

LiNKCREATIVE

THE POWER OF PARTNERSHIPS

IDENTIFYING KEY MARKETING CHANNELS
FOR STRATEGIC GROWTH

WELCOME NOTE



Your Digital Growth Partner

At Link Creative, we believe that every brand deserves a digital growth partner who understands their unique story.

LORENZO COSTA

FOUNDER AND CEO

Lorenzo founded Link Creative after leveraging his background in branding and business development. His experience in both hospitality and corporate roles inspired him to create a company that helps brands find their digital growth partner, especially in today's rapidly evolving world of social media.



OMNI CHANNEL MARKETING

A seamless, integrated approach across multiple platforms (social media, email, website, etc.) to create a unified brand experience.

Why It's Effective

Ensures customers receive a consistent message regardless of where they engage with your brand, increasing trust and brand loyalty.

Importance

Leads to better customer engagement, higher conversions, and improved brand recall by offering a frictionless user experience.

Key Components:

- Unified messaging across all channels
- Tailored content for each platform
- Data-driven adjustments based on user interactions across channels

KEY MARKETING STATISTICS

Social Media Usage:



FACEBOOK

3.05 billion monthly users, with top demographics in the 25-34 age group.



INSTAGRAM

2.3 billion monthly users, with strong reach among younger audiences.



YOUTUBE

2.5 billion active users, with 51% of homebuyers using it to search for properties.



LINKEDIN

Widely used for B2B marketing and professional services, 48% of realtors use it to generate leads.

KEY MARKETING STATISTICS

Industry-Specific Insights

Real Estate & Construction

36%

The average open rate for email marketing campaigns in the "Home & Building Services"

57%

Of realtors use social media daily to market their services, with video content providing a 49% increase in qualified leads

63%

Of agents use social media ads to promote listings, making platforms like Instagram and LinkedIn critical for real estate

The Foundation

Each pillar builds on the last

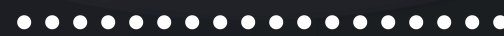
Time

Compounding momentum
equates to growth

Transparency

A realistic approach is key for
cultivation

THE PROCESS



DEFINE YOUR GOALS:

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Visibility, brand exposure, or sales growth

Identify key **relationships** and partners in your space

Set clear, realistic **benchmarks** to measure progress

Be **transparent** align your bandwidth





The **who, what, and why** of your business

Establish who you are and who you **aspire to be**

Craft a **consistent message**: mission, tone of voice, and clarity

Develop a **strong visual identity**: logo, brand kit, and guidelines

Balance social building vs.
conversion to achieve your goals

Use A/B testing across organic and
paid strategies to optimize
performance

Balance your output, budget your
time and capital





Ensure consistency through volume, cadence, and format adjustments

Refine and compare organic vs. paid efforts for optimal results

Stay updated on the latest trends, **adjusting strategies** to stay relevant

Focus on consistent progression and **long-term success**

Build momentum, amplify and trust the process

Refine strategies continually for **sustainable development**

Leverage your exposure and visibility ; engage in new relationships



Please Welcome Our Link



ACQUISITIONS

A Family Business

Q&A

THANK YOU!

@linkcreativeco

