



MARKETING SERVICES SUMMARY

OCTOBER 2022

WHO WE ARE

Your in-house marketing team



Sophie Prior

Founder & Marketing
Director

As the founder of Lustic Media and its sister company Lustic Life, Sophie oversees all content and manages all client marketing strategies.



Jayda Powery

Project Manager & Web Developer

Jayda is lead on all branding and web development projects. She is also responsible for our internal systems and processes.



Jessica Soares

Communications Specialist

Jessica is responsible for all of our clients' content across social media, email marketing, blog support, digital ads, strategy, and sales funnels.



Kate Long

Digital Ads Specialist

Kate is responsible for the execution, management and reporting for all of our digital ads services across Search (i.e. Google) and Social (i.e. Facebook & Pinterest).

WHAT WE DO

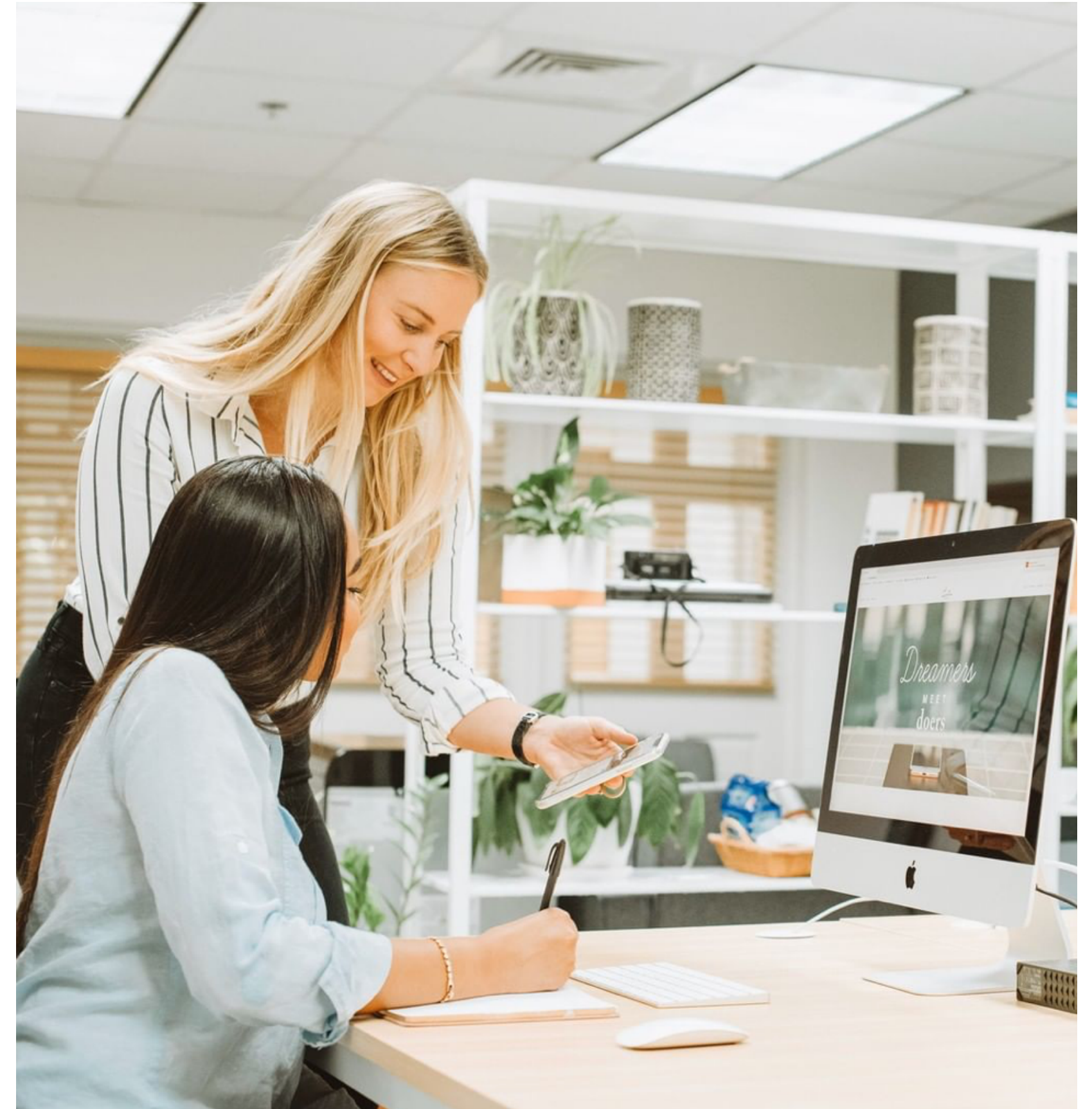
And why it matters

We help you share your brand story in a way that connects you with your ideal clients and customers to create long-lasting results.

We analyze your business to build out a bespoke strategy for you and your team so that all of your marketing efforts are totally aligned to exceed your business goals.

