



**STRATEGIC VISUAL**  
COMMUNICATION FOR BUSINESSES

# Digital Evolution 360° Total transformation for your business

Start with just **394€**

A comprehensive annual plan designed for businesses seeking visual renewal, strategic content, and sustainable digital positioning.

by Gerek Sanchez

One-Time Investment: 18.720€ (taxes not included)

Installment Plan: 394€ **Initial payment** (taxes not included) + 12 monthly payments of: 1.542€ (taxes not included)



Month 1:

# Powerful Branding from the Ground Up

We begin with the foundations of your digital presence — a unique and memorable visual identity that sets you apart from the competition.



## Complete Branding

Professional logo, color palette, typography, and a consistent visual style.



## Basic Brand Manual

PDF document with all the guidelines for correctly using your new visual identity.



## Social Media Presence

Custom avatars and cover designs for all your platforms.



## Strategic Diagnosis

In-depth analysis of your current brand and a briefing to align goals and direction.





Month 2:

# A Professional Website that Converts



## Complete WordPress Site

Development of a fully customized website with up to 7 tailored sections.

## Responsive Design

Perfect adaptation to all devices, with animations that attract and retain attention.



## Contact & Integration

Optimized contact form and Google Analytics integration for performance tracking.

## Visual Strategy

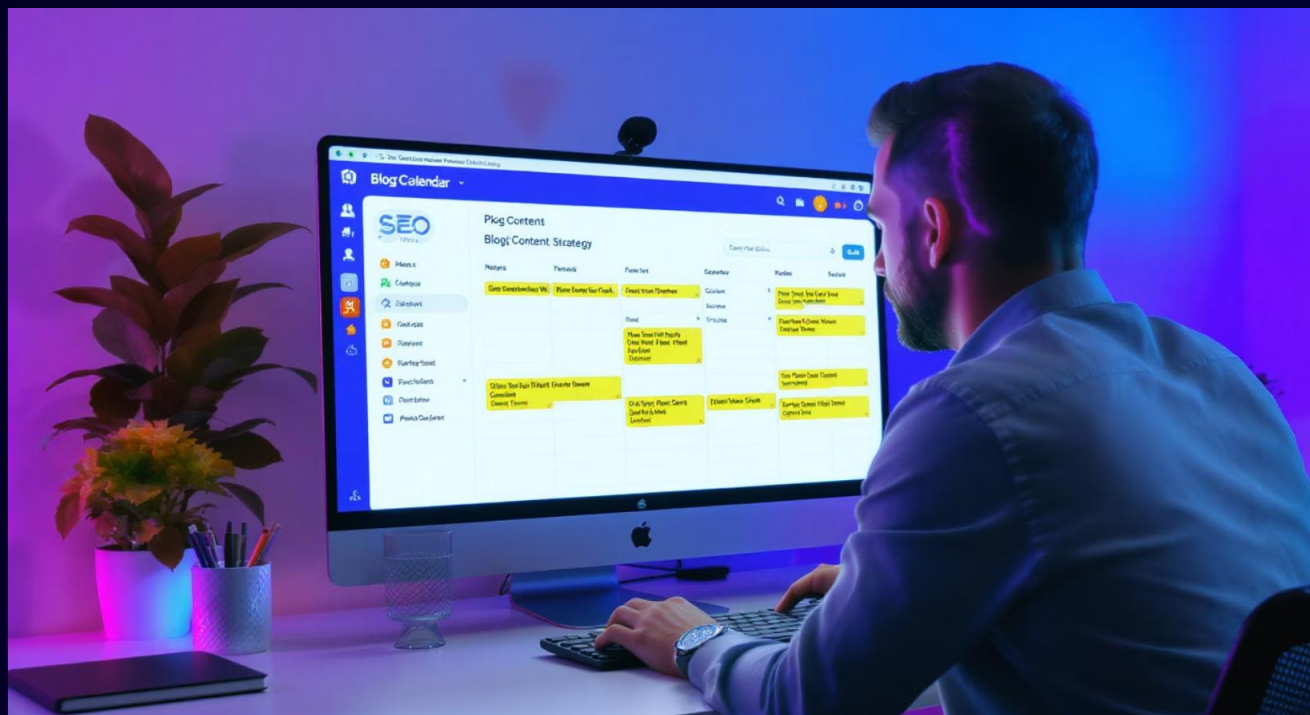
Implementation of your brand elements to maximize conversions across every section.



