



PORTFOLIO GUIDE



2025

ALBAMARKETING.CO



CAMPAIGN

01

Every campaign is built with purpose. We start with strategy, define the goal, and create content that delivers results.

02

We identify the ideal audience so every message connects clearly and effectively.

TARGET AUDIENCE

REFERENCES

03

We pull from brand visuals, inspiration, and industry trends to guide the look and feel of the content.

DELIVERABLES

04

Campaigns include social content, reels, captions, branding, design, or ads depending on the client's needs.

WE ARE A DIGITAL MARKETING STUDIO



INTRODUCTION

Alba Marketing is a digital studio built for brands that want to stand out. We help small businesses build a strong online presence through strategy, design, content, and clear brand direction. Whether you're launching something new or elevating what already exists, we bring vision and clarity to every part of your digital identity.



CAMPAIGN STRATEGY

SETTING THE VISION

Each campaign at Alba is built to help our clients grow their brand, reach the right audience, and show up with confidence online. We combine strategy and creativity to create content that feels aligned, intentional, and impactful.

EXECUTING WITH CLARITY

We guide every campaign with clear goals, structured planning, and consistent messaging. This keeps content on brand, organized, and designed to perform without losing creativity along the way.





ABOUT ALBA

THE BRAND

Alba Marketing takes the stress out of managing your brand's online presence so you can stay focused on what matters most: your business. We are a one stop shop for everything from logos and websites to social media, SEO, Google Ads, photography, and design. Whether you are starting from scratch or refining your brand, we make sure your identity is clear, cohesive, and client ready. You run your business. We make sure it looks good doing it.

SERVICES

WEBSITES

We design custom websites that reflect your brand, function seamlessly, and turn visitors into clients. Every site is made to be clean, responsive, and built to perform.

GRAPHIC DESIGN

We design branded graphics that make your business look polished and professional. From social posts to ads and more, we bring your brand's visuals to life.

SOCIAL MEDIA

We create social strategies that help your brand stand out and spark real connection. From Instagram to TikTok, we craft content that captures attention, builds engagement, and grows your audience.

GOOGLE ADS

We build and manage targeted ad campaigns that drive results. Our approach gets your brand in front of the right people at the right time.

PHOTO&VIDEO

We use photo and video to capture the essence of your brand. Through clean visuals and creative storytelling, we create content that connects with your audience and leaves a lasting impression.

SEO

We optimize your website and content to improve visibility and drive organic traffic. This helps your brand get found by the people who are already searching for you.



"ALBA HELPED BRING OUR BRAND TO LIFE IN A WAY WE COULDN'T HAVE DONE ON OUR OWN. THE VISUALS WERE STUNNING, THE MESSAGING FELT SPOT ON, AND THE WHOLE PROCESS WAS SMOOTH AND COLLABORATIVE. WE'VE NEVER FELT MORE CONFIDENT SHOWING UP ONLINE."

