



# Digital Strategy



# Corporate Identity

- Application manual
- Professional Design
- Business cards
- User license

- 
- What are we going to reflect?
  - What significance are we going to represent?
  - What emotion do we want to evoke?
  - Who is our target audience?

## Concept - Identity



# Design

# Web Portal

- E-commerce
- Target audience
- Anti-hack and TLS-SSL security
- UX - Maximize user experience

- 
- Professional work methodology.
  - Web administration training.
  - Responsive - Mobile devices.
  - Google SEO Optimization.
  - Unlimited sections.
  - Professional Stock
  - Photography.



- 1 Gb Hosting Profesional Backups.
- Dominio .COM | .CO | .COM.CO

# ¿Why chose us?

- Projects for 8 countries.
- Delivering quality for 11 years.
- Technical support for 24 Months.
- Fulfillment of sales promise.
- Management of "Digital Government" projects.
- Professional digital marketing team.

**250 projects in the public and private sector**

GOBERNACIÓN DE ANTIOQUIA



PIENSA EN GRANDE

**HGM**

Hospital General de Medellín  
Luz Castro de Gutiérrez E.S.E.

*Guatapé*

para volver a creer

Productos

**GAME**

**CREATUM**

1 9 8 4



Fundación  
Universidad  
de Antioquia

25 Años

**UNIVERSIDAD  
EAFIT**



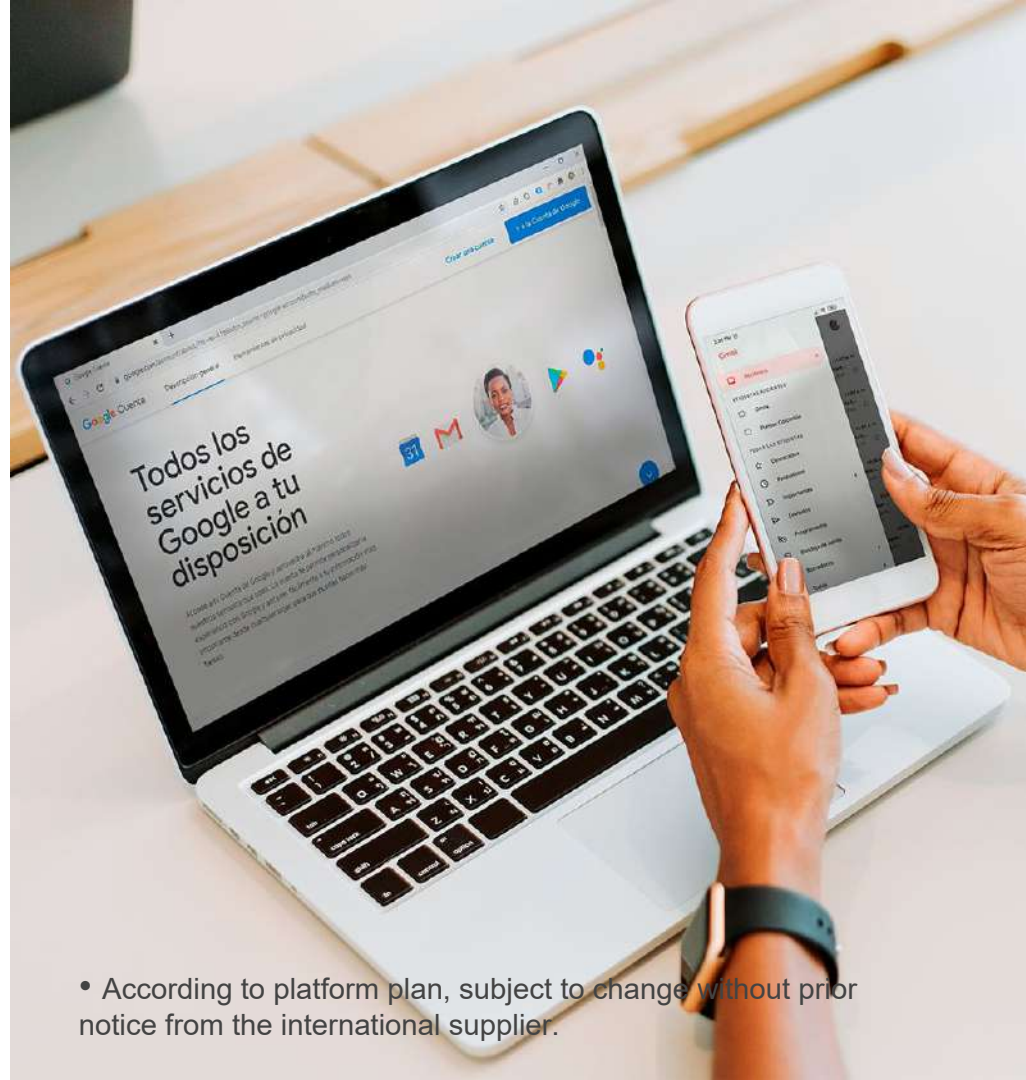
**Roymar**  
Piscinas



**Tex Fit**  
Telas • Calidad • Innovación

# Corporate Mail

- **Reliability - Commitment**
  - **Information control**
  - **Management@company.com**
- 
- Online Documents.
  - Schedule - Electronic calendar.
  - Chat - video calls.



• According to platform plan, subject to change without prior notice from the international supplier.



# They say about us

## Janeth Piedrahita

Director Friends of Eafit

