



MEDIATOMIC

MARKETING IS OUR BUSINESS.

YOUR BRAND. YOUR STORY. YOUR AGENCY.

MEDIATOMIC.COM



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ABOUT US.

Mediatomic is a full-service marketing and advertising agency located on the South Shore of Montreal, Quebec. Our team prides itself on providing customized solutions that help businesses of all sizes succeed in today's competitive marketplace.

We understand that each company has unique needs and different budgets, and we work closely with our clients to develop strategies tailored to their specific situation.

At Mediatomic, each client is supported by our team of multidisciplinary experts who offer a full range of services covering all aspects of marketing, including digital marketing, traditional advertising, content creation, graphic design, branding, and much more.

We're always ready to deliver strategic, impactful, and successful projects that will make your brand and your business shine.

MARKETING IS OUR BUSINESS!

Mission



PRIORITIZING PEOPLE

We place people at the heart of our actions to foster long-lasting and meaningful business relationships. We believe that collaboration is the key to any successful project.



ACTIVELY LISTENING

We develop the best possible strategies to target your true needs.



CONSTANTLY EVOLVING

We are always on the lookout for new trends that support your innovation and make you stand out from your competition.



RELIABILITY AND QUALITY

We are always on a mission to deliver quality projects that exceed your expectations.



Our Approach

Our unique approach goes beyond simply providing marketing services. We are your strategic partner, committed to a lasting business relationship.

PERSONALIZED CONSULTING SERVICE

Our consulting service is an ongoing commitment. Our experts work together with you, immersing themselves in your long-term challenges and objectives. We're with you every step of the way, constantly adjusting our recommendations to ensure they remain aligned with your evolving needs and the market.

COMPLETE SUPPORT (Strategy and Execution)

Our support goes far beyond the execution stage. Starting with the strategic planning identified by our consulting department, we remain your dedicated partners throughout the process. We are committed to ensuring that planning is carried out efficiently, from strategic discussions to project implementation.

OUR PROCESS



Mediatomic fosters people-centered collaboration, offering expert advice and exceptional execution.

STRATEGIC PLANNING

Every good project starts with a plan.

Strategic planning is the foundation of solid marketing efforts that generate the results your business needs.

Your efforts will have more impact if they are well thought-out, properly structured and aligned with your business goals.

Our team of experts is on the lookout for the latest trends and will make recommendations tailored to your reality and objectives.

Our approach:

- Understanding your business and current issues
- Identifying your business goals
- Identifying your target audiences
- Analyzing your current initiatives and strategy in place
- Brainstorming sessions including each of our experts
- Recommendations/Education from our experts
- Selecting the right platforms for your business and goals
- Developing and implementing a marketing strategy

Put your trust in our experts and let us guide you.



PIRELLI

Design and
Display Advertising

PIRELLI

**DOMINEZ
LES CONDITIONS
EXTRÊMES**

**ICE ZERO™
ASIMMETRICO**

TRADITIONAL ADVERTISING

Discover the power of timeless marketing

While digital marketing has transformed the world of communication, traditional advertising can still be relevant when used correctly and as part of a calculated strategy.

With years of experience in traditional media (Radio, TV and Print Advertising), we can help you target a wide audience with traditional advertising.



RADIO



BILLBOARDS



TELEVISION



POSTERS



**NEWSPAPERS AND
MAGAZINES**



DIRECT MAIL



Elevate your brand with traditional advertising.

DESIGN & BRAND

Propel your business forward with a meaningful visual identity

Your brand's visual image is omnipresent, from your email signature to your website, on your packaging, on your social media platforms, on your print and digital advertising, in your campaigns and beyond.

Your brand is the first impression you make on your potential clients. We understand the importance of creating a strong visual identity for your company, and we make sure you stand out from your competitors.

Our graphic designers are dedicated to helping businesses of all sizes attract your potential clients through striking visuals that reflect your image in the best possible light.

We're committed to delivering high-quality designs that exceed our clients' expectations.



