



advesa digital

Media & Press Kit

Engineering engagement
for exponential growth.



Contents

1

Capitalize
on a Digital
Opportunity

2

Why
Advesa?

3

Digital
Solutions

4

The Proven
Process

5

The Strategic
Alliance

6

Our Team

1

Capitalize on a Digital Opportunity

We make it here so you can make it anywhere.

We have entered a digital age of interactive web experiences where technologies and marketing tactics are constantly evolving. The fast-paced industry of eCommerce is growing year after year, offering new opportunities you can employ to engage with your audience.

While knowing where to be and how to act is critical for today's survival, taking that first step can be overwhelming. This is certainly the case for startup businesses attempting to build their brands in a highly competitive and saturated market. Yet, being everything to everyone isn't always the answer. The key is in doing the right thing, not just anything. It's about taking a step back and viewing the bigger picture.

At Advesa, we collaborate with you to set your unique business roadmap that connects objectives to lasting success. By working to understand the entire scope of your organization and immersing ourselves in its industry, our team of leading specialists can help you navigate through a complex landscape and communicate the authentic you at every touchpoint.

As we continue to work as strategic alliances, our dedicated team will be able to provide an ecosystem of digital solutions to help you succeed and thrive across all mediums.

We believe in the foundation of strategy to capitalize on not only today's digital opportunity, but those well into the future.



20,000

Visits*



25%

Conversion Rate*



100%

Revenue Growth*



*Channel and campaign performance in 180 days

2

Why Advesa?

We aren't just another agency, we're an experience.

Advesa Digital Solutions was built on a partner-first philosophy to results-driven digital marketing. Started by a team of top producing online marketers, this philosophy will always be at the heart of how we do business.

We've been serving our clients from our offices in Vancouver and Hanoi since 2015. Our extensive experience in successful partnerships with numerous brands means that we understand the unique challenges you face in your business, and deliver transformative solutions to empower you in reaching your goals.

How do we drive meaningful results?

We take a holistic approach to online business strategy, web development and digital marketing. Through experience and innovation, we discover niches within industries and apply proven methods to help small to medium sized businesses grow.

Our design aesthetic is adaptive and content-centered while remaining strategically focused. This means that our approach changes with each project and is based on the goals, desires and requirements of our clients. Made up of some of the most brilliant minds in digital, we put a human touch to modern marketing.

- ✓ We offer a spectrum of genuine digital solutions engineered to solve an array of tangible business challenges.
- ✓ We take the winning strategies from the multitude of industries that we have worked in and create a hybrid strategy that gives you an unfair competitive advantage.
- ✓ Capitalize on our exposure to software, emerging platforms and class-leading tools available to master your digital initiative.
- ✓ It's all powered by partnership - we put you in the driver's seat while leveraging our expertise to guide you through your journey to success.
- ✓ Our team is made up of industry-leading specialists in business development, SEO, copywriting, UX/UI design, website development, videography, graphic design, and all things digital marketing.
- ✓ There is nothing we love more than working on a great project with a fantastic client and we always endeavour to exceed all expectations.



Who We Are

Advesa is a full-service digital agency offering strategy, design, and technology services in today's complex marketing landscape.



What We Do

Leveraging our user-centric, data-driven approach to build cutting-edge digital solutions, we deliver the world's most ambitious businesses and brands lifelong growth.



Why We Do It

Our success at Advesa is measured by the results we get for our clients. We aim to be the leading provider of digital marketing and eCommerce solutions, earning the trust of our partners through outstanding execution and uncompromising dedication to their success.

3

Digital Solutions

*Strategic thinking.
Compelling
Design. Impactful
Marketing.*

Strategy

BUILD YOUR BUSINESS ROADMAP

Business plans don't work anymore. Technology is changing too fast for a 5 year business plan to work. Instead, we work with you to develop a 6-12 month growth plan by building a business roadmap, and navigating the areas that will have the highest growth opportunities in the shortest amount of time.

DIGITAL MARKETING STRATEGY

A comprehensive overview of your industry and where your company's experience and expectation ties in together. We assess how to implement your brand effectively into marketing systems that will generate higher-quality leads and sales opportunities.

BUSINESS DEVELOPMENT CONSULTING

We explore digital whitespace opportunities and develop short, medium, and long term strategic roadmaps to create new value for your business and brand.

CONTENT MARKETING

Establishing industry expertise and inspiring trust takes skill. Our writers are well-versed in all areas of content creation to ensure cohesion amongst your written, visual and social content.

