



ABOUT THE BRAND

Established in 2008 The JSL International "Group of Companies" currently operates in over 12 countries with our Corporate Headquarters located in Houston, Texas, USA. Our supporting operations include Trinidad and Tobago, Guyana, Grenada, Suriname, Mexico and Colombia



CHALLENGES

- Website not SEO friendly
- Negative Comments
- Low brand awareness
- Low social media engagement



OBJECTIVE

- Website Development
- Develop Social Media Presence
- Increase overall social media engagement
- Build brand awareness
- Online Reputation Management Services
- Increase organic website traffic



SERVICES OFFERED

- Website Development and Management
- Search Engine Optimization
- Social Media Optimization
- Paid Campaign on Facebook - Instagram
- Recruitment Portal Design and Development

15K+

15K+ Likes and Followers
on Facebook and Instagram

13K+

13K+ LinkedIn
Followers

4X

4X times increase in
Social Media Engagement



STRATEGY

- Developed SEO friendly and mobile responsive website
- Created social media pages
- Started with the paid campaign on Facebook - Instagram for brand awareness
- Executed strong SEO activities to rank targeted keywords
- Creating more engaging social media content
- Brand Repositioning
- Recruitment through social media platforms

\$0.11
COST PER LIKE

20+
JOB ENQUIRY
On Social Media **20+** per week

100%
VISITORS
New: **95%** Return: **5%**

50%
BOUNCE RATE
Dropped from **80%** to **50%**

64%
WEBSITE SPEED
Increased from **30%** to **64%**