

The background is a dark gray color with several thin, light gray diagonal lines scattered across it, creating a modern, geometric aesthetic.

PAGELAND

FULL-SERVICE MARKETING AGENCY

Experience enriched with mutual success and collaboration

Our experience that expands into more than half a decade, consists of working with different industries. We work with a defined process that has proven outcome. Across our range of capabilities, from marketing strategy to a complete branding, photography to video, UI&UX design to web development, advertising, all intertwined together so we can gain an effortless brand growth of our clients.

Our process of work

Take a look at our process of work that expands into several steps. Following these steps thoroughly, or one by one, guarantees success.



Research

This is the first phase, where we do a detailed research on the market for your brand, what does it offer and how we can have a very good outcome.



Strategy

When the research is settled, we offer you a strategic plan that has all the key elements for your brand, with an additional plan for future activities.



UI/UX of applications and websites

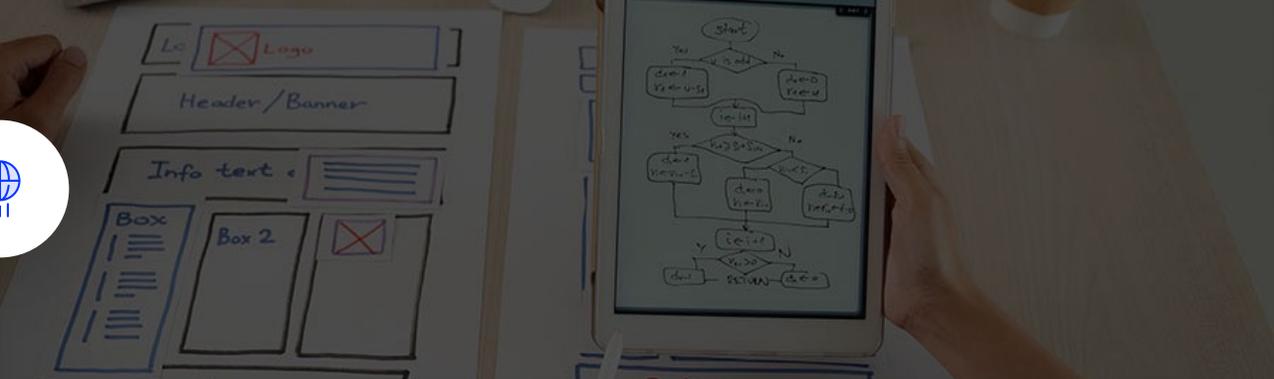
The user experience of the website, or application, is crucial in easing up the use of the same by the client.



01

02

03





Playbook

Why is this step important? Because it shows the creativity that the brand has and at the same time it defines the digital presence of the brand on every digital channel.

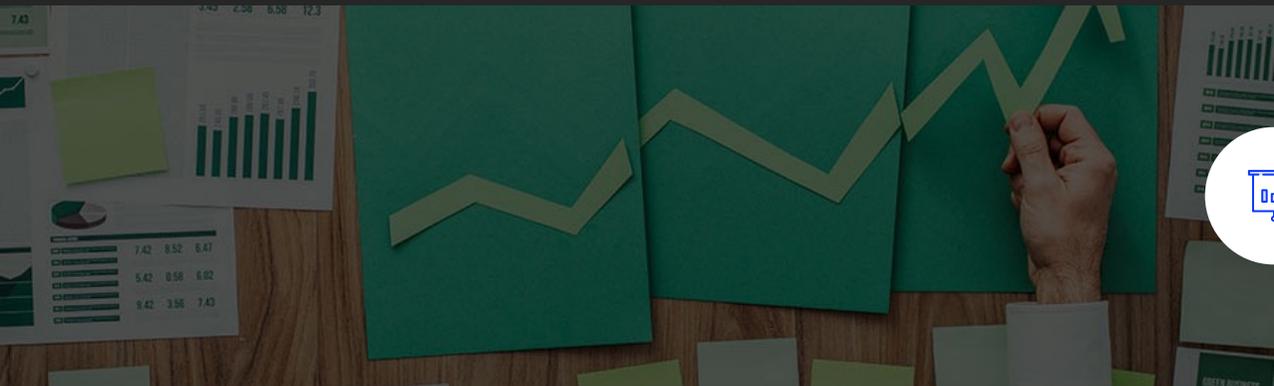
04

Execution

This is the moment where the advertising starts. We consider every digital channel as a beast and we see ourselves as the masters. What does this mean? it means that every campaign that we do, we do it successfully and the best way possible.



