The salmon factor®

thesalmonfactor.com
info@thesalmonfactor.com

effie AWARDS
2023 UNITED STATES
2024 Global Best of the Best Contender

SEO/GEO and Content Marketing Boutique

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The Company

The Salmon Factor is a business and marketing firm that uses our expertise in helping companies achieve their goals by using a wide variety of digital tools at our disposal.

Over the years, we have created a team of outstanding professionals who provide a high level of service to our clients.

Thanks to the flexibility, efficiency and hard work of our team, we have achieved incredible results in SEO, social media and content marketing for our clients worldwide for over 10 years.

The Salmon Factor has been recognized with a Gold Effie Award in the USA as a Contributing Agency in 2023, thanks to its collaboration for the “Unfollow la receta” campaign for the Mahatma Rice and Carolina Rice brands. Additionally, it was named a Global Best of the Best Contender 2024 on the international stage.

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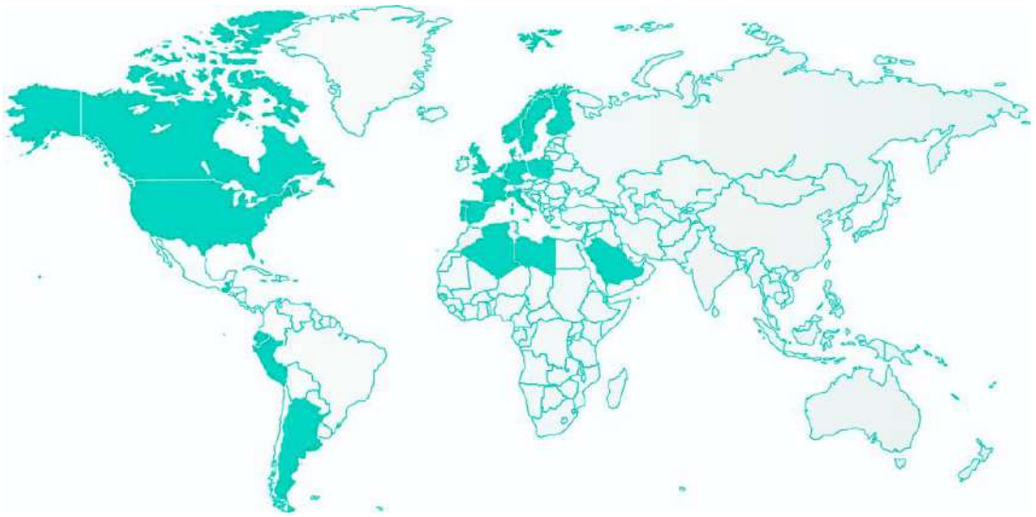

A distinctive sign of The Salmon Factor is the close commitment to customers, working together side by side, regardless of where their headquarters are located.

In an increasingly multicultural and demanding environment, it is enriching to be able to maintain active in different markets, with different products and services, aligned with our clients' objectives and developing strong bonds of trust, always with a long-term approach in mind.

SECTORS / CLIENTS

- Retail
- Agri-food
- Urban and interurban transport
- Conferences and exhibitions (MICE)
- Energy
- Real Estate
- Health
- Telecommunications
- Entertainment
- Hospitality and tourism
- Industry
- Consulting

Digital Marketing Services

SEO/GEO STRATEGIES
to increase visibility and boost website traffic

CONTENT AND EMAIL MARKETING
for consumer retention

SOCIAL MEDIA MANAGEMENT
to grow engagement

INBOUND MARKETING
to create trust

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SEO Benefits

96%
of clicks are made on top five searches

89%
of users are more likely to visit a website if it is on the first page of search results

100%
of organic results aren't blocked by ad blockers

93%
of world searches in the first half of 2023 were conducted through Google

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GEO Benefits

- Appearance and increased visibility in AI environments
- Expanded citation potential in LLMs
- Increased presence across zero-click environments
- Greater semantic authority and digital trust

How Our SEO/GEO Process Works

Slow and Steady Wins the Race!

Remember that SEO is a process that requires patience and dedication, though with consistent effort you will see results! Our SEO process includes:

Consulting and Planning

Research and Investigation

Planning and Implementing a Strategy

Tracking Metrics

Optimizing Your Web Page

Monitoring Results

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Content is Key

No matter the sector you are in or business you have, good content is the key to success! Stop thinking about content as something that simply describes your products and services and start thinking about how it can be used to tell a story that will keep your potential clients hooked. To do this, you'll want to make sure your content has the right voice and reaches the right people. You can ensure your content is reaching its intended audience by implementing and following a complete and detailed strategy.

The Salmon Factor are experts in creating different digital marketing strategies for our clients and can handle all of your content creation needs. We have experience in working with businesses of all sizes, from big multinational corporations, to individual entrepreneurs.

Well-Crafted Content Means:

- More Visibility Online
- A Bigger Audience
- More Credibility Within Your Sector
- A Competitive Edge Over the Competition
- More Traffic to Your Website
- More Engagement and Reach Within Your Audience

Our Content Marketing Strategy Includes:

- Research & Analysis
- In-Depth Planning
- Creating & Publishing Content
- Sharing Content
- Examining Results and Continuous Reporting

Create A Community With Social Media Marketing

Why do people use social media platforms like Instagram, Facebook and Tiktok? Because they want to be part of a community. Social media is a great way to interact with your target audience and gain their trust all while generating more sales.

As social media platforms have become a part of everyday life for billions of people all over the world, is it any wonder why a good social media strategy is an absolute must for any modern business?