Our team will take the stress off of your plate by completely managing your digital marketing to bring you consistent results that we track, measure and review each month so you can make informed decisions on how to maximise your budget for the years that follow.

With our approach, we do it right the first time so you can reap the benefits for the long term.



*See Client Case Study on page 17.

Lustic Clients ROI

870% increase in web traffic



OUR VALUE

What we bring to the table

Product & Market Knowledge

Core understanding and experience of Cayman and the Caribbean and its nuances

Brand Activations & Design Partners

Experience in bringing luxury brands to life through the entire design process

Social Media Expertise

Platform-specific expertise to engage with customers where they are and in a way that connects

Consistent and On Brand Content

Eye for curating brand content to appeal to current lifestyle trends

Marketing Innovation

At the forefront of marketing trends including influencer partnerships and events

Flexible and Adaptive Services

Dedicated team that is boutique and adaptable to your needs

Brand-Building Experience

Experience building and refreshing a brand's presence organically and through ads

Educated & On-Point Copywriting

Industry, Caribbean and Cayman-centric copy that resonates on a deeper level

AWARD-WINNING MARKETING

Cayman Islands Marketing Professionals Association (CIMPA) Awards



2022

Campaign of the Year - Plantana Staycations
Rising Star of the Year - Jayda Powery

2020

Agency of the Year - Lusic Media

2019

Website of the Year - Property Cayman
(Copywriting & Creative Direction)

2018

Rising Star of the Year - Sophie Prior

Campaign of the Year - Property Cayman
(Marketing Strategy, PR, Social Media
Management & Email Marketing)

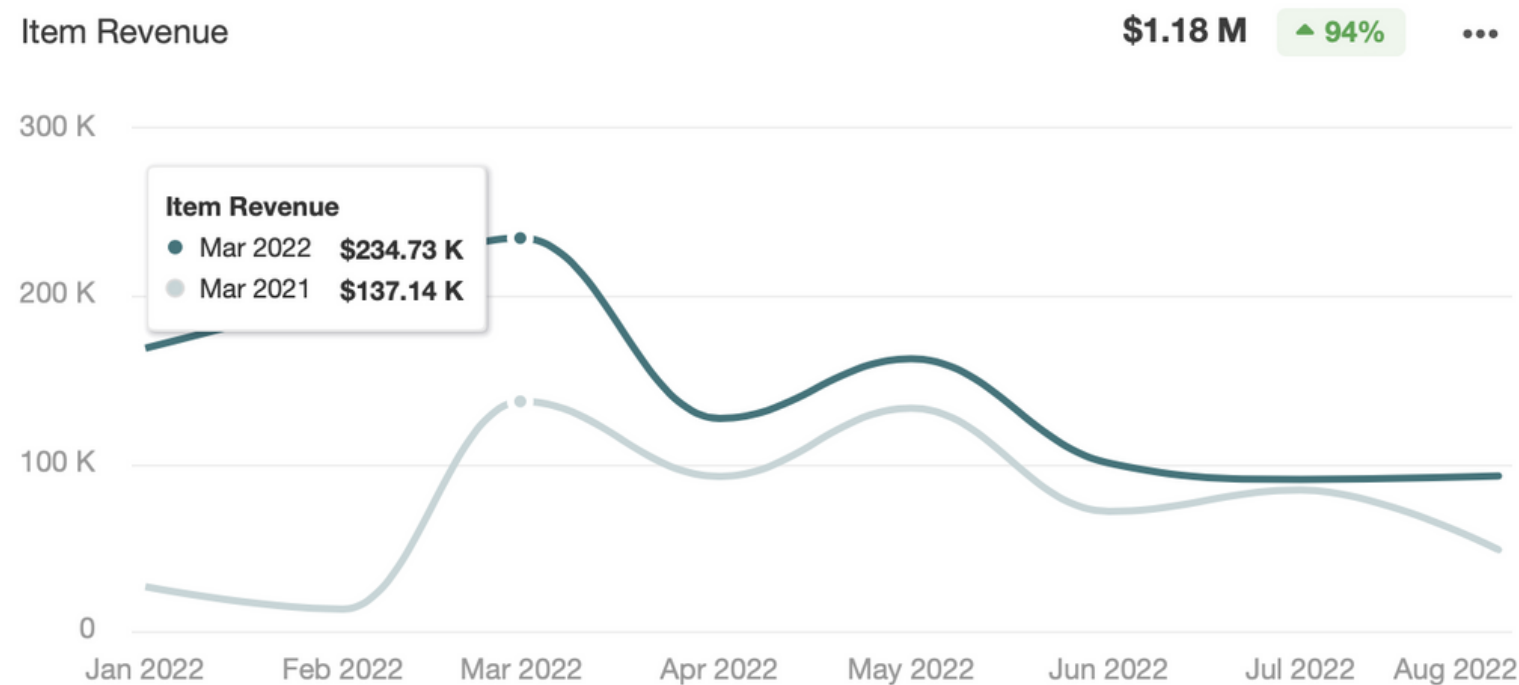
2017

Campaign of the Year - Property Cayman
(Marketing Strategy, PR, Social Media
Management & Email Marketing)