Thank you very much for your patience with us and we want to congratulate you for the professionalism and design of the page, we are very satisfied with the results.



## Daniel López

Manager Medellín Sexshop

Our experience with Nube has been very positive, their support and technical expertise has allowed us to grow and optimize our processes.



## Karol Restrepo

Communicator Asia San

Thank you very much, the process was satisfactory, punctual, accurate, innovative, creative, with added value.



## Pedro Quintero

Santa Maria de la Cruz School Administrator

The technologies allow us to have an approach with others, much more when the mission is to impart knowledge, Nube Tecnológica knows about this need, and are great allies for this purpose.



## Oswaldo Quiceno

I.E. Director Alejandro Velez

Its unquestionable seriousness, commitment, corporate responsibility and its great compliance in the business agreements with its clients, are highly recognized.



## Eduard Gonzales

Servitec Manager

I met Nube 1 year ago, I wanted to have the support of professionals to start my business. The service is immediate, the way of proceeding is impeccable, the treatment is warm and generates a great confidence.



# SEO Strategy

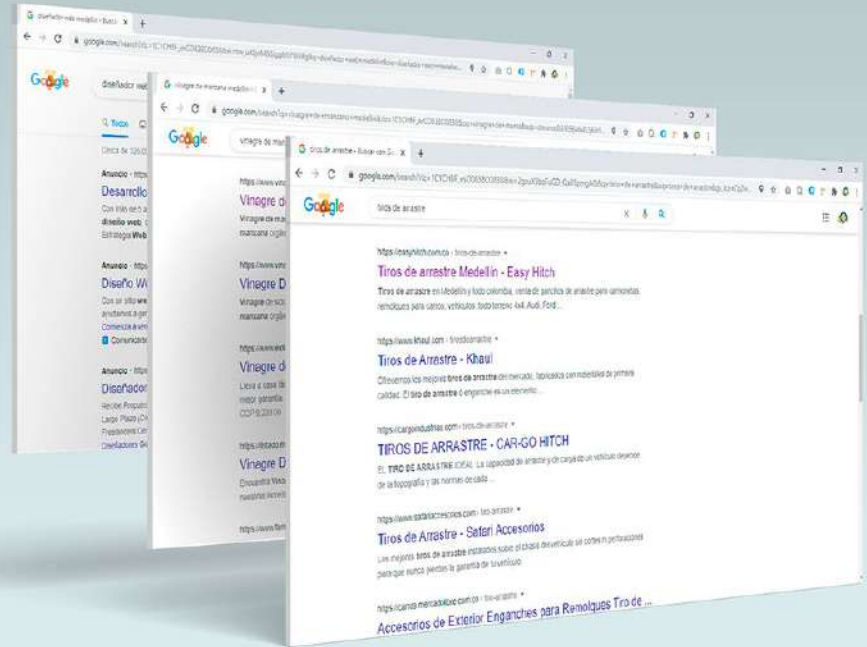
- Google, Yahoo, Bing.

On the internet they search for your company, we make them find it.

## Google Adwords

- Effective keyword analysis.
- Text and graphic advertisements.
- Management of the invested budget.
- Conversion tracking.
- Campaign structuring.
- Landing page optimization.

Direct payment to the platform.



# Email Marketing

- No Spam.
  - Reports.
- 
- Periodic communication.
  - Cross-selling.
  - Loyalty.
  - Informative.

