

DamSol Labs

Experiencing difficulties from hiring team leaders and members to HR management?

Our experts provide solutions to your internal marketing challenges with perfectly tailored strategies



DamSol Labs

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Beautiful DAM[炎], Leading SOL[率]

We drive the beautiful growth of your business with data-driven insights. Our team of marketing experts, composed of former CMOs from large and mid-sized companies, provides premium marketing consulting and performance marketing execution.



Data-Driven Insight

No More Perspective Marketing! Data analytics helps you create the most optimized marketing strategy for your business.



Focus on Core Value

Identify the true value of your brand and service products and strategize for the essential growth of your business in an effective way



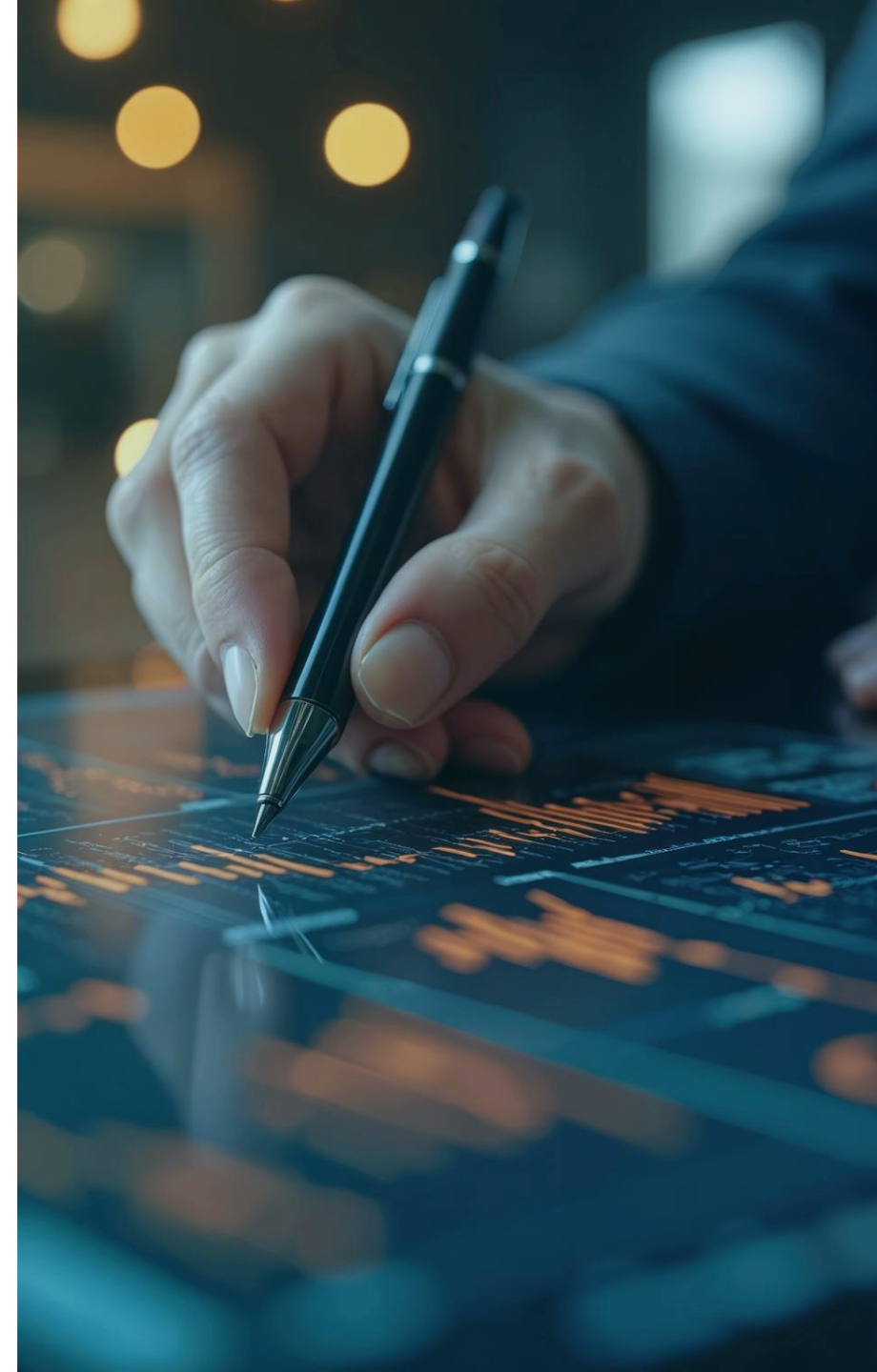
Close Partnership

Work through 1:1 in-depth communication with the representative consultant in the customer's field. It's not internal but external work, but we work closely as if we were a team to provide customized solutions..