Month 3:

# Optimized Content that Attracts

We create content that enhances your online visibility.



This month focuses on generating valuable, SEO-driven content to attract your ideal audience.

## Professional Blog

Full blog setup and creation of 2 SEO-optimized articles.

## Social Media Content

Design of a strategic carousel with persuasive copywriting.

## Technical Optimization

Improved speed and structure for better website performance.





Month 4:

# Active Social Media Presence



## Custom Graphic Assets

12 unique social media designs aligned with your brand and business goals.



## Strategic Reels

2 short videos — one to strengthen your brand and another to drive audience engagement.



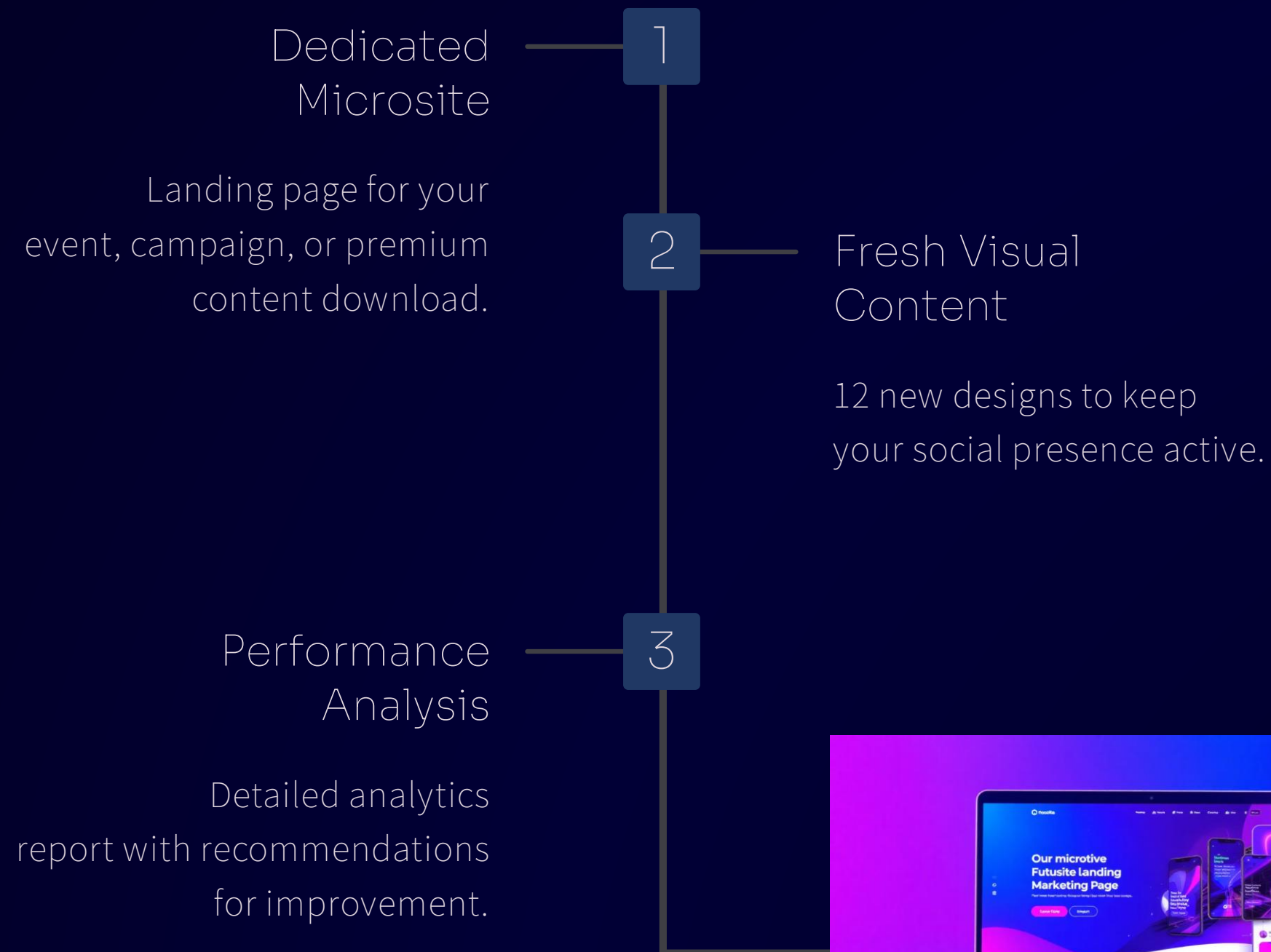
## Profile Optimization

Enhanced profile presentation and development of a strong digital storytelling strategy.

Month 5:

# Special Content + Fast Campaign

We boost your visibility with specialized content.







Month 6:

# Deep Review + Visual Assets

This month marks a key turning point with a full strategic review to refine your approach.

2

Strategic  
Carousels

Designed to  
increase engagement  
and share valuable  
insights.

2

SEO Articles

Content optimized  
to strengthen your  
industry search  
visibility.

1

Full Audit

Comprehensive  
bimonthly review of  
your website, social  
media, and brand  
performance.

Month 7:

# Brand in Motion

Harnessing the power of video to connect with your audience.

We take your brand to the next level with motion content that drives impact and engagement.