THE DATA & RESULTS

Here is an insight on the benefits of working with us

94% increase in booking revenue
Jan-Aug 2021 compared to Jan-Aug 2022



Vacation Rental Client

F&B Retail Client



- likes 636
- other 38
- comments 9
- shares 8

620%

increase in audience engagement

within a one month period

OUR SERVICES

Your marketing needs covered

BRAND POSITIONING AND MARKETING STRATEGY

We will host a Q&A session with you to delve into all aspects of your brand and use this information to create a bespoke marketing strategy for you and your team to follow. You will come away with a clear plan of action that will outline exactly what your brand is and how best you can communicate this to your target audience.

Starting at CI\$2,250 (one-off fee)
1-2 week process

PROFESSIONAL PLATFORM AUDITS

We will conduct page-by-page audits that cover all aspects of each of your platforms (i.e. branding, website, social media), allowing us to identify any critical issues and missed opportunities. This gives you a cheat sheet to go away and correct these yourselves, or have our professionals jump on it for you.

CI\$1,500 (one-off fee)
1-2 week process



OUR SERVICES

Your marketing needs covered

BRANDING ASSETS AND GUIDELINES

We will create a sophisticated and professional brand identity by creating assets and collateral (i.e. logos, email signatures, brand style guide) that appeal to your target audience.

Starting at CI\$3,000 (one-off fee)
3-4 week process

WEBSITE DESIGN AND DEVELOPMENT

We will professionally set up and build out a responsive, easy to navigate, search engine optimised website that will reflect your brand's ethos and aesthetic while providing key information to users.

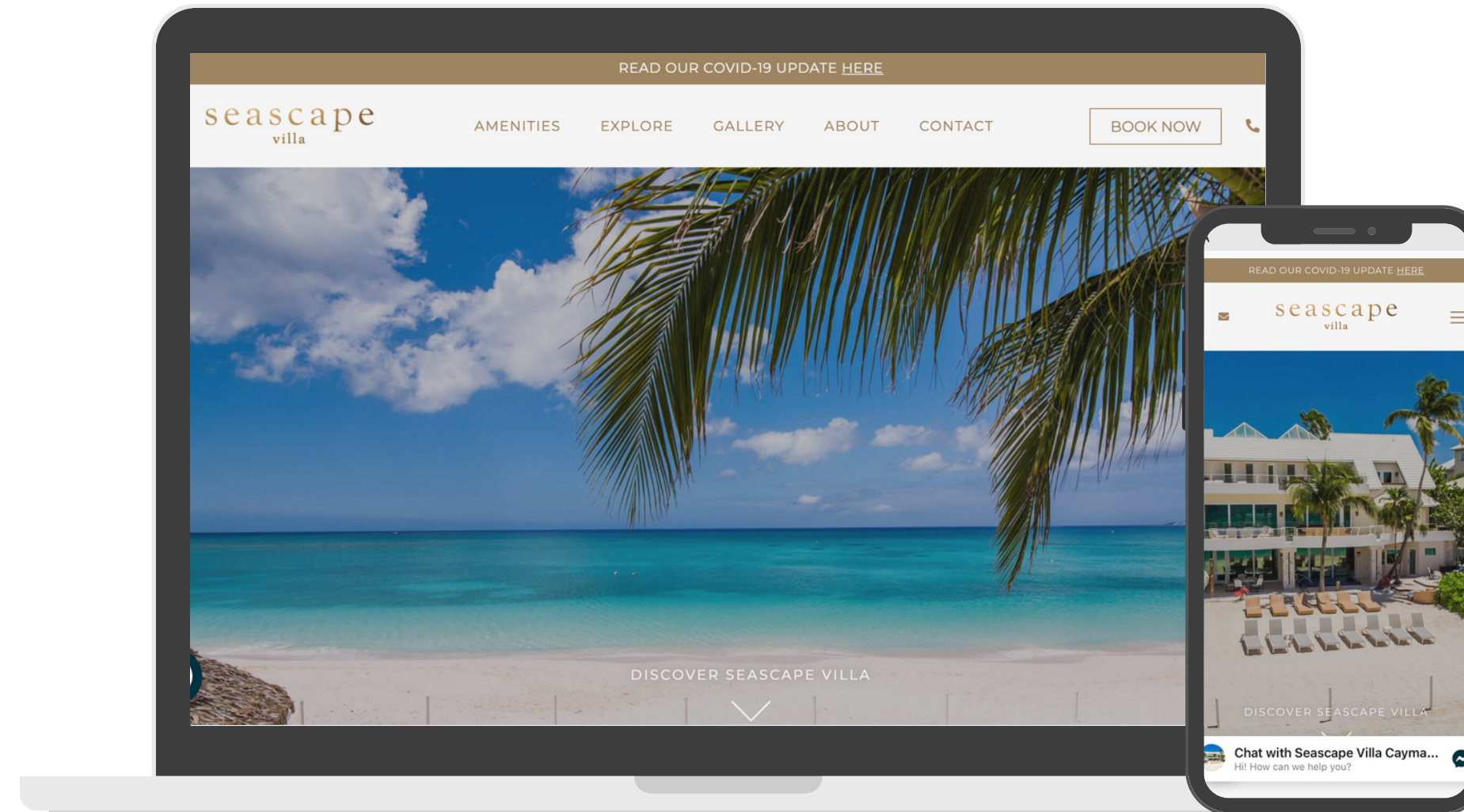
Starting at CI\$10,000 (one-off fee)
4-8 week process