Sustainable growth

Undermines brand value and avoids short-term performance. It supports sustainable growth by presenting strategies that can respond flexibly to market changes.



Welcome message

**If you don't have an optimized strategy,
you can't create results with tools alone.**



Damsol Labs is a strategic marketing partner that focuses on customer goals and performance. Instead of repeated blog and SNS content uploads and charges, we analyze and provide an optimized method for individuals.

Damsol Labs is responsible for strategy, content, execution, and even results. Marketing depends on 'who and how.'

Damsol Labs, which constructs the right strategies that are more accurately targeted than technological advances

Start small but strong, expand with customer growth, and set new marketing standards.



Yoo Jin

CEO, DamSol Labs

- KOREA University, Electronic Engineering
- 前 CMO, KOSDAQ EV첨단소재 외 다
- 前 CMO, NASDAQ CAPTIVISION (주, G-Smatt Global)
- 前 Sales Strategist, LG Electronics

Who We Are?

With proven hands-on experience in large companies and startups, experts at Damsol Labs
It provides real marketing that focuses on customers' business areas, implementing strategies, and performance.



Kim Sung-hyun

General Team Leader & Strategist
前 IT Business CMO.
前 Viral Marketing agency TL.



Kim Eun-Ji

Marketing team leader of law firm
前 Marketing TL of law firm.
前 LED Business Marketing TL.



Bae Se-Jun

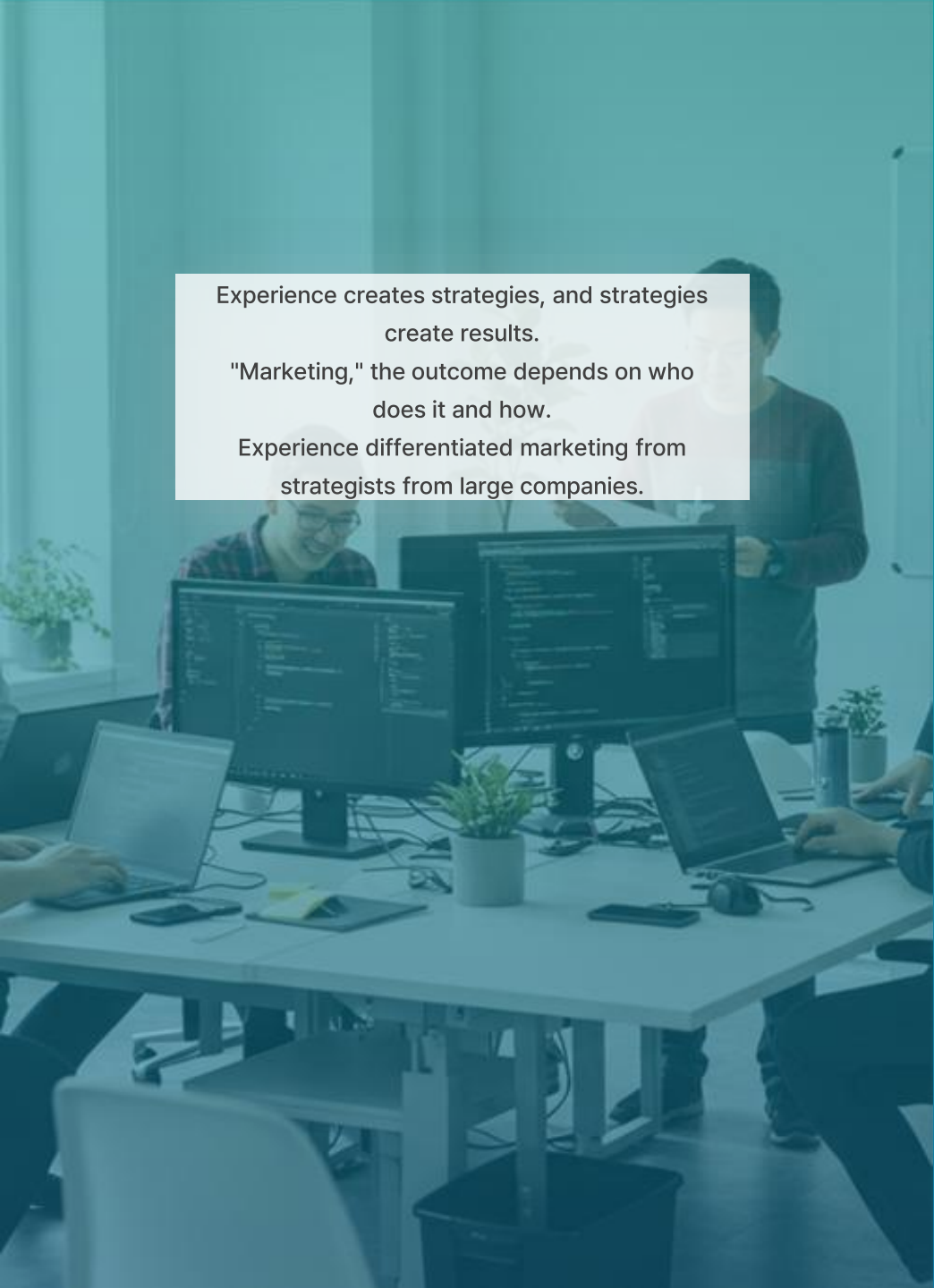
Marketing team leader of hospital
前 Gangnam Plastic Surgery
Marketing TL.
前 Marketing agency TL.



