

Belfast's ProfileTree Digital Agency Welcomes New Client

Innovative Belfast digital and content marketing agency ProfileTree has announced a partnership with highly-regarded property specialists Dream Spanish Homes.

BELFAST, COUNTY ANTRIM, NORTHERN IRELAND , September 6, 2018 /EINPresswire.com/ -- Innovative Belfast digital and content marketing [agency ProfileTree](#) has announced a partnership with highly-regarded property specialists [Dream Spanish Homes](#).

ProfileTree will work on website design and development, content marketing and social media for the company, which was founded by Northern Ireland-born former footballer Gerry Flynn.



Dream Spanish Homes, who have been selling properties for a range of budgets in Murcia for 15 years, were impressed by ProfileTree's expertise in the power of content marketing.

“

We're a different kind of agency with a different kind of opportunity for your business. Why? We built our business on the digital methods we now pass on to our clients.”

Ciaran Connolly, ProfileTree Belfast

ProfileTree Director Ciaran Connolly said the partnership made for a perfect fit: “Because Dream Spanish Homes sell a very visual product, high-quality content built around the customer is needed.

“We absolutely believe in the ability of content marketing to connect with people – after all, we built our own company on content! – so we've been enjoying getting out sleeves rolled up to proudly connect Gerry with new customers.”

Dream Spanish Homes, thanks to the strong local property market and local negotiating power, are able to provide FREE extras for buyers like aircon, furniture...or even a car.

Depending on the value of the property you buy, the company offers additional bonus items to make the process of setting up an overseas home in Spain even easier.

Properties are available in the stunning areas of Los Alcázares, Mar Menor, Costa Cálida and Alicante.

ProfileTree offers content marketing, SEO, video production, web design & development as well as digital marketing services to companies across Ireland and internationally.

The business moved to new offices six months ago and have been welcoming a steady stream of new and returning customers who – Ciaran explained – “appreciate the value of content for talking ‘with’ – rather than ‘at’ – your audience.”

He explained that ProfileTree offers a range of digital services...

Video Production: “We use years of video production expertise to bring your brand to life through superbly professional video capture and editing.

“While others stop there, our specialisms in SEO and marketing mean your customers won’t just see engaging, quality video but can find and interact with your videos and your messaging.”

Search Engine Optimisation: “A great brand, great content...even a great website...isn’t enough. Being seen by potential customers means more chance for your audience to talk WITH your brand and become part of your story.

“We built ProfileTree on SEO and content marketing, meaning we can bring our big picture expertise together with your brand for great visibility and engagement.”

Content Marketing: “If you haven’t already seen the power of content marketing, we’ll show you why there’s a goldmine of audience engagement waiting for your brand.

“That’s because a new generation of customers are prepared to give unprecedented loyalty to your business if you’ve used time and skill to maintain a worthwhile conversion. The good news? We can help.”

Web Development & Website Design: “Why do our clients love working with ProfileTree? Because we create the right site for their business goals, for their marketing strategy and with one eye on digital changes in the present and future.

“This way, a customised website with its roots in the needs of your business can work hard, and react fast, for the benefit of your brand.”

Artificial Intelligence: “Staying ahead of the latest technology online means being ready when your customers change how they want to engage with your brand.

“Not only do we help understand how tech like chatbots and voice search can boost your business, we’ll continue to translate the big changes into results.”

Digital Strategy: “Making sure your brand meets your customers online in the right way - with the results you needed for your business - means making all the elements of your online world work with each other towards your goals.

“A piecemeal approach, without clear outcomes and your audience firmly in mind, is a world of



Gerry Flynn of ProfileTree client Dream Spanish Homes

missed opportunity. We'll help you grow online instead."

Digital Training: "We're a different kind of agency with a different kind of opportunity for your business. Why? We built our business on the digital methods we now pass on to our clients.

"We'll even show you LIVE results from our own trials of our techniques."

Social Media Services: "While your competitors are simply 'doing' social media, your business could be wowing customers with content that truly engages and creates lasting relationships.

By unlocking the power of your audience being able to see - and react - the right message on the right channel, the reward of customer loyalty and even creating brand ambassadors awaits. We'll show you how."

ProfileTree can be contacted at hello@ProfileTree.com

Ciaran Connolly
ProfileTree Digital Marketing
(0044)28 95211736 / 028 95211736
email us here

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