DuraPlus®

Brand Creation



Brand Design & Packaging

DIGITAL MARKETING & ADVERTISING

Boost your brand's impact with Digital Advertising

Digital advertising is cost-effective, targeted and proven.

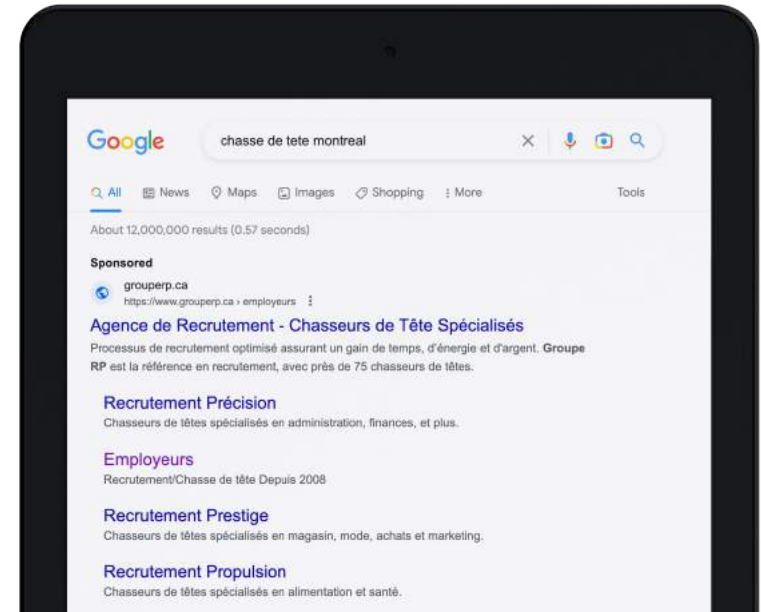
We position your brand for success using the power of Paid Advertising and Social Media Marketing (Google, Youtube, Facebook, Instagram, TikTok, LinkedIn, Pinterest, etc.).

What we cover:

- Auditing and diagnosis of your digital ecosystem
- Competitor analysis
- Identifying your business objectives
- Identifying your target audiences
- Creating custom audiences
- Selecting the right platforms and content to promote at the right time
- Determining measurement methods – ROAS, conversion, reach, engagement, CPC/CPM
- Keyword research and selection
- Setting-up your campaign structure
- Using Pixel data to create audiences and retargeting lists
- Designing and copywriting
- Managing and Optimizing campaigns
- Retargeting
- Follow-up and support



Thanks to the trust of our clients, our Google Partner and Meta Business Partner status has been active for several years.





Digital Advertising

VISION 770™
la vision idéale

Animated
Digital Advertising



ONLINE PRESENCE

Unlock your full potential

SEARCH ENGINE OPTIMIZATION (SEO)

We leverage Search Engine Optimization (SEO) tactics to improve your website's visibility on search engines like Google, driving more traffic to your site and increasing your chances of attracting new clients and generating sales.

What we cover:

- Keyword research and analysis
- Competitor analysis
- Optimization (technical)
- Optimization (mobile)
- Indexing
- Content optimization
- Copywriting of blog posts designed for search engines (written manually)
- Copywriting of high-authority blog posts (generated by artificial intelligence) for search engine algorithms
- Acquiring backlinks.



EMAIL MARKETING

We know companies go to great lengths to obtain data on their customers, and we can use this data to increase company sales through effective email and/or SMS marketing. Our team plans, delivers and manages robust, strategic email campaigns to deliver the most relevant content to your customers at the most opportune time.

What we cover:

- Creation of an email automation strategy following predefined actions by customers or potential customers on your website (abandoned cart reminders, discount offers for a new subscriber, etc.).
- Creation and design of newsletters and automated follow-ups
- Shipping process management
- Mailing list segmentation
- Social Media Signals.

klaviyo

ActiveCampaign

INFLUENCER MARKETING

By connecting with influencers whose audience matches your target demographic, we develop collaborations with brand ambassadors who promote your company to the public through your influence.