Kim Jae-Hee

Corporate Marketing Team Leader
前 IT Business TL.
前 Marketing agency TL.





Experience creates strategies, and strategies create results.
"Marketing," the outcome depends on who does it and how.
Experience differentiated marketing from strategists from large companies.

Our Services



Law firm marketing services

Increases the inquiry rate by effectively communicating expertise and differentiation through trust-oriented branding and search optimization.



Hospital marketing services

Hospital characteristics and advantages maximize trust and appointment conversion with patient-specific inflow strategies.



Corporate marketing services

Realizes marketing for the purpose of brand growth and sales improvement with a B2B/B2C specialized strategy tailored to the company's specificity.

Key Marketing Services Progress



Services List

DamSol Labs designs optimized strategies by analyzing customized current situations and goals

CHECK 1.

Marketing Consulting, Branding and Positioning Design

Strategically designs marketing analysis and brand concepts of himself and his competitors

CHECK 2.

Conduct content marketing

Delivers expertise and trust with content written by strategists who understand business.

CHECK 3.

Online Search Inflow Strategies

Keyword optimization, funnel design increases inflow and induces customer behavior.

CHECK 4.

Advertising operations (ad selective)

maximize efficiency through ad channel strategies tailored to your goals and industry.

CHECK 5.

Website and landing page optimization

leads to contact with the structure and flow of customer behavior.

CHECK 6.

Performance measurement and reporting

Presents clear results and improvement plans with KPI-based reports and analysis.



Why to Choose?

I refuse to compare with a general marketing agency. We are different like this..



STRATEGY

Performance-based KPI-focused strategy planning and operation
Most marketing agencies promise to fill up the number of Blog, SNS, etc. and get paid for it..

DamSol Labs
Focus on strategic planning and performance. Set the KPI rather than the number of contents
Check the performance of the inflow analysis.



STRATEGY

Direct performance by representative strategists and professionals
It delivers expertise and trust with content written by strategists who understand business.

DamSol Labs
understood the profession and proven in practice
By running an internal team of experts,
It differentiates even one content properly..



STRATEGY

Brand-focused mid- to long-term growth strategy
Recently, consumers are smart.
Poor marketing has a negative impact on the brand.

DamSol Labs
We look at our customers' brands in the long run.
High-quality content that increases true value
It delivers true appeal to consumers.



STRATEGY

Pursue customer objectives and ROI-driven performance
Everyone's obvious marketing No!
It seeks direct growth..

DamSol Labs
It's not a simple marketing that you can see right now
To help you achieve your true goals together
Achieve ROI-driven performance and growth.

Our Portfolio

Law firm marketing services

We deliver each project with accountability through trust-centered branding and position your brand with optimized search targeting. We create a realistic flow that guides audiences from awareness → trust → enquire, building genuine demand step by step.



Strengthen trust through branding of law firms

- Unification of Logo, Color, Tone & Manner and Exposing the Professionalism of Representative Lawyers
- Emphasis on the value of helping people by law, not by case



Increase inflow rate through search optimization

- Positioning as a reliable legal content hub
- Planning SEO-centered content and optimizing regional-based keywords.

Case Study: law firm's marketing service



Our Portfolio

Hospital marketing services

Visualizes the hospital's expertise and safety as fundamental brand values. Complete search optimization with a medical brand to meet the patient's trusted hospital first at the search engine.