An Effective Social Media Strategy Means:

- Brand Awareness and More Conversion
- Brand Loyalty Amongst Your Audience
- More Interactions With Your Customer Base
- Improvement in SEO Rankings
- Improved Customer Service
- Unique Insights Into Your Target Audience
- A Cost Effective Way to Market Your Products and Services

Our Social Media Marketing Strategy Includes:

- Social Auditing
- Establishing Objectives
- In-Depth Planning
- Creating Posts
- Monitoring Engagement
- Identifying Potential Areas for Improvement

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Why Choose Our Digital Marketing Services

- **100% CONFIDENTIALITY** We work with physical and electronic systems to keep our clients' confidential information secure.
- **THE LATEST TECHNOLOGY** We implement the latest technology to stay up to date with all digital marketing trends.
- **DECADE OF EXPERIENCE** With over 10 years of experience, we have a proven track record for excellent standards and efficiency.
- **CLEAR & TRANSPARENT COMMUNICATION** As one of our core values, we are committed to maintaining a clear communication with all of our clients.
- **LONG-TERM BENEFITS** Utilizing our specialized digital marketing strategies allows our clients to reap the benefits of long term results.
- **AFFORDABLE PRICES** We offer the best digital marketing service to all our clients at a reasonable price, allowing us to build long-term relationships with our clients.

Our Track Record Worldwide

Providing consultancy services to **75** brands around the world

More than **10.5 million organic sessions** per year

75% of sessions longer than 30 seconds on all websites

More than **200,000** keywords monitored

37,500 Top 10 results on Google

More than **300,000,000,000** impressions on social media

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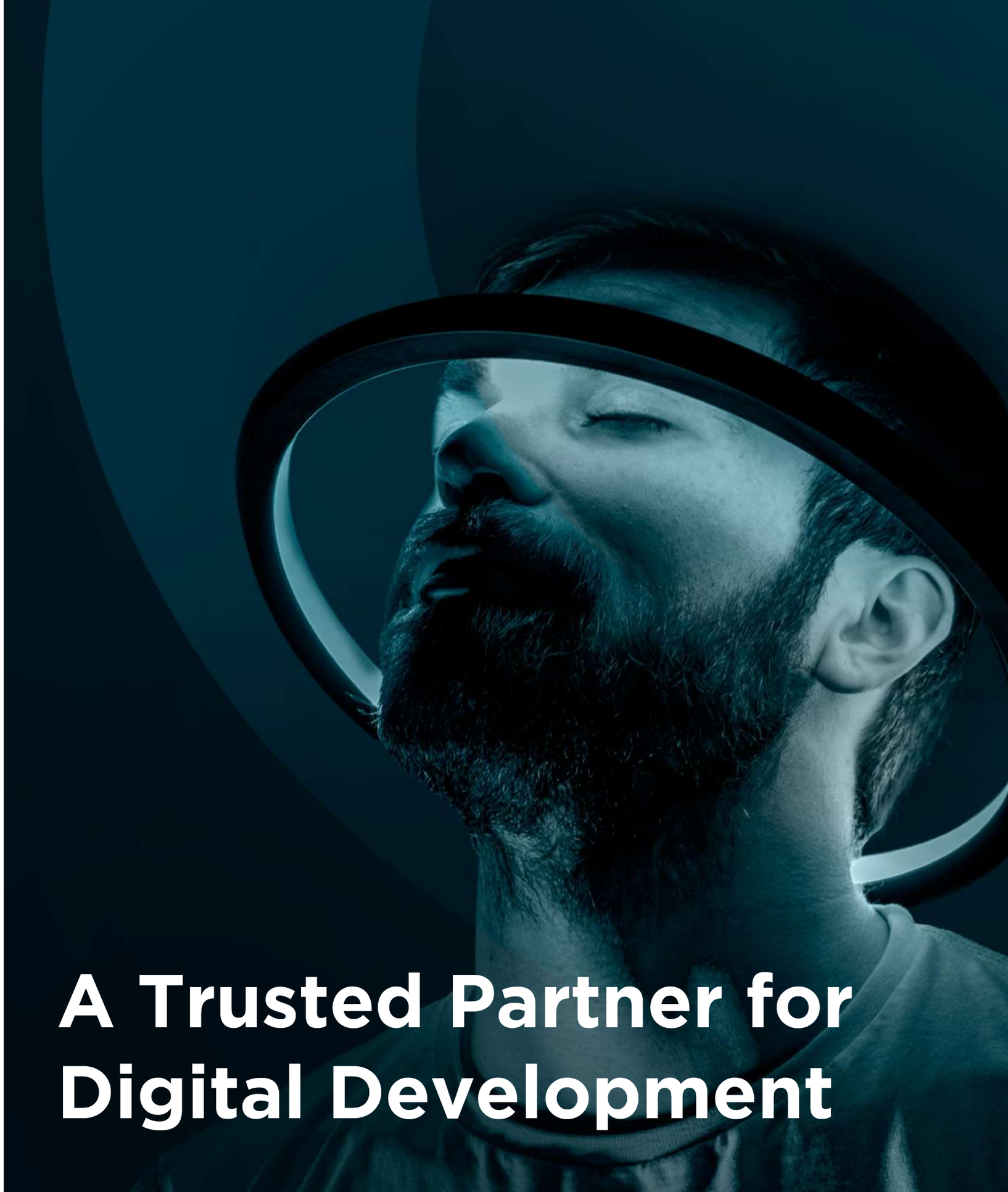

A Trusted Partner for Digital Development