



AC Marketing Caribbean: The Answer is Content

Discover AC Marketing Caribbean's innovative approach to content marketing which helps their clients create & share compelling stories.

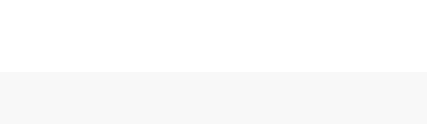
Avg. reading time: 2 min



At AC Marketing, we're all about connection to the Customer. Because of this, we strive to express our clients' brand voices as authentically as possible, so you can continue your content marketing strategies from a strong and successful springboard.

Introducing AC Marketing Caribbean

AC Marketing Caribbean is the most transparent agency in the region! Our unique approach ties our retainer fees directly to the content we create for you, ensuring that regardless of your goals, your brand will shine on social media with engaging posts that have the potential to boost your revenue. You see where you're money is going. Your customers will tell you.

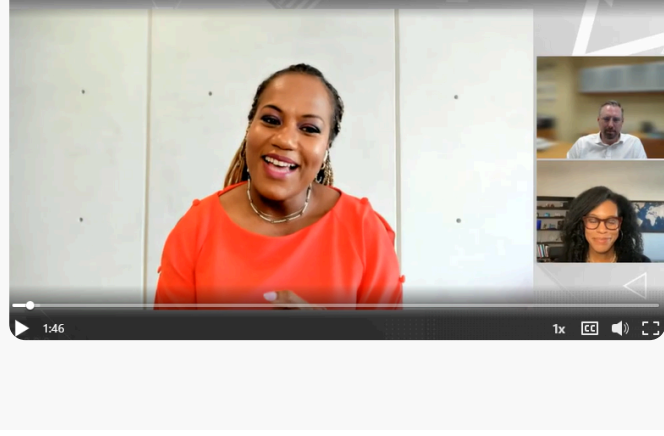


Background

As pioneers in the Caribbean with **access to LinkedIn's top features** like Events Tool and Live, we've mastered **the art of driving online engagement** that seamlessly transitions into **offline buzz**. Our secret weapon? Understanding the digital learning curve better than anyone else – and we do it all with **a sprinkle of Caribbean charm**.

[Read more](#)

Our **Content Loop strategy** creates an endless cycle of engaging content that **drives sales, boosts marketing efforts, and ensures customer retention**. We specialise in LinkedIn and Livestream content and **bring the fun back into marketing** while **delivering serious results**.