Building trust by visualizing expertise

Visualizes and instills the conviction that it is a "reliable hospital" with the philosophy of medical staff, the value of care, and the authenticity of patient care



Search optimization through data-driven design

- Data-based design of the first contact point at which the patient visits the hospital
- Search → click → inquiry → design of a substantial inflow structure leading to the visitation

Case Study: Hospital Marketing Service



Our Portfolio

Corporate Marketing Service

Depending on the business direction of the company, B2C, B2B, and B2G customized digital channels are used to operate materials for each content funnel as a strategy from branding to performance.



Building brand identity(Corporate Branding)

Clarifies the 'reason for existence' of a company and creates a trust-based brand image to utilize customized digital channels according to business direction.



Data-driven marketing performance strategy

Build a data-driven performance analysis framework
Integrated performance marketing design and content funnel strategy

Case Study: Corporate Marketing Service



Customer Testimonials



Success story that proves accomplishments
Heartfelt Customer Voices Supporting "DamSol Labs"



Law firm Tae*

Lawyer / Kim Myung Hyun

Customer reviews

By analyzing our vast collection of successful cases and consultation data, we identified the legal issues people are truly curious about. We presented them through easy-to-understand "Lawyer's Lecture" content, and short videos featuring the lawyers themselves received especially positive responses. Looking back, we can't help but think—we should have started sooner instead of hesitating.



Barun Oriental Medicine Clinic

Director of Marketing / Kim Sun-young

Customer reviews

Our hospital had recently opened, and although it boasted top-tier interior design and facilities, we were struggling with patient acquisition. We wanted to avoid competition through aggressive advertising. Instead of running indiscriminate promotional events, we planned a short video series where I, as the head doctor, personally explained the principles of the procedures and proposed customized solutions for different patient types. This content strategy brought us significant help in attracting patients.



X-Cure *

Solution Team Leader / Sungjun Heo

Customer reviews

We develop security solutions for businesses, It was completely different from regular marketing. Damsolab has created case content that shows how effectively solutions defend against hacking threats through visualized data. In the short term, but also in the long term Setting corporate marketing directions and It has helped you to transition your actual purchase.



Law firm Su*

Law clerk/Kim Cheol-min

Customer reviews

The perception was that our image was too formal and rigid, and the general public found the law to be difficult to understand. Following our collaboration, website traffic quadrupled, and most importantly, the conversion rate leading to consultation inquiries increased by 50%. What makes me proudest is hearing feedback that we are no longer seen as a 'stiff law firm,' but rather as 'a law firm that will advocate for and be on my side.'

Our Pricing

Are you satisfied with the composition of your in-house marketing team (leader and members)?
Is the value generated by each team member commensurate with their annual salary (tens of millions of won)?

Join DamSol Labs, a team of proven experts from established corporations and successful startups.
We become your genuine partner, managing efficiency, measurable results, and the long-term growth of your brand.

Marketing Consulting

(In 2 Weeks, Single Project)

Bi-weekly salary

(Based on an annual salary of 48 million KRW)

Customer Status and Customer Group
Characteristics Analysis

Competitor Analysis, Marketing Situation

Derive customer branding
recommendation directions and points

Deriving Tone & Manner and Marketing
Strategy Plan

[Learn more](#)

Marketing Basic Package

(Cost/Month)

a month's salary

(Based on an annual salary of 48 million KRW)

One team member's work and reporting

Create and manage Blog and SNS

Home page management and operation

Monthly Marketing Report

[Learn more](#)

Marketing Integration Package

(Cost/Month)

a month's salary

for 2 persons

(Based on an annual salary of 48 million KRW)

Team leader 1 and team member 2,
composition team work and report

From setting up marketing KPI to marketing
strategies and implementation to achieve

Integrated management of homepage,
blog, and SNS

Monthly Marketing Reports and
Performance Analysis Reports

[Learn more](#)

Operation of internal marketing organization

Are there advantages to having an in-house marketing team? Absolutely.

If a product or service is generally difficult to access or there is no need for customer expansion, internal workforce operations may be more reasonable than professionals.



Brand Understanding and Immediate Responsiveness

Because it is within the organization, it deeply understands the philosophy, vision, and customer characteristics of the enterprise and enables immediate response in the event of a change or issue, and quickly reflects the voice of the field



Long-term Branding Consistency

Consistently maintain branding tone and manner ingrained in the company's internal culture Accumulate long-term brand identity



In-house collaboration efficiency

Marketing team can work closely with internal personnel such as medics, lawyers, and technical teams

