



SPAHA

MARKETING SOLUTIONS

BUILD

With Us



Dedicated To Your Success

With over 20 years in the marketplace, we have witnessed profound technological changes which have affected not only how people communicate but also how they consume content.

Making it all the more important to know and understand your targeted audience and establish a strong cultural connection.

Marketing Can Be A Challenge, We're Here to Help

Demographic Insights

Use customer information for optimal and targeted media buying and creative messaging and Personalize every aspect of the marketing experience.

Product Development

Top Tier Custom Website Design and Development Services with sensible web development principles, relevant content, and easy navigation.

Experiential Multicultural

Display your services through promotion and immerse your customers through sight, vision, and utilizing creativity to its fullest potential.

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Anthony Rivera is a highly acclaimed multicultural expert, certified as minority-owned. He has worked with well-known organizations from both the Private and Non-Profit Sectors such as Turner Network Television/Turner Broadcast System, The Mundial Network, Major League Soccer & Telemundo/NBC for private entities; while FAMILIA Program Bronx Parent Housing Network ACACIA NETWORK Barber-shop Books East Harlem Working Together in non profit capacities. His expertise makes him invaluable to these companies who benefit greatly by his work and insights

Sizeable Returns

Marketing campaigns and database-video ads are a winning combination, evidenced by the sizable returns seen across multiple initiatives. Investing in these two online resources is an investment worth making!

Acacia Network

1 week

1.4 Million Dollars

SOMOS NY Puerto Rico Convention

Sold Out

1 Million Dollars

Julio Martinez Memorial Fund

Fundraising

300k

Acacia Network's Donate Puerto Rico fundraiser was an incredible success, reaching their goal of 1.4 million dollars in less than a week through search/display, video content featuring actor Adam Rodriguez and the utilization of digital databases. SOMOS New York exceeded expectations as well — selling out its convention which generated over one million dollars while utilizing similar tools such as search/display advertising and videos alongside database management platforms. Julio Martinez also saw impressive results from his fundraising event when he raised nearly 300k by leveraging data sources at hand!

Community Outreach Services

Content in the digital age is the Life-Line of any business or organization.

Non-profit organizations are no different than conglomerates like Coca Cola and Ford and require the same amount of attention and care when cultivating their own brand and much like their for-profit contemporaries, they have access to the tools that will go a long way at amplifying their messaging and call to action; this is done by:

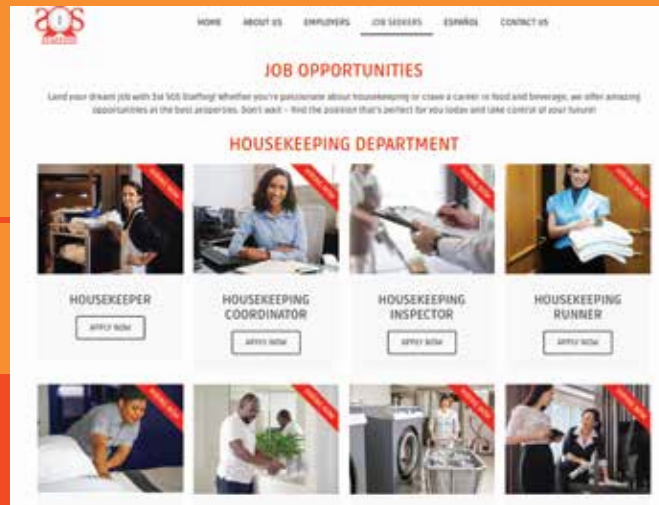
- Identifying internal Thought Leaders and curating industry content
- Disseminating content through multiple distribution points
- Collaborating with media and public relations outlets
- Gathering client info for databases to target and engage:
- Relevant government leaders and agencies
- private benefactors
- Corporate and charitable philanthropy
- Capture the journey and share, share, share!

