From attention to revenue.

Strategy, media, content, CRM and automation working together to turn digital presence into commercial opportunities.

PERFORMANCE

Paid media, optimization and measurement

CONTENT

Social media, video and branding

CRM

Sales pipeline and follow-up

AUTOMATION

Nurturing, segmentation and workflows

Marketing without a process becomes a cost.

The goal is not simply to be online. It is to build a system that generates opportunities and supports sustainable growth.

MEDIA WITHOUT DIRECTION

Campaigns without a clear audience, offer or conversion strategy.

CONTENT WITHOUT PURPOSE

Frequent posts without a connection to business results.

LEADS WITHOUT PROCESS

Contacts arrive, but follow-up and sales routines are missing.

SCATTERED DATA

Without an integrated view, it is hard to identify what works.

The key question: Is marketing attracting attention, or generating revenue?

From reach to revenue.

We connect marketing and sales in one measurable journey that can be continuously optimized.

01 ATTRACT

Paid media and content

02 CAPTURE

Landing pages and forms

03 CONVERT

Automation and lead nurturing

04 SELL

CRM and follow-up

05 RETAIN

Relationships and repeat business

Our focus: reduce the gap between seeing the brand and becoming a customer.

A complete growth structure.

Services can be purchased individually or combined into a single integrated strategy.

PERFORMANCE

Meta Ads • Google Ads • TikTok Ads

SOCIAL & CONTENT

Strategy • calendar • management • Reels

CRM & SALES

Funnel • automation • data • training

MARKETING AUTOMATION

Emails • segmentation • landing pages

WEBSITES & E-COMMERCE

Design • setup • integrations

ANALYTICS & OPTIMIZATION

KPIs • A/B testing • monitoring

Acquisition • Presence • Conversion • Nurturing • Experience • Performance

Paid advertising with clear goals.

Targeted campaigns, data monitoring and continuous improvement across major platforms.

META ADS

Facebook and Instagram; audience targeting; creative assets; analysis and optimization. Management: R$ 1,000. Suggested media: R$ 700.

GOOGLE ADS

Search intent; Display; apps and YouTube; strategic SEO support. Management: R$ 1,500. Suggested media: R$ 1,000.

TIKTOK ADS

Video ads; creative campaigns; advertising content; integrated management. Management: R$ 700. Suggested media: R$ 300.

Reference amounts in BRL; final scope and investment are agreed in the proposal.

An integrated acquisition package.

A structure that combines intent, discovery and reach across multiple channels.

GOOGLE ADS

R$ 1,500 management

META + TIKTOK

R$ 1,700 management

SUGGESTED MEDIA

R$ 1,700 media budget

TOTAL REFERENCE

R$ 4,900

OFFER IN ORIGINAL CATALOG

R$ 4,500

Media investment can increase or decrease depending on the strategy. All values are in BRL.

Content with purpose and consistency.

Our strategy starts with clear goals, target audiences, an editorial calendar and ongoing analysis.

01 GOALS

Targets and KPIs

02 AUDIENCE

Demographics, interests and behavior

03 PLATFORMS

Channels suited to the audience

04 CALENDAR

Topics, formats and seasonality

05 OPTIMIZATION

Metrics, A/B testing and adjustments

Social media management pricing is defined after a discovery meeting and package selection.

Video that brings people closer to your brand.

Strategy, scripting, direction and production for consistent, authentic communication.

BASIC

4 videos/month • 1 per week • R$ 1,960

INTERMEDIATE

8 videos/month • 2 per week • R$ 3,720

ADVANCED

12 videos/month • 3 per week • R$ 5,280

Designed for brands seeking consistency, engagement and more human communication.

Generating leads is not enough.

We implement a commercial structure that brings visibility, predictability and discipline to the sales funnel.

PROCESS MAPPING

Understand the sales process and main leakage points.

SALES FUNNEL

Clear stages, opportunities and deal tracking.

AUTOMATION

Organize activities and reduce manual work.

DATA MANAGEMENT

Structured information for analysis and decisions.

TRAINING

Prepare teams to operate the tool and follow the process.

RD STATION CRM

Reference implementation investment: R$ 5,000

A connected sales process turns contacts into business opportunities.

Nurture, segment and measure relationships.

RD Station Marketing connects lead databases, content and automation into a unified workflow.

EMAIL CONTENT

15 new emails per month

AUTOMATION

Create or update workflows as needed

LEAD DATABASE

Cleanup and organization

SEGMENTATION

Create new audience groups

LANDING PAGE

1 per month, as needed

FORM

1 per month, as needed

RD STATION MARKETING

Reference investment: R$ 4,000

Scope is adjusted to the client’s actual needs.

A digital presence that converts.

Design, setup, integrations and training to bring a business online.

ALIGNMENT

Gather information and select a layout

DEVELOPMENT

Build and configure the website

INTEGRATIONS

Connect Meta and communication channels

VALIDATION

Review and final approval

TRAINING

Teach the team to manage the platform

PROJECT

Starting at R$ 2,000

REFERENCE DEADLINE

Up to 20 business days

DOMAIN / PLATFORM

Domain R$ 49.90/year; Nuvemshop R$ 59–389/month

Prices and deadlines are references from the original catalog; confirm availability and final scope.

What gets measured can be improved.

We track strategic indicators to understand performance and guide the next tests.

REACH

How many people were impacted

IMPRESSIONS

Frequency and exposure

ENGAGEMENT

Interactions with content

TRAFFIC

Visits to pages and offers

LEADS

Opportunities generated

CONVERSIONS

Actions that deliver results

Analyze → learn → adjust → test again.

More than completing tasks: connecting the system.

Our approach brings marketing, data and sales together, turning isolated actions into a repeatable process.

STRATEGY

Define goals, audiences, channels and calendar before execution.

EXECUTION

Deliver campaigns, content, automation and digital assets.

INTEGRATION

Connect marketing and sales through CRM, data and routines.

OPTIMIZATION

Measure, test and improve continuously.

From strategy to solutions — with an end-to-end perspective.

Reference prices for the right solution.

Services can be contracted separately or together. The final scope depends on the business need.

META ADS

R$ 1,000 management • suggested media R$ 700

GOOGLE ADS

R$ 1,500 management • suggested media R$ 1,000

TIKTOK ADS

R$ 700 management • suggested media R$ 300

REELS

R$ 1,960–5,280 • 4, 8 or 12 videos/month

RD STATION CRM

R$ 5,000 • commercial implementation

RD STATION MARKETING

R$ 4,000 • automation and content

WEBSITE / E-COMMERCE

Starting at R$ 2,000 • reference deadline up to 20 business days

SOCIAL MEDIA MANAGEMENT

Quoted after discovery and package alignment

BRL reference amounts from the original commercial material; subject to a tailored proposal.

Shall we design the right strategy for your business?

Before preparing the final proposal, we want to understand your goals, audience, sales process and current marketing maturity.

01

What is your main goal today?

02

Where do your customers currently come from?

03

Which channels are already active?

04

How are leads handled?

05

What should improve first?