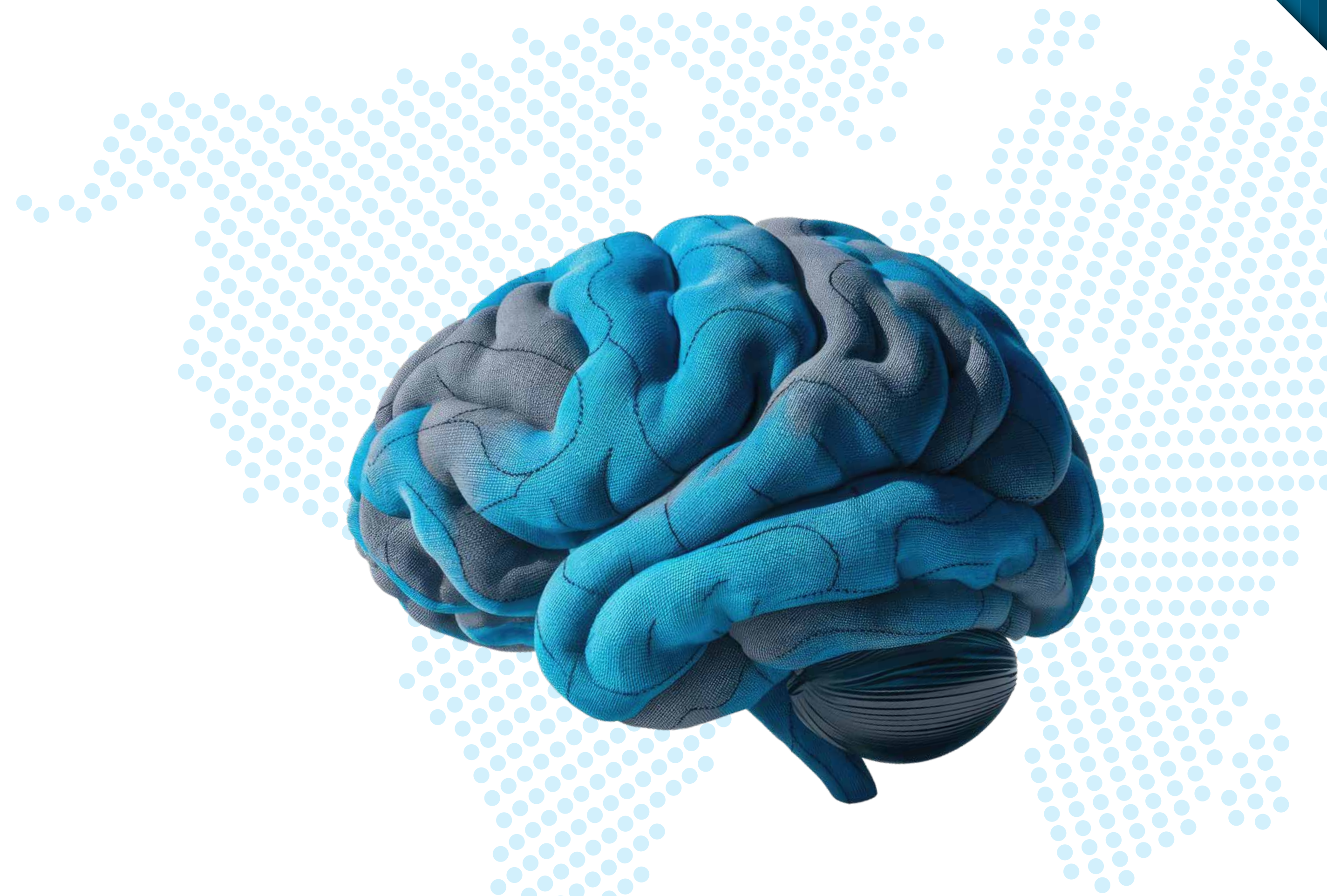


digital marketing | social media | branding



smgTM Creativos
BRANDING DESIGN



WE WORK
WITH *Excellence*

SMGCREATIVOS.COM





“We create conceptual solutions
for your brand to help broaden
your horizons more effectively.”





At SMG Creativos, we are a Christian Latino Advertising Agency built on real creativity and purpose. We operate with the spirit of the old-school agencies—where ideas were crafted with intention, originality, and excellence, not with shortcuts or “copy and paste” solutions.

We partner with businesses of all sizes, from niche local shops to multinational corporations serving global markets. Our mission is simple: to become your creative partner for growth.

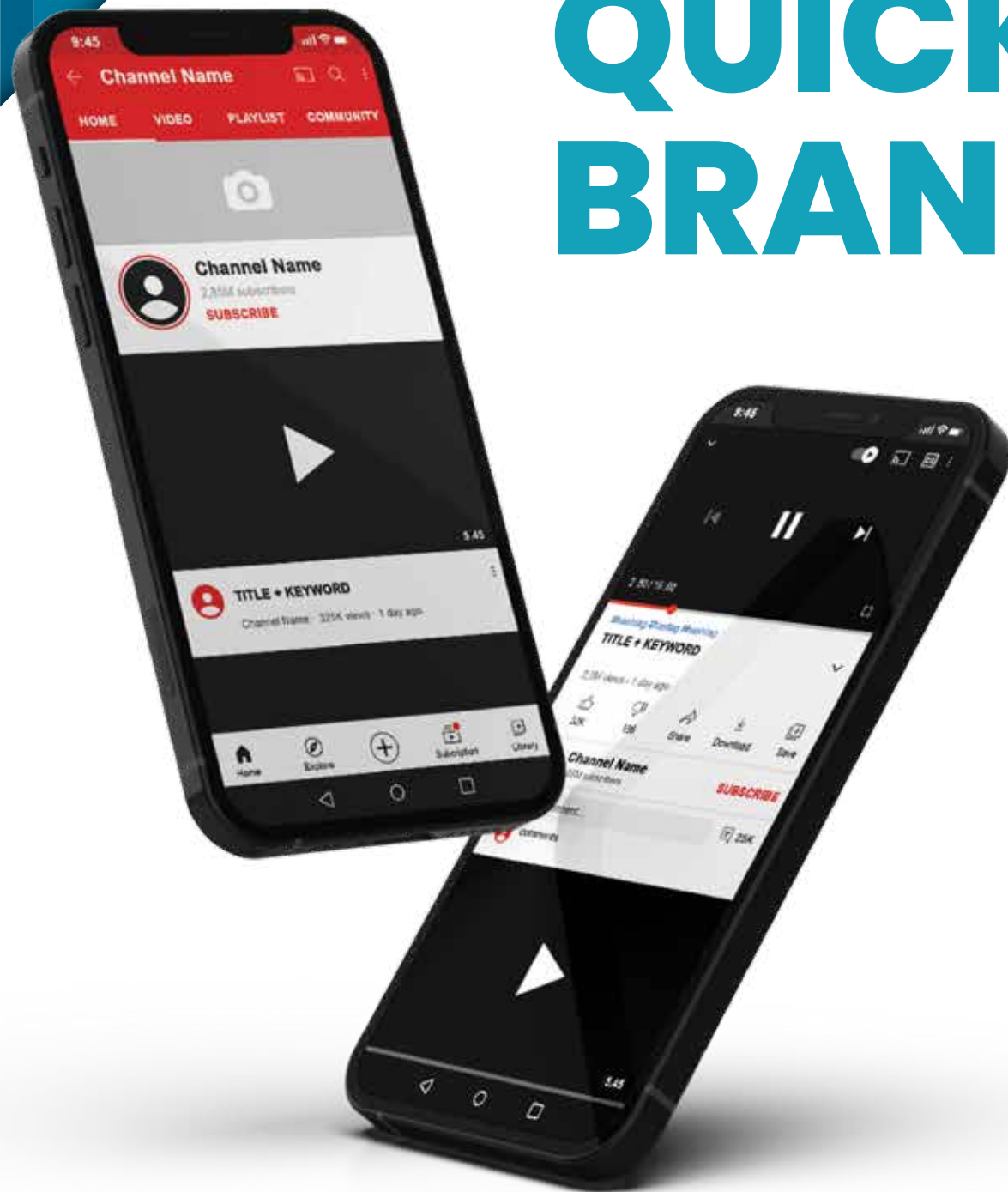
Through SMG Creativos and our leadership platform, Legacy Mindset, we help brands communicate with clarity, identity, and purpose.