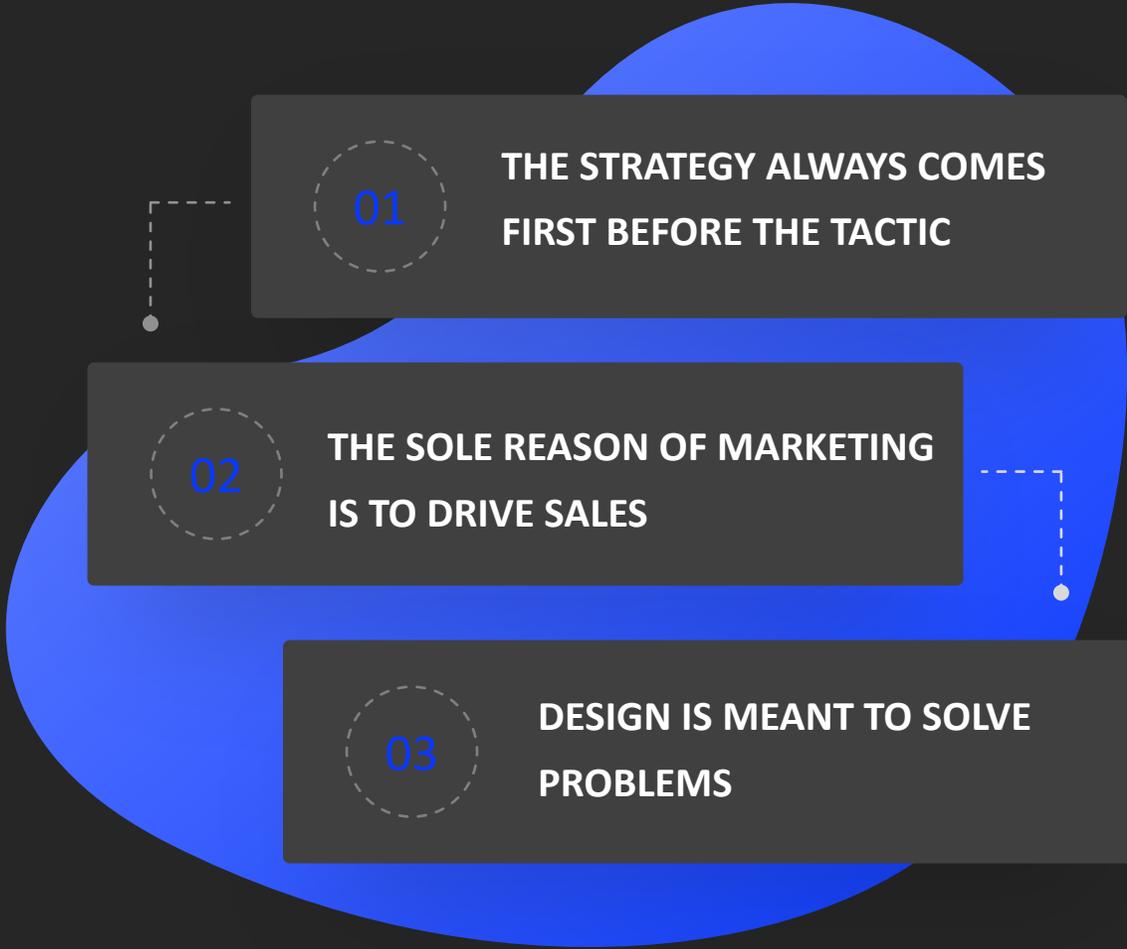
05



Reporting

At the end of every month we "squeeze" out every detail of the campaign and we show them in a monthly report. This is what will help you to see the growth of your business.

