

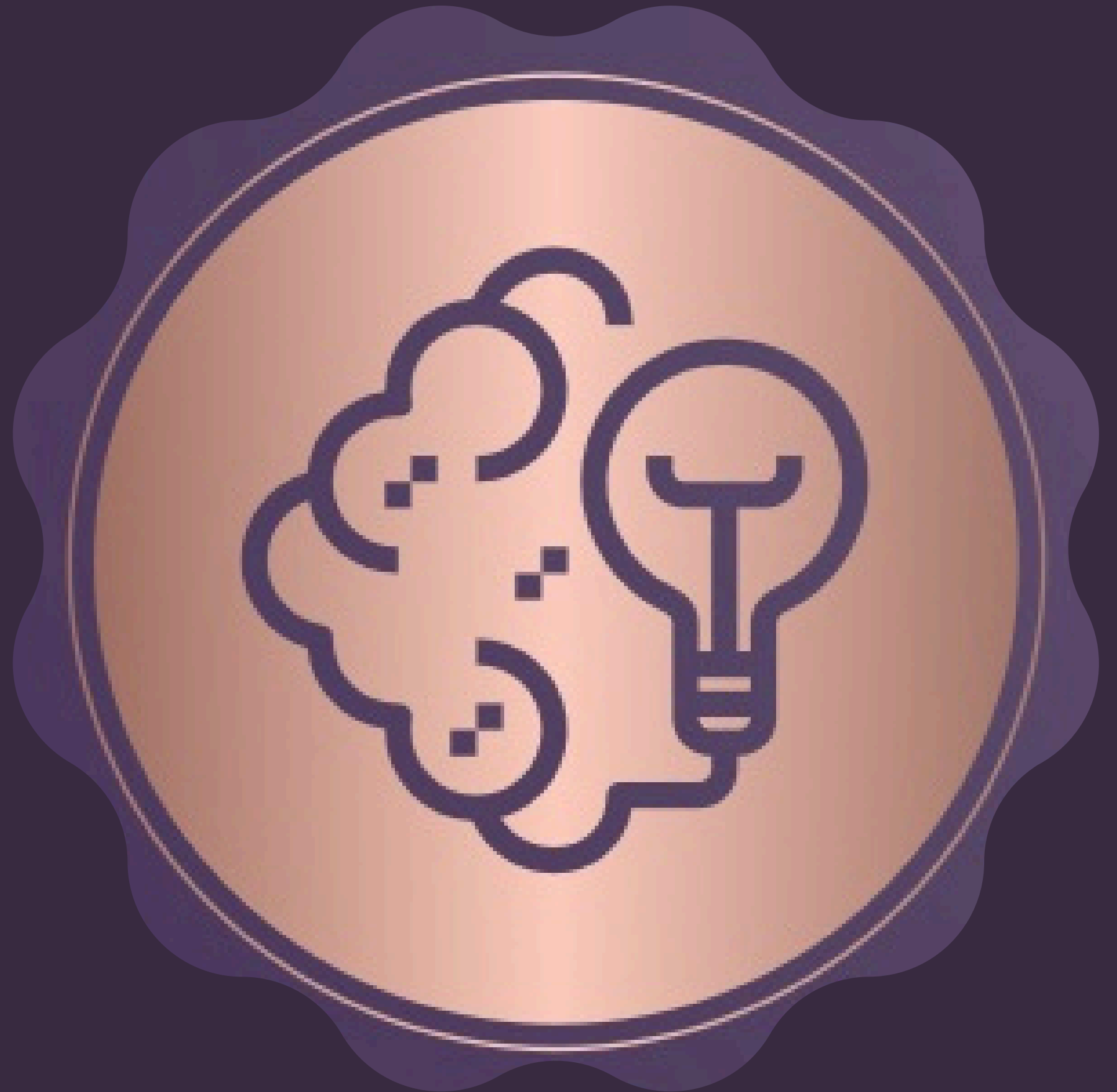


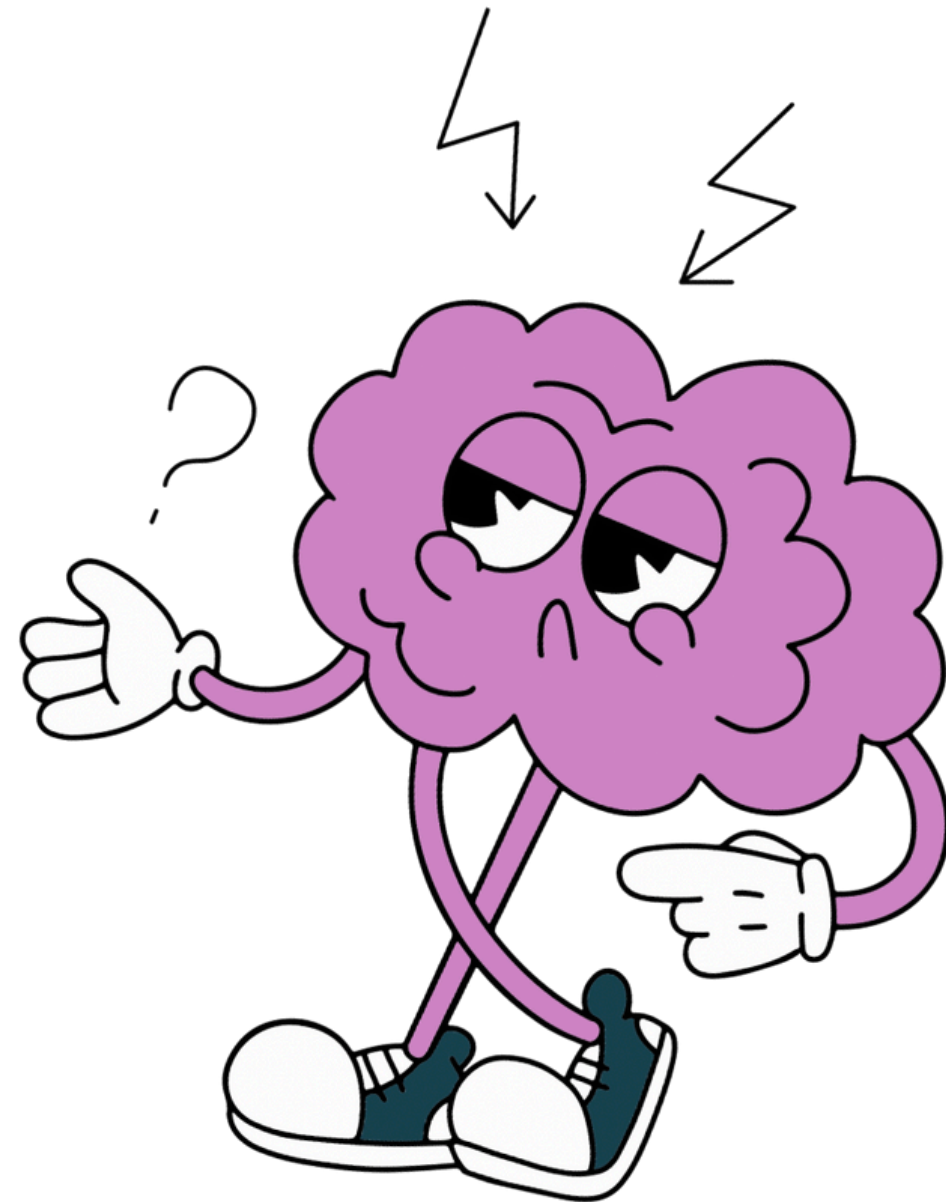
Our Marketing Agency



Hey, we are Spectrum25!