We believe creativity is a calling, and we use it to build, inspire, and elevate businesses that want to leave a lasting impact.

We help our clients:

- Communicate their message effectively
- Connect with their ideal audience
- Strengthen brand identity
- Increase awareness and visibility
- Drive sales and long-term growth

QUICK, EFFICIENT, AGGRESSIVE BRANDING IN A MATTER OF WEEKS

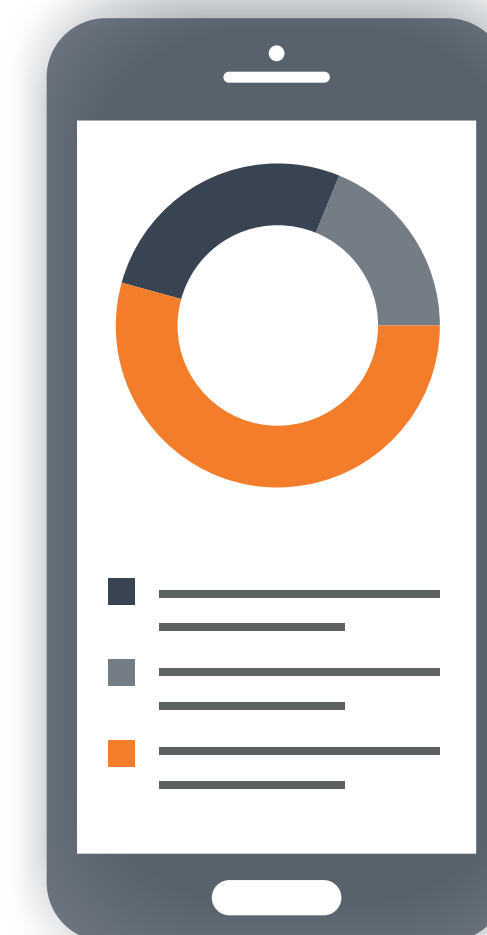


WE MAKE IT ALL POSSIBLE

Combine platforms to customize your social media marketing, and we do the rest for you: posting, commenting, engaging, sharing, entertaining, and educating. Partnering with an experienced social media marketing agency will help your business grow through these various digital channels.

CUSTOM CONTENT THAT GETS RESULTS

Our team of copywriters, designers, strategists, social media managers, and analytical specialists help develop content that is based on not only engaging your audience, but also generating the leads and conversions you desire.



