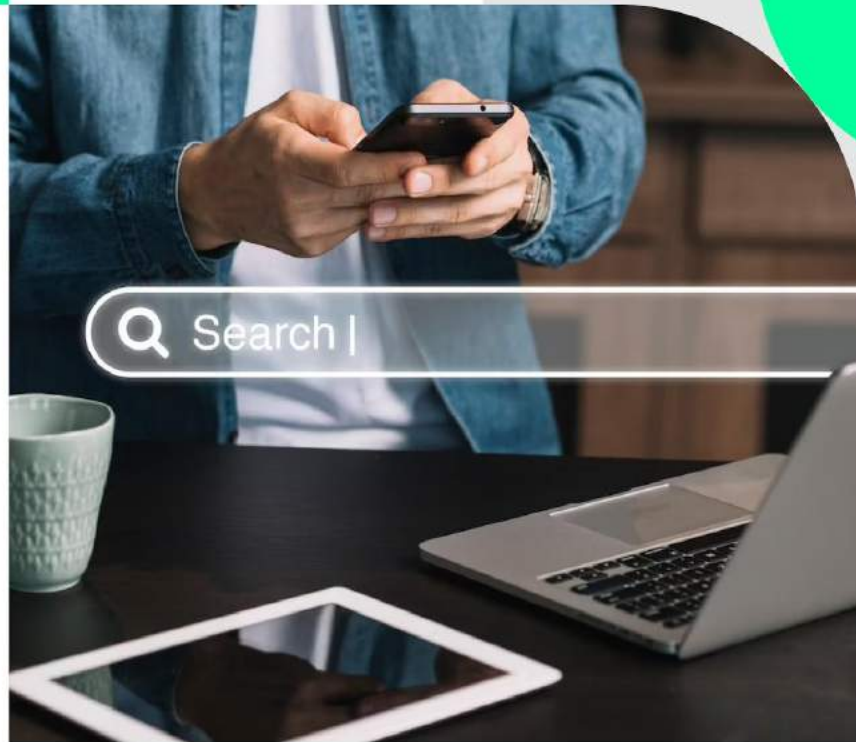
What includes?

- Responsive website development in WordPress in order to create an attractive and easy to use user interface.
- Navigation map design.
- Graphic design of the website consistent with the corporate colors and brand manual, based on the latest UX/UI trends.
- Integration with Google services: Analytics / Tag Manager / Search Console / Webmaster Tools / Ads / Business Manager/ Google Xml.
- Configuration and SEO optimization of the website to increase visibility and traffic to the website.
- Owasp Top 10 Protocol Implementation - Cybersecurity.



SEO

Marketing 360



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



SEO Positioning.

Unveiling Your Search Engine Secrets: Ignite Organic Growth

Lost in the labyrinth of SEO? We're your search engine decoder ring, revealing the hidden opportunities to propel you to the top of the results page.

Our expert analysis digs deep into the core pillars of SEO:

- **On-page magic:** We unlock the hidden potential within your website's content, structure, and code.
- **Off-page adventures:** We explore the backlinks and online communities that can amplify your brand's voice.
- **Technical tune-ups:** We ensure your website is search engine friendly, from speed to mobile optimization.