06



01

**THE STRATEGY ALWAYS COMES
FIRST BEFORE THE TACTIC**

02

**THE SOLE REASON OF MARKETING
IS TO DRIVE SALES**

03

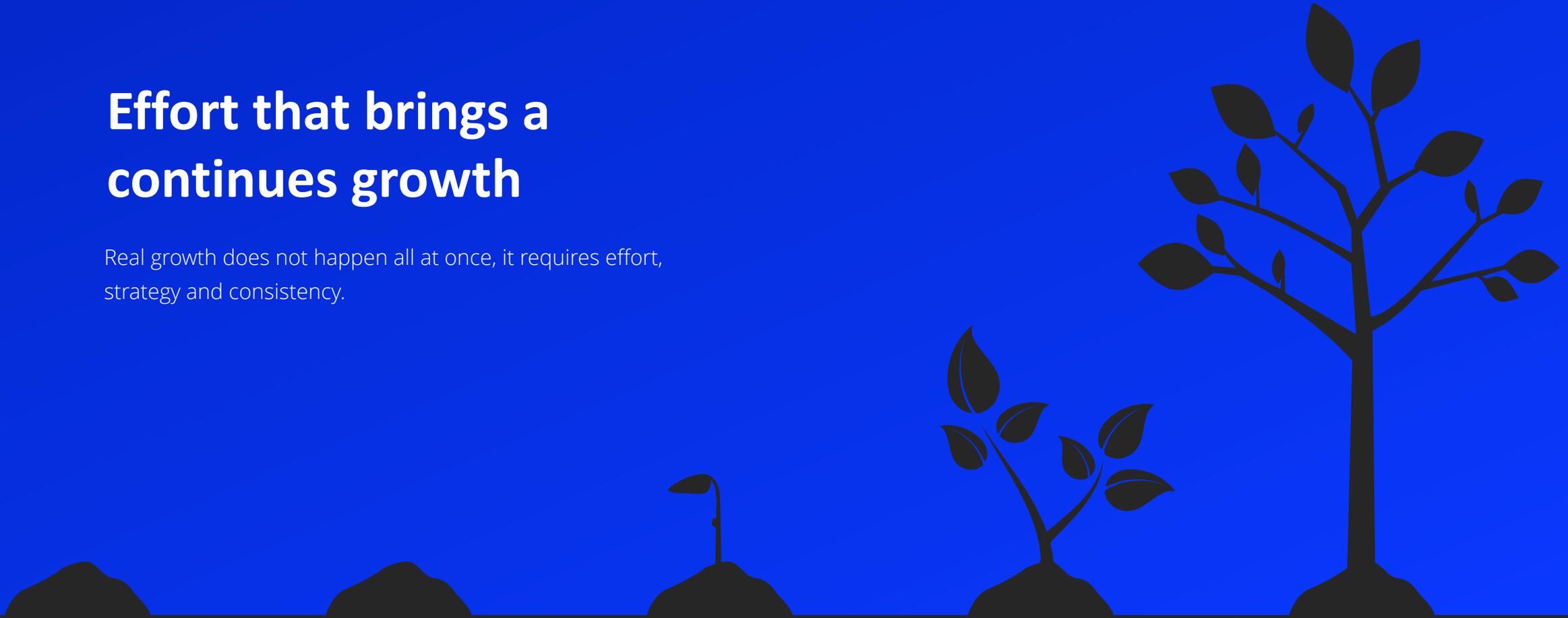
**DESIGN IS MEANT TO SOLVE
PROBLEMS**

Our principles

The experience speaks for itself, this three principles are the foundation of our work and the results that it brings.

Effort that brings a continues growth

Real growth does not happen all at once, it requires effort,
strategy and consistency.



What is our contribution in the digital growth?

Before we start creating, we put ourselves in the customer's shoes and we try to see with their eyes and their perspective. Only then we will be able to experience success.