SMARTPHONE

91%

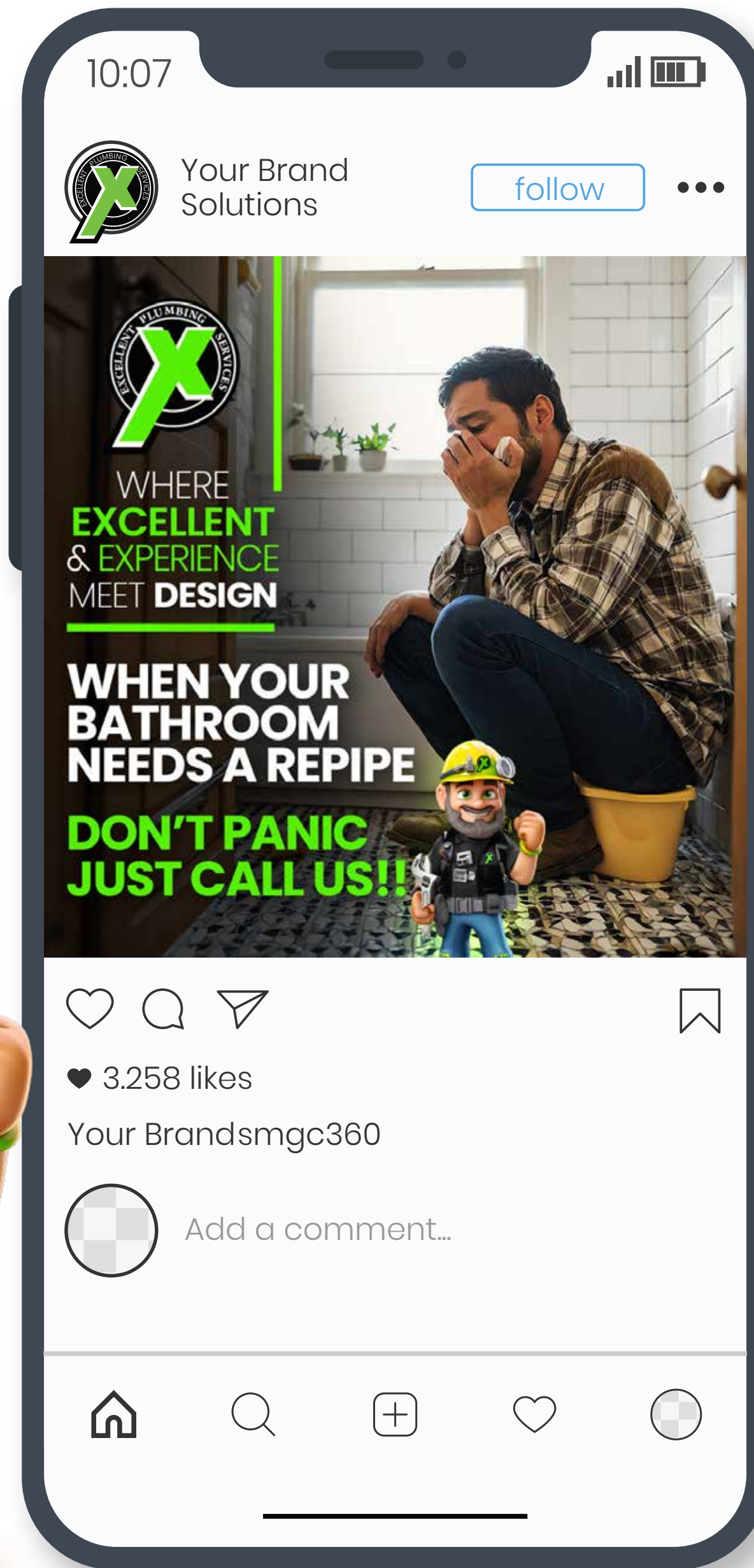
PC/LAPTOP

83%

TABLET

24%

SOCIAL MEDIA



SOCIAL MEDIA



EXCELLENT PLUMBING SERVICES

QUALITY YOU CAN TRUST

QUALITY CHECK & CLEANUP

EXPERT PLUMBING

FREE CONSULTATION

CALL NOW
813-734-9192



ANY PLUMBING SERVICES

24 HOUR EMERGENCY

ENJOY YOUR HAMBURGER

\$35 OFF

CALL NOW
813-734-9192



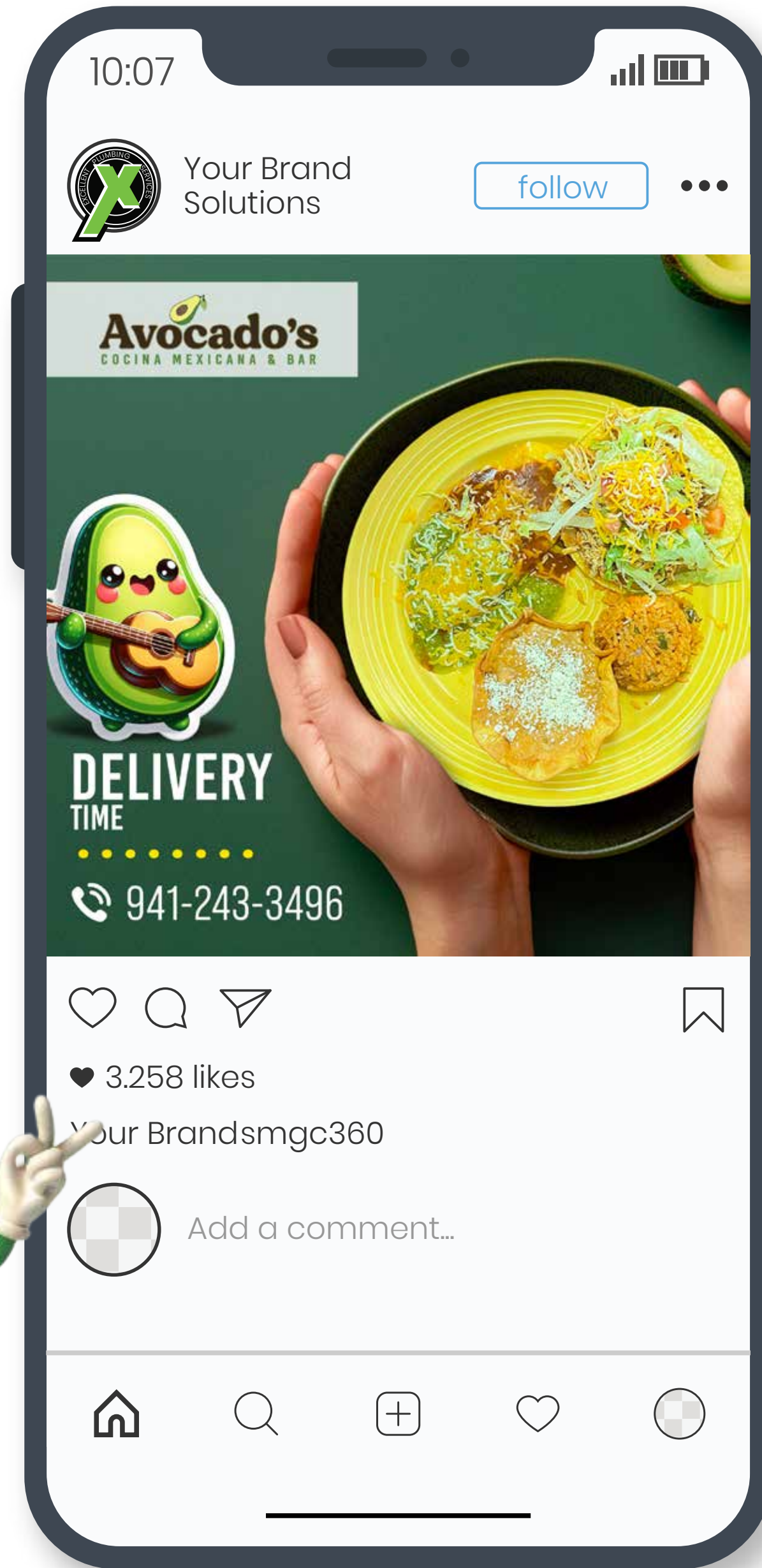
EXCELLENT PLUMBING SERVICES

WHERE **EXCELLENT & EXPERIENCE** MEET **DESIGN**

DINNER'S OVER, NOW THE DRAMA BEGINS:

TIME FOR A KITCHEN REPIPE RESCUE

SOCIAL MEDIA




Avocado's
COCINA MEXICANA & BAR

SOCIAL MEDIA

AVOCA DOOR
ON TIME DELIVERED | SIMPLY SAVORED

"FRIEND DELIVERY"

941-746-5299

Avocado's
COCINA MEXICANA & BAR

Review us on Google

Client Review

“

★★★★★

BELLAVITA DONNAMARIE

LET ME JUST START WITH THE CHICKEN & SHRIMP ... PHENOMENAL! SOOOO GOOD! CHUNKY

GUACAMOLE 5★
EVERYTHING WAS 5★
FOOD, SERVICE, CLEANLINESS!

RECOMMENDED DISHES
COMPLIMENTRY CHIPS & SALSA 🥑

Avocado's
COCINA MEXICANA & BAR

House Margaritas

ALL DAY

\$ 3.99

Let's go

941-746-5299

THE "CHECKMATE
YOUR COMPETITION

727-417-8215

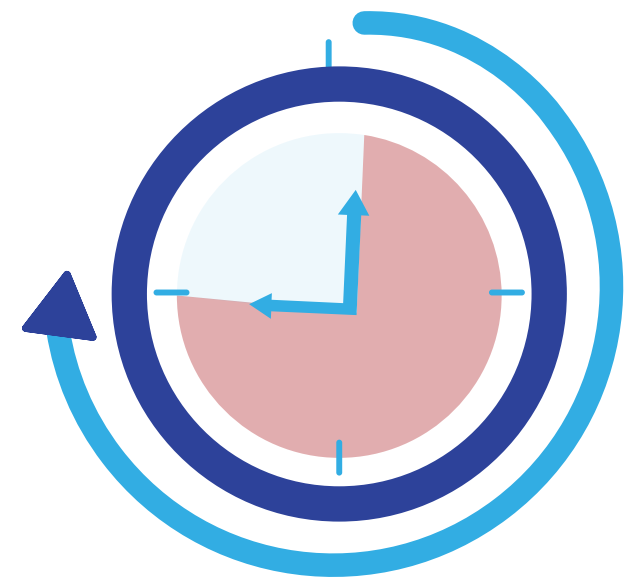


VALUE OF SOCIAL MEDIA MARKETING



- ADD HIGHER VISIBILITY, CREDIBILITY, & TRACTION ONLINE
- INCREASE YOUR LOCAL/NATIONAL/INTERNATIONAL AUDIENCE
- PENETRATE YOUR TARGET MARKETS
- POSITION YOU AHEAD OF YOUR COMPETITION