Custom quotes available for
Brand & Website Refresh/Updates

OUR SERVICES

Website Design & Development - Fully responsive for all devices



www.seascapevilla.com

Brand Refresh, Website Design & Development,
Booking System Setup & Integration,
Social Media Management and Digital Advertising

OUR SERVICES

Your marketing needs covered

SOCIAL MEDIA MANAGEMENT

We will create highly curated and audience-specific posts in a strategic and consistent manner which will increase brand awareness and optimize engagement to your website, ultimately generating interest and loyal customers. We will also manage any incoming comments, messages and inquiries.

Starting at CI\$2,000 (per month) (for Facebook & Instagram - custom quotes available for additional platforms)

Ongoing process

DIGITAL ADVERTISING

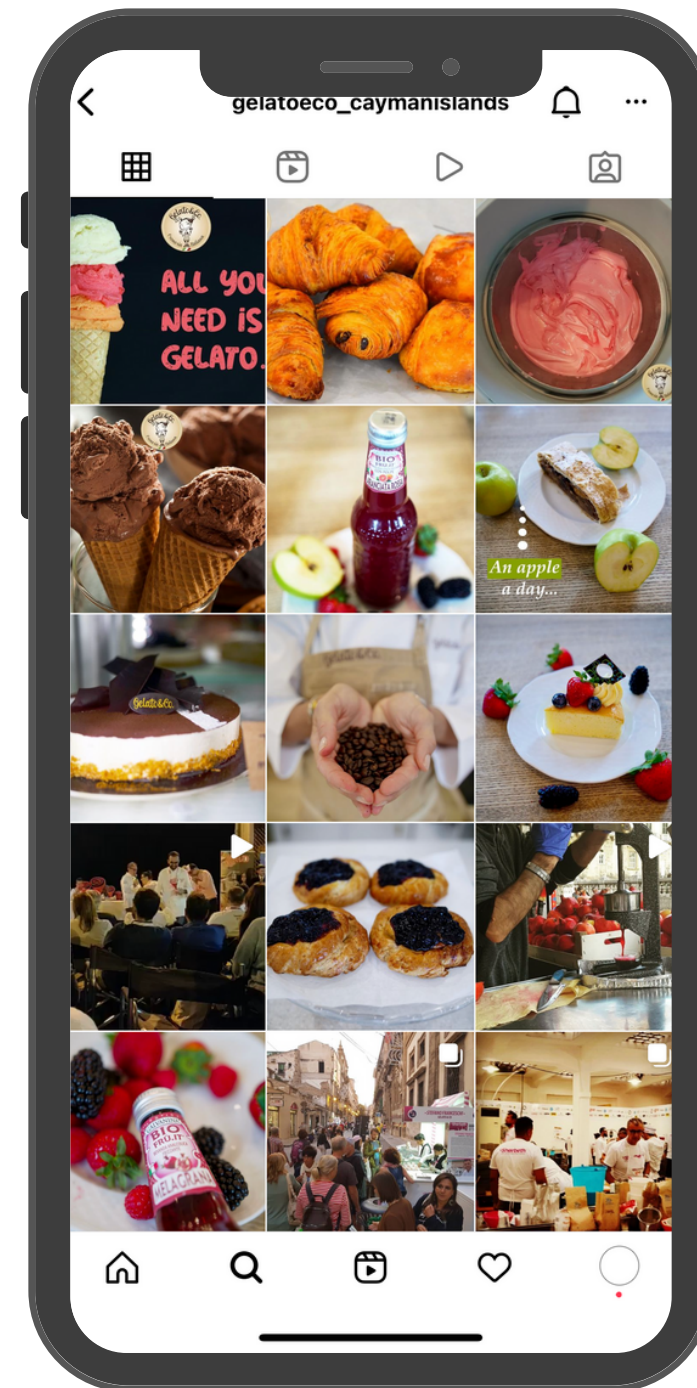
As a part of your overall strategy and launch plan, we will market to your target audience to drive high-quality traffic to your website using Facebook and/or Google Ads. We will use frequently searched keywords, dynamic imagery and influential copy to capture the attention of your target audience.

