



First Atlantic Commerce: From Global Search to Caribbean Success

How AC Marketing Caribbean Cultivated Brand Growth in the Caribbean Market

⌚Avg. reading time: 2 min



Introducing the Client

First Atlantic Commerce is an ecommerce payments platform for merchants in Latin America and the Caribbean.

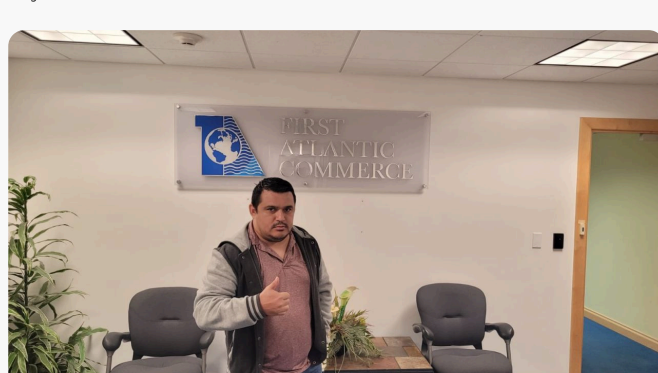


Background

First Atlantic Commerce, a leading ecommerce payments platform serving merchants across Latin America and the Caribbean, sought to strengthen their position within the region. To achieve this, they **recognized the need for a new marketing agency** with a specific focus on **improving their search engine optimization (SEO)** and **boosting brand awareness among Caribbean consumers**.

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First Atlantic Commerce offers a feature-rich, easy to integrate payment gateway to enable merchants to accept online payments anytime from anywhere.



Challenges

While First Atlantic Commerce initially hired a UK-based SEO agency this approach proved to be a hurdle. The agency, despite its expertise, lacked the crucial understanding of the Caribbean market and its unique audience. This cultural and regional disconnect meant the strategies implemented may not have resonated with Caribbean consumers, hindering the desired growth in brand awareness and SEO performance.



Challenge #1

There was a gap in understanding between FAC's offerings and the needs of the Caribbean audience.



Challenge #2

FAC needed to deepen its connection with the Caribbean market by tailoring its approach to the region's unique culture and language.



Challenge #3

FAC needed to empower their potential customers to accelerate the onboarding process.

The Solution

New Agency

The company decided they needed a marketing agency with a Caribbean focus to better understand the target audience. Recognizing the need for a more targeted approach, they opted to partner with AC Marketing Caribbean.



Think Global, Act Local

AC Marketing Caribbean's understanding of the regional market and its audience ensured effective communication, allowing them to tailor strategies and create content to resonate with Caribbean consumers.



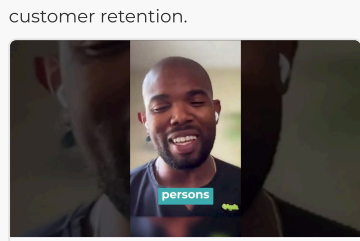
Collaboration

AC Marketing Caribbean had the patience and willingness to work with the client's needs. With a cloud-based content management system and a custom workflow, content approval processes were streamlined, thus eliminating email back-and-forth and accelerating content go-live times.



The Answer is Content

AC Marketing Caribbean's Content Loop strategy creates an endless cycle of engaging content that drives sales, boosts marketing efforts, and ensures customer retention.



The results



Result #1

We empowered FAC to leverage the power of owned media by crafting a comprehensive library of digital assets, including engaging videos, informative newsletters, and valuable live recordings.

This rich content collection positions FAC to not only support current initiatives but also unlock future monetization opportunities.



Result #2

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



Result #3

Our targeted marketing strategies cut straight to the chase. By boosting brand awareness among Caribbean consumers, we significantly reduced the time it takes for potential customers to understand FAC's value proposition, and move from the awareness to action phases of their sale funnel.



Result #4

The success of this collaboration is further evidenced by the enduring 3-year partnership between First Atlantic Commerce and AC Marketing Caribbean.

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Really Creative

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

Tricia Lines-Hill, Marketing & Communications | FAC

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