- INCREASE QUALITY REFERRALS AND INCOMING CALLS

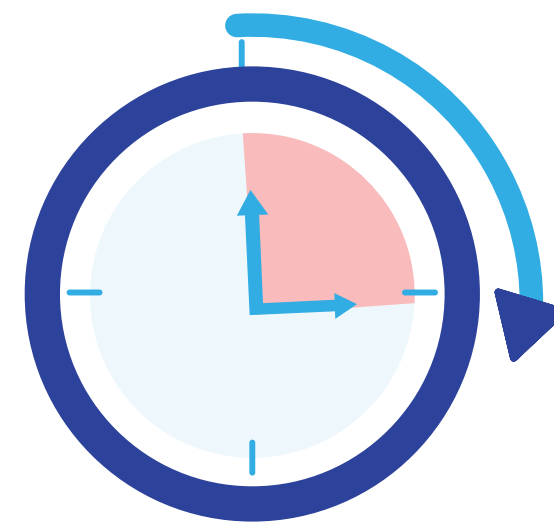
AVERAGE DAILY TIME SPENT ON SOCIAL



YOUTUBE
40 minutes



FACEBOOK
35 minutes



INSTAGRAM
25 minutes

According to Social Media Today (2025), people will spend more time over their lifetime using social media than they will eating, or socializing using other methods.



WHY **SEO** is important:

STAND OUT

We start by creating a robust social strategy focused on your business goals while taking the marketplace, competition, buyer personas, into consideration.

LEAD THE CONVERSATION

In the next step, we promote the content to your advantage and stretch the campaign out by **LEADING** the conversations instead of **JOINING** them.



CREATE FANTASTIC CONTENT

After strategizing, we develop useful and interactive content by focusing on both context and form in order to build relationships with your audience.

MEASURE IT

The successive step includes measurement of both campaign-focused metrics as well as ongoing analytics to track the overall performance and find opportunities to gain from.

KEEP IT REAL

Finally, we put our best efforts to keep all your marketing initiatives real and strategies tactically.

MARKETING-FRIENDLY STEPS



· IDENTIFY THE PROBLEM

HOOK YOUR AUDIENCE:

"STRUGGLING WITH (SPECIFIC ISSUE)? YOU'RE NOT ALONE."

