



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

LATIN DIGITAL MARKETING AGENCY

Module: Entrepreneurship

Code: LCBB5001

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- ✓ SWOT analysis of myself
- ✓ Idea and services Latin DM
- ✓ Marketing strategies

Introduction





OUR BIG IDEA

The concept is to employ digital media marketing tactics to promote Latin American products, services, or brands, connect with targeted audiences, provide quantifiable results, and, eventually, meet the commercial objectives of a Latin American firm in London.

SERVICES WE OFFER

- ✓ Social Media Marketing
- ✓ Content Marketing
- ✓ E-commerce



THE TEAM



Victoria Campo
Owner



August Riofrío
Marketing Manager



María Narváez
Freelancers



Allan Valencia
Digital Agency

THE MARKET:

Small companies, restaurants, cafes, pubs, and nightclubs seek to enhance sales and attract and keep new consumers through digitisation.



MARKETING STRATEGIAS:

trueNorth

The 7Ps Marketing Mix

Product

What is our product?

- ✓ Quality & value
- ✓ Branding & imagery
- ✓ User experience
- ✓ Features
- ✓ Warranties

1

Price

What is the value & price of our product?

- ✓ Strategy
- ✓ List price
- ✓ Discounts
- ✓ Payment methods
- ✓ Free elements
- ✓ Credit terms

2

Promotion

How will people discover our product?

- ✓ Messaging
- ✓ Search Marketing
- ✓ Social Media
- ✓ Advertising
- ✓ Direct Marketing
- ✓ Partnerships
- ✓ Offline marketing
- ✓ Word of mouth
- ✓ Promotions

3

Place

How/where do people purchase our product?

- ✓ Website
- ✓ Marketplaces (e.g. Amazon, eBay)
- ✓ Retail experience
- ✓ International exports
- ✓ Wholesale
- ✓ Resellers

4

People

Who do we hire and how should we act?

- ✓ Employees
- ✓ Founders
- ✓ Culture & image
- ✓ Customer service
- ✓ Training

5

Process

How do we deliver our product consistently?

- ✓ Standardisation
- ✓ Measurement
- ✓ Delivery
- ✓ Complaint handling
- ✓ Response time
- ✓ R&D

6

Physical Evidence

What should our environment be like?

- ✓ Offices/stores
- ✓ Packaging
- ✓ Equipment/facilities
- ✓ Recommendations
- ✓ Cleanliness
- ✓ Word of mouth
- ✓ Interior design
- ✓ Music/sounds
- ✓ Smell
- ✓ Staff appearance

7

MAJOR COMPETITORS



KOTA

Services are web design and development, branding, eCommerce marketing and digital marketing.



HELICE

Team of professional specialists who are diligent project managers, UX experts, and conversion masterminds.



Shopify

Website Builder offers more customisation options. Easier platform to use in a number of areas.



OUR SPECIALISED OFFERINGS



It is critical to engage with our customers the instant we make contact; we have an opportunity to create the value promise of your service and gain their attention.

REQUIRED FUNDING

OTHER INVESTMENT
£5,500 - 21%

DEBT INVESTOR
£10,000 - 39%

BANK
£5,000 - 20%

OWNER EQUITY
£5,000 - 20%



USE OF FUNDS: Fixed start-up expenses

MISCELLANEOUS COSTS

8%

WEBSITE DEVELOPMENT

2%

WORKING CAPITAL

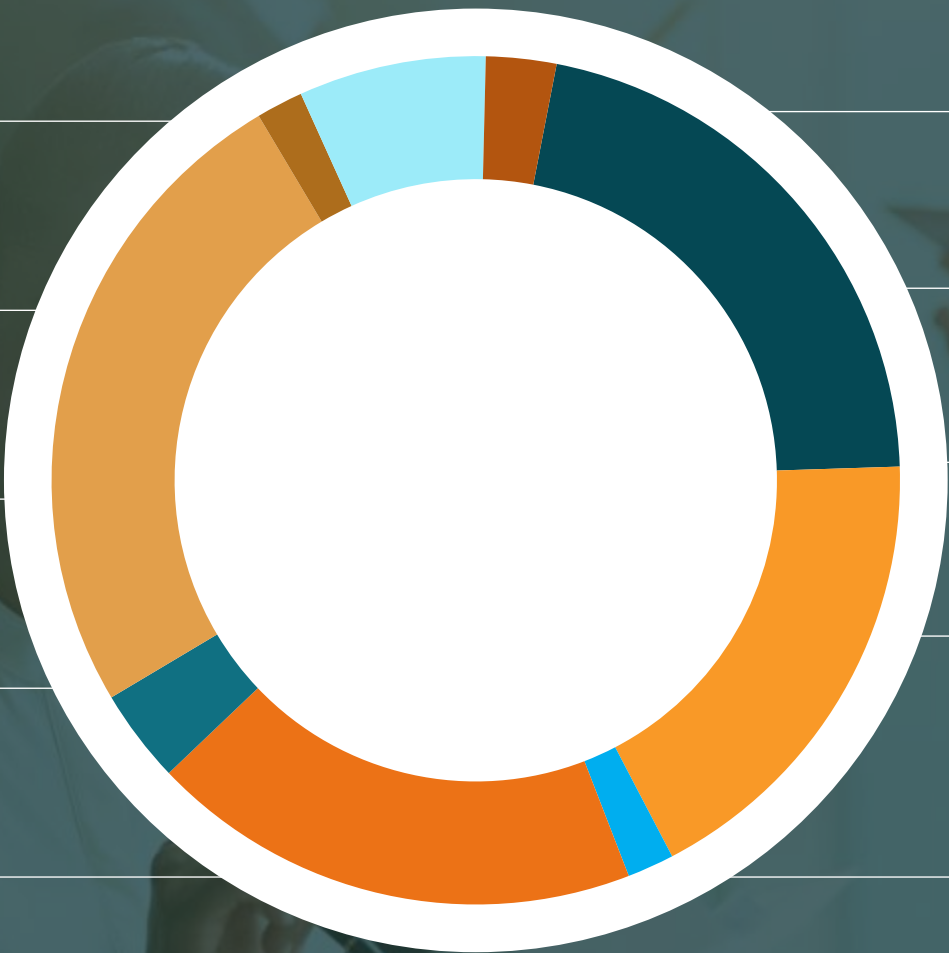
28%

MARKETING

4%

EQUIPMENT

X%



INITIAL LEASE PAYMENT

3%

LEASE DEPOSIT

21%

FF&E

24%

IMPROVEMENTS

20%

PROFESSIONAL
BUSINESS INSURANCE

2%

CONCLUSION

Correctly implemented tactics focused on educating salespeople in customer care skills and competent administration of the company's social media platform can provide outstanding outcomes. Communication, promotion, advertising, and marketing are essential to make Latin products recognised.



THANK YOU!

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