Design Page Portfolio



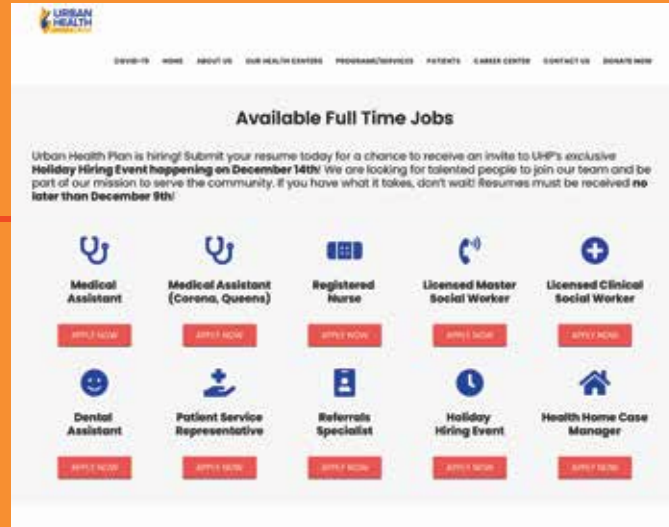
In 2022, we provided HOGAR Inc with the technological tools required to transition their organization into a modern era. Our team created an advanced website and job board/applicant tracking system for online applications & resumes management - plus developed visibility on Google Ads, Facebook and Instagram platforms in order to launch effective recruitment campaigns from November onward.

Design Page Portfolio



We created a powerful digital footprint marketing video campaign to help their recruiting efforts in Southern Florida. Our Google PPC search campaigns, Facebook and Instagram Ads strategically targeting Orlando, Fort Lauderdale & Miami have been instrumental for the successful launch of this project!

Design Page Portfolio



Urban Health Plan has been partnering with us for quite some time now. From building and updating their website, creating carefully crafted Google Ads, Facebook & Instagram ads driving web traffic – we've done it all! We also set up an efficient online recruitment system via job boards as well as established a strong applicant tracking program in place. Most recently, our team added another layer of value by producing videos highlighting telemedicine services and Covid 19 vaccination initiatives - resulting in increased interest from potential customers along with ringing phones nonstop ever since!

Marketing Can Be A Challenge, We're Here to Help

Social Media

We develop customized social media marketing plans to fit your business goals, fine-tune strategies to each channel and increase brand awareness.

Brand Development

We help with brand identity, personality, self-image, reflection, vision statement, mission statement, and unique value proposition.

Digital Marketing

We'll help you to create a list of objectives and goals for your advertising campaigns and optimize your ads to reach the right audience.

Sizeable Returns

Donor Methodologies



Small
Donations



New
Donors



Fundraising



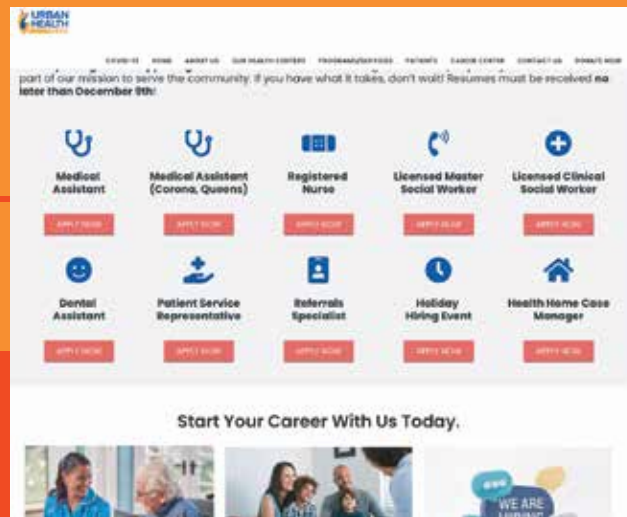
Corporate
Fundraising

Google Ad Grants

Nonprofit
Grants

Investing in the right strategies can have a tremendous impact on building donor engagement. Our efforts to secure larger donations will focus on various sources, such as small-dollar giving from our existing database, solicitations through targeted digital campaigns and obtaining support from foundations with an emphasis on social equity donors. To further amplify reach we are also seeking corporate partnerships that share alignment with our mission objectives – this includes pursuing a Google Grant worth 10K per month which can be used for search ads driving traffic towards potential Donors.

Design Page Portfolio



Monthly Goals



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With well-defined goals and desired outcomes in place, success is within reach. We can chart a sure course to realize your objectives with confidence!