What we cover:

- Selecting influencers
- Negotiating with influencers
- Implementing concepts
- Managing campaigns
- Studying sectors
- Analyzing the competition
- Analyzing digital trends.

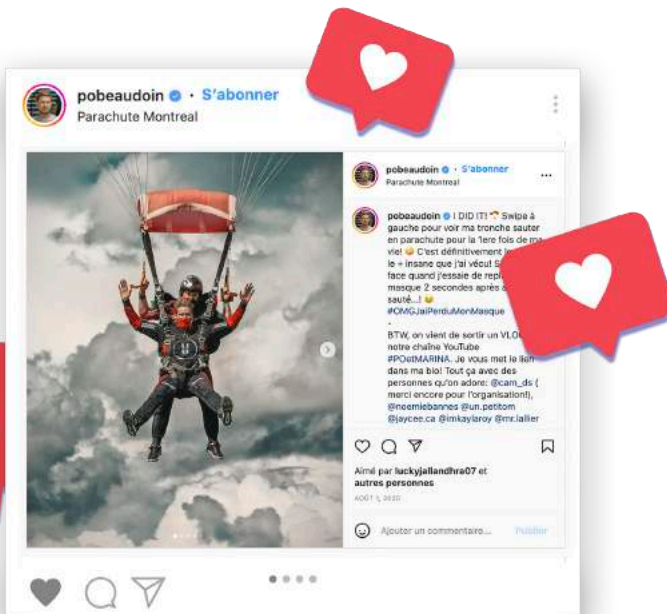


SOCIAL MEDIA MANAGEMENT

Every business should secure a presence on social networks through quality content, regular activity, engagement tracking, and follower growth. We opt for an integrated process for maximum impact.

What we cover:

- Developing a content calendar
- Content creation (copywriting, video creation, photography, and graphic design)
- Designing and publishing of posts and stories
- Managing Engagement
- Analyzing insights and results
- Analyzing your competition
- Analyzing the most relevant social networks: we provide advice on which social networks to use according to your company's analysis.



