

HELL 😊

OUR OFFER

BRAND DEVELOPMENT

MARKETING STRATEGY

SOCIAL MEDIA

SOCIAL MEDIA ADS

CONTENT DEVELOPMENT

UI/UX

SEO

At Demure Agency, we craft unique and impactful strategies tailored to bring your brand to life. From building a strong identity to ensuring seamless digital experiences, our comprehensive services are designed to help your business thrive in the competitive market.



OUR OFFER

BRAND DEVELOPMENT

A real brand is one you can recognize without even needing to see the logo. We develop brands from scratch, giving them a unique identity based on two key factors: our client's requests and the emotions of their audience - because at the end of the day, **the users are the heart of the brand.**

- 01/ Brand research & competitor visual analysis
- 02/ Brand development
- 03/ Rebranding
- 04/ Font pairings
- 05/ Colour palette curation
- 06/ Pattern design & background graphics
- 07/ Suite of logos (landscape, portrait & brandmark variations)
- 08/ Brand guidelines (so you know exactly how to use your brand)

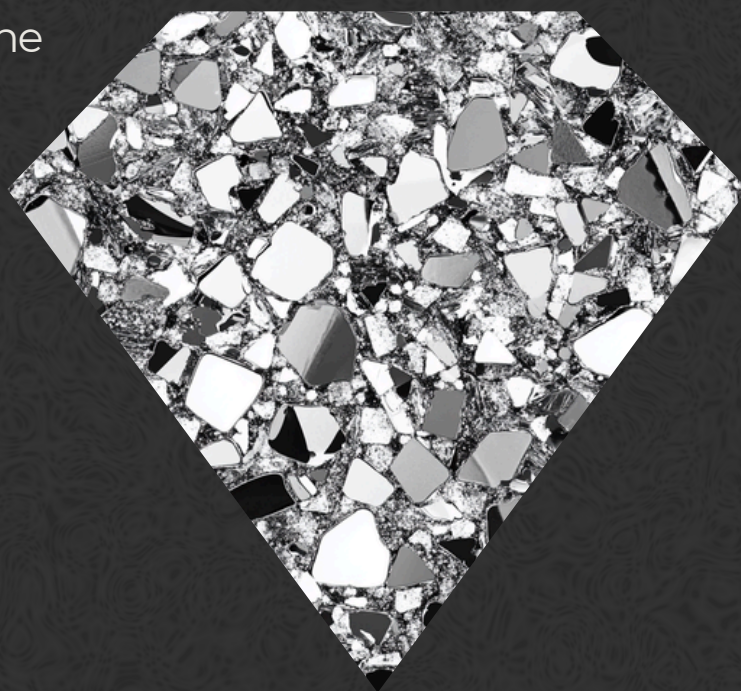


OUR OFFER

MARKETING STRATEGY

It's crowded in the digital world, but never too crowded for a well-thought-out marketing strategy. Through our marketing plans, we create brands that don't just survive - they dominate the market.

- 01/ Marketing research & competitor communication analysis
- 02/ Marketing strategy development
- 03/ Brand values & content pillars
- 04/ Communication plan
- 05/ Social media channel analysis
- 06/ User persona development
- 07/ Clear definition of the target audience



"If marketing is asking someone out on a date, branding is the reason they say yes."

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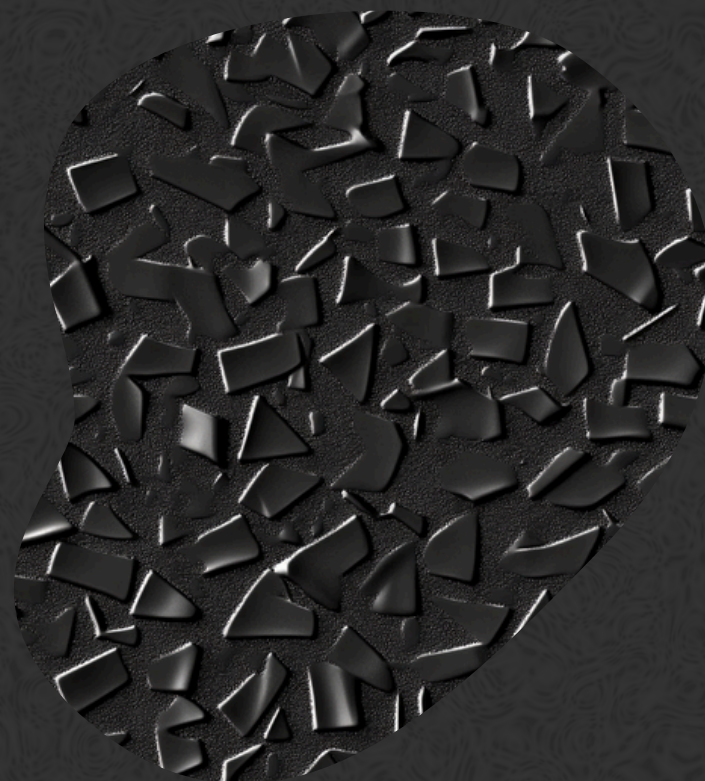
OUR OFFER

SOCIAL MEDIA

A brand's presence on social media is no longer optional. If you want to succeed and be recognized, your social media channels must be filled with engaging, relevant content.

We ensure a strong presence with content tailored for each platform. Based on your needs, we'll choose the right social media channels to fit your business best.