Website: (Build out Digital Products)

- Update the design of website, migrate site to WordPress platform from underperforming Joomla
- Update and optimize plugins and coding, especially social media backlinks
- Install tools and site code for search engine optimization (SEO)
- Optimize social media channels, ensuring properly linked to website (hub) and video repository (YouTube)

Email/SMS Marketing:

- Connect all digital outreach to email and text platform to create a seamless database
- Customize donor appreciation outreach and response

Target Audience:

- Collaborate on identifying audiences for donations
- Review existing database and link to outreach

Monthly Goals

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- Continue to update all channels with updated content and call to actions
- Engagement ads and content would have been curated and running
- Begin to confidently tap into Database which would be fully running and collecting
- Begin to look into minimal paid campaign to target donors

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- Tweak and adjust the dials on all platforms
- Review results of SEO and Ad campaigns for strategic purposes
- Research and Thought Leadership content push will begin in earnest
- Early stages of video content capture will hopefully be in place (stage 2 proposal)

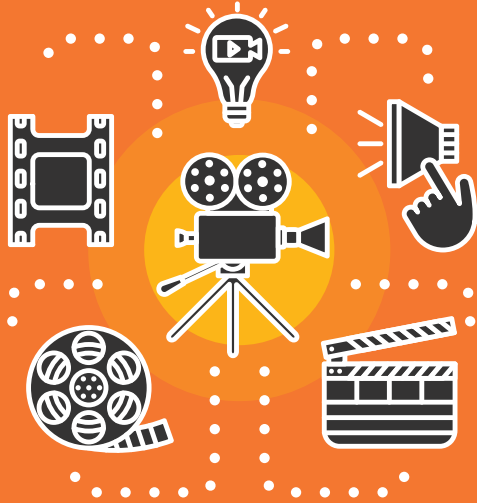
Monthly Goals



Continue with:

- Existing ad campaigns
- Donor outreach
- Thought leadership efforts
- Content dissemination
- Video production
- Data collection
- Review all data and analytics for calculated strategy development and next steps
- Make necessary enterprise, campaign and outreach adjustments

Video Production



Creating innovative video content that resonates with your audience and drives sales is our top priority. We specialize in the full spectrum of pre-production, production, post-production services - including creative conceiving, scriptwriting/storyboarding; talent casting & management; editing audio & motion graphics capabilities. Our experienced team will curate engaging human interest stories to align perfectly with brand's messaging -- all tailored on time and within budget for multi platform distribution!

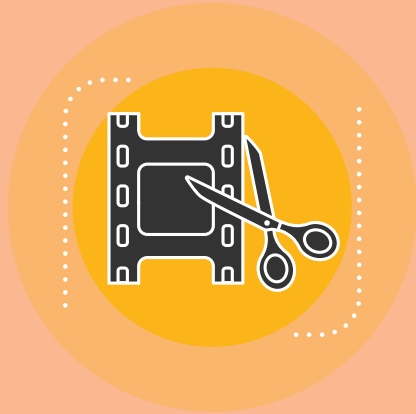
Advantages for Brands

Creating captivating and effective video content that resonates with clients is our specialty. Our process starts by understanding the brand's initiatives, specs and goals before crafting a creative concept to bring it to life – from script-writing, storyboarding (call sheet) through production all while keeping an eye on timelines & budgets. We don't cut corners when it comes to post-production either; using superior audio/visual effects plus motion graphics for one of kind pieces ready for multi channel distribution . Together let's create impactful stories utilizing bold ideas tailored around your brand messaging driving meaningful ROI results!



Brands can heighten customer awareness and drive sales growth by engaging their audience with compelling content.

Advantages for Agencies



Our agency leverages client-driven insights to create customer-focused visuals that captivate and engage audiences, while staying on budget and meeting tight deadlines.

Transformative video experiences for brands and agencies - bringing ideas to life through inspired content. We provide full-service production, from the creative conceiving phase right up until post-production editing with audio/motion graphics and multi-channel distribution strategies. Let us transform your project into a compelling storytelling experience utilizing scriptwriting, storyboarding (call sheets) as well as talent & human interest stories that aligns seamlessly with brand messaging to build awareness and generate sales!

Advertising



With Spaha on your side, you won't have to worry about lackluster marketing campaigns. Our approach merges years of experience with the latest industry methodologies to deliver the desired outcomes across all platforms. When it comes to ads, we believe video is key, and we actively encourage our clients to utilize YouTube channels. And don't just take our word for it - with certifications from Facebook Ads, Google Ads, and proficiency in LinkedIn Ads, we know what we're talking about. Let us help you take your marketing to the next level.