· OFFER THE SOLUTION

PRESENT YOUR CURE:

"OUR (PRODUCT/SERVICE) FIXES (PAIN POINT) EFFORTLESSLY."

· PROVE IT

SHOW RESULTS:

"TRUSTED BY (X CUSTOMERS) WITH (SPECIFIC BENEFIT) ACHIEVED."

· CALL TO ACTION

DRIVE ACTION: "DON'T WAIT! (ACTION) TODAY AND SEE THE DIFFERENCE!"

WEAK MESSAGING



**POOR
PROFIT
MARGIN**

VS

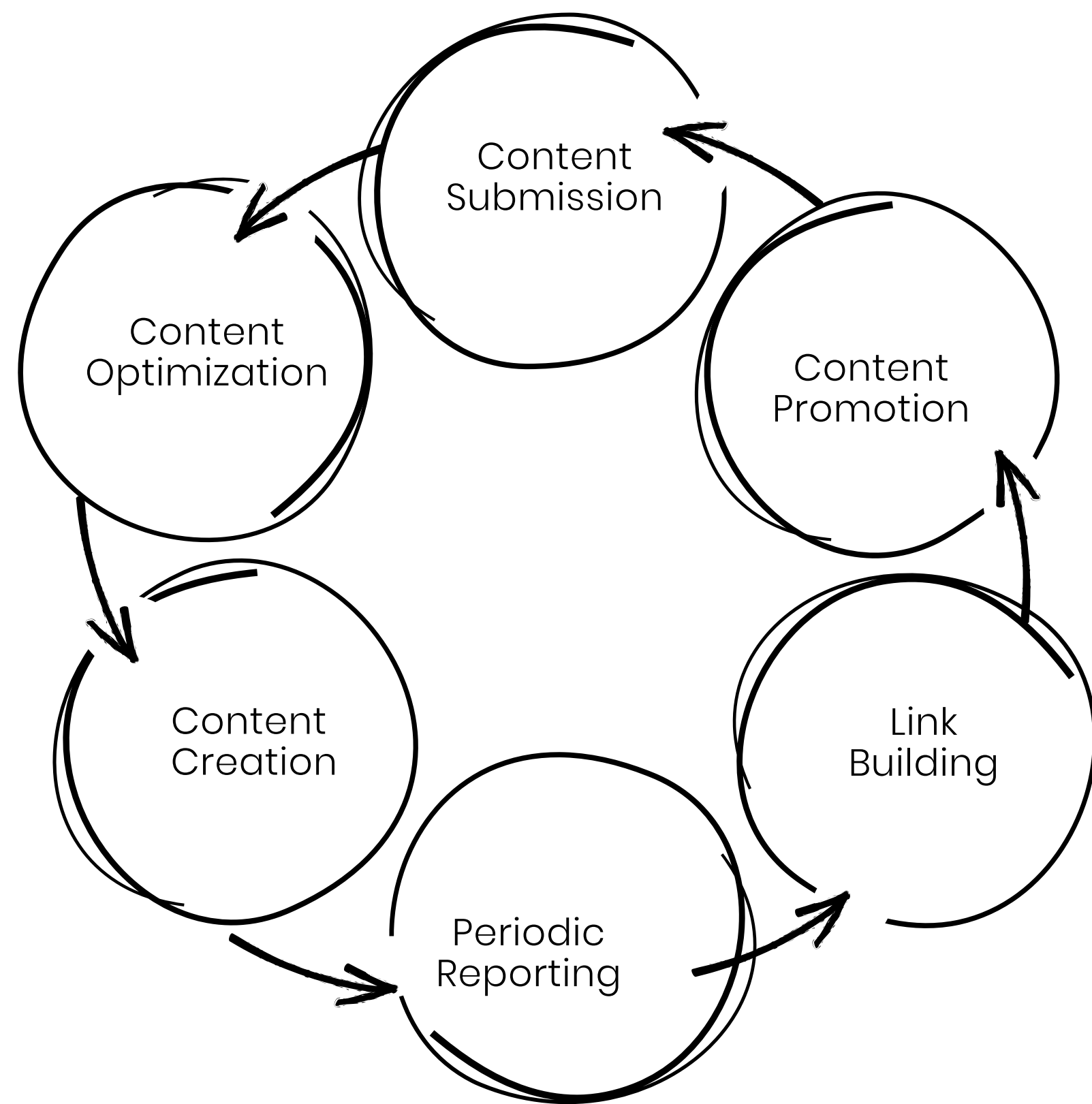
HIGH-IMPACT MESSAGING



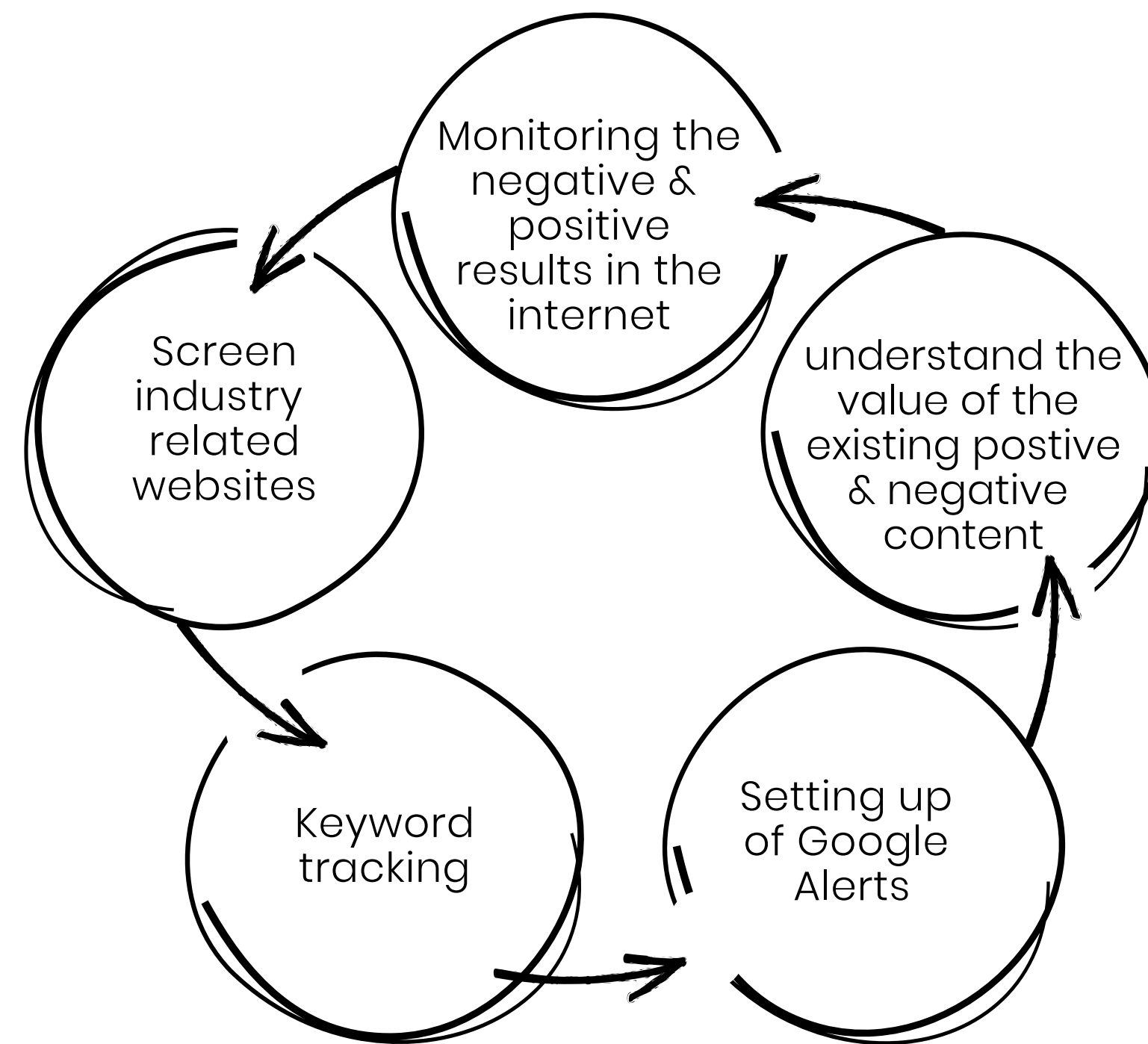
**WOW
PROFIT
MARGIN**

3 STEPS ORM STRATEGY

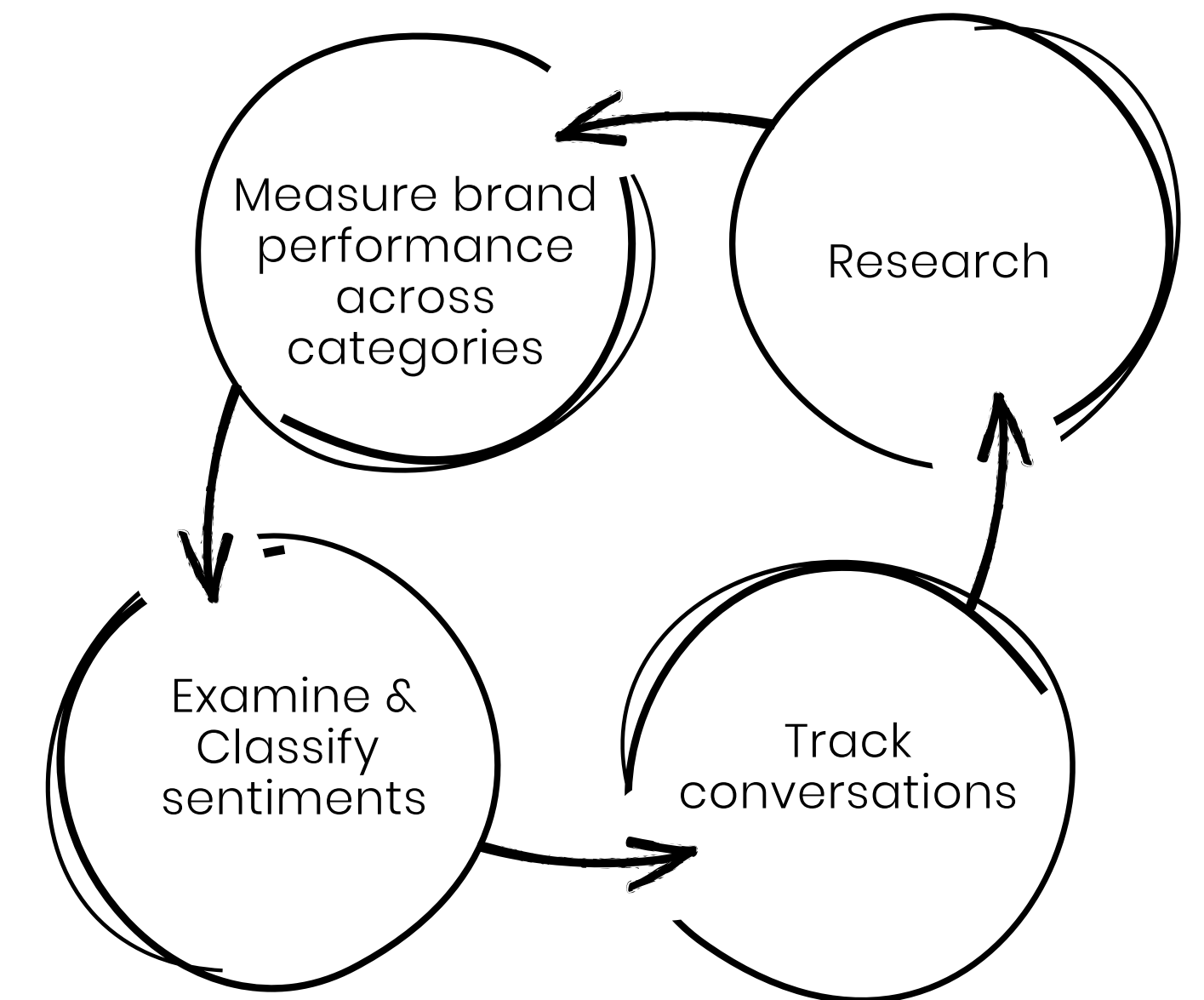
EXECUTION & MEASURE



MONITOR



ANALYZE



Online reputation management (ORM) is a strategy and process of monitoring, identifying, and influencing your digital reputation and credibility online.

Brands often ignore customer reviews, leaving them unanswered. This affects the brands's credibility and can sway away potential customers.

WHY ORM IS IMPORTANT:

- Practice social media monitoring to have a real-time understanding of what the audience pulse is.
- Respond honestly and politely to negative reviews and comments, and take the conversation offline.
- Promote positive reviews and comments.
- Be aggressive with SEO

Data-Backed Growth. AI-Engineered Creativity

Most agencies use AI to cut corners. We use it to expand boundaries. By merging high-fidelity 3D visual production with autonomous marketing CRM systems, we provide a 360-degree digital ecosystem.

We help businesses move faster by building proprietary digital infrastructure. We don't just give you tools; we build the ecosystem your team lives in.

1. CUSTOM BUSINESS SOFTWARE & APPS

We build lightweight, high-performance internal applications tailored to your specific operational gaps.

Customer Portals: Branded dashboards where your clients can track project progress, approve 3D assets, and chat with your team in real-time.

