

create.

Digital Marketing Agency

LEAD GENERATION SYSTEMS

From first click to recorded opportunity.

Websites · Performance Marketing · CRM · Content · Analytics



create.

POSITIONING

CREATE builds the system behind measurable lead generation.

ONE CONNECTED SYSTEM

Conversion websites, performance marketing, CRM, tracking, content and optimisation work as one accountable acquisition system.

WE DO NOT SELL

- Disconnected channel activity
- Design without conversion logic
- Traffic without attribution
- Leads without a follow-up system

COMMERCIAL PROMISE

From first click to recorded opportunity.

create.

MARKET PROBLEM

Most marketing fails between the click and the follow-up.

01

FRAGMENTED

Website, ads, content and sales operate separately.

02

UNMEASURED

Leads arrive without reliable source or campaign attribution.

03

UNMANAGED

Enquiries stall when no CRM process owns the next action.

The problem is not a lack of activity. It is the absence of one accountable system.

create.

LEAD GENERATION SYSTEM

Six connected capabilities move demand into pipeline.

- 01 Conversion websites & landing pages
- 02 SEO & content strategy
- 03 Performance marketing & analytics
- 04 CRM, tracking & lead automation
- 05 Content production
- 06 Managed hosting & optimisation



One commercial strategy governs every layer.

create.

CONVERSION INFRASTRUCTURE

The website is the conversion layer—not the finished product.

WE BUILD

Fast, conversion-led websites and landing pages designed around a defined audience, offer and next action.

- Conversion strategy
- UX and information architecture
- Landing pages and forms
- SEO foundations
- CRM and analytics integrations



create.

SEO & CONTENT STRATEGY

Search visibility compounds when content is built around commercial intent.



01

BUILD AUTHORITY

Technical SEO, search architecture and content foundations.

02

CAPTURE DEMAND

Pages aligned to the questions and searches buyers already use.

03

COMPOUND REACH

Consistent publishing expands discoverability across Google and AI search.

04

CONVERT INTENT

Clear commercial pathways turn organic visibility into measurable action.

create.

PERFORMANCE MARKETING

Performance begins with measurement—not media spend.

01

CAPTURE DEMAND

SEO, Google Ads and Meta campaigns aligned to commercial intent.

02

MEASURE THE JOURNEY

GA4, Tag Manager, Search Console and CRM tracking expose what converts.



OPTIMISE FOR PIPELINE

Budget and effort follow qualified demand—not vanity metrics.

ACQUISITION

Google Ads · Meta Ads · SEO · landing pages

MEASUREMENT

GA4 · GTM · CRM · attribution · reporting

create.

CRM & AUTOMATION

Every lead should enter a visible, owned process.



01

CAPTURE

Forms, calls and campaigns enter one lead record.

02

QUALIFY

Enquiries are tagged by intent, value and priority.

03

FOLLOW UP

Pipelines and automation protect speed-to-lead.

04

MEASURE

Reporting connects acquisition to outcomes.

No hidden inboxes. No lost context. No unowned opportunities.

create.

CONTENT PRODUCTION

Creative is built to generate response—not merely attention.

STRATEGY & CREATIVE DIRECTION

Campaign concepts, scripts and production plans begin with the commercial action we need audiences to take.

- Photography
- Videography
- Drone production
- Editing and channel-ready cutdowns
- Performance-focused creative assets



create.

MANAGED INFRASTRUCTURE

Lead generation only works while the system stays fast, secure and live.

01

PERFORMANCE

Managed hosting, speed optimisation and uptime oversight.

02

PROTECTION

Backups, security, technical updates and proactive maintenance.

03

CONTINUITY

Ongoing support protects forms, tracking and conversion paths.



create.

OPERATING MODEL

One continuous journey replaces disconnected deliverables.

01

ATTRACT

Reach high-intent audiences through search, media and creative.

02

CONVERT

Move visitors through focused pages, proof and clear actions.

03

MANAGE

Record, qualify and follow up through the CRM workflow.

04

IMPROVE

Use attribution and outcomes to refine every layer.

ATTENTION

DATA

PIPELINE

Attention becomes data. Data becomes pipeline. Pipeline improves the system.

create.

OWNED PLATFORM PROOF

CREATE tests the methodology in markets it owns.

