



ELETTRO MARKETING AGENCY - ABOUT US

Proposal Contact:

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WHO WE ARE

Elettro is a global technical production team, a boutique agency led by an ultra experienced marketing and digital expert producer and brand marketing strategist CEO, Dean Palermo.

Elettro is a multi-Webby Award nominee that leads digital and marketing projects non-stop for the last 20+ years, helping grow brands locally, nationally, and as well internationally.

Areas of Focus

- Website & Mobile App Production
- Entertainment Marketing and PR (Publicity)
- Social Media Marketing
- Influencer Marketing
- Blockchain Programming / NFT Production
- Buying Search and Social Advertising - Awareness and niche
- Excellent at statistic analysis and using quality reports and tracking
- Content Creation (Video / Photos / Branded Promo Content)
- Live show production
- Custom complex website programming
- Programming websites, mobile apps, Augmented Reality (AR)
- Programming Ecommerce

We are Always trying to make it as easy as possible for people to spend their money during the eCommerce process.

SUCCESSFUL PROJECT CLIENTS



ELETTRO SPECIALIZES IN THESE SERVICES

- Brand Marketing Growth Strategy
- Complex Custom Community Website Production
 - Where people have their own profiles. We can build and maintain community website development experiences.
- Ecommerce Website Production
- Live in person physical venue show production
- Social Media Management for large pages and growing brand pages
- Managing Search and social media ad buying
- Viral Video Production
- Facebook Revenue Generation and Rapid Page Growth Techniques
- Augmented Reality Production (AR) - Metaverse Experience
- Live Streaming Production
- Live Multiple Person Remote Guests Video Podcast Production
- Video / Audio Production
- Professional Music Production and Distribution
- Internet Search & Social Advertising buying
- Influencer Partnership management
- SEO
- NFT / BlockChain
- Our Office has a Green Screen Video/Audio Studio Stage

THE NEAR FUTURE IN TECHNOLOGY

Elettro already has years of experience developing Metaverse technology.

Elettro is in a unique position to enable you to tap into these amazing technologies early.



METaverse

Presentations and) meetings online are going through a major technological shift with XR (AR & VR, in the very near future the Metaverse is going to be a major driving force of cutting edge presentation abilities.

Mobile app production

- Augmented Reality using mobile apps and soon glasses technology
- iPhone & Android App development ability

We already have years of experience in develop of use with AR, we are a part of a Holland based startup business, an Augmented Reality mobile app and platform that is being released next year, its a multi-million dollar startup app that has had multiple success investment rounds, they are set for heavy AR production of really cool things in 2022 - 2023.

BUILDING LONG TERM RELATIONSHIP

Building a great relationship with trust at the core is invaluable for the success of building a solid foundation.

Building a strong relationship with trustworthy people is important as you are dealing with large budgets from the other side of the globe, so you like to know that what you are being told is what's happening. That when you are given estimates of timeframes, you have confidence in what you are being told.

Three VERY important elements with this type of relationship:

#1 Trust

You are looking for an agency to assist you to get the absolutely most benefit from your marketing budget. You need to have faith in your gut that you trust that your partner is aggressively looking out for YOU, not just themselves. You want an honest partner who is transparent with you about details. This is vital especially when there are big budgets being spent across multiple projects at one time. You need to feel like you are in a positive partnership, that your money is being spent by practical, reasonable, organized people.

To often you probably deal with vendors that lie and give you false expectations so they can win your business for a first job, make that money and then bail. Most of our clients come from this type of vendor relationships before they find us.

#2 Loyalty

Elettro prefers long term working relationships, Dean has been cultivating deep partnerships with celebrities and influencers helping them make money from their influencer and helping brands leverage the influence of the celebrities creating win win situations. This has enabled brands to have exciting access to certain people that is normally difficult to get.

Elettro Agency has STRONG top leadership.

#3 LONG TERM

Elettro tends to have clients for a long period of time where often relationships end up a hybrid between service provider and venture partner. Clients tend to notice that we are innovative because we are so interested and involved in producing projects non-stop, providing a stable feeling of support and confidence in your provider, that you have smart people working on your behalf. Just like a music band or a soccer team that has been together over time can do more things faster. Stability is a key factor of smooth production.

Our Leadership Team

Dean Palermo - Executive Producer / Lead Account Liaison

Ian Ziering - VP Los Angeles, CA - Celebrity Relations - Famous TV / Film Star - West Coast Lead Celebrity Liaison

Maxi Priest - London Based International pop star business partner

Tham - CTO /- lead for complex larger tech projects including custom database websites, BlockChain and mobile app development.