Internal Productivity Apps: Mobile or web-based apps for field teams (like your HVAC or construction clients) to log data, take photos, and sync with the office instantly.



2. INTELLIGENT INVOICING & FINANCIAL FLOWS

Stop chasing payments. We automate the entire "Lead-to-Cash" lifecycle.

Auto-Invoicing: Integration with QuickBooks or Stripe where invoices are generated the moment a milestone is marked "Complete" in your PM tool.

Payment Reconciliation: AI that reads bank feeds and automatically matches payments to open invoices.

Financial Forecasting: A custom dashboard that predicts your next 90 days of cash flow based on current contract data.

3. EMPLOYEE & TEAM "WORKFLOWS"

We remove the "busy work" so your experts can focus on strategy.

Onboarding Automations: When a new employee starts, one click creates their email, Slack access, training folder, and 30-day task list.

TACTICS LAB
WITH PROFESSOR X



89% of consumers use Search Engines for purchase decisions.



71% of business purchase decisions are started with a search engine.

There are 100 billion search per month on Google: that's 33 million a day.



77% of all searches happen at work or at home.

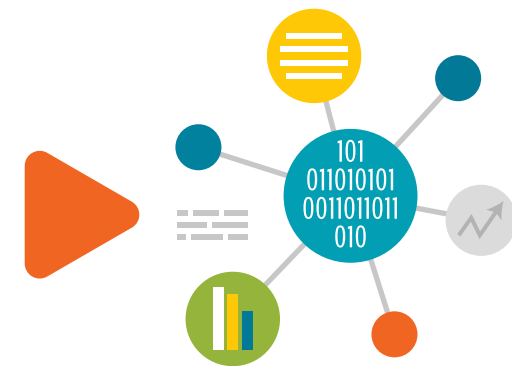
SEO

Leads from search engines 8.5 times more likely to close than a standard outbound lead.



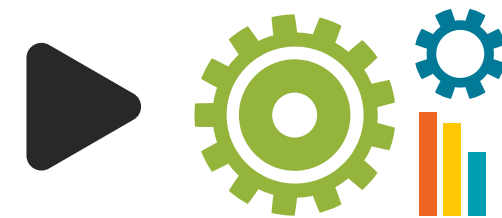
55% of purchase related conversions occur within 1 hour of the initial web search.

SEO leads have a 14.6% Close Rate, while those archaic print or direct mail ads only close at a rate of 1.7%



70% of users click on organic search results.

75% users never click past the first page.



56% of the organic search clicks go to the first link.



