

*Setting goals is the first step to transform  
the invisible in visible*



*Expert in results*

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# Our Allies

**HOSHIN**  
MARKETING

**UNIQUE**  
ENTERTAINMENT



# 01.

## OUR TEAM

*We are an international and multicultural team, which has great experience in several continents, such as America, Latin America, Europe and Oceania. We are a team with different success stories around the world and with specialized knowledge in marketing, advertising, project management and many more areas that will take your company to the next level.*





# WHAT WE OFFER YOU

## 02.

*Our service offers SEO analysis and web heuristic to optimize your website and e-commerce for improved search engine rankings and visibility.*

*Additionally, we provide a specialized brand book service, conducting market research to create an effective brand strategy that resonates with your target audience, covering key elements like name, logo, identity, and social media presence.*

*Elevate your online presence and stand out in the digital market with our comprehensive solutions.*



## DIGITAL LIGHTING

# Our services

## Digital advertising

Improve your brand's visibility and engagement with Unalome S.M.'s digital advertising solutions. We create eye-catching ads that capture your audience's interest and optimize them for maximum conversions. Our team of marketing experts will help you expand your customer base and grow your business on the world's largest social media platform.

## Content creation

We create engaging content for social media platforms such as Facebook, Instagram, TikTok, and more. Our custom content drives engagement and builds brand awareness for your business.

## Social media management

We manage your social media channels for you, ensuring that your content is optimized for platforms such as Facebook, Instagram, TikTok, and more. We handle everything from content planning to scheduling, giving you more time to focus on growing your business.

## Web page creation, apps and development

We create and implement digital assets that allow your brand to initiate a digital process, aligning to your brand strategy and more.

## Metrics análisis

Gain valuable insights into your digital performance through data collection and analysis. Make informed decisions, optimize campaigns, and improve user experiences.

## Inbound marketing

Attract, engage, and retain customers with personalized strategies that nurture leads and drive conversions through valuable content.

## Email marketing

Maximize customer engagement and boost sales with compelling and customized email campaigns to keep your audience informed and interested.

## E-commerce creation

Expand your business online with a successful online store that enhances customer experiences and drives sales, guided by our expert team.

## Brand Book

Build a strong brand identity with a comprehensive Brand Book, defining your mission, vision, values, and visual elements for consistent and impactful communication.

## SEO Analysis and Heuristic Evaluation

Improve website visibility and user experience through search engine optimization and user-friendly design to increase satisfaction and retention.

# HISTORY

*Unalome emerges as a necessity in the fast-paced and ever-changing digital world, standing proudly as an integral part of the dynamic 360 marketing business group.*

*Our core focus revolves around digital marketing, and our ultimate mission is to empower and support companies in their quest for digital enlightenment. We understand the challenges and opportunities that the digital realm presents, and we are dedicated to guiding businesses through this transformative journey to achieve their objectives successfully.*

*The essence of Unalome lies in the profound symbolism of its namesake, a revered Buddhist symbol that signifies the path or journey humans must traverse to attain enlightenment. In the same way, we immerse ourselves deeply in the essence of your brand, aligning our vision with yours, and becoming a steadfast ally committed to propelling your digital marketing endeavors to new heights. With our expertise, market insights, and innovative strategies, we aim to illuminate your path, unlocking the full potential of your brand's online presence, and fostering a meaningful connection with your target audience.*

*Unalome is your partner for digital growth, guiding you through the intricate twists and turns of the digital landscape with unwavering dedication and a shared goal of reaching the pinnacle of success in the digital realm.*