The client always comes first

The care that we give to the client and their approach with the brand contributes for a long term partnership and not just that, but a good word of mouth marketing for the next generation.

> *Better customer experience*

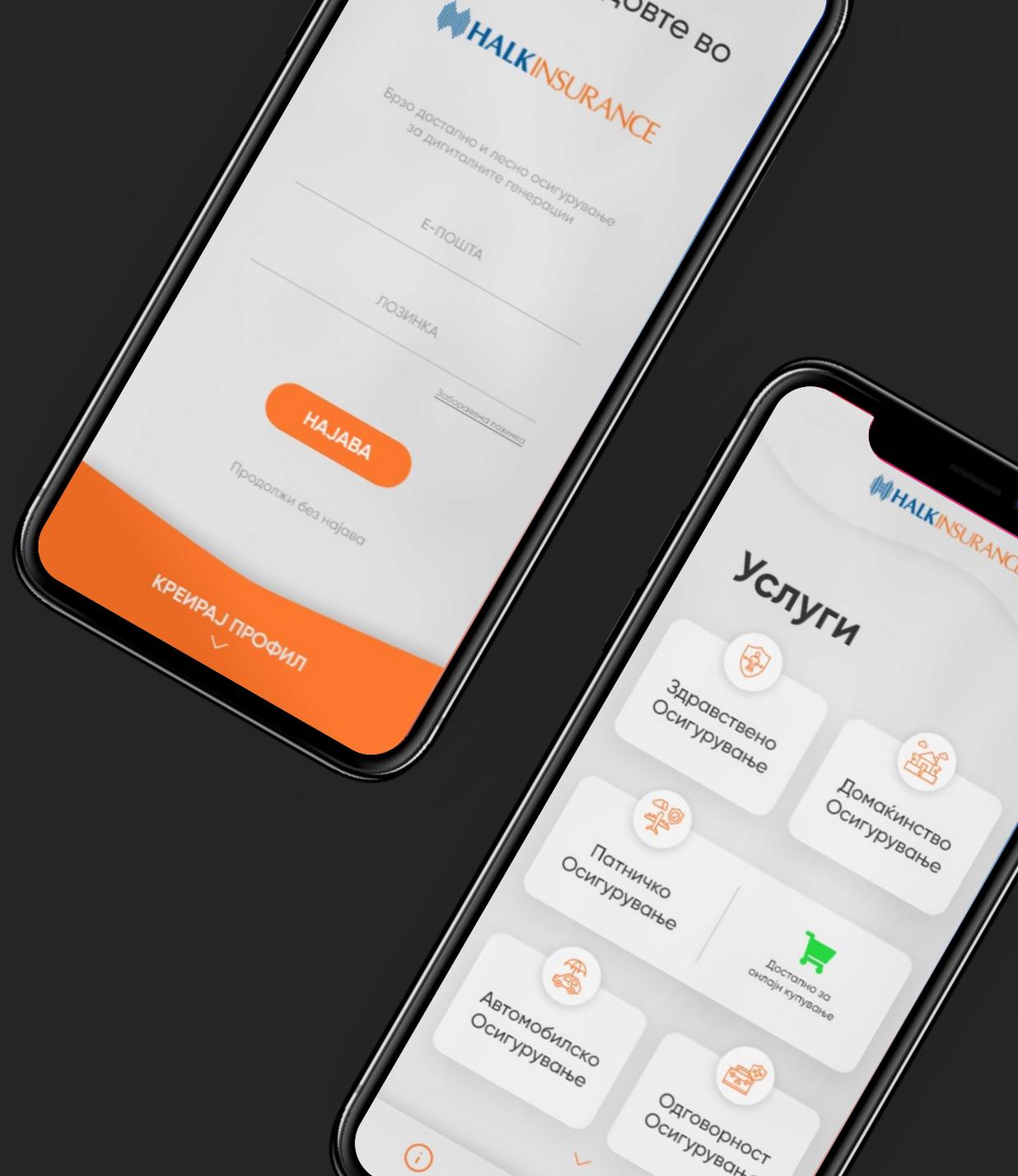


UX&UI DESIGN

HalkInsurance

The purpose of the User Experience is to make the client happy to use the service of the company, presented in this case on the application for one of the biggest Insurance company in North Macedonia.