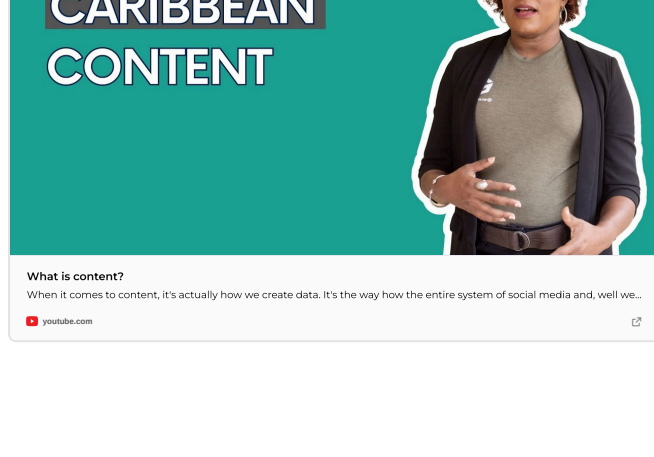
Services

Content Strategy Services

Content Creation

Content Publishing

Reporting



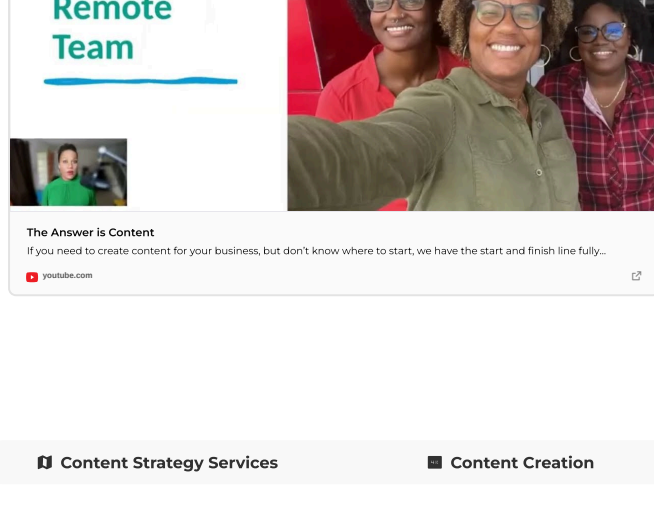
Jumping into social media without a strategy is like getting in your car without a destination – you're just going around in circles! At AC Marketing Caribbean, we'll make sure you have **a clear roadmap** for success. We ask so many questions, it's like we're preparing for a pop quiz! Let's get on the same page with your goals because if we can't understand your objectives, how will your customers? Let's strategize together and drive your social media presence to new heights!

Content Strategy Services

Content Creation

Content Publishing

Reporting



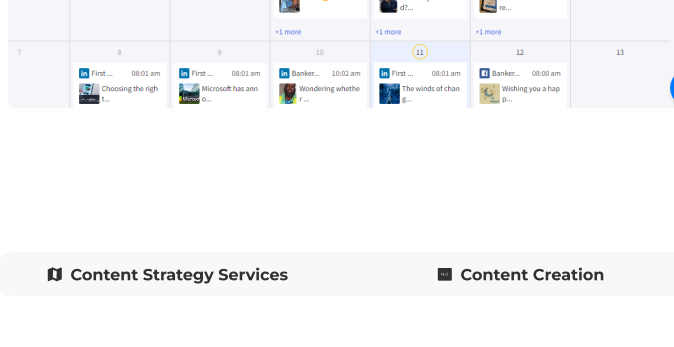
We're here to revolutionize your content creation process in the coolest way possible – starting with live videos that we magically transform into reels, shorts, images, and blogs. Say goodbye to endless hours of brainstorming and editing – let us handle it! **Our secret sauce?** Most of the content is delivered two weeks in advance for your approval, giving you more time to chill. With us, video truly reigns supreme!

Content Strategy Services

Content Creation

Content Publishing

Reporting



We know the rules are different for every platform – that's why we have someone dedicated to getting your content out there. After the approval process, we work our magic on social media, **scheduling your content** in the most engaging way possible.

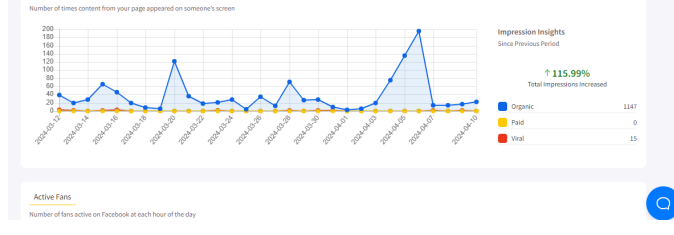
Sit back, relax, and let us bring the cool factor to your online presence!

Content Strategy Services

Content Creation

Content Publishing

Reporting



We turn every follower engagement into valuable data that fuels our content strategy. Our weekly internal meetings are like a mix of detective work and brainstorming sessions – we figure out what's working and what's not, keeping our **Click Through Rates (CTR)** soaring above the market average. It's like having a secret sauce for social media success!

Meet The Team

Our team holds **prestigious certifications in digital marketing**, ensuring that our strategies are informed by **the latest industry standards and best practices**.



CEO, AC Marketing Caribbean

Pauline Joseph

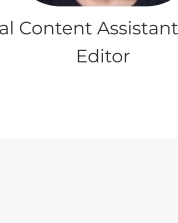
Carmen Joseph

Paula Joseph

Pauline Joseph's skills and experience in digital marketing, content strategy, lead generation, and public speaking make her a perfect candidate for this job. Her experience working with data and analytics will be invaluable in measuring the success of the awareness and participation campaign. Her certifications in Social Media Marketing, Content Marketing, and Establishing Credibility as a Speaker demonstrate her commitment to professional development and her expertise in these areas. **Click here** to learn more about what Pauline brings to the table.