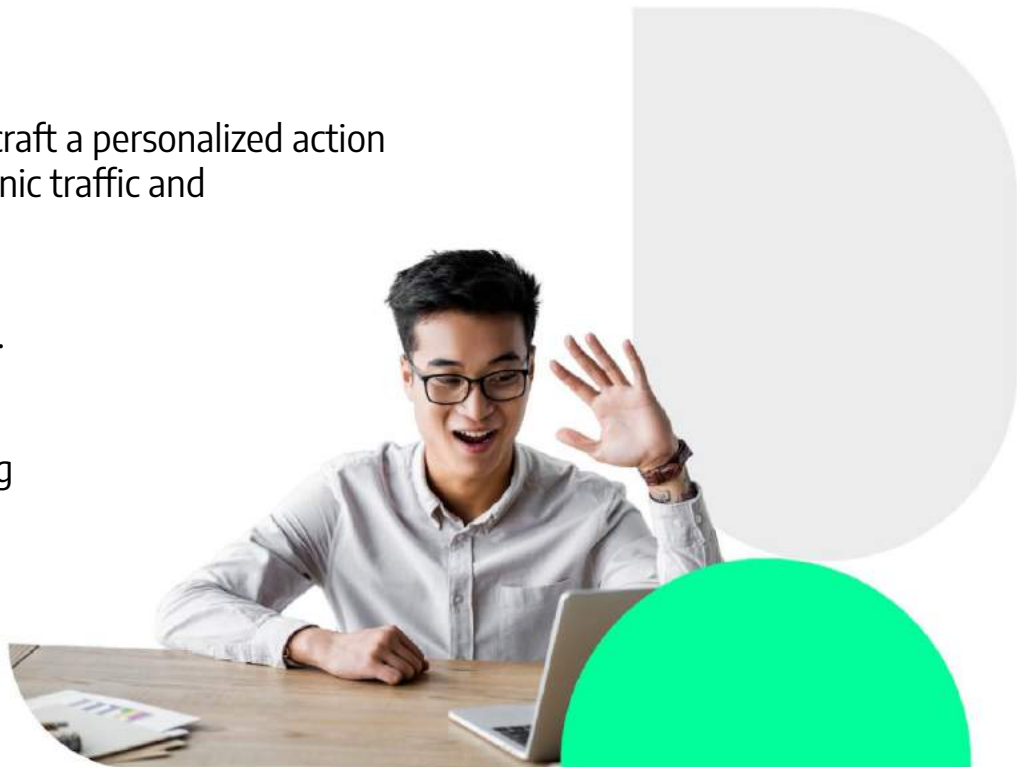


SEO Positioning.

- We don't just analyze, we strategize. We craft a personalized action plan that's laser-focused on boosting organic traffic and skyrocketing your search engine visibility.

Imagine:

- More clicks. More leads. More conversions. More success for your brand.
- Leaving your competitors in the dust. Dominating the search results and claiming your rightful place at the top.
- A website that works for you, attracting visitors naturally and effortlessly.





SEO Positioning.

Ready to unlock the secrets of SEO and ignite your organic growth?

Let's embark on this adventure together.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual

SEO Positioning.

SEO On Page

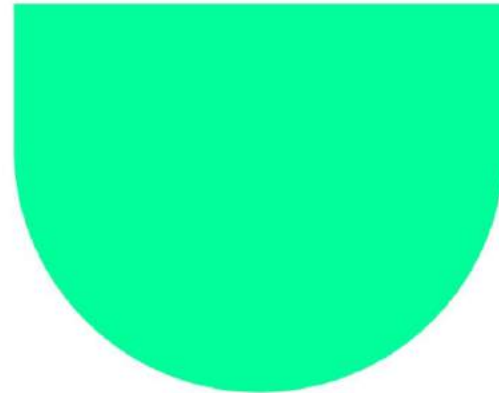
- Meta Title
- Meta Description
- Tag Meta Keywords
- (obsolete)
- Header tags
- (H1,H2,H3)
- ALT description of images
- Text downloads
- Duplicate Content

SEO Off Page

- site authority
- Etiquetas Hreflang
- Enlaces Canonicals
- Páginas Huérfanas
- Páginas 404 / 404 Soft

Technical SEO

- SEO Off Page
- Autoridad del sitio
- Etiquetas Hreflang
- Enlaces Canonicals
- Páginas Huérfanas
- Páginas 404 / 404 Soft





Digital Ads

Marketing 360

Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual

Digital Ads.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual

Digital Ads.

Crafting the Perfect Message, Reaching the Right Audience, Maximizing ROI: Your Marketing Orchestra

Imagine a symphony, each note carefully chosen, each instrument playing its part in perfect harmony. That's how we approach your online channels: a finely tuned orchestra, delivering the right message to the right audience at the precise moment.