Mobile application UI design

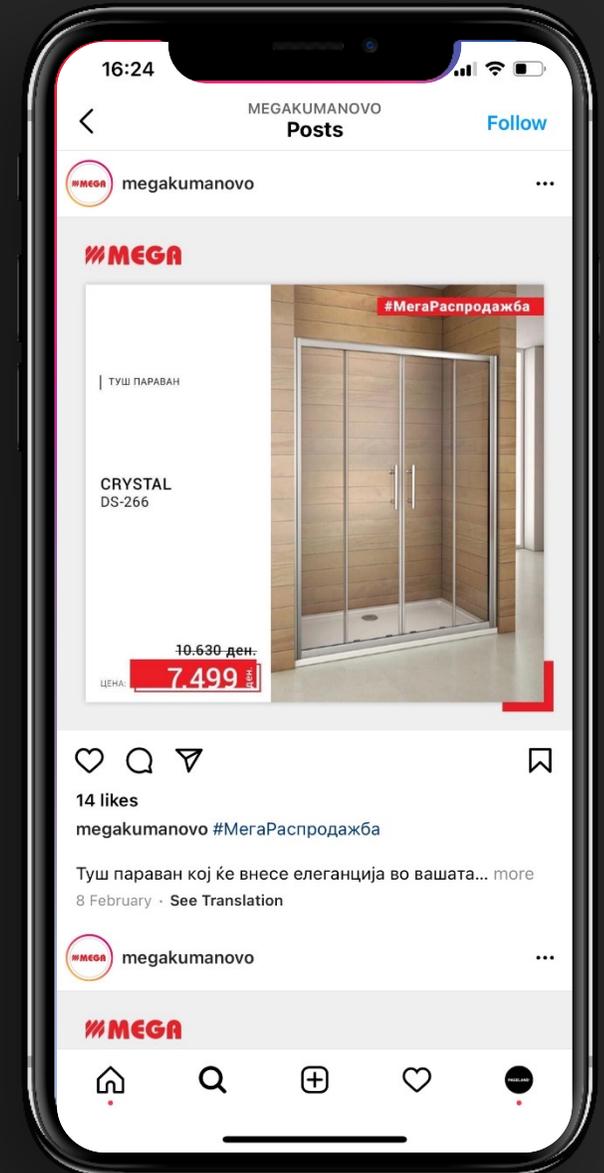
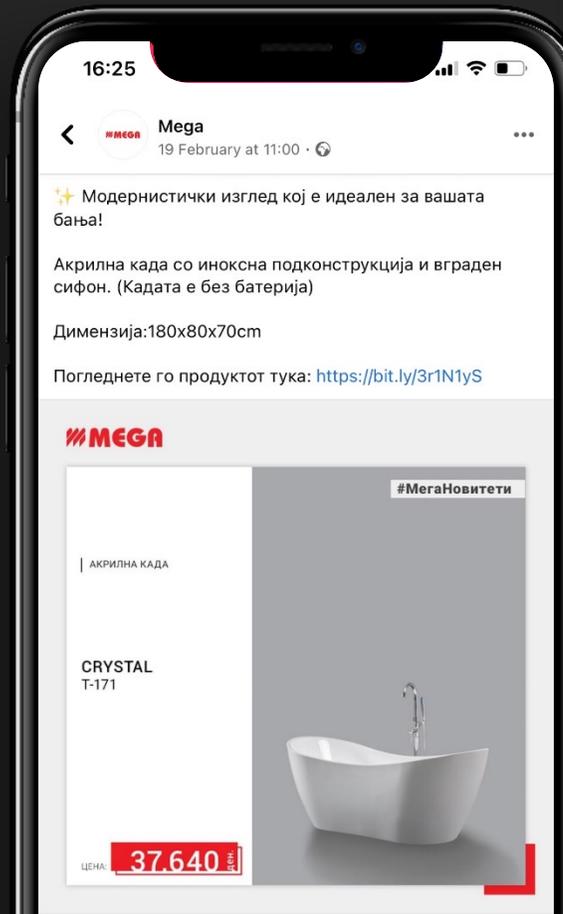
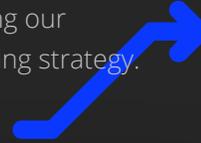