## Brand Reels

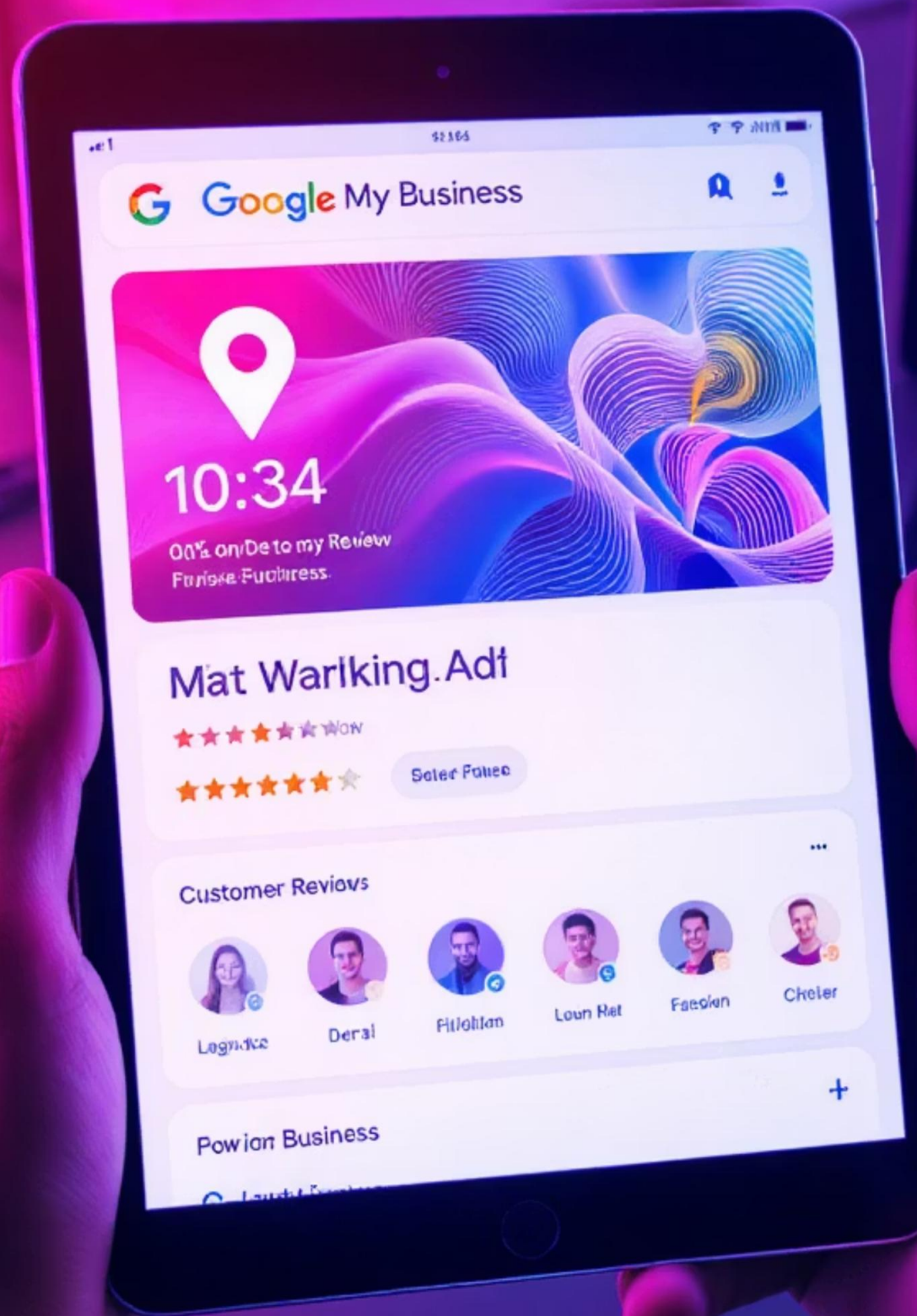
2 short videos — one promotional and one for emotional connection.

## Refreshed Visual Assets

12 new designs