**LOOK AT THE  
SUCCESS WE'RE  
HAVING...**

**THIS IS HOW WE HAVE  
RECEIVED THE ACCOUNT**



Usuarios activos

4,15 mil

↓ 41.14%

Usuarios nuevos

3,27 mil

↓ 46.1%

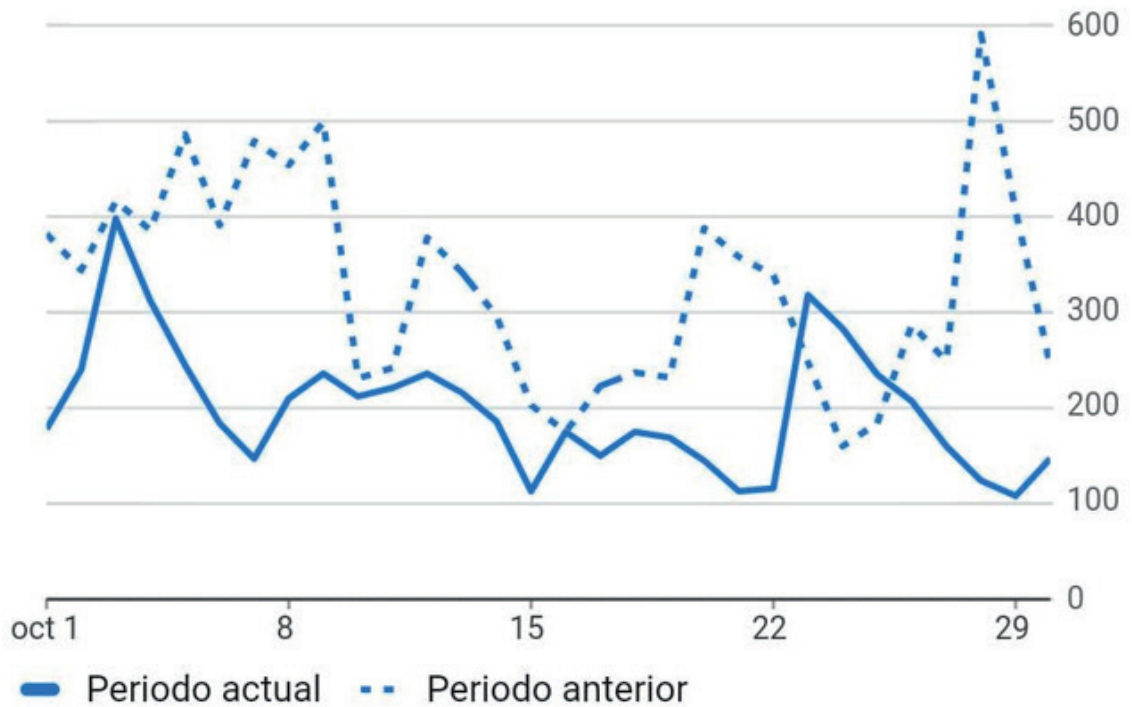
Tiempo de intera

00:04:00

↑ 156.94%

Tendencia de Usuarios activos

4.150 -2.901 ( ↓ 41.14%)

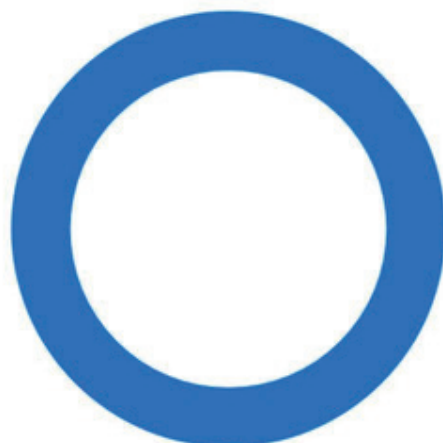


Conversiones ▼

por Plataforma

Conversiones

322 -214 ( ↓ 39.93%)



● web  
100,00 % ↓ 39.93%

Usuarios activos ▼ por País

Usuarios activos

4.150 -2.901 ( ↓ 41.14%)

	United States	2.104	-1.414 ( ↓ 40.19%)
	Colombia	985	-818 ( ↓ 45.37%)
	Mexico	332	-248 ( ↓ 42.76%)
	Spain	125	-71 ( ↓ 36.22%)
	Chile	55	-33 ( ↓ 37.5%)
	Ecuador	70	-18 ( ↓ 20.45%)
	Guatemala	37	-47 ( ↓ 55.95%)
	Argentina	59	-24 ( ↓ 28.92%)
	Peru	62	-4 ( ↓ 6.06%)
	Canada	45	-10 ( ↓ 18.18%)

Usuarios activos los últimos 3...