We don't just blast messages into the void. We delve deep, analyzing data like a conductor deciphering a score. We understand your goals, your audience, and your budget. Then, we craft a strategic information matrix, guiding us to optimize your online channels with laser precision.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual

Digital Ads.

Here's the magic:

- **Right message**, right time: We ensure your brand's voice resonates with the people who matter most, at the perfect moment in their journey.
- **Maximum impact**, minimum waste: We meticulously track performance, analyzing ROI like a hawk, ensuring every penny drives results.
- **Results that sing**: We don't just offer services, we deliver tangible outcomes. More leads, increased conversions, and a brand that shines brighter than ever.

Ready to conduct your online marketing to success?
Let's harmonize your message, reach the right audience,
and maximize your ROI like never before.



Digital Ads.

Ready to conduct your online marketing to success?

Let's harmonize your message, reach the right audience, and maximize your ROI like never before.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



Google Ads.

We analyze, develop and monitor paid strategies on Google, according to the budget you have or what is necessary to meet the objectives.

- We design attractive commercial ads, with calls to action and extensions so that they stand out and are received by the target audience.
- We attract new clients.
- We generate traffic to your website.
- We monitor and optimize the campaign daily to generate results and reduce the CPC (Cost per click).
- We create tags to constantly track the user and measure their actions.
- We develop remarketing campaigns.





Social Ads.

We help you implement advertising strategies on social networks that generate:

- Awareness: We create your brand recognition and increase your reach.
- Consideration: We send traffic to your website, increasing engagement, encouraging video views, generating leads or motivating people to contact you.
- Conversion: We increase leads or sales through your site.
- We build your campaigns with different types of ads and with specific segmentations.
- We continually optimize ads taking care of your budget.





Social Networks

Marketing 360

Web design

Social Networks

SEO

Graphic Design

Digital Ads

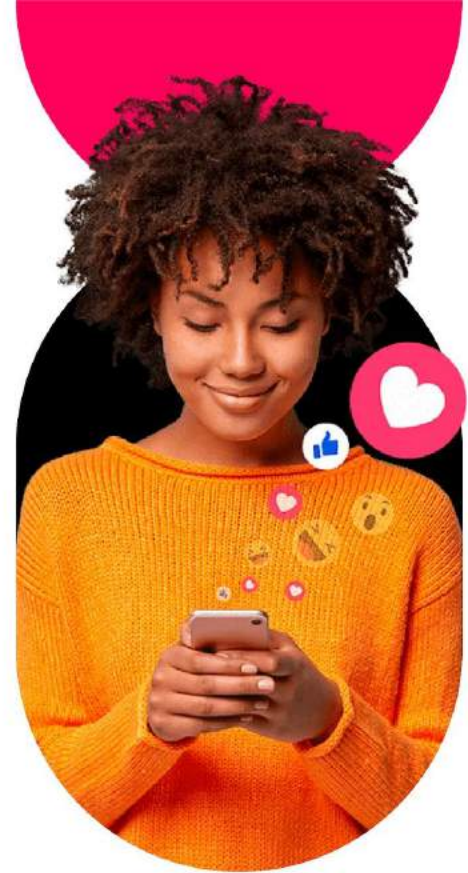
Automation

Audiovisual



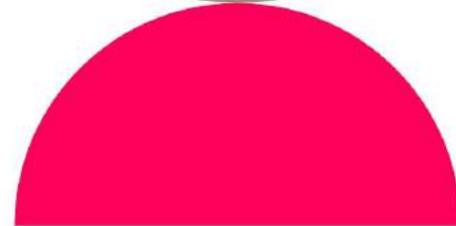
We create Content strategies for Social Networks that maintain the connection with your customers. We design digital experiences that strengthen audiences, increasing the visibility of your brand.

1. We analyze the current state of your brands and define the starting point.
2. We learn everything about your audience (Buyer Person, Customer Journey).
3. We study your competition (Benchmark).
4. We write down your objectives, goals and ensure that they are aligned with your business objectives.





