

# Cubalite

*Entertainment in extended version*

# Advertising Services



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[www.cubalite.com](http://www.cubalite.com)



[@cubaliterevista](#)



[@cuba\\_lite](#)



[@CubaLite](#)

# Cubalite Advertising space



Home Page



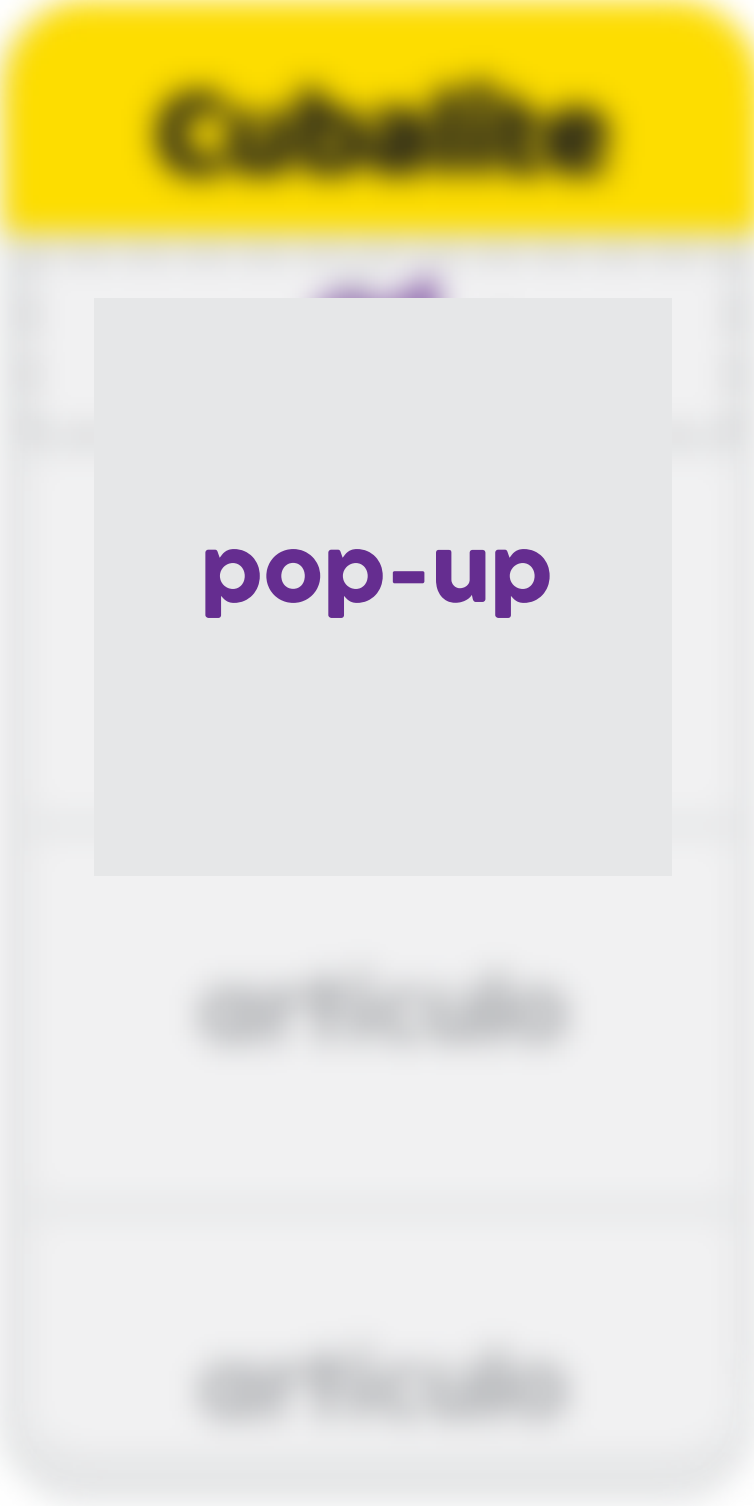
On a page



In an article



In a category



Pop - up



Related Article

- On all pages, including the front page.
- Associated with publications with a specific label (example: the banner appears in all baseball features ).
- On a specific page or category (Reservations, Entertainment).

# Cubalite SEO & Copy



## COPYWRITING

The term looks like copy-and-paste, right? But, don't worry, it has nothing to do with it. Copywriting refers to the notion of writing techniques appealing to persuasion so that texts call clients to action. Let's clarify things a bit with an example:

Which lines captures your attention better?

“Financial freedom comes to Cuba”... or

...”Make money with your cellphone: The adds that invade Cuban WhatsApp groups”...

## We will help you...

- Do you want to create a webpage or modify an existing one? We can help you write / improve texts under home page, contact us, about us, services, etc);
- Copywriting for advertisements;
- Copywriting for videos.

## SPONSORED CONTENT

Do you have a website, business or brand that you want to promote, but you don't know where? Sponsored content can be a viable option. How? It's simple: let other media or platforms talk about you. You will possibly position journalistic content in places whose target audiences might be potential clients of your brand or business.



# Cubalite SEO & Copy



## We will help you...

- Write an article about your brand / business / site without looking like the typical article of your brand / business / site;
- Study in which pages, applications or platforms we could publish this article –in addition taking into account audiences to generate greater engagement (the article will have its respective SEO On Page and Off Page work to improve its search engine position).

## SEO

Picture this: create a site or a web page, then you go on vacation for a year and you don't see it again or change / edit / modify anything, but... users keep visiting your website. How does it happen?.... Mmmmm.

