



YOUR SUCCESS IS OUR BUSINESS

International Business Consultants | Commercial Broker | Costa Rica Experts

www.CostaConsultants.net

Schedule a Free Consult



Playa Flamingo, Guanacaste, Costa Rica 50308



info@costaconsultants.net



+506 8335 5861



www.costaconsultants.net

TABLE OF CONTENTS

- 02 Introduction
- 03 A note from the Founder
- 04 Key Areas of Expertise
- 05 Financial Services
- 06 Marketing Services
- 07 1 Million Views
- 08 Let's Get Started
- 09 Projects
- 10 Testimonials
- 11 Thank You





YOUR SUCCESS IS OUR BUSINESS

We serve clients all over the US and Canada, Europe, Latin America, and the Caribbean. With our team's diverse backgrounds and combined 65 years experience in international business, we are focused on digital marketing and financial management.

We are here for you from the grand opening of your business through its successful exit. Review our website for the variety of expertise we offer to give your business the boost it needs.



KATHRYN GORDON, MBA

Founder and Director



If you can build a financial model, you know your business inside and out, and that's the best thing an entrepreneur can do.



Rooted in integrity, our contagious passion is to support your success

Costa Consultants directly impacts lives in a developing country by supporting and empowering business owners – both local and expat – in a positive and motivational environment, through cultural exchange and professionalism, found no further than Playa Flamingo, Costa Rica, with virtual international consulting available.

Kathryn, or Kate as she's known to her friends, earned her MBA from Crummer Graduate School of Business, in Winter Park, FL in 2012 and studied at INCAE Business School in Alajuela, Costa Rica, after double majoring in college with degrees in Biochemistry and Molecular Biology.

Kate established her business consulting firm in 2015 and has managed to grow her clientele well beyond the Costa Rican borders.

While Kate manages a team of digital marketing experts from coders, seo leaders, professional content creators & designers, she uses her own expertise when it comes to fulfilling her client's financial and accounting needs.

Kate offers professional financial accounting management, such as handling your business's monthly bookkeeping, helping you streamline expenses, showing you what your business is worth, and even helping you buy and sell your business.



KEY AREAS OF EXPERTISE

Finance and Marketing: Know Your Business, Grow Your Business

A professional financial model is crucial to any business. That model includes a cash flow statement, income statement, and balance sheet. It all starts with a proper company valuation and it's vital to anyone looking to buy, sell, or grow their company.

Before marketing your company, you must organize your finances.

Another important component of your company is being seen. You won't get business if no one can find you.

Marketing is more than just getting your name out there. It's inserting yourself in the right places at the right time. Using tools like Facebook and Instagram marketing, local and global seo, optimized and responsive web design and paid advertising will put you in the right position for customers who are actually seeking your services to find you.

Digital Marketing

We offer affordable digital marketing tools from secure hosting, wordpress web design, local and global seo, google and youtube advertising, facebook and instagram marketing, and content creation for email campaigns and blogs.

Financial Services

We prepare your business every step of the way with accounting and invoice management, company valuation, and pro-forma creation.

Business Development

We offer business coaching from startups to multimillion dollar businesses specifically for business strategy and branding, helping you get the upper hand with our in-depth analysis and implementation of simple, smart solutions to reach your target market before your competition.

FINANCIAL SERVICES



Pro Forma Creation & Projections

Yes, there is a professional way to keep track of your cash! Cash flow, taxes (tax brackets, where do you stand?), profitability, allocating revenues, re-investment stages, etc. Plan ahead, let us build the numbers, and then you really get to know your business. The value of your company lies in the Balance Sheet. We can find this for you with Pro forma statements creation.



Know Your Flow: Cash Flow

We offer all types of financial accounting management, including Hacienda tax services. Hacienda (Costa Rican IRS) requires monthly bookkeeping. For a small monthly fee, we will take care of your books, send monthly reports, and update your yearly cash flow and financial projections.



Company Valuation

Whether you are ready for an investor or buyer, we will launch your business off the ground and hit numbers it needs for a successful exit. We prepare your business every step of the way to get you in front of the right buyers or investors (private equity, VC, or angel).



Commercial Real Estate

Let us help you figure out all the details needed to buy and sell your Costa Rica business by creating a Private Placement Memorandum (PPM), company valuation, and Pro forma statements creation.

MARKETING SERVICES

We are here to help your business do what you do best



Responsive Web Design

Modern and fully responsive WordPress website design, optimized for today's mobile devices. Professional, clean, dependable.



Website Management

Keep your website secure, fast, and dependable with regular upkeep. A website riddled with error messages will send your clients to the competition.



Seo Agency

Search Engine Optimization and PPC bring you directly in front of your target clients by using their own search results. Optimized content on your site will help put you in the top 10 search results



Advertising

Paid advertising is different for each company's goals and budgets. Social media advertising on Facebook and Instagram may be best for one business, whereas YouTube or Google AdWords pay-per-click is the way to go for others.