with a fresh, engaging focus.

## Positioning Strategy

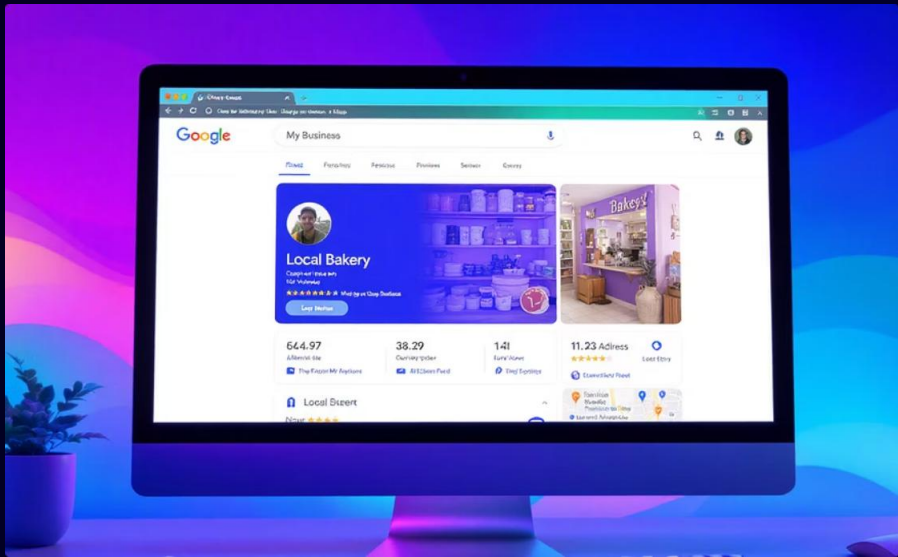
Defining KPIs to measure the success of your digital actions.