Spectrum25 is a marketing agency that specializes in outsourcing social media marketing and UX/UI design efforts for businesses. The agency focuses on creating comprehensive and tailored marketing strategies, including content creation, social media management, and design services. Spectrum25 partners with clients to elevate their online presence through engaging social media campaigns and optimized user experiences on digital platforms. By leveraging a team of experts, Spectrum25 provides high-quality marketing solutions that align with business goals, helping companies grow and engage with their target audiences effectively.





our mission

To empower businesses by delivering exceptional outsourced social media marketing and UX/UI design solutions that drive growth and engagement.

our vision

To be the leading agency for innovative, results-driven marketing and design services, transforming digital experiences for businesses worldwide.

our clients

We serve businesses of all sizes, from startups to established enterprises, seeking to enhance their online presence and deliver seamless user experiences through expert marketing and design services.

our services



SOCIAL MEDIA STRATEGY DEVELOPMENT

Crafting tailored strategies that align with your business objectives to effectively reach and engage your target audience.



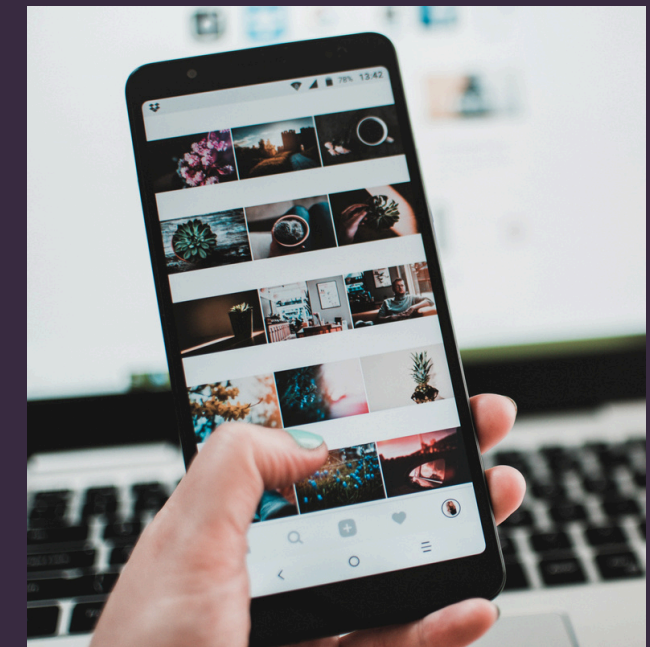
CONTENT CREATION AND CURATION

Developing compelling content—including graphics, videos, and articles—that resonates with your audience and encourages interaction.



PAID ADVERTISING CAMPAIGNS

Implementing targeted advertising across platforms like Facebook, Instagram, and LinkedIn to maximize reach and ROI.