Starting at CI\$500 (per month) (custom quotes available for additional platforms)

Ongoing process

OUR SERVICES

Social Media Management - Curation of platform and audience-specific imagery e.g. on Instagram



Before



After

ADDITIONAL SERVICES

Your marketing needs covered

CONTENT CREATION & CREATIVE DIRECTION

Photography, Reels production or just creative direction, shotlist and photographer management to maximise your budget and produce show-stopping content for your website and social media channels.

Starting at CI\$350* (one-off fee)

*Exclusive of third-party costs as required.

EMAIL MARKETING

A monthly newsletter sent to your existing clientele and new leads captured via your website's contact form to share business updates and offers.

Starting at CI\$500* (ongoing fee)

*Exclusive of custom design or admin set up fees.

COPY SUPPORT

We write, so you don't have to. Be that new copy for your website or monthly blogs, we bring your ideas to life to increase your conversions, audience engagement and SEO results.

Starting at CI\$150/hr* (one-off fee)

*Subject to hours needed.

CASE STUDY: STRATEGY & BRANDING

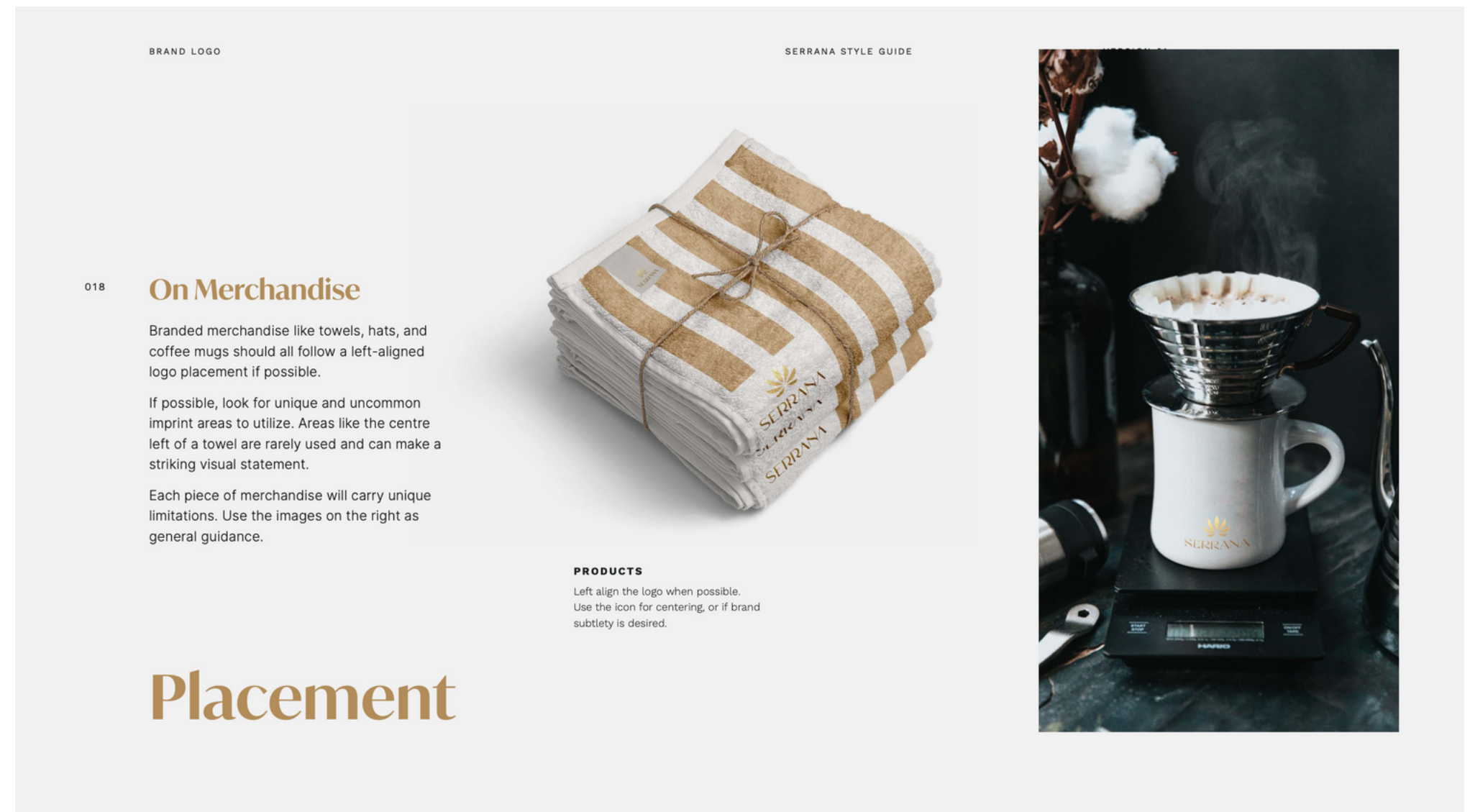
Serrana

We launched this stand out brand from inception, supporting the investor team by creating a unique brand name, brand story, logo and design assets, including a website, in an already crowded luxury real estate market.