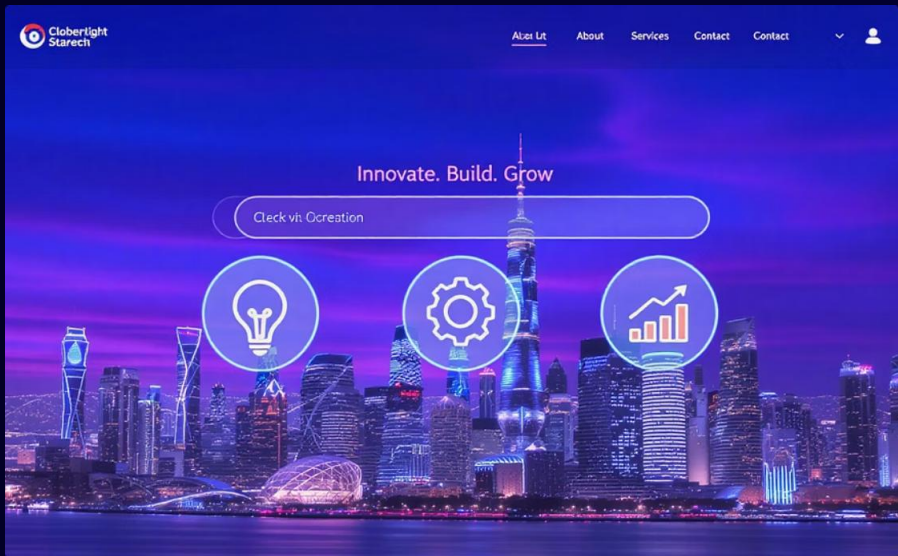
Month 8:

# Segmentation & Extended Presence



## Google My Business Presence

Design and optimization of materials to attract local clients and increase visibility.



## Website Update

Visual refresh to align with your evolving brand identity.



## Local Visibility

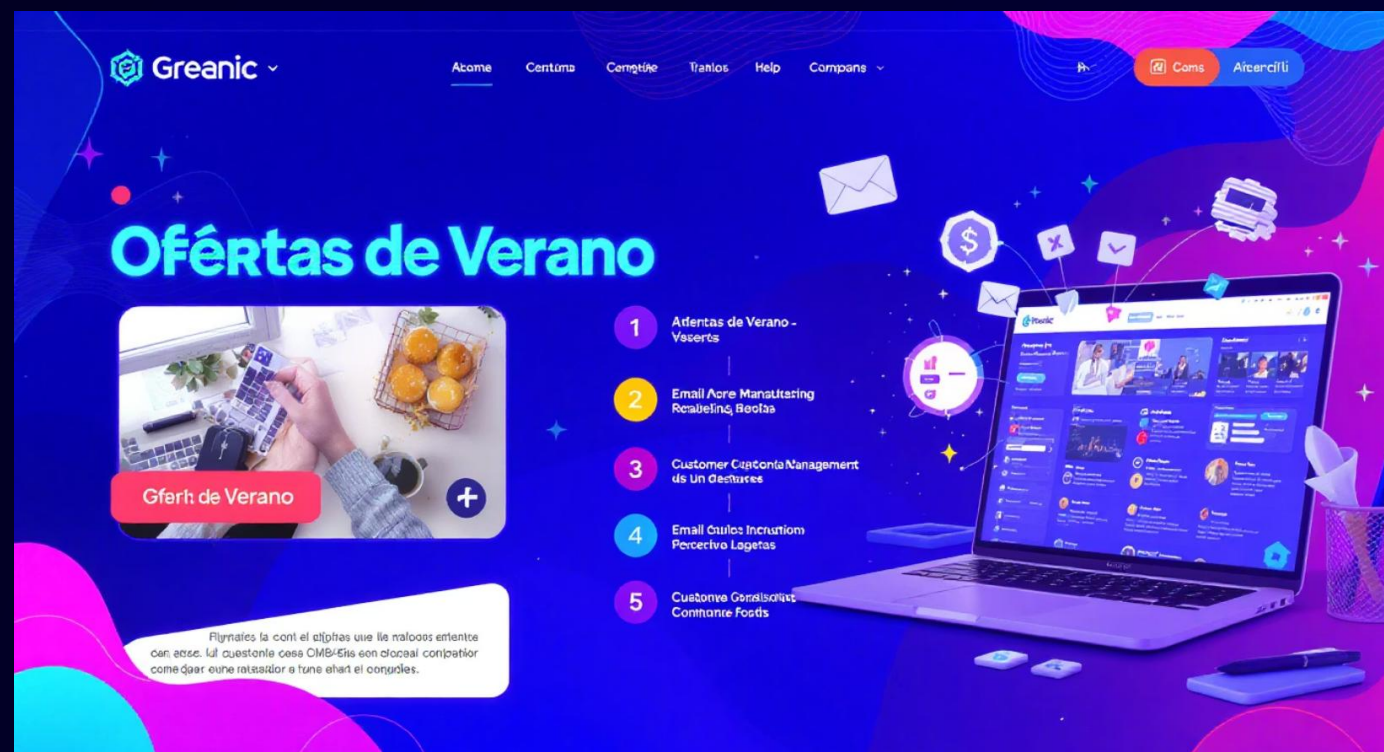
Review monitoring, map optimization, and local SEO strategies to stand out in search results.