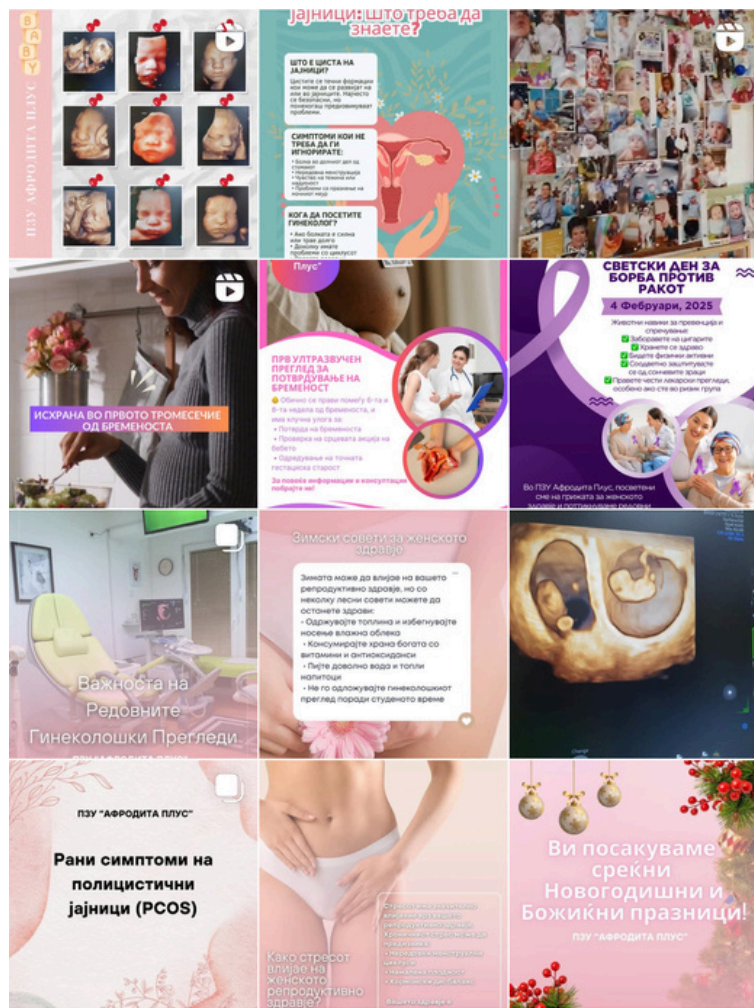


SOCIAL MEDIA MANAGEMENT

Overseeing your social media profiles by scheduling posts, monitoring interactions, and maintaining consistent brand messaging.



Notable projects



SMM and content creation for gynecology and ob practice

Objective: Build trust, educate patients, and increase appointment bookings through social media.

Execution: • Developed an informative content strategy covering women's health, pregnancy tips, and clinic services. • Designed engaging visuals, infographics, and doctor-led Q&A videos. • Managed community engagement, responding to patient inquiries.



SMM and Email Marketing for Medical Company

Objective: Developing and executed LinkedIn and email marketing campaigns.

Execution: • Created targeted LinkedIn posts showcasing Spectrum Spine's innovative spinal implants and BIOBRAILLE™ technology. • Implemented a consistent content strategy to build brand recognition and attract potential investors and customers. • Developed and executed email marketing campaigns to inform subscribers about product updates, industry insights, and fundraising opportunities. • Managed community engagement on LinkedIn, fostering relationships with key stakeholders and responding to inquiries.

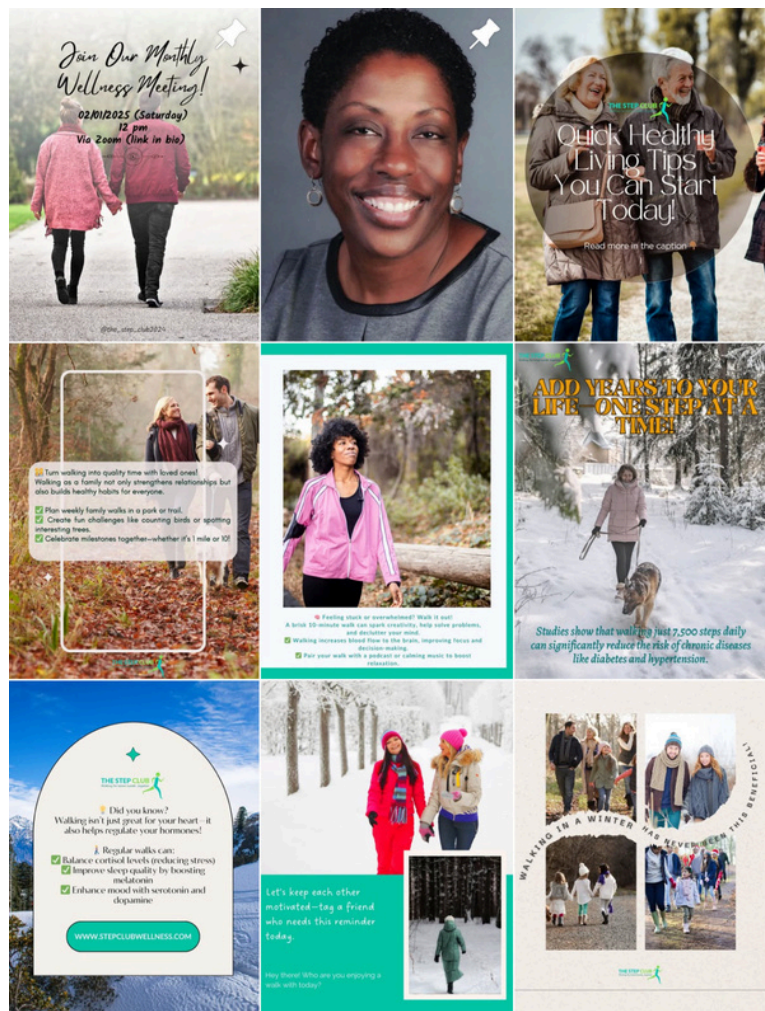


Instagram Content Creation and Marketing for Wellbeing Brand

Objective: For Kala, a journaling and wellbeing brand, I created Instagram content that helped build brand awareness and drive product sales:

Excutuion: • Developed a content strategy focused on promoting the benefits of journaling, mindfulness, and personal growth. • Created visually engaging posts, carousels, and stories showcasing Kala's products and wellness tips. • Engaged with followers by responding to comments and messages, building a community centered around wellbeing. • Leveraged Instagram shopping features and calls-to-action to drive sales and increase product visibility.

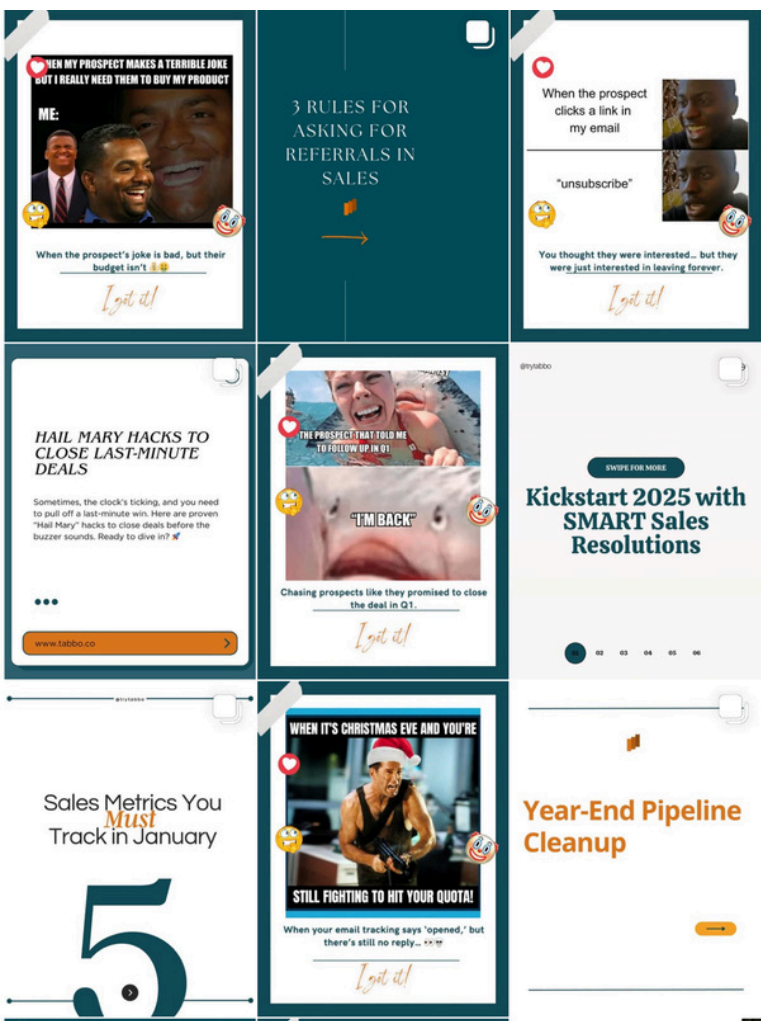
Notable projects



SMM for Wellness Brand and Services Promotion

Objective: For The Step Club, was managed and established brand awareness, and built meaningful relationships.

Execution: • Developed and executed a content strategy showcasing The Step Club's wellness services, success stories, and health tips. • Created engaging posts, carousels, and articles to educate and inspire the community. • Built and nurtured a loyal wellness community by engaging with followers and responding to messages/comments. • Utilized targeted campaigns to drive sales of wellness plans and expand reach. • Contributed to the UX/UI design of their website to improve user experience and conversion.