MARKETING STRATEGY, WEB DESIGN, SOCIAL MEDIA MANAGEMENT, ADVERTISING

Knowing the advantage of creating a unique communication between the brand and the client, but at the same time avoiding the presentation of the brand only from the "sales aspect", we came up with a detailed marketing strategy that defined the "language" and "tone of voice" of MEGA Kumanovo. The marketing strategy is reflected in every field of the brand and is in symbiosis with the goal of achieving high revenue.

Retail Company

During the most critical period in 2020 due to the coronavirus crisis, the client had inevitable growth following our marketing strategy.

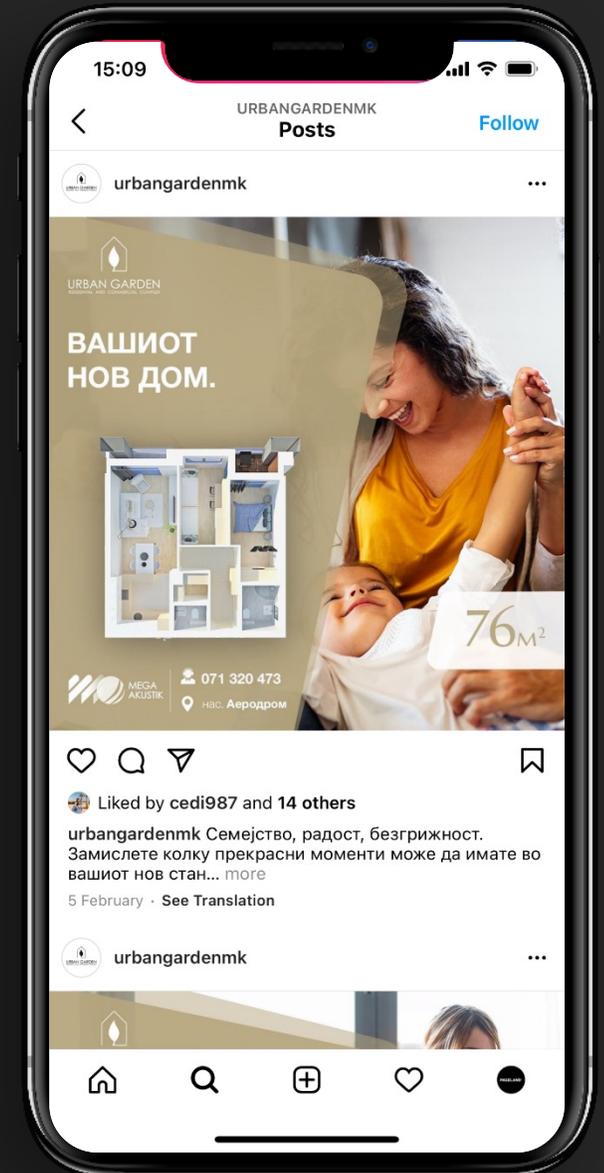
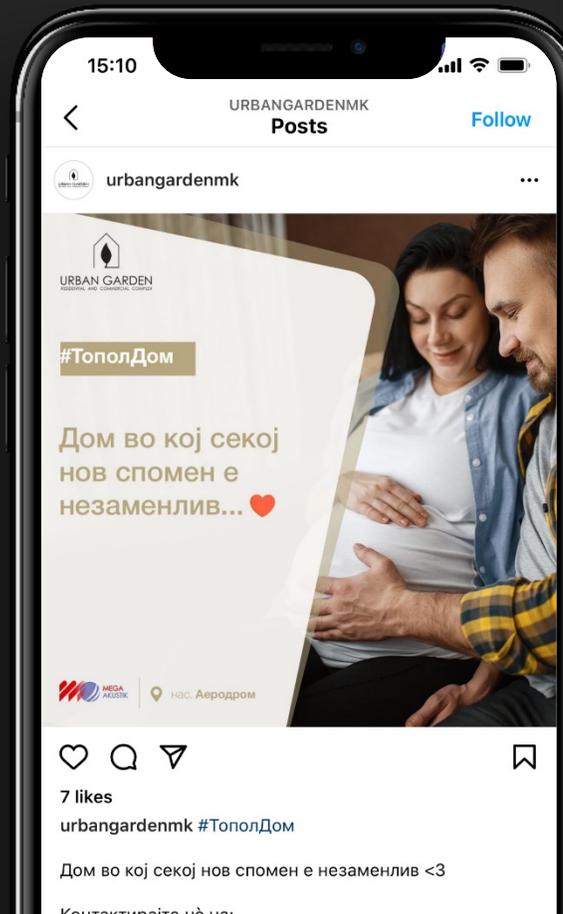