Social Media Management

Social Media Marketing is a powerful tool, contributing 25% of how your clients find you online. From raising brand awareness to connecting and building partnerships world-wide, SMM Services are key to keeping your business ahead.



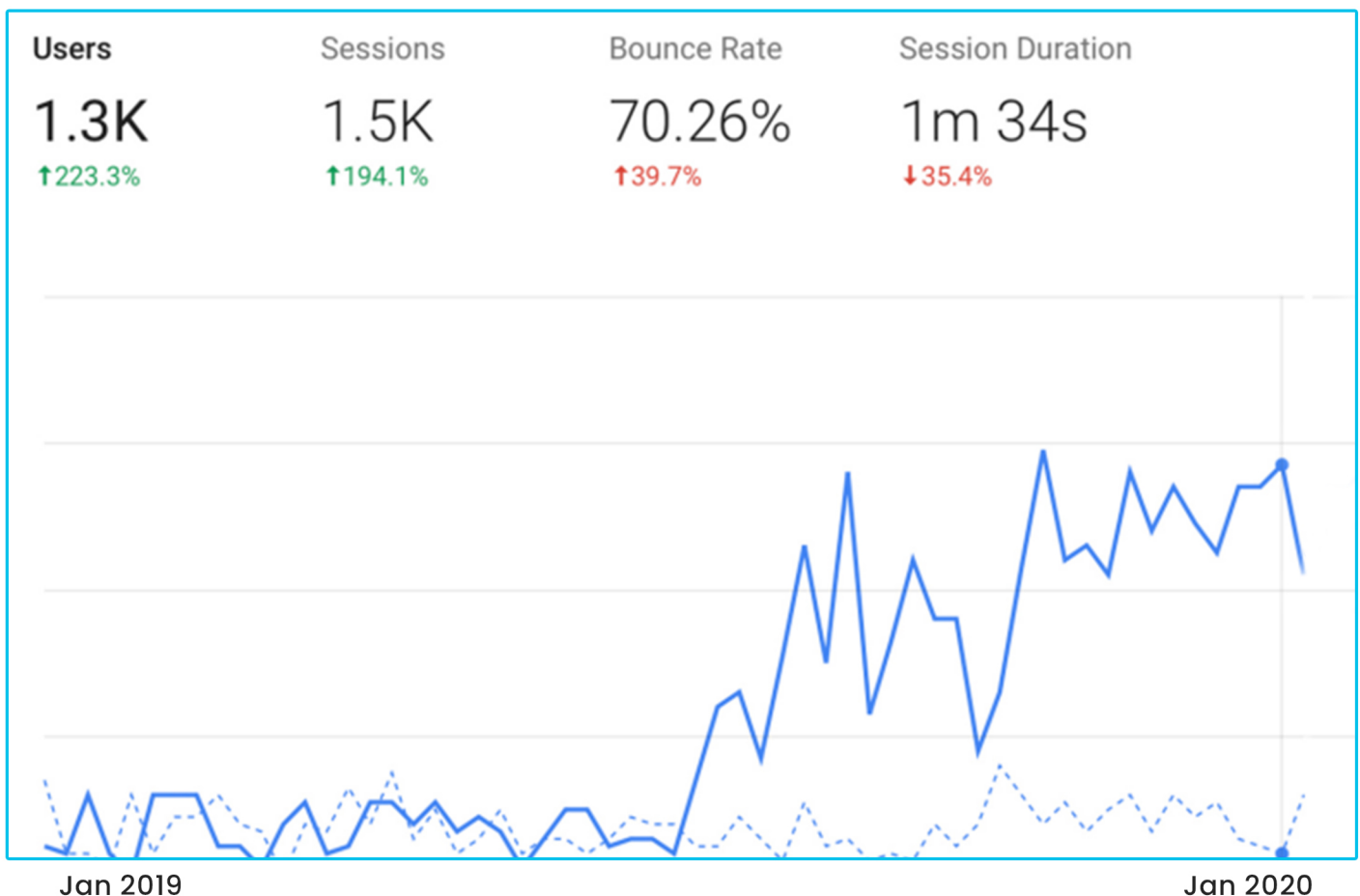
Optimized Content Creation

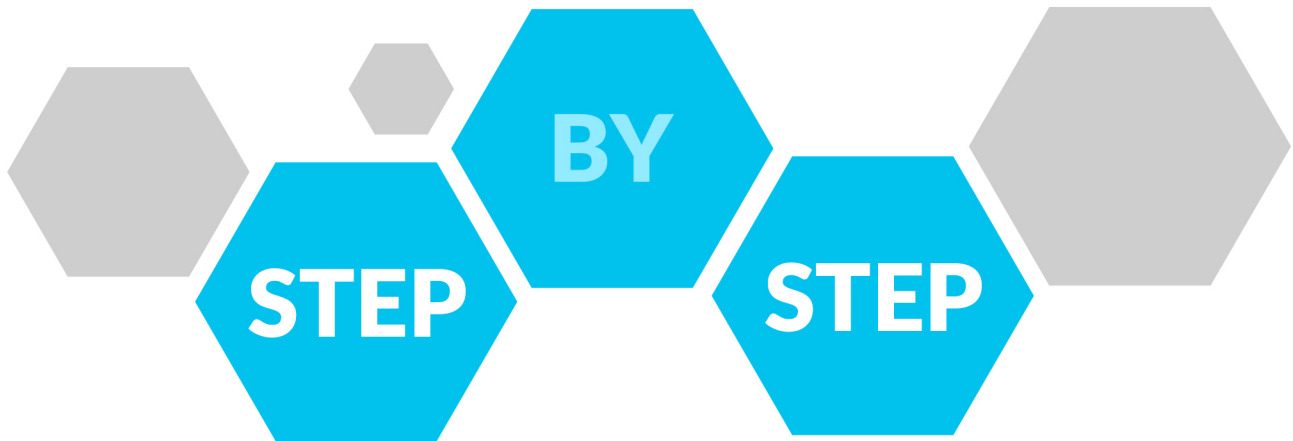
We create content for social media posts, optimize websites for better SEO ranking, write on and off-site blogs and articles, and create and distribute email campaigns to keep your clients interested.

YOUR SUCCESS IS OUR BUSINESS

How can you get 1 Million people to see your business (in just 3 months)?

Looking to reap maximum benefits from your digital marketing campaign? Costa Consultants expert SEO agency designs Search Engine Optimization campaigns from scratch to improve your website's discoverability and increase engagement with users. With our proven and industry-leading SEO strategies, coupled with in-depth knowledge in PPC, or Paid Search Marketing, our campaigns reach your target market to increase sales and maximize your return on investment (ROI).





OUR FOUR SIMPLE STEPS TO GET YOU STARTED



Evaluation

We evaluate your business's online presence, your overall branding, and scope of services.



Recognition

Knowledge is power. Our team launches a market research operation on your competition to learn your market position.



Launch

Taking into consideration your market position, data we collected, and your goals, we agree on deliverables.



Growth

When you invest in your business with Costa Consultants, you may become too busy! Need help with quality control after the influx of business?



YOUR SUCCESS IS OUR BUSINESS

OUR CLIENTS



Steve Quinn - Go Fish Costa Rica

"Kate, I just wanted to take a moment to thank you and your excellent team working with you for all the work you have done for our growing company and we appreciate you getting us to where we are today. From the start, developing my new website and maintaining it for me as well as your attention to things I would not have thought of has kept me in the forefront and although I am now kept very busy with more work than I can some days handle you did do what you said you would and because of your hard work we are able to achieve what we started out to do. Hell, if you can please me, you can please anybody. Thanks again for all your hard work... It's paying off!"