RECENT PROJECTS

01

Client: LCM Cabinets

website

social media management

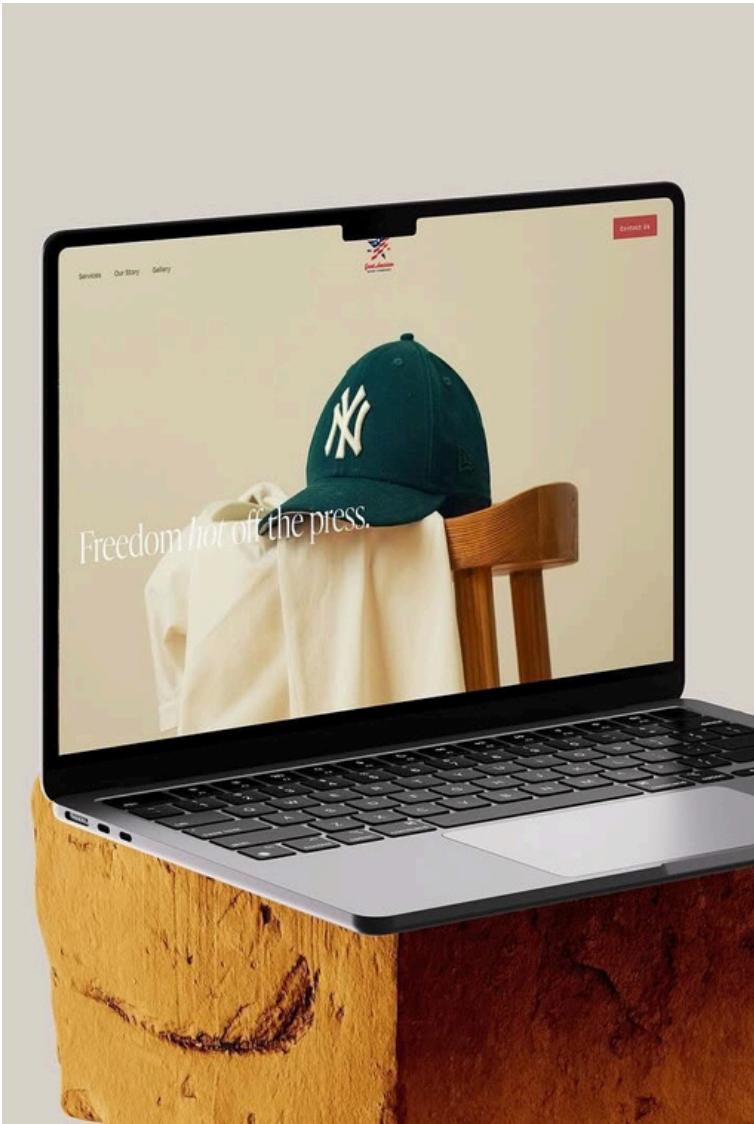
photography/videography

Google Ads

WHERE STRATEGY
MEETS SOFT VISUALS

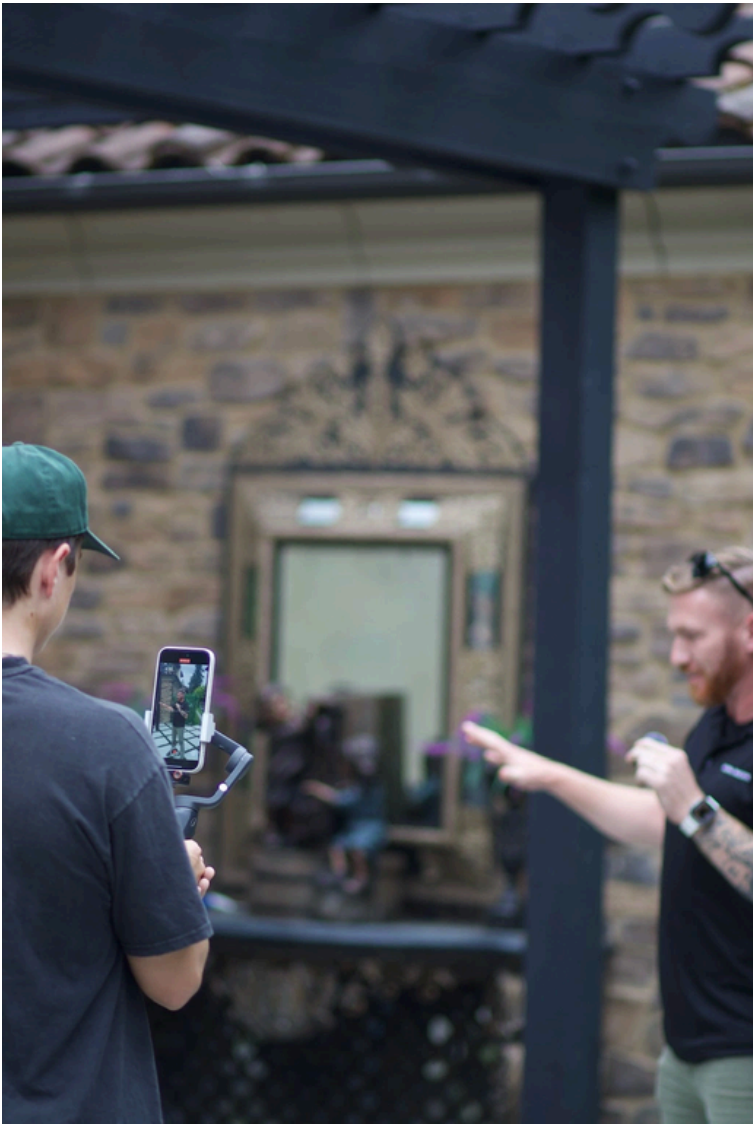


RECENT PROJECTS



02

**Client: Great American
Shirt Company**
website



03

**Client: Buddha
Builders**
social media
management
graphic designs
photography
videography

THE WORK BEHIND THE MAGIC

**Client: Vital
Solutions**
social media-
management
Google Ads
photography
videography
graphic design

04



RECENT PROJECTS

05

**Client: ADI
Painting**
social media-
management
graphic design
brand identity



OUR GOALS



GOAL 01

Help brands show up with clarity

We guide clients in finding their voice and presenting it clearly online, so their content feels confident and consistent.

GOAL 02

Create content that connects

We design visuals and write copy that builds trust, captures attention, and keeps the brand message aligned.

GOAL 03

Support growth with strategy

Every piece of content is backed by a purpose. We focus on results by building smart plans that help clients grow without guesswork.

CONTACT US

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THANK YOU

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