MARKETING STRATEGY, WEB DESIGN, SOCIAL MEDIA MANAGEMENT, ADVERTISING

Creating a unique communication between the brand and the client was the goal of Urban Garden's strategy, but at the same time avoiding presenting the brand only from a "sales point of view". We developed a detailed marketing strategy that defined the "language" and "tone of voice" of Urban Garden. The marketing strategy is reflected in every field of the brand and is in symbiosis with the goal of achieving high revenue.

Investment & Construction Company

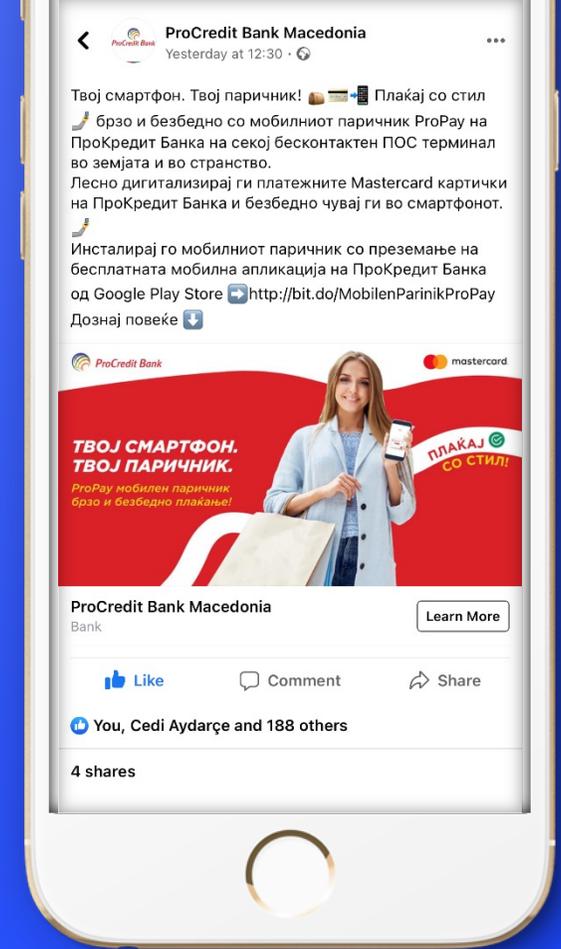
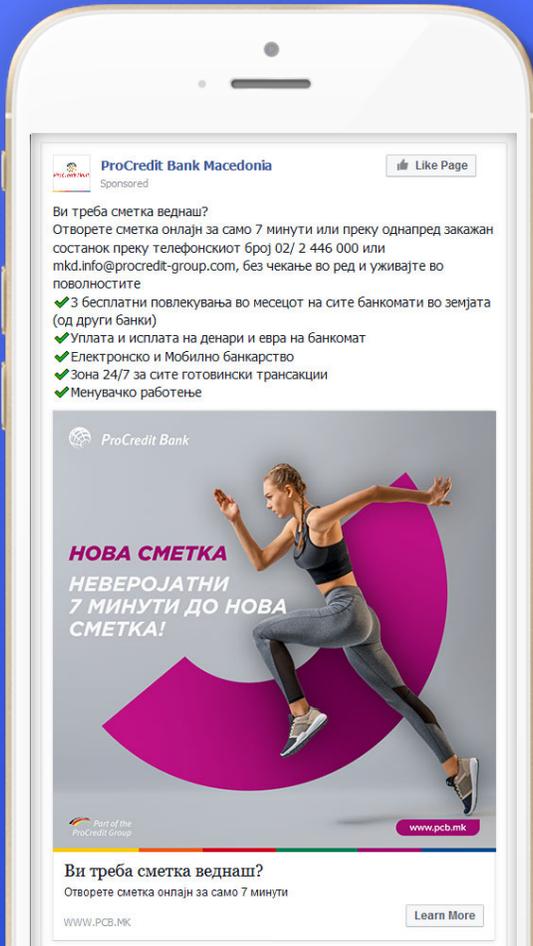
Following the marketing strategy we created for the brand, the sale of apartments did not lag behind even in the midst of the peak of the corona crisis