# Web Site Update

# Technical Support

Web portal 24 months warranty.



# Social Networks

- Social media advertising.
- Community Manager.

- 
- Facebook.
  - Twitter.
  - Youtube.
  - WhatsApp.
  - LinkedIn.
  - Instagram.



# Some of our Projects

[www.creatum.com.co](http://www.creatum.com.co)

[www.asiasanignacio.org.co](http://www.asiasanignacio.org.co)

[www.santamariadelacruz.edu.co](http://www.santamariadelacruz.edu.co)

[www.edicioneshispanicas.com](http://www.edicioneshispanicas.com)

[www.texfit.com.co](http://www.texfit.com.co)

[www.ideasbiologicas.com](http://www.ideasbiologicas.com)

[www.practifruit.com](http://www.practifruit.com)

[www.plexus.com.co](http://www.plexus.com.co)

[www.corbanacol.org](http://www.corbanacol.org)

[www.tropicodiverso.org](http://www.tropicodiverso.org)

[www.piscinasroymar.com](http://www.piscinasroymar.com)

[www.oralgalaxy.com.co](http://www.oralgalaxy.com.co)

[www.fuentesyfuentes.com](http://www.fuentesyfuentes.com)

[www.sedigeo.com.co](http://www.sedigeo.com.co)

[www.medicojuanmanuel.com](http://www.medicojuanmanuel.com)

[www.clavecontable.com](http://www.clavecontable.com)

[www.fondadulcejesusmio.com](http://www.fondadulcejesusmio.com)

[www.clioconsultores.com](http://www.clioconsultores.com)

[www.productoscame.com](http://www.productoscame.com)

[www.sygma-tech.co](http://www.sygma-tech.co)

[www.espacioagropecuario.com](http://www.espacioagropecuario.com)

[www.iealejandrovelez.edu.co](http://www.iealejandrovelez.edu.co)

[www.energinn.com.co](http://www.energinn.com.co)

[www.sandralmeyer.com](http://www.sandralmeyer.com)

[www.villegasabogadosasociados.com](http://www.villegasabogadosasociados.com)

**+200 projects in:** [www.nubetecnologica.com/clientes-estrategia-web](http://www.nubetecnologica.com/clientes-estrategia-web)

# Strategy Reports

- Do they use the chat? - forms?
- Do they consult phone and WhatsApp?

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- How many?
  - From where?
  - How long?
  - Did they know me?
  - How did they arrive?
  - What did they do?







**Animated Video Marketing**

**Printed Design**

**SMS Marketing**

**CRM Software**

**Intranet Development**

**Professional Training**



# Monthly Digital Strategy 12 months

- Professional web portal design
- Corporate email
- Professional hosting
- Main .COM domain
- SEO positioning
- Google advertising management
- 30% Off trainings
- Professional multi-operator chat
- Strategy reports
- Basic promotional video
- Email marketing
- Web portal administration
- Social media
- Facebook advertising management
- Printed design
- Technical support
- 30% Off CRM software
- Commercial presentation renewal
- SMS marketing
- Professional photo bank

Does not include: Community Manager | Professional Logo Design | VideoMarketing | Professional Training | Software



# They say about us

## Laura Saldarriaga

Alma de Leon Representative

It's been amazing! Their attention and interest at all times is excellent, they always do their best to understand and reach the goals! Fully qualified and prepared for all our needs.



## Angélica Ramos

Marketing Fonda Dulce Jesus Mio

My experience with Nube has been very good, they are very kind, attentive and always willing to provide good service and advice on what you need. I recommend them and I will always choose them.



## Jaime Andrés Perez

Spa Mandalay Manager

My experience is very satisfactory for my spa, I found a qualified team that gave me excellent ideas and alternatives, always with a timely accompaniment in their different channels of contact.



## Sara Ceballos

Serv piscinas Project Manager

Nube Tecnológica was very supportive for the rebranding, with an update of the logo and website with store and others, to update and improve our services.



## William Beltrán

Comfort Products Manager

They have been our support in the development and updating of our website, with a great contribution of design, creativity and technology, with a lot of Colombian talent are a great contribution to business development.



## Gabriel Fajardo

General Manager Librería Ediciones Hispánicas

A pleasant experience, they are very assertive in receiving recommendations, they are in constant contact with us, they are proactive and are concerned about showing us the results of our work.



# Thank you!

[www.nubetecnologica.com](http://www.nubetecnologica.com)