Don - Daily team production leader - SEO / Search Ads expert manager

Michael Hoffman - Technical Director / Live Show / Audio / Video

Altin Bodini - Celebrity Liaison, International

EXAMPLE WEBSITES

Current site that's being worked on:

- <http://demo.coinmap.tech/#/>
- <http://metazoon.org>

Website recently released:

- <https://MaxiPriest.com>
- <https://Forbesrileystudios.com>
- <https://www.trcinc.net/employee-access> - you won't be able to see in, but this is a timesheet management system we built in LARAVEL for nuclear plant engineer

Released websites

- <https://gssshop.vn/>
- <https://www.chotot.com>
- <https://www.thegioididong.com>
- <https://www.dienmayxanh.com>

Other Marketing & Ecommerce Sites

- <https://izabelhair.com/>
- <https://eemergent.com/>
- <https://cdc.com.al/>
- <https://www.hollywoodbuildingservices.com/>
- <https://securityicam.com/>
- <https://4seasons-construction.com/>
- <https://pubwizz.com/>
- <https://bluecardfund.org/>
- <https://hodo.al/>
- <https://angroup.al/>
- <https://karma.al/>
- <https://www.seascaperesortandmarina.com/>
- <https://shumica.al/>
- <https://fortworthhomerestoration.com/>
- <https://biozeitshop.de/>
- <https://detektiveshkenda.com/>

WEB DEV

Preferred programming tools

- Nodejs, go, php, flutter
- Mysql, mongodb, postgresql, elasticsearch, kafka, gcp, pubsub

MOBILE DEV

Apple & Android Mobile Development

Mobile backend tools

- Laravel
- go
- Nodejs

LIVE MOBILE APPS Examples - If you want to see mobile app, search Mobile App Store for:

- Thegiodidong
- Dienmayxanh

OUR AUGMENTED REALITY TOOL KIT

- Unity (C# programming)
- AR Foundation, ARKit and ARCore
- Go (google's programming language)
- Custom developed server backend, APIs and dashboard supporting heavy-traffic of microservices (Go, MySQL, Angular)
- Machine Learning algorithms for computer vision and semantic segmentation (intelligent separation of objects in the camera view). They are all based on TensorFlow (made by GoogleBrain team) and PyTorch (Facebook's AI Research lab), two of the most developed ML frameworks on the planet
- Matlab
- Python
- Custom made file streaming



INFLUENCERS / CELEBRITIES

Top Level Elettro Celebrity Influencer Partners

Ian Ziering

Famous TV & Film Actor

- Close Business Partner



Ian was one of the core cast members of **Beverly Hills 90210** one of the most famous and internationally distributed TV shows of all time.

Lead Actor - Pop Culture Famous Feature Film Series **Sharknado (6 films)**

Contestant - **Dancing with the Stars 4 (Top Major Network TV Show)**

Instagram - 548,000 Followers -

<https://www.instagram.com/ianziering/>

Twitter - 100k - <https://twitter.com/IanZiering>

Facebook - 130k - <https://www.facebook.com/IZiering>



Maxi Priest

International Pop Reggae Star

- Close Business Partner - MaxiPriest.com



Multiple Grammy Album of the Year Nominee (including this last year)

A VERY seasoned stage working spokesperson.

A 30 year international touring festival lead singer performer. Amazing English Speaker and representative.

