

## WebXpertos announces rebrand to WX Digital Agency

Monday 1 April, 2019

Today, WebXpertos, a leading Panamanian digital agency has announced the business' rebrand to WX Digital Agency. The comprehensive rebrand will solidify the firms cutting-edge inbound marketing and web development solutions.

Founded in 2014 by Dutch Entrepreneur Martijn van Dooren, whose aim was to help small and medium businesses in Latin America and abroad join the digital age with a website, the newly formed digital agency has rapidly grown into a 15-man agency with a second office in the Republic of India followed by a third office in Rotterdam, the Netherlands which has resulted in continual annual growth and success year on year.

*"With our rebranding, we aim to connect with organizations that have an innovative touch and a data-driven mindset and that, although typically growing steadily, are not leveraging their full potential to reach more customers globally" – Martijn van Dooren, CEO and Founder.*

As part of the rebrand, WX has created a variety of carefully-curated educational resources, which will be shared in the upcoming Vlog and Academy. These resources are aimed at businesses, SMEs or anyone interested in learning e-commerce, inbound marketing, conversion-rate optimization, growth-driven design, web development or Shopify skills.

Despite the humble beginnings, WX Digital Agency now spans the globe with offices in the Netherlands, India and the Republic of Panama.

**About** WebXpertos was founded in 2014 by Dutch Entrepreneur Martijn van Dooren.

Martijn wanted to assist SMEs in Latin America and internationally by helping them create an online presence through a high-converting website platform. He very quickly realized that having a website was just the start of the relationship and that many clients also required inbound marketing and ongoing content-management system (CMS) maintenance solutions.

In doing so, it became clear in 2015 that expansion was required. So, in that same year, a second office was opened – this time in the Republic of India, followed by a third office in the Netherlands in the same year. This helped increase throughout both their web development

and customized digital marketing solutions.

In mid-2015, WebXpertos also became one of the first agencies to provide inbound solutions and become a certified HubSpot partner in Latin America. Since then, they have been designing and building growth-driven design websites for clients all over the world. In 2018, it was concluded that the name WebXpertos no longer represented what the agency had to offer, and, in March 2019, WebXpertos was rebranded to WX Digital Agency.

### Related Sectors:

Computing & Telecoms :: Media & Marketing ::

### Related Keywords:

Digital Agency :: Martijn Van Dooren ::

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