CERTIFICATIONS:

- Efficient Time Management
- Understanding Information
- Architecture Tips for Better Business Writing
- SharePoint Enterprise Content Management
- Foundations of Digital Marketing and E-commerce



Digital Content Assistant & Video Editor

Pauline Joseph

Carmen Joseph

Paula Joseph

Today, attention spans are shorter than ever. That's where our Video Editor comes in – **your secret weapon to crafting captivating content** that cuts through the noise and connects with your audience on a deeper level. With her expertise in video editing and content creation, Carmen, assists with the publishing and production of compelling digital content. **Click here** to learn more about Carmen's experience.

Certifications:

- BA Linguistics (University of the West Indies)



Digital Content Manager

Pauline Joseph

Carmen Joseph

Paula Joseph

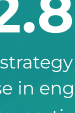
Content is King, But Consistency is Queen: Our Content Manager ensures a steady stream of high-quality content, keeping your audience engaged and coming back for more. They create a content calendar, manage deadlines, and oversee the entire content creation process, from ideation to publication.

As part of the content production team, Paula assists with driving the creation and delivery of targeted content for your digital platforms. **Click here** to learn more about Paula's experience.

Certifications:

- BBA Marketing (College of Science, Technology & Applied Arts)
- AAS Business Administration (College of Science, Technology & Applied Arts)
- The Fundamentals of Digital Marketing (Google)
- Digital Marketing Associate Certification (Meta)
- Email Marketing Certification (Intuit Mailchimp)

The results



12.8%

Our social media strategy for BATT sparked a significant increase in engagement with their online audience, particularly within the finance sector, which now represents 12.8% of their total following.



#1

Our strategy led to significant improvements in SEO, propelling First Atlantic Commerce to the #1 ranked ecommerce brand in the Caribbean.



1,500%

Our campaign strategy led to a 1500% increase in email subscriptions for Anchor Caribbean.

Clients We've Served



Fonterra Caribbean (Anchor)



Bankers Association of Trinidad & Tobago



First Atlantic Commerce



SoftwareONE



Republic Bank Limited



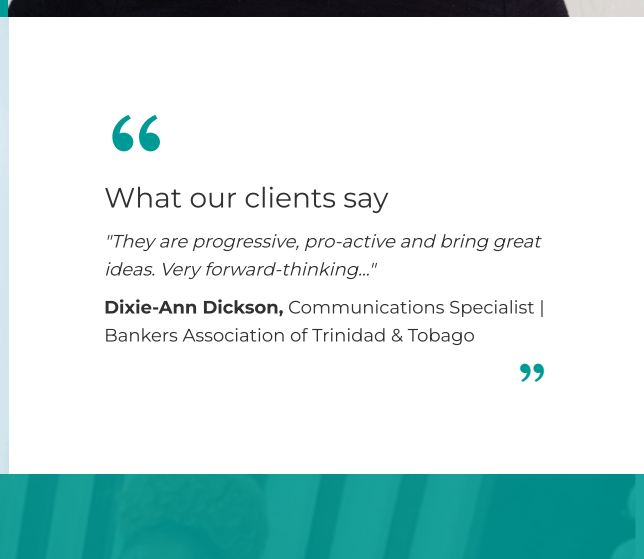
Kenson School of Production Technology



What our clients say

"They can come up with new content, even when you think there is not much left to talk about"

Tricia Lines-Hill, Marketing & Communications | First Atlantic Commerce



What our clients say

"They are progressive, pro-active and bring great ideas. Very forward-thinking..."

Dixie-Ann Dickson, Communications Specialist | Bankers Association of Trinidad & Tobago



Ready to take your business to new heights?

Book a meeting with us to explore how our content marketing solutions can benefit your company. Get a quote today!

Let's talk

Visit our website