VISUAL IDENTITY MANAGEMENT

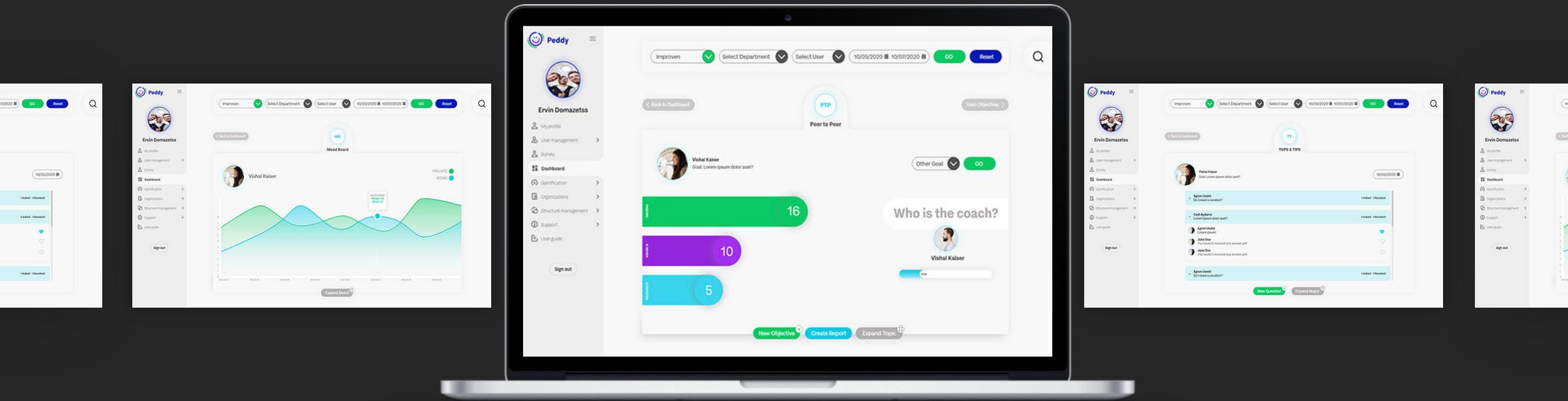
ProCredit Bank contacted us with a wish for a new refreshed look on every digital channel. We created a completely new visual identity that brought freshness and innovation in the presentation of their services, and thus entered a new creative wave in 2021.

ProCredit Bank Macedonia is part of Groupation ProCredit Holding Germany.



UX&UI redesign for Peddy

A Dutch company for Human Resources that strives to innovate and improve employee performance in the daily lives of employees.



Mutual success



Joint results!

OUR PHILOSOPHY

Every brand needs a light that will guide him through the challenging world of competition. We believe in mutual growth and collaboration with our clients.

Our goal is to cross over the barrier between client / user and work together in building partnership fulfilled with SUCCESS!