www.serrana.ky

Other Strategy & Branding Clients:

- Rum Point Club Residences
- Seascape Villa
- ENERGY Cayman



CASE STUDY: BRAND & DIGITAL REDESIGN, DEVELOPMENT AND MARKETING

Seascope Villa

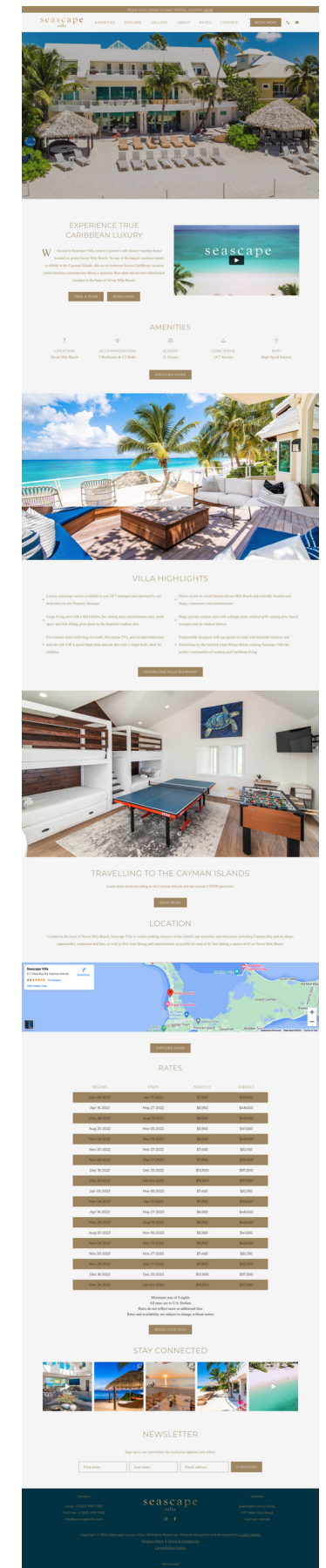
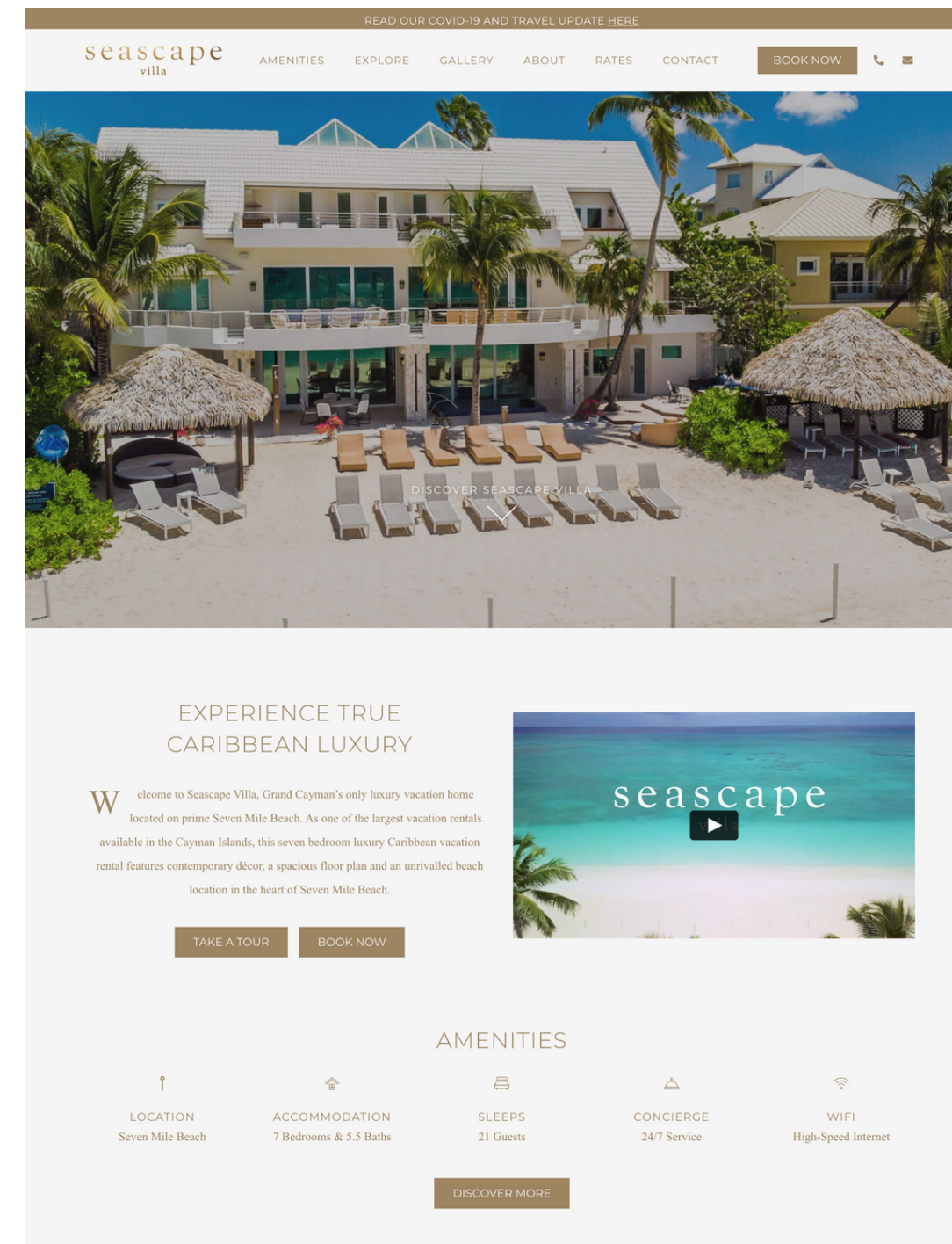
Our team completely built out a new online brand and digital system to match the recent US\$1 million renovation of this luxury vacation rental on Seven Mile Beach.