LinkedIn Lead Generation and Marketing for SaaS company

Objective: For taboo, was developed and executed a LinkedIn marketing strategy focused on content creation and lead generation practices.

Execution: • Created engaging content (posts, carousels, articles) showcasing Taboo's services, industry insights, and client success stories. • Implemented a content calendar for consistent posting and optimized timing to maximize reach. • Managed community engagement, responding to comments/messages, and building relationships with potential clients. • Utilized LinkedIn's lead generation tools and performance analytics to drive inbound leads and refine strategy.



Social media marketing and strategy for travel agency

Objective: For Travel Avidly, a travel agency, was developed and executed a comprehensive social media strategy to boost brand awareness, engagement, and bookings:

Execution: • Created engaging content (posts, carousels, reels, and stories) showcasing destinations, offers, and travel tips. • Implemented a content calendar to ensure consistent posting across platforms. • Managed community engagement, responding to comments/messages and building a loyal travel community. This resulted in increased followers, higher engagement, and improved lead generation for bookings.



key results achieved from various social media marketing projects



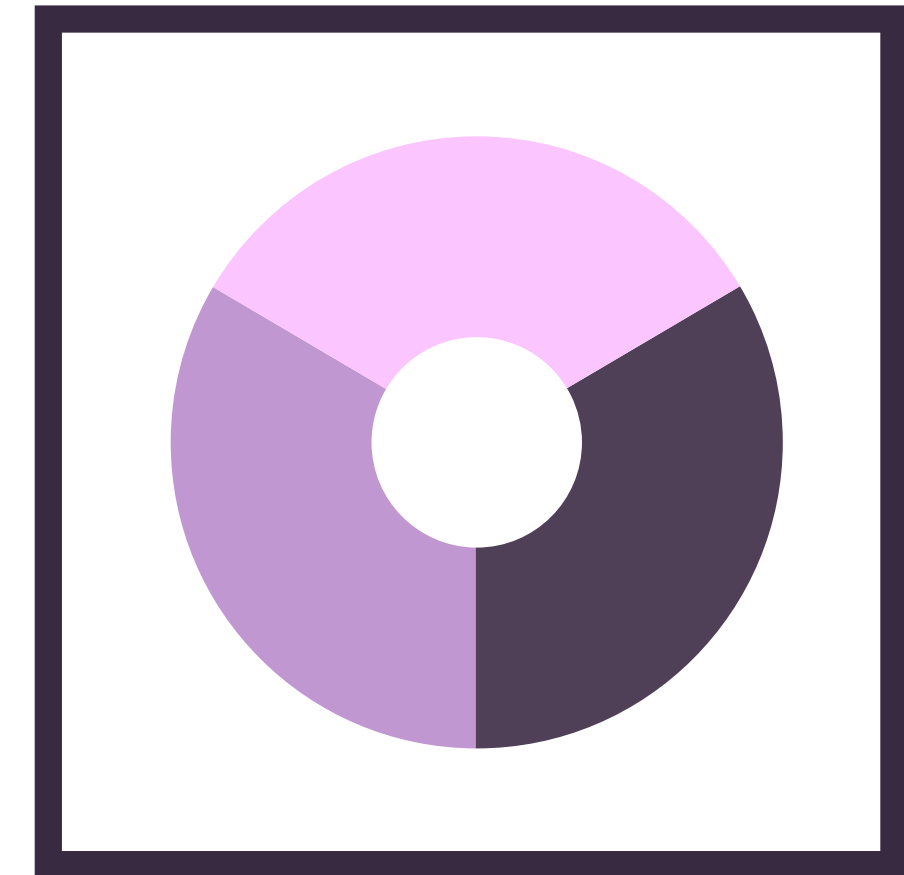
1. SaaS Startup Social Media Growth

- 1,000+ followers gained in 3 months.
- 300+ interactions per month.
- 30+ new clients acquired through social media.



2. Medical & Healthcare (Gynecology & OB Clinic)

- Higher engagement rates and community trust.
- Increased appointment bookings via social media.
- Established as a go-to resource for women's health education.