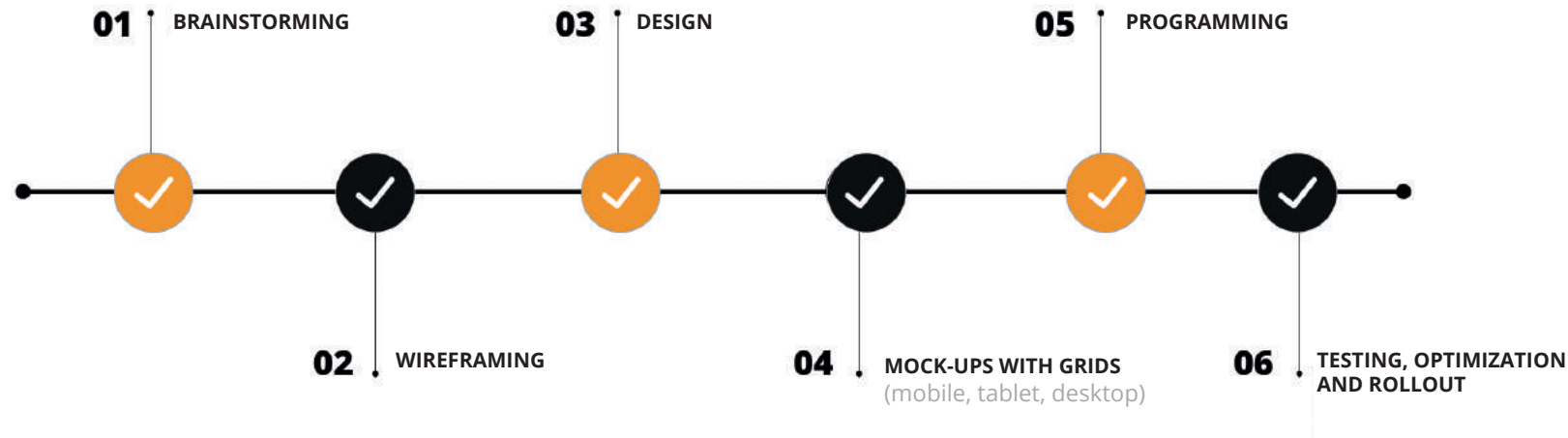
VCC DESIGN

UX Design
& Programming



WEB DEVELOPMENT

Every business deserves a professionally crafted website



We create user experience-driven websites to tell your brand story, to increase conversions, and to build trust with your visitors.

Our team will help you revamp your existing site or launch a brand new one that you'll be proud to share and that will help amplify your growth.



CONTENT CREATION

Bring your story to life through remarkable & engaging content

STATIC CONTENT

Now more than ever, consumers are eager for increasingly interesting and innovative content. To keep your messages from being buried alive under mountains of information, we create the right data for consumers and offer it at the right times.

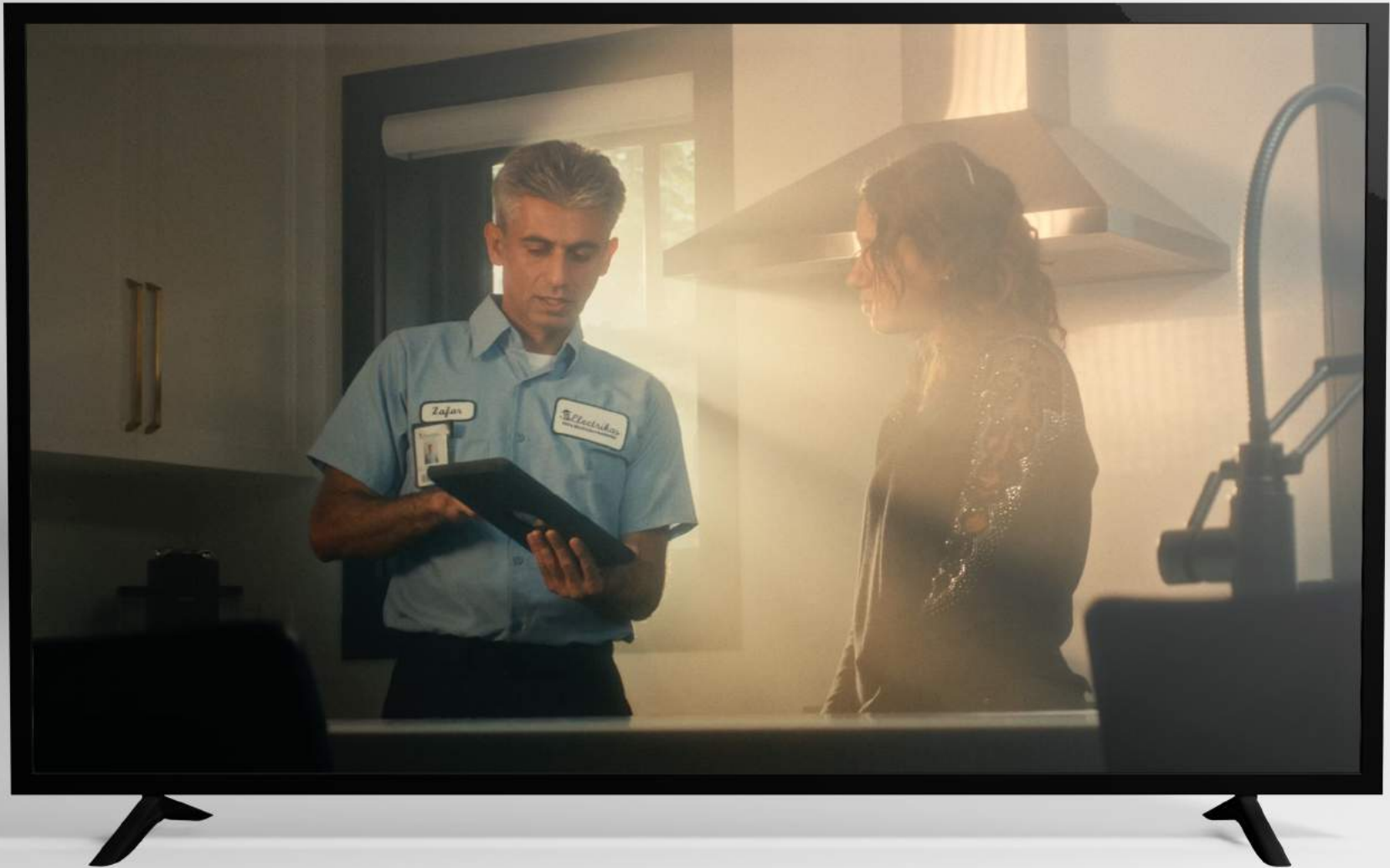
We create content for any situation. To ensure a quality customer experience on your website, to optimize organic SEO, to convert sales from your newsletters and/or advertising campaigns, and to update your profile on social networks. Our copywriters guarantee tangible results.