Visual Branding Strategy (Apparel/Merch)

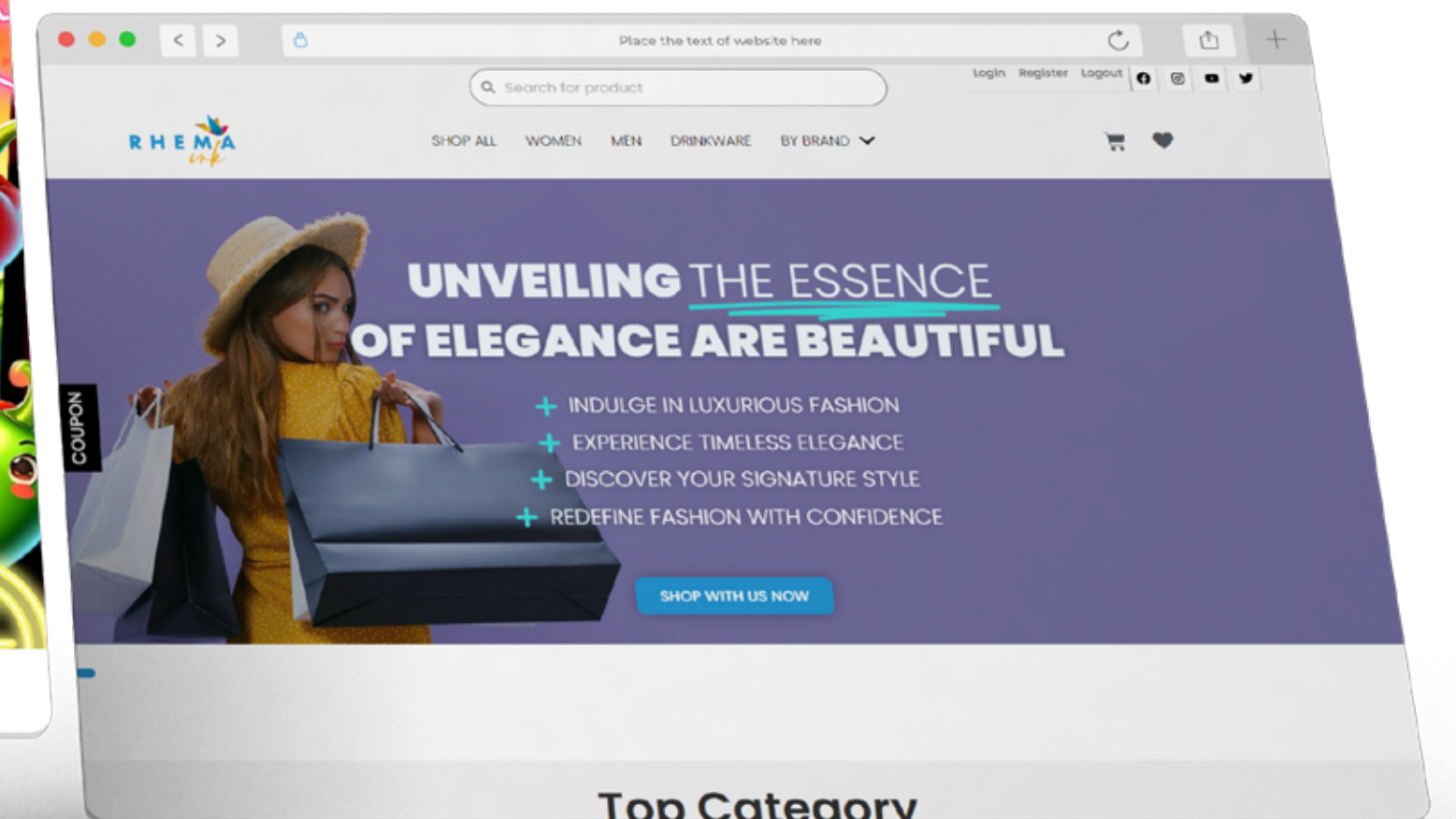
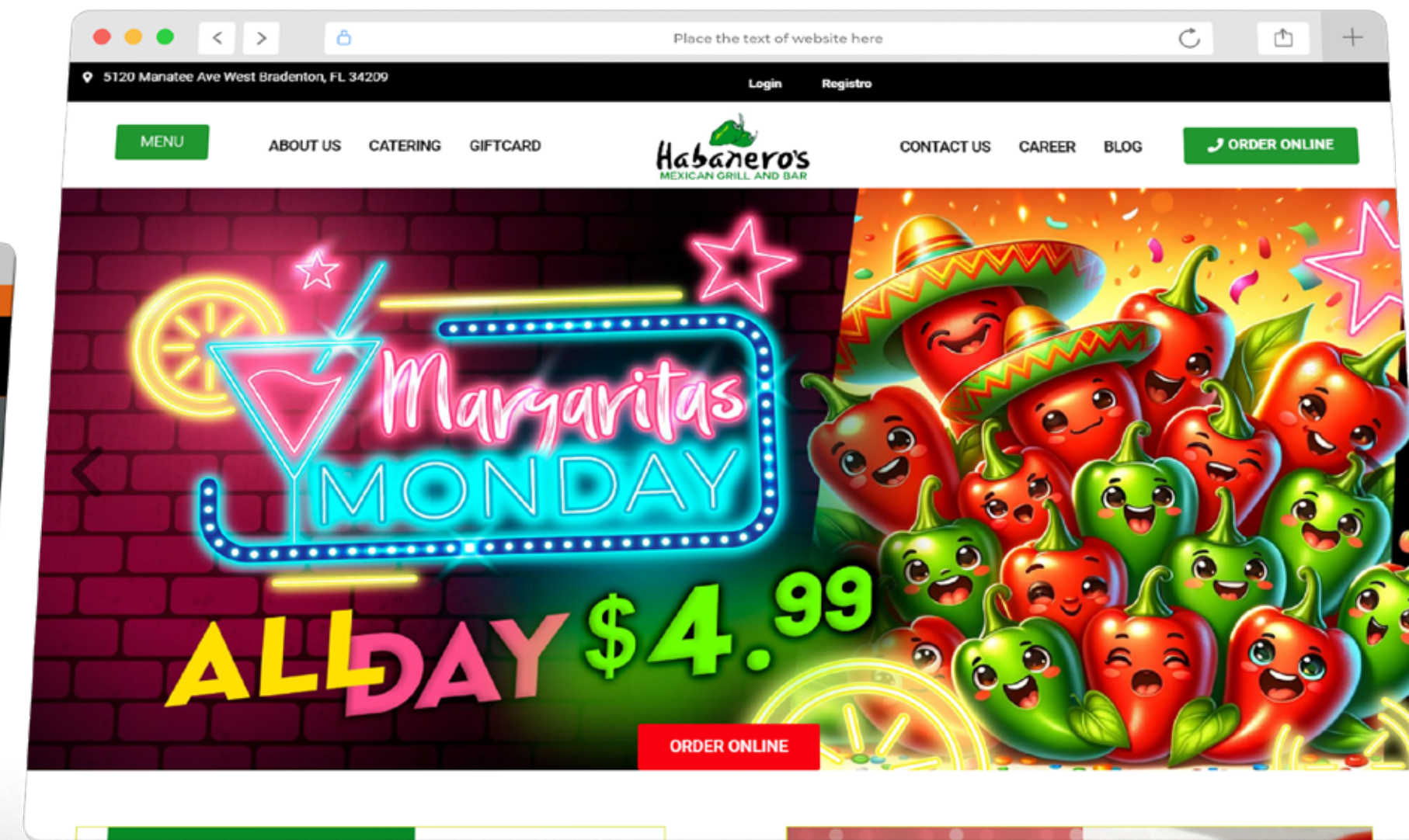
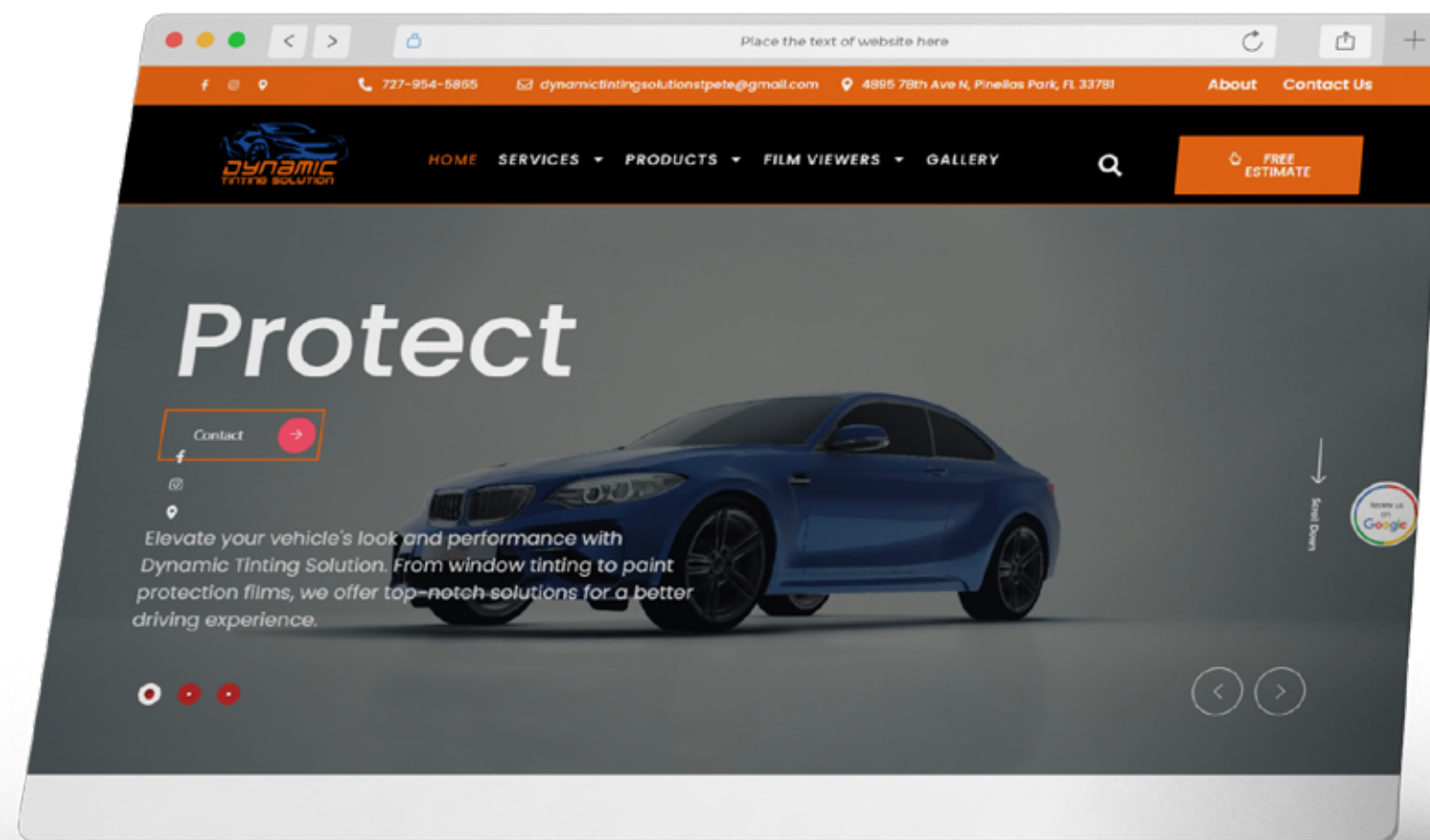
Explore our TShirt Collection crafted with premium Bio Washed, Bio Washed 190 GSM 100% cotton for lasting comfort and durability. Designed for everyday wear, each piece delivers a perfect fit, clean style, and breathable quality.