Services:

- Branding & Marketing Strategy
- Website design, development, hosting, and maintenance
- SEO, SEM (Google Ads) & Social Media Ads (Facebook)
- Property Management booking system audit, build out and integration
- Social Media Management & Analysis
- Email Marketing Setup, Design & Management
- Third-Party & Travel Agent Marketing

Results:

- +357% increase in revenue
- +103% increase in website leads
- Festive season booked out at 3x the original price point



CASE STUDY: SOCIAL MEDIA MANAGEMENT & DIGITAL ADVERTISING

Plantana

Over the past two years we have totally upgraded Plantana's social presence to reflect the elevated audience and price tag they sought to attract. With Facebook and Google ads, our improved aesthetic and consistency, the brand has successfully attracted new customers whilst not alienating long-standing ones.

[@plantanacayman](#)

Other Social Media Clients:

- [Gelato & Co](#)
- [Seascape Villa](#)



CASE STUDY: BRAND & DIGITAL REDESIGN, DEVELOPMENT AND MARKETING

Cayman Hearing Center

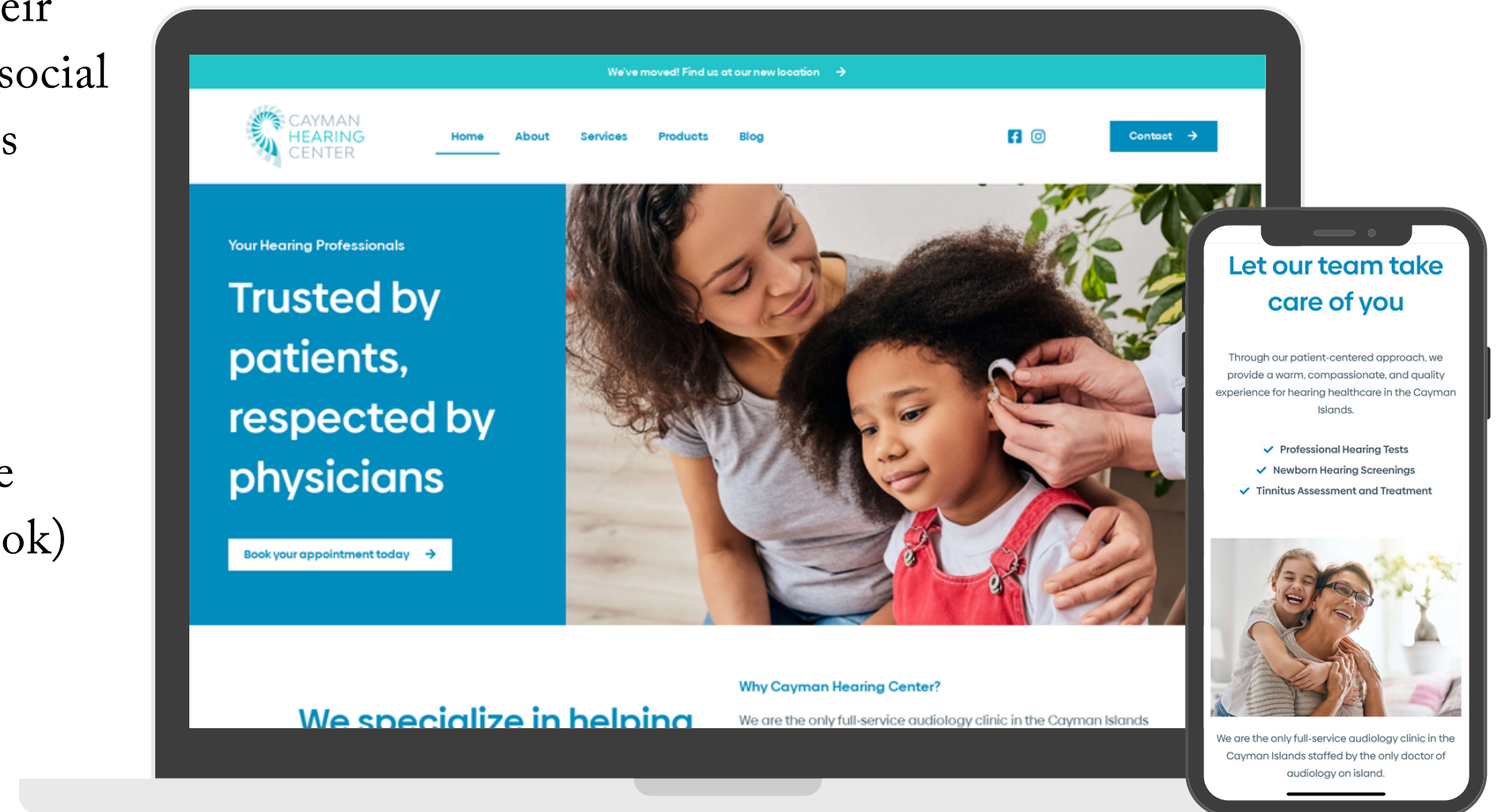
To successfully announce and launch CHC's new location, our team created and executed a bespoke strategy, redesigned their branding and developed a new website, and revamped their social media and digital advertising. Together we improved CHC's brand image and online presence as one of Cayman's most trusted and respected full-service audiology clinics.

