



Digital Positioning &
BRAND GROWTH
A Systemic Approach to Digital Marketing.

Digital Positioning & Brand Growth Portfolio

2024

Why is Digital important?

We see digital technology as an avenue to amplify your brand's essence and forge meaningful relationships with your audience.

Create, optimise, and transform your digital footprint, ensuring that you not only stay relevant but also thrive in the ever-evolving online landscape.

"We create stories through data and generate digital ecosystems

for long-term sustainable objectives, responding to the needs of our clients and their stakeholders".



Andrés Gómez

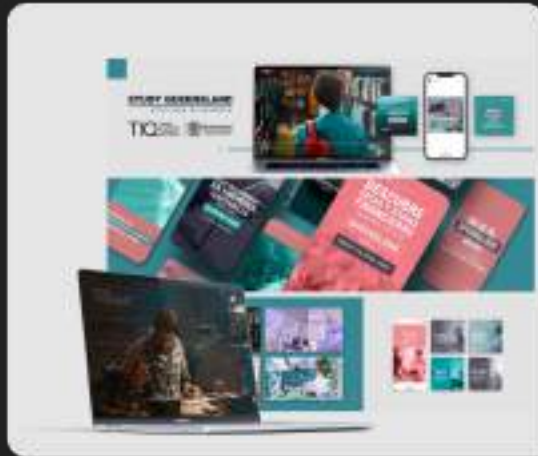
Digital Product Manager



Andrés Muñoz

Digital Product Manager

A systemic approach to digital marketing



General Inclusions:

- SEO Optimisation: Improve your website's ranking in search engine results pages for relevant keywords to attract organic traffic.
- SEM/PPC Campaigns: Run targeted pay-per-click ads to reach your ideal audience on search engines and other platforms.
- Website Conversion Optimisation: Increase conversions on your website by optimising the user experience and call to action.
- Email Marketing Automation: Create automated email campaigns to nurture leads, engage customers, and drive sales.
- Social Media Marketing Management: Create and manage your social media presence to build brand awareness, engage with your audience, and drive traffic to your website.
- Comprehensive Digital Campaigns: From Vision to Reality. With a holistic approach encompassing digital asset development, footprint enhancement, SEO optimisation, paid advertising, email marketing, and social media engagement, we ensure your digital presence is impactful and measurable.

Exclusions:

Ongoing content creation paid advertising management fees.

Reasons to believe:

- We conduct keyword research to identify relevant search terms.
- We optimise your website content and technical aspects for search engines.
- We create and manage targeted ad campaigns based on your budget and goals.
- We A/B test different website elements to improve conversion rates.
- We develop automated email campaigns based on user behaviour and segmentation.
- We create engaging social media content and manage your online communities.

Our Services

From web marketing, to paid advertising and digital product design.

Websites & Landing Pages

From UI/UX design to final development, we create platforms that facilitate engagement and conversions.

Positioning & Conversion Optimization SEO/ CRO

We create, optimize, and transform your digital footprint, ensuring that you not only stay relevant but also thrive in the ever-evolving online landscape.

Comprehensive Digital Campaigns PPC-SEM

With a holistic approach encompassing digital asset development, footprint enhancement, SEO optimization, paid advertising, email marketing, and social media engagement.

EDM - Email Marketing & Automation

TIF's email marketing and automation service leverages specialised tactics tailored for B2B companies, ensuring effective communication through personalised content that resonates with industry-specific needs and challenges.

Innovation in Digital Product Design & Development

From specific web functionalities to secure web applications, we embrace emerging technologies to push the boundaries of what's possible in the digital world.

Case Studies



Our Work & Testimonials



Brand & Marketing Partnership
Australian Turntables



Ben Chapman
CEO

The Ideas Factory has been the ideal ally to support us in the goals we have set. The development and expansion of our brand have been an example of the great things we can achieve together.



Brand & Marketing Partnership
Railquip



Louie Schroeder
President

Having The Ideas Factory (TIF) as our marketing partner has been a pivotal part of the strategic development of the new Railquip branding and digital transformation.

Working with TIF we feel like that they really understand and believe in our business. We love the way the company is growing and how they help us maintain our family business values while we continue to help America move.



Brand & Marketing Partnership
Orica



Mark De Castro
Orica's Manager

Working with TIF has been a game-changer for Orica. Their expertise in brand, marketing, and communication strategies is unparalleled.

They've helped us create engaging content that aligns with my vision for the future of mining. Their support was crucial for the success of The Innovation Summit 2024 in Medellin, setting a new standard in the industry. We couldn't be happier with this partnership and look forward to continued success.



Our Clients

Spanning across

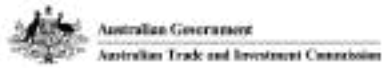
20 countries

Delivered more than

500 projects

Launched more than

100 brands



A faint, dotted world map serves as a background for the central portion of the slide. It is centered on the Atlantic Ocean, showing the continents of North and South America to the left and Europe and Africa to the right. The map is composed of small white dots on a dark background.

Colombian Office

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