4,15 mil

↓ 41.14%

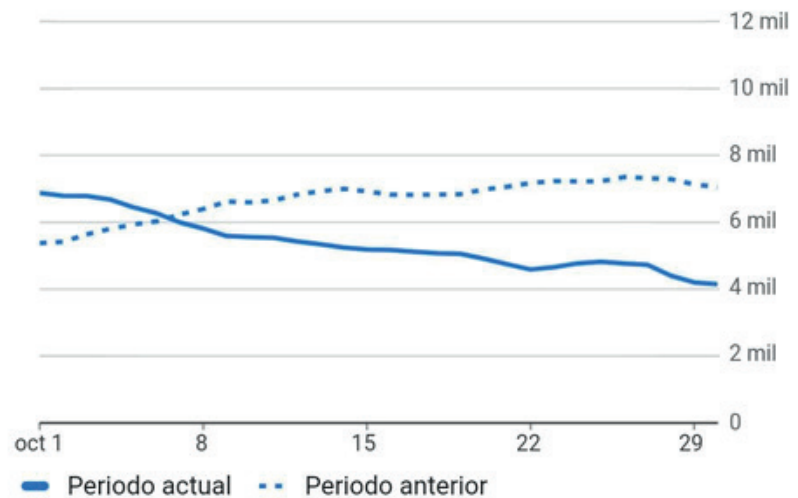
Usuarios activos los últimos

1,06 mil

↓ 38.65%

Tendencia de active30DayUsers

4.150 -2.901 ( ↓ 41.14%)

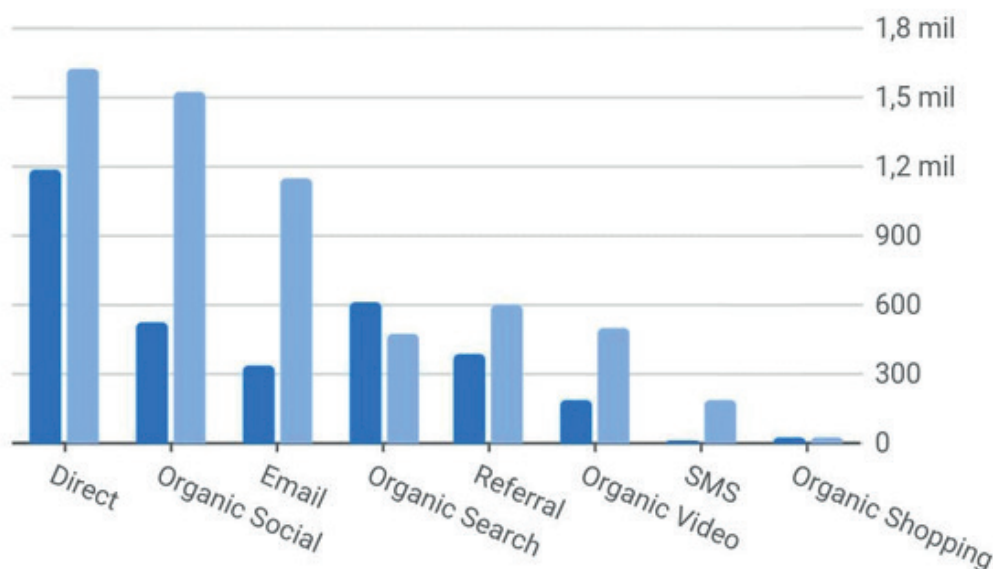


Usuarios nuevos por

Primer grupo de canales predet...

Usuarios nuevos

3.273 -2.799 ( ↓ 46.1%)



**AND THESE ARE THE  
RESULTS THANKS  
TO THE LIGHTING  
DIGITAL....**



Sesiones  
8.612 -4.950 ( ▾ 36.5%)

Email	1.326
	-1.656 ( ▾ 55.53%)
Direct	2.252
	-613 ( ▾ 21.4%)
Organic Social	1.084
	-1.522 ( ▾ 58.4%)
Organic Search	1.750
	+95 ( ↑ 5.74%)
Referral	1.360
	-292 ( ▾ 17.68%)
Organic Video	593
	-660 ( ▾ 52.67%)
SMS	144
	-439 ( ▾ 75.3%)
Unassigned	62
	-8 ( ▾ 11.43%)
Organic Shopping	58
	+28 ( ↑ 93.33%)