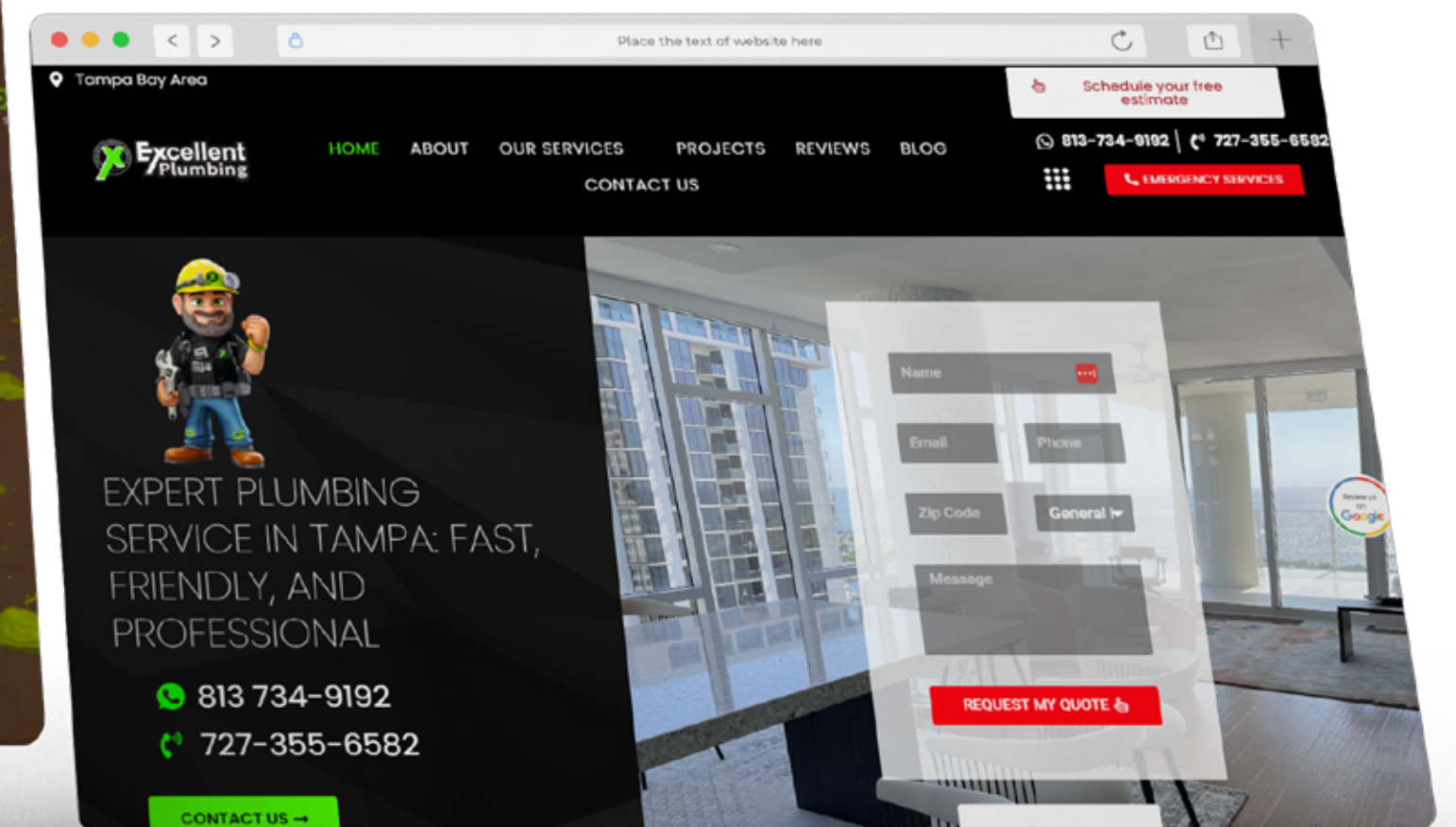
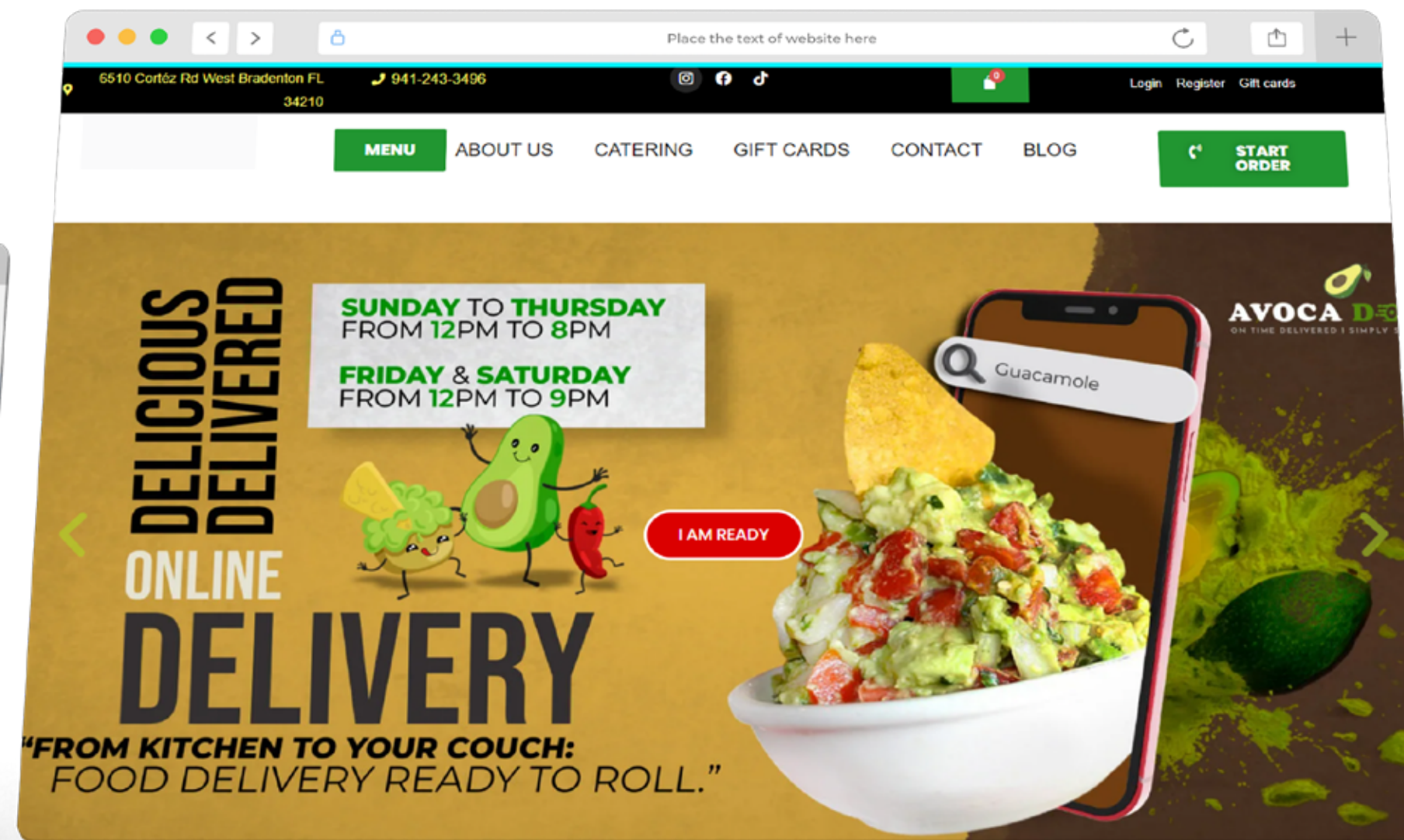
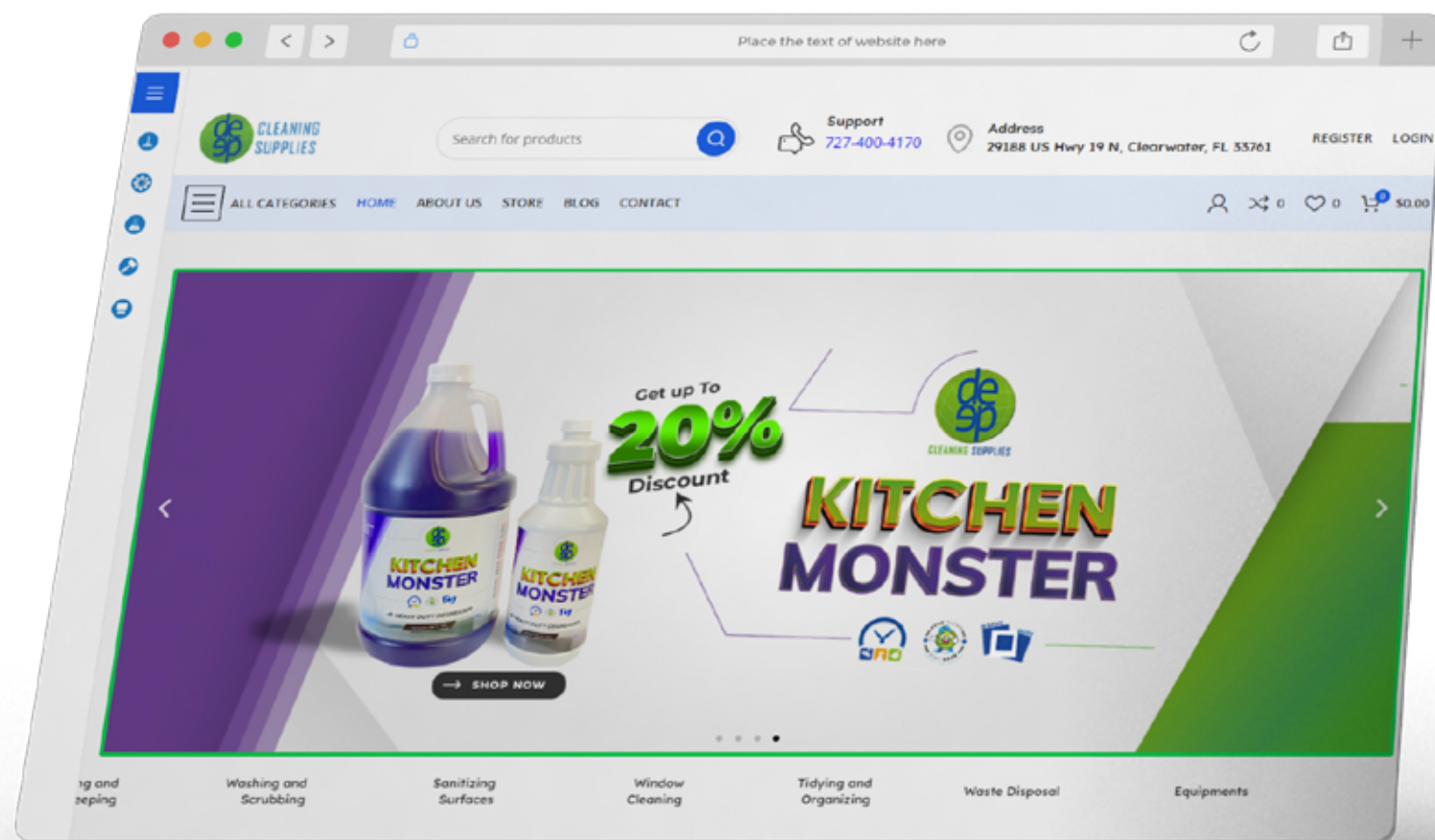
Stay stylish with our 100% Cotton T-Shirt Collection, crafted from premium Bio Washed 190 GSM cotton. This high-quality fabric offers superior softness, breathability, and durability for all-day comfort. With a modern fit and clean design, it's perfect for everyday wear.



WEB DESIGN



WEB DESIGN





Thank You!

xavier@smgcreativos.com

SMGCreativos

SMGCreativos.com

727-417-8215

CLEARWATER - ST. PETERSBURG - TAMPA BAY AREA