High content accuracy, short feedback loop

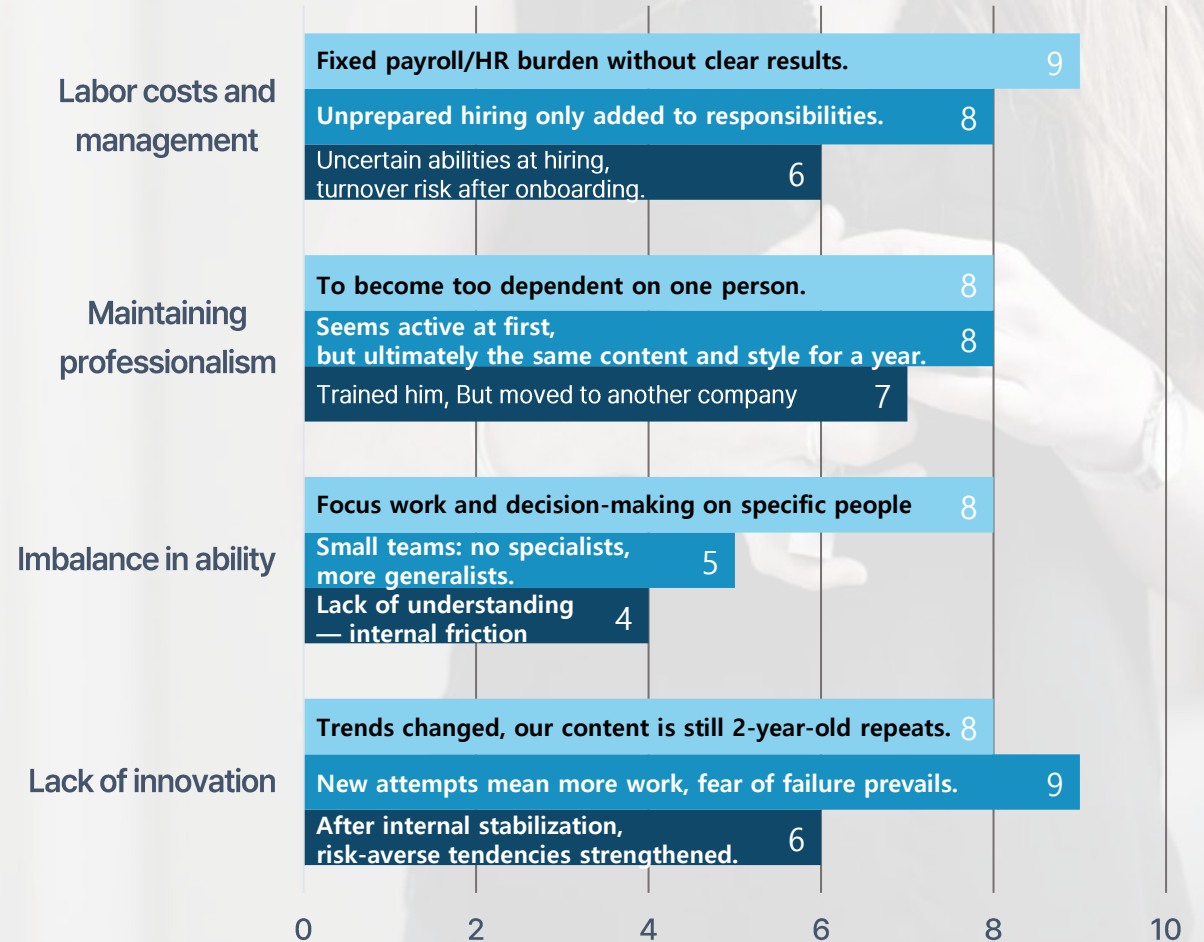


Multi-Role Operations

Internal employees allow you to take on a variety of tasks when you need them
High workforce efficiency in the short term

"BUT"

CEO's a real voice



Our Promise

This is how Damsol does it.

We work with the mindset of being a partner in your business, not just a marketing agency. We deliberate from the client's perspective and prove it with results.



After consulting, we work based on strategies.

As experts, we provide marketing consulting and direction. You'll recognize that we understand and move with your business, not just run ads.



Directly handled by a "professional team."

Other agencies still recruit general Blog/SNS personnel from sites like Job Korea or Albamon. Damsol refuses such comparisons; clients feel we are far more specialized than a few in-house staff.



We speak "as an achievement."

Our performance is evaluated through KPI settings and monthly reports. We become a partner that consistently offers alternatives and proves them with data. In case of dissatisfaction due to Damsol's responsibility, contract termination is immediately possible.



We "communicate" and keep "trust."

Marketing is the process of growing 'together'. If you pay, it's not a company that's hard to see, but it presents continuous meetings and opinions.

Also, we value long-term relationships more than short-term performance.

2.35M
Content View

2.6K
Inquiry volume

We continue to keep our promises, and we are moving forward.



Thank You For Watching

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