Three letters: SEO (Search Engine Optimization) or, in other words, optimize your page for better positioning within the results offered by search engines.

## We will help you...

- Perform SEO audits and peer / competence analysis to, generate strategies with the objective of optimizing positioning;
- Carry out studies of keywords and search intentions, traffic-competition ratio ;
- Improve SEO On Page: review the information architecture, labeling and hierarchy of labeling and content; linkbuilding ...





# Cubalite Marketing



## ADVERTISING STRATEGIES

Before starting a business, launching a brand or making a website public, you must logically outline advertising strategies. It's easily said and might seem obvious, but there are several processes in which we could help you:

- Define objectives;
- Establish your target audience and market;
- Study the competition;
- Analyze and create messages;
- Launching campaigns (measurement and monitoring);
- Social media payment campaigns;
- Others.

## INFLUENCERS MARKETING

The concept of influencer is debatable, but there are two terms that could well define this type of users: visibility and prominence. If your business, brand or service were linked to one of these keywords it could bring you great benefits. If it's linked to both, things will be better.

We have a considerable list of influencers ...

### We will help you...

- Design and implementation of a creative strategy to carry out simple campaigns or promotions;
- Identification of influencers;
- Campaign and scope management;
- Analysis and measurement of campaigns.





## ONLINE COMMUNITY MANAGEMENT

Picture this: one day you would want to dedicate a few words to several people, but you could only gather, at most, seventeen friends in the park across from your house ... What would you do if you needed your message to reach a larger audience? Complex, right? The same happens on Facebook, Instagram and other social networks: after your friends follow you, what do you do to create your community and make it grow?

### We will help you...

- Content management on your pages on social networks (Facebook, Instagram, Twitter);
- Content creation for social network;
- Social network audits;
- Construction and community management;
- Others.

## SMS MARKETING

It seems like an old school technique for announcing any party, right? Now, think about this: have you ever skipped opening an SMS that has reached your inbox? Well, many of your clients act in the same way. A pretty logical bonus: it does not consume mobile data.

### We will help you...

- Design and implement strategies to promote events / businesses / brands in the short, medium and long term by sending SMS to segmented audiences;
- Design and implement methods to keep customers updated on your business/brand;
- Monitor customer responses and improve or reconfigure further strategies drawing on this feedback.



# Cubalite Marketing



## EMAIL MARKETING

What would happen if tomorrow Mark Zuckerberg regrets everything he has done in his life and decides that he will erase his past? As you can not control Mark's anger or prevent him from eliminating Facebook, Instagram and WhatsApp with just a few clicks ... you should evaluate the possibility of using another channel to expand your business / brand.

In email marketing there are no algorithms that privilege one content or another; you don't have to risk your privacy; nobody will "angry" your posts; nobody will block you for sharing in groups. Instead:

- You will have a direct channel that can strengthen links with your audience (only you and them; no algorithm, remember?);
- You can segment your audience according to specific interests (you can customize it so that a number of users receive only emails with content that meets the needs of a particular group: people who want to learn about baseball may only want to receive emails on that particular topic);
- You will have a better calculation of ROI (Return On Investment) . It offers tools that show you the number of emails opened by users, the number of clicks on your newsletter, the bounce rate, the best days and hours to send emails ...

## We will help you...

- Create and organize databases to include clients who might be interested in the business / service;
- Write and design your newsletter;
- Monitor and evaluate the impact of a specific campaign launched through email marketing.





# Cubalite Design



## GRAPHIC DESIGN

Image is everything (except, perhaps, in the podcast, but that's another story). Yes, we know that can be a simple and reductionist definition, but the visual components of business / brands / services can mark them for a lifetime. The design will determine and strengthen the values of your product as another element cannot.

### We will help you

- Infographics related to your brand / business / service;
- Designs to generate content on social networks;
- Visual identity designs;
- Designs strategically focused on strengthening branding;
- Creation of animated infographics;
- Others.

## WEB DESIGN AND DEVELOPMENT

You have an idea in mind, but not on the web. Once in cyberspace, your idea can be accessed the 365 days of the year. Because of this, you should choose how best and most attractive and optimized your idea will be displayed.

### We will help you

- Conceptualization, creation and implementation of designs for web pages;
- Purchase of domain and choice and payment of hosting provider;
- Development, administration and maintenance of web pages.





# Cubalite Photo & Video



## PHOTOGRAPHY AND VIDEO

We are not going to put you here that "a picture is worth a thousand words", nor that by consuming a video you incorporate its content through sight and hearing and, the more senses you use, the easier it will remain in your memory, but. .. well, you fell into our trap: we already told you what, supposedly, we weren't going to tell you.

### We will help you...

- Corporate or event photography coverage;
- Business photography (Publirreportajes);
- Photography and videos for social media content;
- Postproduction of photography and video;
- Brand, product or service video report;
- Advertising videos (promotion of events, launches, campaigns, etc.)
- Videos for interviews;
- Publicity spots;
- Videos with content for social networks;
- Audiovisual coverage of events.



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## BEHAVIOR OF THE AUDIENCE

2018 - 2019



400K

quantity  
of users



1.1M

quantity  
of visits



600K

number  
of sessions



3:50MIN

average of  
sessions

### NUMBER OF USERS BY COUNTRIES (TOP 5)



126K



123K



70K



39K



28K

### USERS BY GENDER



60%



40%

### USERS BY AGE



35%



29%



20%



10%



6%

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