Facebook - 806,000 followers -

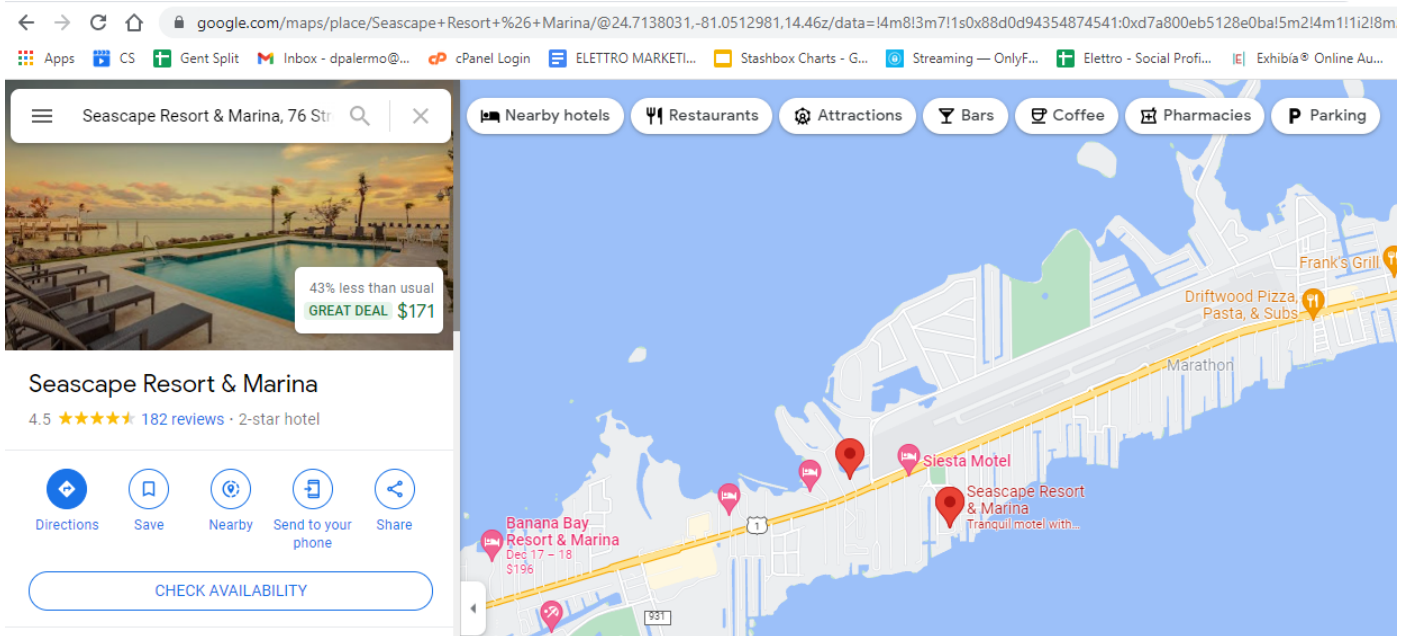
<https://www.facebook.com/maxipriest>

Instagram 68,000 followers - <https://www.instagram.com/therealmaxipriest>

YouTube 60k / Twitter 60k approx

PAST PROJECT CASE STUDIES

Case Study #1 - Seascape Resort and Hotel - Florida Keys Resort



Google My Business Optimization Success

100X growth !! That's massive !!

BEFORE: 2,200 Monthly Map Views

AFTER ELETTRO: 200,000 Monthly Map Views

Now the resort is always sold out, since Elettro optimized map presence.

After we produced a website with proper SEO and sync with Google Maps / Google My Business, we increased his monthly traffic to 200,000 Map views a month from 2,200 map views a month.

Literally since we did our work the owner of the hotel told me recently that his phone rings off the hook and the hotel is completely booked since Elettro produced this project.

Case Study #2 - International Brand: Unilever / ST. IVES (Body Cream)



Unilever

Super Success!

Project: Facebook Fun Feature Film Poster Maker Cream Sample Giveaway

MOST RAPID SUCCESSFUL IMPACT PROJECT!!!

St.Ives, a massive Unilever brand, international body cream brand.

Elettro pitched and produced a fun feature film poster maker photo contest on Facebook, where people could make a classic film type poster and include friends on it. It was so successful at launch that in **the first 90 minutes** of this project being live it reached its 60 day KPIs (Goals).

All product samples were basically sold out in 90 minutes!!

KEY RESULT

Client saved a \$75,000 Advertising Budget scheduled to be spent after launch met its **60 day goal, in 90 minutes!!!! They saved the \$75,000 and blew far past their goal!**

Therefore St. Ives saved \$75,000 that they were going to spend over 60 days to reach their goals. It was so popular so fast that we had to do an emergency

weekend server upgrade because Unilever under-estimated the fact that there would be a huge flood of people signing up so fast.

Case Study #3 - Patrick McMullan - Famous NYC Social Event Photographer

www.PatrickMcmullan.com

10+ year Tech Consultant to Patrick McMullan

New York City's TOP social event photographer, literally the #1 top of the game. He is a fixture in the New York social circles of the top wealthy socialites.

Patrick's website has literally millions of photos within the inventory of the site, so Elettro has helped all the from the beginning on the production of this website 10 years ago, including through the multi-million dollar distribution deal with Getty Images, Patrick is a very New York City famous part of NYC high society culture.

KEY RESULTS

- More efficient complex website production plan
- Elettro helped Patrick McMullan Company present value for leverage in negotiations with complex website statistics and analysis
- Competitive Analysis - Helping Patrick not let his competitors do more SEO than he is doing
- SEO consulting helped his website achieve a Domain Authority of 54, which is a very strong domain authority.
- Technology Support and Technology Consultant helping PMC understand technology aspects of their business deals.
- Helping PMC Understand its advertising value
- Executing sponsorship campaigns

Compare Domain Authority Score (how Google Rates your website for Google Search Results Ranking)

- PatrickMcMullan.com - 55

- Razborov Academy Website - 22

Website Analysis - <https://masterrazborov.ru/>

Domain Authority - 22

Site Explorer Keywords Explorer Content Explorer More Academy

http + https masterrazborov.ru/ +.domain / * Settings

Overview

Overview 2.0

Backlink profile

- Backlinks
- Broken backlinks
- Referring domains
- Anchor
- Referring IPs
- Internal backlinks
- Link intersect