Design

WEB DESIGN & DEVELOPMENT

We work collaboratively with clients to make sure that your website doesn't just look great, but actually drives revenue (even while you're asleep) - helping you to grow and succeed in an increasingly digital world.

- ✓ Information Architecture
- ✓ Copywriting
- ✓ UX/UI Design
- ✓ Front and Backend Web Development
- ✓ Wordpress
- ✓ CMS
- ✓ Social Media Integration
- ✓ eCommerce Integration
- ✓ CRM integration
- ✓ Domain Hosting
- ✓ SSL Certification

BRANDING & IDENTITY DESIGN

As the first impression of your business, your brand is how your audience perceives you. It's the defining factor that makes you "you," letting you stand apart from the crowd.

- ✓ Logo
- ✓ Brand Positioning
- ✓ Unique Value Proposition
- ✓ Brand Pillars
- ✓ Colour Palette
- ✓ Typography
- ✓ Visual Style Guide

GRAPHIC DESIGN

Great design gets to the very essence of who you are and fosters customer engagement. Our creative team provides visual value in a time where standing out has never been more important.

- ✓ Marketing & Advertising
- ✓ Publication
- ✓ Stationary
- ✓ Art & Illustration
- ✓ Print & Product Packaging
- ✓ Social Media

Technology

SEO

We've taken companies from being nowhere-to-be-found to the top of search results. But search is constantly changing and our SEO strategists continue to learn and implement what's trending to help you stay ahead of the curve and obtain the greatest ROI.

SOCIAL MEDIA

The cornerstone of growth stems from social referrals. Our expertise in social media marketing will cultivate desired engagement.

MARKETING AUTOMATION

Nurture your leads and develop an active roster of customers for a lifetime with our marketing automation strategies. Embrace automation to optimize marketing.

DATA & ANALYTICS

Data is arguably the most important factor to the growth of your business. You can't manage what you can't measure. We use tools to identify key metrics and execute our core processes repeatedly to achieve compounding growth. Clear vision makes for better decisions.

PAID SOCIAL & MEDIA BUYING

Paid social and media buying is a powerful way to raise awareness and boost your sales. Doing it right takes time, passion, and expertise. Allow Advesa to manage your media buying for the best return on your ad spend.

4

The Proven Process

A spectrum of solutions.

We strive to deliver solutions that scale well into the future. This means going beyond generating your first-time qualified leads but also converting them into your lifelong customers and promoters.

Your thriving business all stems from a *proven process built for progress.*



STEP 1

Strategize

Technological change creates an environment with new business opportunities, which our teams focus on as we engage across *full-spectrum digital transformation*.

We gain a deeper understanding of the current and future states of the competitive landscape, unlocking key insights that produce data-driven recommendations tailored to maximize your revenue over time.



STEP 2

Monetize

Your ROI is our #1 priority. Upon strategically planning your business roadmap, we bring your vision to life and into the hands of your customers, wherever they may be.

We execute on opportunities geared towards realizing your goals whether that's driving traffic, capturing your first prospect, or converting leads into lifelong advocates.



STEP 3

Optimize

You cannot manage what you cannot measure. By having clear optics you can evaluate the impact we have on your business and optimize for better results.

Combining creative expertise with strategy and analytics, we identify key metrics that address business challenges and continuously refine processes for geometric growth.



5

The Strategic Alliance

Powered by partnership.

Great work stems from great collaboration. As such, your participation from start to finish is crucial. We rely on your expertise and feedback throughout the project to understand your business and your challenges. In turn, our team of specialists can recommend solutions that not only creates a profound impact on the growth of your business but also serves your best interests at heart.

Throughout the lifecycle of the project, you will know exactly where things stand and where they're headed. Our long-term alliance will be built on trust through open and honest communication. It's all powered by partnership.

OUR CORE VALUES

The core values of Advessa forms the foundation on which we perform work and conduct ourselves. In an ever-changing world, core values are constant.

These values underlie our work, how we interact with each other and our clients, and which strategies we employ to fulfill our mission.



LEADERSHIP

Look to elevate others.



INNOVATION

Think forward.



ENGAGEMENT

Value added human capital.



EXCELLENCE

Be better tomorrow than today.



ACCOUNTABILITY

Don't just do it, own it.

6

Our Team

*Passion is the heart of our craft –
technology its living soul.*





Don't let your
business be
excluded in today's
digital revolution.

Let's chat.