VIDEO CONTENT

We develop original concepts tailored to your specific needs.

Video content helps drive engagement on your digital and social channels, educates your audience, and allows you to reach them in a meaningful way.





ELECTRIKA
TV Commercial &
Corporate Video Production



Employer Branding & HR
Marketing



EMPLOYER BRANDING & HR MARKETING

In an increasingly competitive job market, the importance of an effective employer branding strategy for attracting and retaining staff has never been more crucial.

We understand that a company's success depends on the strength and commitment of its team. That's why we're dedicated to helping you attract, retain, and develop the best talent. Our unique approach combines creativity, innovation, and expertise to create an employer branding strategy that enhances your corporate culture and attracts the most qualified professionals.

01. EMPLOYER BRAND AUDIT

In-depth analysis of your image as an employer to identify strengths and opportunities for improvement.

02. EMPLOYER BRANDING STRATEGY

Development of a global strategy to enhance your attractiveness as an employer and retain your existing talent.

03. HR MARKETING CAMPAIGNS

Create high-impact campaigns to promote your employer brand.

04. CONTENT CREATION

Create high-impact campaigns to promote your employer brand.

05. ANALYSIS AND FOLLOW-UP

We closely monitor the results of HR marketing campaigns, adjusting our approach in real time to keep pace with the changing market realities.



PRINT PROJECT MANAGEMENT

Our ability to deliver exceptional projects lies in our wide range of products, made possible thanks to the quality of our many partnerships. The diversity of our collaboration offers an infinite range of options, eliminating all limits to creativity.

We understand that printing projects can sometimes be complex and expensive.

Our range of services extends from pre-press to final project delivery, offering a personalized approach to your printing needs. Whether you need to create a striking catalogue, a captivating magazine or innovative in-store display solutions, our expert teams are ready to turn your ideas into reality.



COMPREHENSIVE SERVICES

Mediatomic offers a complete range of printing services, from prepress to final delivery, guaranteeing a turnkey solution for your projects.



TOTAL CUSTOMIZATION

We create projects of all kinds, tailored specifically to your unique needs, whether for catalogues, magazines, or in-store display solutions.



CONSULTING EXPERTISE

Our expert teams provide strategic advice throughout the process to ensure the best possible result in terms of quality, creativity, and efficiency.



ON BUDGET

We understand the importance of respecting our clients' budgetary constraints and are committed to delivering cost-effective solutions without compromising quality.

We're committed to print projects that accurately reflect your brand image, reinforcing your corporate identity.



BARRY CALLEBAUT

Catalogue Design & Sales Tools



RUBINO

Large Format Printing
Storefront Printing



POS Design
& Production

LA RÔTISSERIT

Illustration & Packaging



PRESTI

Urban signage

CONTACT US

WE LOOK FORWARD TO
WORKING WITH YOU!

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