Ericka Villalobos - Castillo de Lilo

"Costa Consultants, was a big help with building Castillodelilo.com website. Their drive and passion, professionalism, and availability for our website was excellent. We are so thankful for all of their support for our company."



Lucas Rivera - Coco Tap Water, Costa Rica

"Ms. Gordon proved dedication and commitment to the goals we set for building our second website at CocoTapWater.net . Web development trends evolve FAST and her team is already mastering newer techniques for faster, safer and more responsive websites. I can recommend their services for a locally based consultant on web presence."



Lisa Muñoz - Dos Banderas Property Maintenance

"As a new business owner in a new country, having Kate in our corner was invaluable. She has lived in this area for the better part of a decade, and her experience and education have helped us in numerous ways. Kate built our books, she's offered amazing advice and strategies, and she's just plain happy to help, which I really appreciate!"

Richard Nahas - Seekers Centre, Canada

"Dear Kate, it was a real pleasure working with you to create a business plan and financial model for Seekers Falls in Costa Rica. Your integrity and dedication to the task were greatly appreciated, and the quality of the finished product exceeded my expectations. I think you were definitely an asset to our project and I would encourage anyone interested in your service to place their trust in you and your work."



Enis Davis-Lewars - Costa Rica Vacation Realty

"I hired Costa Consultants to do my SEO and social media work for my real estate business. Kate was very professional and knowledgeable. She provided me with some great ideas and suggestions for my business. I highly recommend Costa Consultants."

THANK YOU!

FOR YOUR CONSIDERATION



Playa Flamingo, Guanacaste, Costa Rica 50308



+506 8335 5861



info@costaconsultants.net



www.costaconsultants.net