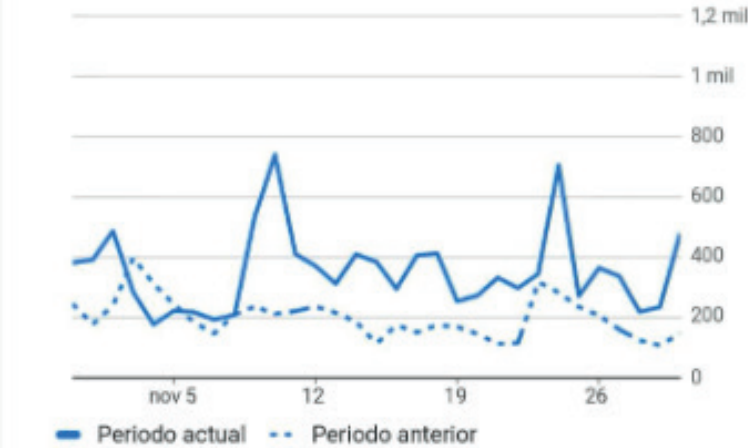


Usuarios activos7,14 mil  
↑ 66.39%

Usuarios nuevos5,78 mil  
↑ 70.18%

Tiempo de intera...00:03:56  
↓ 2.82%

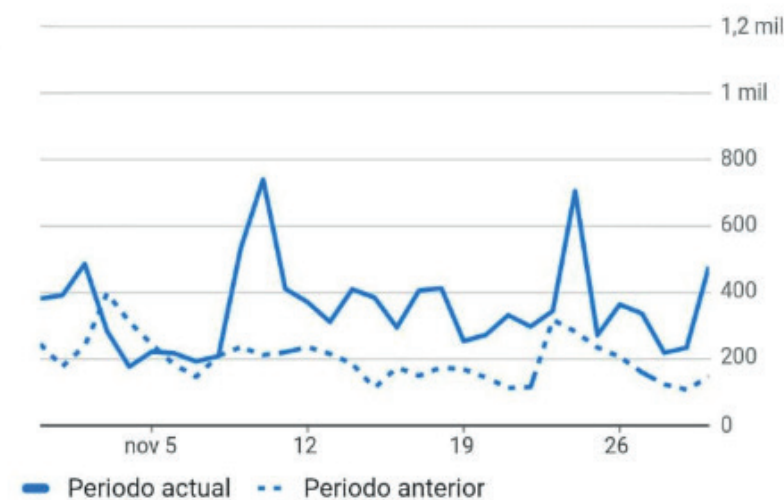
Tendencia de Usuarios activos  
7.145 +2.851 ( ↑ 66.39%)



Tiempo de interacción medio ...00:03:56  
↓ 2.82%

Total de ingresos29,7 mil \$  
↑ 26.43%

Tendencia de Usuarios activos  
7.145 +2.851 ( ↑ 66.39%)



Evento de conversión de cuota de impresiones incluye true  
Conversiones

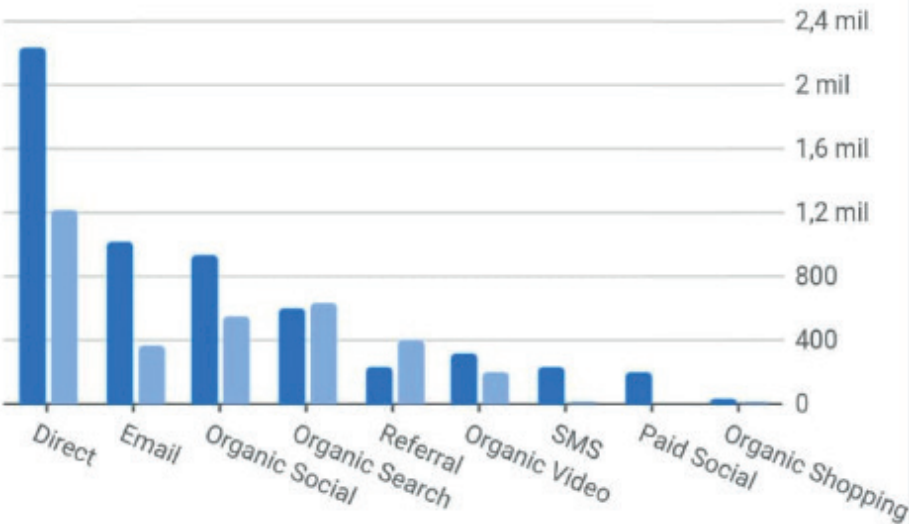
502 +159 ( ↑ 46.36%)

purchase

502  
+159 ( ↑ 46.36%)

Usuarios nuevos







5.781 +2.384 ( ↑ 70.18%)



unalom  
S.M.