- 01/ Social media competitor research
- 02/ Channel selection
- 03/ Posting strategy
- 04/ Content calendar creation



"You don't need to be everywhere; you need to be in the right place."

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SOCIAL MEDIA ADS

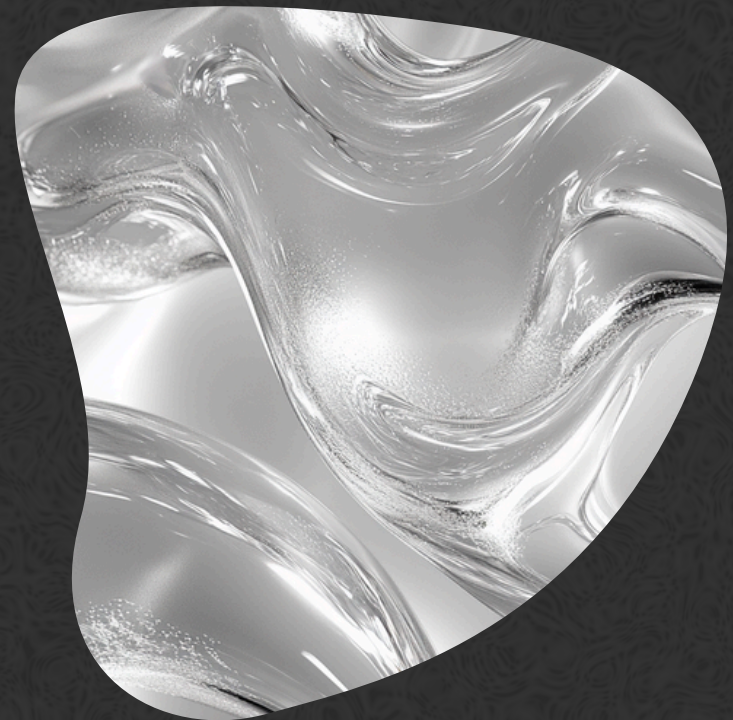
We're big fans of organic growth - just like in real life, we want people to love your brand for the value it provides, not because it's paid for.

However, there are times when paid advertising can significantly boost your business, and we're always supportive of growth in any shape or form.

01/ Establishing the right ad channels: Meta Ads, Google Ads, TikTok Ads

02/ Creating ad visuals

03/ Monthly or bi-monthly reporting, including professional insights generated by our tools to track every cent you invest.



"Ads are like seeds – nurture them with the right strategy, and they'll grow into something big and impactful."

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CONTENT DEVELOPMENT

We specialize in crafting content that captures attention and stops the scroll. Whether it's static visuals or complex renderings, our content is designed to make your brand stand out and resonate with your audience.

- 01/ Static visuals: posts, banners, and commercials
- 02/ Video production and editing
- 03/ Stop-motion videos
- 04/ Mockup renders
- 05/ 3D renders



"Great content is like a magnet – crafted right, it doesn't chase; it attracts."

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UI/UX

From concept to the final product, the journey may be long, but our expertise ensures your product is fully supported every step of the way. Whether it's mobile apps, web applications, or presentation websites, we're fully equipped with in-house tools to launch a successful product.

01/ Concept development

02/ Prototype/Wireframing

03/ Development—choosing the technologies that fit you best

04/ Testing and optimization

05/ Launch and evaluation

TECHNOLOGIES USED:

- UI/UX Design: Adobe Suite, Figma, Canva
- UI/UX Development:
 - Presentation websites, e-commerce platforms, or simple applications: WordPress, Wix, Shopify
 - Complex applications: React JS (web), React Native (mobile)
- Testing: Unit tests, integration tests, end-to-end tests (Jest, Cypress)
- Methodologies: Agile, Scrum
- Organizational Tools: GitHub, GitLab, Bitbucket, Jira, Notion

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SEO

A beautiful website or a smart application is just the beginning—what comes next is ensuring people can find it. With SEO, we create pathways to your brand, connecting you with your audience effortlessly.

- 01/ SEO audit and competitor analysis
- 02/ Keyword research and content strategy
- 03/ On-page optimization (metadata, alt text, headings, etc.)
- 04/ Technical SEO (site speed, mobile-friendliness, indexing)
- 05/ Link-building and outreach strategy
- 06/ SEO performance tracking and reporting



"Good SEO is the silent hero of successful brands."

ROADMAP

NEW BRAND LAUNCH

01/ **Market Research & Competitor Analysis**

Understand your market, identify opportunities, and analyze your competition.

02/ **Brand Development**

Create a unique identity: logo, colors, typography, and brand values.

03/ **Prototyping & Concept Validation**

Develop and test prototypes to ensure your brand's vision aligns with user expectations.

04/ **Marketing Strategy**

Develop a clear plan to position your brand and reach your audience effectively.

05/ **Content Creation**

Craft scroll-stopping visuals, compelling videos, and captivating stories for your channels.

06/ **Social Media Presence**

Set up and optimize your profiles on the right platforms to engage your audience.

07/ **Launch Campaigns**

Execute paid and organic campaigns to create buzz and reach your audience.

08/ **Code Development** (If Required)

Build or enhance digital platforms, from presentation websites to mobile apps.

09/ **Performance Analysis & Optimization**

Track metrics, gather feedback, and refine your approach for continuous growth

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THE END
THANK YOU

For a personalized service offer, including a detailed breakdown of steps, required resources, and associated fees, feel free to reach out to us.

HELLO@DEMUREAGENCY.COM

Let's build something extraordinary together.