



DIGITAL BAG
MARCO MONTESENO

MAKE YOUR BRAND STANDOUT



MARCO MONTESENO

JUNIOR DIGITAL MARKETER



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Digital Marketing Services

ADVERTISING LAYOUT

MY WORKING METHOD

HEADLINE

Captures attention, curiosity and **place the reader as protagonist.**

SUBHEAD

Develops interest, **clarifies the theme and the benefits.**

PROBLEM & AGITATION

Creates tension around the risk of failing without your product or services.

BULLETS

List **concrete solutions** and **tangible benefits.**

OFFER, GUARANTEE & CTA

An attractive offer, with the guarantee of a conscious and measurable investment, reinforces the invitation to **take action for immediate conversion.**

TESTIMONIAL & PAYOFF

Concise testimonial, sharp and creative payoff **make you stand out.**

HEADLINE

SUBHEAD

PROBLEM & AGITATION

BULLETS:

- Digital Marketing Strategy & Growth
- Graphic, Logo e Web Design, SEO
- Social Media & Content Management
- SEM, SEO, Advertising & Conversion
- Email Marketing Automation:

"TESTIMONIAL"
- Author.

OFFER & CALL TO ACTION!

GARANTEE

SCAN ME

PAYOFF

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THE STRATEGY

TAILORED FOR YOUR COMPANY



POST (Social Media Management)

Strategic management of social media profiles to increase visibility.



FLYER (Paper Support)

High-impact printed promotional materials, ideal for events, promotions, and campaigns, designed to strengthen brand presence for the community.



ARTICLE (SEO & Organic)

Creation of SEO-optimized articles to improve search engine rankings, increase organic traffic, and enhance brand authority.



AUDIO (Podcasting)

Production and distribution of professional audio content to build relationship, authority, and customer loyalty through engaging storytelling.



VIDEO PROMO (Broadcasting)

Editing of promotional videos tailored for web, social media, and advertising campaigns aimed at boosting brand awareness, engagement and communication.



LANDING PAGE (Website)

A modern, fast and fully responsive landing pages designed to perform flawlessly on smartphone, tablets, and desktops.





SOCIAL MEDIA

3 POST



870x475 pxl



1080x1920 pxl



900x900 pxl



Strategic management of social media profiles, including the creation of **targeted posts and banners** in multiple formats and sizes, tailored for different platforms and campaign objectives.

From visual concept and copywriting to editorial planning and performance analysis, the service is designed to **strengthen brand identity**, increase **visibility**, boost engagement, and drive measurable conversions.



FLYER PAPER SUPPORT



Professional design of **flyers** and **printed materials** in various formats and sizes, tailored to different promotional needs and distribution channels.

All visuals are created using **Adobe Illustrator**, ensuring **high-quality vector graphics** suitable for both print and digital use.

The service also includes **logo design** and complete **rebranding** solutions, from visual identity development to cohesive brand guidelines, delivering a strong, consistent, and impactful brand presence.

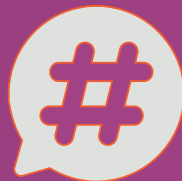
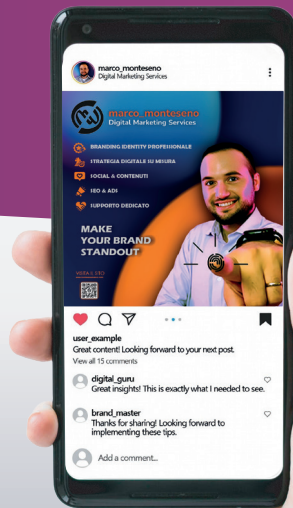
COPY

MOCKUPS AND POSTS

Strategic copywriting for posts and publications is essential to position a brand clearly and competitively in the market.

The **right words** communicate value, differentiate the brand from competitors, and create an **emotional connection** with the target audience.

Well-crafted copy is not just informative — it **guides attention**, shapes perception, and drives action. In an overcrowded digital landscape, strong messaging is what makes a brand noticeable, memorable, and ultimately chosen.





ARTICLE

MY APPROACH TO SEO

SEO-oriented article writing focuses on creating keyword-optimized content that aligns with both search engine algorithms and user intent.

By structuring articles strategically—through **targeted keywords**, optimized **headings**, **internal linking**, and relevant topics—this approach improves search engine rankings and **increases organic visibility**.

The benefits go beyond traffic: consistent SEO content strengthens **domain authority**, builds **credibility**, attracts qualified leads, and supports long-term positioning. Unlike paid advertising, well-optimized articles continue generating visibility and engagement over time, making them a sustainable asset for brand growth.



What Is Digital Marketing?

Meaning, Strategies, and Why
It's Essential Today

Unlock the power of online growth.

In a world driven by data, visibility, and connection, digital marketing has become the engine behind modern business success. This guide explores what digital marketing truly means, the core strategies that drive measurable results, and why mastering it is no longer optional—but essential.

From SEO and content marketing to social media, paid advertising, and analytics, discover how brands build authority, attract the right audience, and convert attention into revenue in today's competitive digital landscape.

AUDIO PODCASTING



Au

From recording **high-quality podcasts** and **interview** content, **audio enhancement** in **Adobe Audition** to full video editing and branded content creation in **Premiere Pro**, I manage the entire production process.

Each episode is optimized for clarity, engagement, and **multi-platform distribution** — including YouTube, Spotify, LinkedIn, and social media clips.

The goal is to turn every podcast into a strategic marketing asset that attracts the right audience and **strengthens your digital presence**.





VIDEO EDITING

VIDEO PROMO

Video editing and **promotional videos** enhance quality, clarity, and storytelling—making your message more **persuasive** and **memorable**.

With **dynamic cuts**, **subtitles**, **branding**, and **sound design**, a simple video becomes a polished piece that builds credibility and strengthens brand identity.

Short promotional videos drive visibility and conversions by boosting engagement, increasing traffic, improving ad performance, and **turning views into measurable results**.





LANDING PAGE
www.montesenomarco.com



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