3. Medical Device Company

- 250% increase in engagement within 3 months.
- Thousands of potential investors directed to StartEngine.
- Boosted website traffic and investor inquiries.

our process



DISCOVERY CALL

Understanding your business, goals, and target audience.

CONTRACT SIGNING

Formalizing our partnership and agreeing on deliverables.

ORIENTATION

Aligning on strategy, brand guidelines, and expectations.

WORK MODE ON

Closely working with you on a weekly basis, executing strategies, analyzing performance, and making real-time optimizations.

COMPLETION

Reviewing results, optimizing strategies, and planning long-term growth.



our packages



Basic Package

Price: \$850 monthly



- 12 posts per month (utilizing client-provided materials and stock content)
- 4 video edits
- 4 photos & 4 graphic designs
- Management of 2 platforms (Facebook, Instagram)
- Publishing and scheduling

Ideal for: Startups and small businesses aiming to establish an online presence.

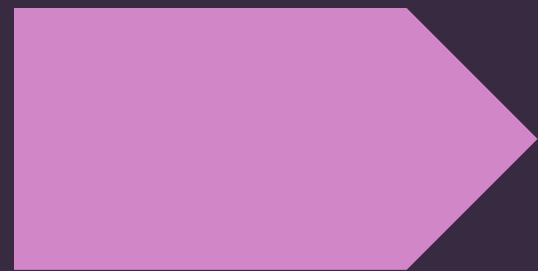


our packages



Standard Package

Price: \$1100 monthly



- 21 posts per month (utilizing client-provided materials and stock content)
- 7 video edits
- 7 photos & 7 graphic designs
- Management of 3 platforms (Facebook, Instagram, TikTok)
- Account management
- Hashtag research
- Publishing and scheduling
- Monthly performance report

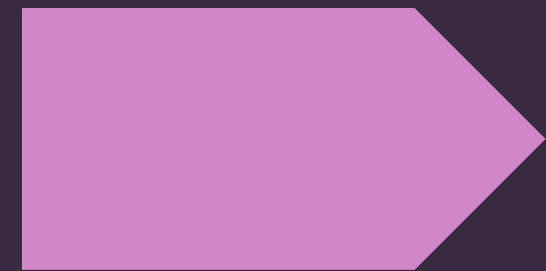
Ideal for: Growing businesses seeking enhanced engagement and reach.



our packages



Corporate Package Price: \$1500 monthly



- 30 posts per month (utilizing client-provided materials and stock content)
- 10 video edits
- 10 photos & 10 graphic designs
- Management of 3 platforms (Facebook, Instagram, TikTok)
- Account management
- Hashtag research
- Publishing and scheduling
- Daily monitoring
- Monthly performance report

Ideal for: Established companies aiming for consistent and professional online engagement.



our dedication



Tailored Marketing Strategies: Customized social media campaigns designed to elevate your brand and engage your target audience.



Consistent Growth: Data-driven strategies that focus on achieving measurable results and boosting your online visibility.

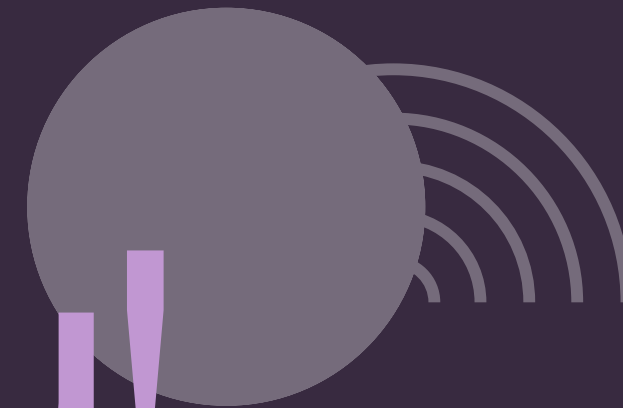


Creative Innovation: Fresh, innovative ideas that keep your brand ahead of the competition.





Thank you!



+38975947848

spectrum25.mk@gmail.com

www.spectrum25.com