Month 9:

# Professional Email Marketing

Direct and effective communication with your audience.

We implement a complete email marketing strategy to nurture relationships and increase conversions.



## Professional Setup

Full campaign setup in Brevo with accurate segmentation.

## Personalized Content

4 strategic emails and one custom-designed template for your brand.

## Contact Strategy

Smart segmentation and optimized delivery calendar.



Month 10:

# Web optimization & Advanced SEO

We keep your website updated, fast, and visible.

Advanced SEO strategies are implemented to enhance your search performance.



1

## Fresh Content

Two new SEO-optimized blog posts and redesign of one key web section.

2

## Lead Generation

Visual carousel with lead magnet to capture new prospects effectively.

3

## Advanced SEO

Comprehensive technical optimization to improve search engine ranking.



Month 11:

# Visual Consolidation & Special Campaign

## Campaign Microsite

Custom microsite  
designed for your end-  
of-year campaign —  
maximum visual impact  
guaranteed.

## Complete Visual Kit

12 coordinated  
graphic pieces to  
reinforce your  
message across all  
platforms.

## Comprehensive Review

Full analysis of your  
visual style and  
performance, with  
final adjustments to  
maximize impact.





Month 12:

# Closing with a Lasting Legacy

We close the year by providing you with long-lasting tools and ensuring your continued digital autonomy.



## Premium Digital Book

A professional PDF documenting the full year's progress — your story of transformation.



## Complete Closing Kit

Delivery of all files, backups, and visual assets created throughout the year.



## Future Action Plan

Strategic consulting for ongoing growth and independent evolution.

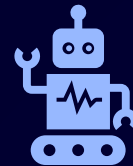


# Bonus Gifts – Annual Plan Exclusives



## Free Hosting & Domain

Save on technical costs — we handle your hosting and domain for the entire year.



## Technical Maintenance

Monthly revisions to ensure your platform runs at peak performance.



## Priority Access

Get early access to new digital solutions before competitors.



## Additional Branding

Full visual identity for a sub-product or special event of your choice.



## Monthly Follow-Up

Strategy calls to adjust actions according to performance and emerging needs.



# Investment & Conditions

Complete plan in  
a single payment.

18.720€

One-Time Investment  
(taxes not included)

Installment  
Plan Available

394€

Initial payment  
to start the project.

12x 1.542€  
monthly installments:  
(taxes not included)





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