01

Models Cyprus

TALENT MARKETPLACE

95.3K impressions

7.1K Google clicks

100+ client bookings

02

Restaurants Cyprus

PAID DISCOVERY PLATFORM

552K impressions

15 / 15 paid locations

2 complete portfolios

03

Doctors Cyprus

HEALTHCARE SEARCH SYSTEM

Three specialties

First-page territory

One repeatable methodology

Owned platforms make CREATE accountable to the same commercial realities as its clients.

create.

CROSS-SPECIALTY PROOF

Three medical specialties reached first-page territory through one system.

119K

SEARCH IMPRESSIONS

Across four connected healthcare properties.

2,347

ORGANIC CLICKS

Recorded across the supplied Search Console windows.

73

FORM SUBMISSIONS

Recorded by Dr Cos; direct calls and emails excluded.

DENTISTRY

ENT

GYNAECOLOGY

Different specialties. Independent websites. The same first-page outcome.

create.

CROSS-INDUSTRY PROOF

The same lead-generation logic works across different local markets.

Golden Oak Private School

EDUCATION

73,333

IMPRESSIONS

4,596

CLICKS

204 recorded submissions

Maison Lune Beauty

BEAUTY

20,610

IMPRESSIONS

1,639

CLICKS

759 appointment-button events

SelfStorage Cyprus

STORAGE

18,405

IMPRESSIONS

802

CLICKS

76 recorded submissions

Different sectors. Different journeys. One measurable path from search demand to action.

create.

COMPETITIVE-MARKET PROOF

The system reached page one inside an established real-estate category.

1.36M

GOOGLE IMPRESSIONS

Recorded across 488 days.

25,936

ORGANIC CLICKS

Search-generated visits without paid-media attribution.

7.8

LATEST POSITION

Improved from 24.2 in the first measured month.

Built from a blank canvas

Website, analytics, campaigns, content and lead-generation infrastructure were established from zero.

The digital asset remained visible after the engagement ended.

create.

DELIVERY MODEL

One accountable lead-generation partner. Specialist capacity where it adds value.

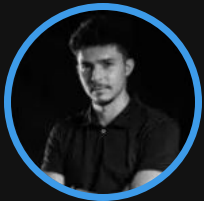
- ✓ **One commercial strategy**
Every channel follows the same acquisition objective.
- ✓ **CREATE owns the system**
Targeting, funnel architecture, CRM and measurement remain connected.
- ✓ **Specialists expand capacity**
Production and technical partners contribute behind one operating plan.
- ✓ **Evidence guides optimisation**
Qualified demand and business outcomes determine the next move.



create.

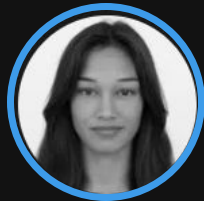
TEAM

**A multidisciplinary team supports strategy,
technology, operations and delivery.**



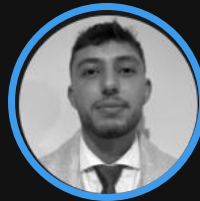
Angelo Coralini

CEO



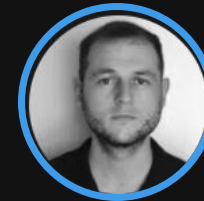
Thea Phillipidou

Graphic Designer



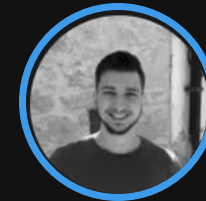
Dimitri Shokkos

Marketing Manager



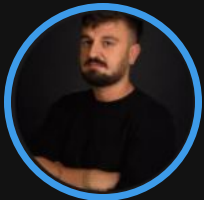
Gavin Gibson

Security & IT



Alexi Tsekouras

Developer



Stefano Aresti

Director of Operations



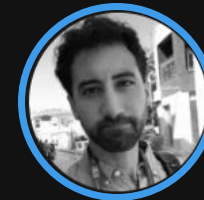
Andreas Kamenos

Data & Solutions Specialist



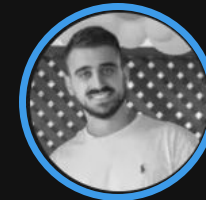
Christos Dadios

Sales Manager



Marino Papas

Sales Manager



Michalis Kasiouli

Sales Manager

create.

Digital Marketing Agency

BUILD THE SYSTEM BEHIND YOUR NEXT LEAD.

Strategy, acquisition, conversion, CRM and
measurement—connected.

info@createcy.com

+357 96 730883

WWW.CREATECY.COM