5. We select the platforms to use (LinkedIn, Facebook, Instagram, Tik Tok, Youtube, Spotify).
6. We define the indicators to measure (KPI 's, OKR 's).
7. We create a network content calendar social.
8. We find sources of inspiration and create captivating content.
9. We monitor performance to adjust strategy as necessary.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



Deliverables.



We design your Digital Strategy for Social Networks

Through a concept, we reinforce the attitude and personality of your company or organization so that it connects with the target audience.



We design your Playbook

We define the general objective and the specific ones, thematic axes, tone of communication and plan of publication.



Deliverables.



We create your Grill of Contents

We plan and send the grid with the Posts in different formats (Images, Reels, Videos, Stories, etc.) Copy In and Out, Hashtags, date and time of publication of 15 days with at least 10 days before.



We design your campaigns

We include Post within the content grid and if we see it necessary we create additional pieces to communicate the message effectively.

Graphic Design

Marketing 360



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



Digital strategy could not survive without good design.

Our graphic content visually stimulates and captures the attention of your audience to improve interaction. People don't fall in love with your products or services, they fall in love with what your brand conveys to them. We design everything that is needed to make your company impact and achieve your objectives.

- We say more with less.
- We achieve greater impact and visibility.
- We gain visual coherence in the face of the diversity of content.
- We awaken emotions in the public.
- We create calls to action that convert.
- We differentiate you from your competition.

Audiovisual

Marketing 360



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



1. We edit the videos and photographs that are necessary to develop your social media strategy or to feed the content of your website.
2. We take care of the post-production of your professional photography and your short videos for networks.
3. We animate content for your social networks.
4. We generate videos in reel or TikTok format.



Automation

Marketing 360



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



Why automate your Marketing?

1. You attract qualified visitors to your website.
2. You convert your visitors into Prospects.
3. You build relationships with your prospects throughout the entire process.
4. You close more sales.
5. You plan your growth and evaluate it.



Web design

Social Networks

SEO

Graphic Design

Digital Ads

Automation

Audiovisual



Automation.

To meet the objectives of the strategy we would like to automate the marketing processes so that you obtain the best results from the campaigns, reducing the number of people participating in the process, improving the times of your sales closing and avoiding human error.

1. We analyze your company and recommend the necessary tools.
2. We generate the automation strategy, copies, graphic pieces, etc.
3. We create communication flows based on the behavior of your clients.
4. We look for the best indicators to evaluate effectiveness and we inform you of the results.





“
When we thought we had
all the answers, suddenly they
changed all the questions.

(Mario Benedetti)
Uruguayan writer.



Artificial Intelligence





We are passionate about technology and innovation and that is why we enhance our solutions with Artificial Intelligence tools, improving the efficiency and effectiveness of our clients' marketing.

1. Data analysis: We find patterns and trends to make more informed decisions and improve the effectiveness of our campaigns.
2. Audience segmentation: we create personalized marketing experiences for each segment.





3. Behavior prediction: we anticipate the needs and desires of your Buyer Persona to integrate them into the Customer Journey, which allows us to create more relevant and effective campaigns.
4. Efficiency: allows us to automate certain repetitive tasks and improve work efficiency, spending more time focusing on the Idea and Strategy.
5. User experience: helps us improve your users' experience by offering a more personalized and efficient interaction.



Individually, we are a drop
Together we are an ocean.

(Ryunosuke Satoro)





thank you.



Warning: This document contains proprietary and confidential business information. If you are not the final recipient or you are not the employee or responsible for delivering this information to the final recipient, we inform you that any dissemination, distribution or copying is strictly prohibited. If you have received this communication in error, please immediately destroy, download or delete it. The content of this proposal is considered confidential and cannot be used in whole or in part for purposes other than the purpose of this document, nor as information that may be useful to other service consultants.

“

In some place, something amazing
is waiting for being discovered.

(Carl Sagan)

Astrophysicist and mathematician.