Organic search

- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages
- Content gap

Pages

- Best by links
- Best by links' growth
- Top content

Outgoing links

- Linked domains
- Anchor
- Broken links

Paid search

- PPC keywords
- Ads
- Paid pages

Export

- CSV
- PDF

Legacy

- Backlinks
- New

Parsing Master Academy

masterrazborov.ru/

Ahrefs Rank	UR sixteen	DR 22	Backlinks 635 +124 Recent 737 Historical 962	Referring domains 151 Recent 162 Historical 187	Organic keywords 213 +31 PPC 2	Organic traffic 71	Traffic value \$ 0 PPC \$ 66
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Backlink profile Organic search Paid search

Ahrefs Rank

Past 3 months

Today	7,991,281	↑ 125,860
avg 7 days	8,185,143	↑ 990,378
avg 1 month	10,094,917	↑ 1,526,858
avg 3 months	11,972,213	↑ 1,854,112

28 Oct: 11,209,590

Referring domains

LIVE LINKS

All time One year Last 30 days

Referring pages

LIVE LINKS 379

Live links

Crawled pages 389

Referring domains

Dofollow	46	thirty%
Governmental	0	0%
Educational	0	0%
.gov	0	0%
.edu	0	0%
.com	sixteen	eleven%
.net	4	3%
.org	2	one%

Referring pages

379

Referring IPs

64

Referring subnets

60

Backlinks

Dofollow	155	24%
Nofollow	480	76%

EXAMPLE SEARCH ADVERTISING CAMPAIGN

Google Ads All campaigns

Try "billing"

Report Tools & settings Refresh Help Notifications

Overview

Recommendation Campaign status: All Ad group status: All Add filter

+ New campaign

Clicks	Conversions	Cost / conv.	Cost
1.44M	16.2K	\$59.86	\$968K

180K 90K 0 1st quarter 2016 4th quarter 2021

2.4K 1.2K 0.00

Recommendation

79.5% Your opt score

1 Raise your bud
Your ads stopped ru your busiest days. F limited budget can h

Apply View

Campaigns

Cost Conversions Cost / conv.

Conversion paths

Conv. (by conv. time) Conv. value (by conv. time)

Search keywords

Cost Clicks

Google Ads | All campaigns

Overview

Recommendations Campaign status: All; Ad group status: All ADD FILTER

+ NEW CAMPAIGN

Clicks	Impressions	Avg. CPC	Cost
18.7K	1.85M	\$4.08	\$76.5K

1st quarter 2017 4th quarter 2021

Draft campaigns Select a campaign draft to finish

Campaigns

Measure conversions

Performance

EXPORT

Search type: Web Date: Last 12 months + New Last updated: 6 hours ago

Total clicks	Total impressions	Average CTR	Average position
15.9K	664K	2.4%	6.8

12/9/20 1/4/21 1/30/21 2/25/21 3/23/21 4/18/21 5/14/21 6/9/21 7/5/21 7/31/21 8/26/21 9/21/21 10/17/21 11/12/21 12/8/21

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE DATES



FACEBOOK VIDEO VIEWS LAST YEAR - MAXI PRIEST

A Client Facebook page that we produce and publish viral videos for the sake of rapid page growth and generating revenue.

📅 Sep 1, 2020 – Dec 10, 2021

344.1M

People reached

▲ 359% from previous 466 days

1.2M

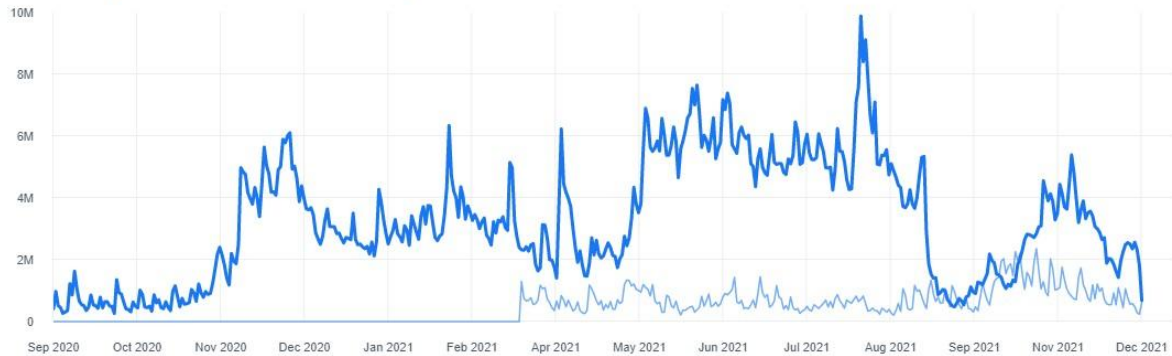
Net followers

▲ 1% from previous 466 days

People reached

Sep 1, 2020 - Dec 10, 2021

344,066,188 People reached 74,920,927 Previous period



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