Services:

- Website design, development, hosting, and maintenance
- SEO, SEM (Google Ads) & Social Media Ads (Facebook)
- Appointment Scheduler Integration
- Social Media Management & Analysis
- Newsletter Design

Results:

- +870% increase in website visitors
- Social media content seen over 125,000 times
- Increased appointments with new online scheduler



www.caymanhearingcenter.com

WHAT OUR CLIENTS SAY

“Lustic Media has been integral to the success of the new and improved, Seascape Villa. Their team of experts have guided our management company through a complete rebrand, creating an entirely new mobile-friendly website, email marketing database, and first-class online booking system that they have seamlessly integrated with the necessary international booking and payment platforms we need to operate in today’s world. Lustic Media's bespoke digital marketing strategy has allowed us to target key prospects by email, social media advertising, and travel agent networking which we can turn on and off as needed. They have covered all aspects of our marketing and have supported the growth of our existing team who are flourishing as a result! With their help, we’ve been able to attract a new luxury audience and double, if not triple, our nightly rates. I would highly recommend the Lustic Media team to anyone looking for sophisticated digital marketing services that bring results!”

Stephen Price, Owner, Seascape Villa

@seascapeluxuryvilla www.seascapevilla.com

Services: Strategy, Brand Refresh, Website Design & Development, Booking System Setup & Integration, Social Media & Digital Ads Management, Email Marketing



WHAT OUR CLIENTS SAY



“Lustic Media developed a strategy which met all of our objectives, with strong communication, which guided us through the learning process of social media marketing. The content delivered engaged our prospective clients whilst also encouraging strong secondary interaction and lead generation. Our campaign provided Regus Cayman with wide exposure for our workplace solutions and educated our audience on the benefits we have to offer. Our posts reached our targeted local and global audiences and delivered significant web traffic, interaction and thus providing us with the sales we are after. Lustic Media have been innovative from concept to execution and have delivered beyond expectations through accurate analytical reports.”

Sophia List, Marketing & Sales Manager, Regus Cayman

@reguscayman www.reguscayman.com

Our Services: Launch Strategy, Social Media & Digital Ads Management

WHAT OUR CLIENTS SAY

“Sophie and her team at Lustic Media are true marketing professionals. Their knowledge covers every base and their creativity makes it that much more enjoyable to work with them. Their services have been invaluable to us, especially throughout the last 2 years. As a tourism business suffering during a pandemic, Lustic proved to be the best partner to ride out the storm!”

Kelly O'Connell, Quality Manager, Plantana Cayman

@plantanacayman www.plantanacayman.com

Our Services: Strategy, Social Media & Digital Ads Management, Email Marketing



A PEEK AT OUR CLIENT PORTFOLIO

seascape
villa

Regus™

PLANTANA

CAYMAN
HEARING
CENTER

SERRANA

IMS



PROPERTY CAYMAN

ENERGY
pilates

SEVEN MILE BEACH
DENTAL CLINIC

HÜIS
BY LYDIA UZZELL

DOLPHIN
POINT CLUB

LIBERTY WEALTH
TODAY TOMORROW TOGETHER

RUM
POINT
CLUB
RESIDENCES



**WE LOOK FORWARD
TO WORKING WITH YOU!**

Lustic Media, The White House, 20 Genesis Close
PO Box 923, Grand Cayman, KY1-1102 Cayman Islands

**www.lusticmedia.com
hello@lusticmedia.com**