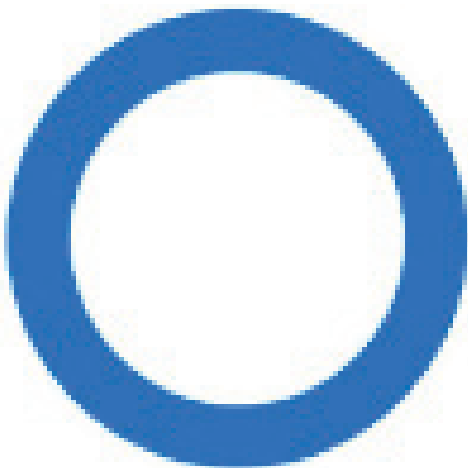
Usuarios activos

7,145 +2,831 ( ↑ 65.39%)

	United States	3,531 +1,345 ( ↑ 61.53%)
	Colombia	1,888 +869 ( ↑ 85.28%)
	Mexico	531 +192 ( ↑ 56.64%)
	Spain	239 +112 ( ↑ 88.19%)
	Ecuador	89 +18 ( ↑ 25.35%)
	Argentina	80 +18 ( ↑ 29.03%)
	Peru	70 +6 ( ↑ 9.38%)
	Chile	63 +5 ( ↑ 8.62%)
	Canada	59 +14 ( ↑ 31.11%)
	Guatemala	56 +16 ( ↑ 40.6%)

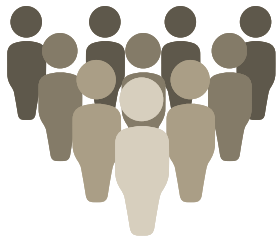
Conversiones

502 +159 ( ↑ 46.36%)

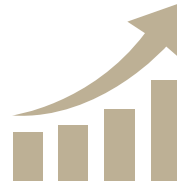


web  
100.00 % ↑ 46.36%

# SUCCESSFUL TRAFFIC



**Reach**  
**4.833**



**Frequency**  
**5,00**



**Click on  
the link**  
**485**



**CPC**  
**0,7%**



**Reactions**  
**94**



**ROAS**  
**17,97**



**Products  
added to  
cart**  
**318**



**Investment**  
**254**

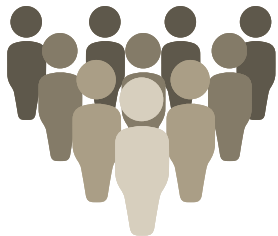


**SALES**  
**5160**

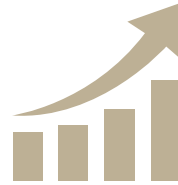
**unalom**   
**S.M.**



# SUCCESSFUL TRAFFIC



**Reach**  
**722**



**Frequency**  
**5,45**



**Click on  
the link**  
**105**



**CPC**  
**1,07%**



**Reactions**  
**94**



**ROAS**  
**28,94**



**Products  
added to  
cart**  
**20**



**Investment**  
**100**



**SALES**  
**2172**

THE BEST TIME  
TO PLANT A TREE  
WAS 20 YEARS AGO,  
**THE SECOND BEST IS  
NOW.**



# OUR PLANS



## ALFA SENTAURI



**STARTING  
AT  
2.500  
USD**

## SIRIUS BUSINESS



**STARTING  
AT  
4.500  
USD**

## SUPER NOVA

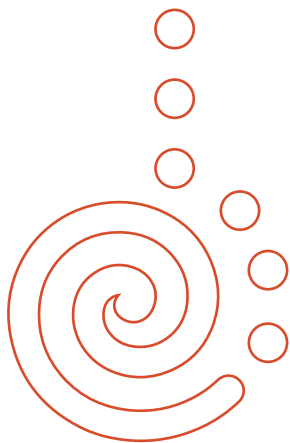


**PROPOSAL  
PRICING  
PROPOSAL  
BASED ON  
THE  
STRATEGY  
ENTRY  
STRATEGY**

## TAILORED SOLUTIONS



**THE PROPOSAL  
IS CUSTOMIZED  
ACCORDING TO  
THE NEEDS  
AND  
REQUIREMENTS**



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