

OTHER SERVICES



Marketing Strategy and Consulting

Brand and digital presence audit
360° marketing strategy development
Media planning (traditional and digital)
Competitor analysis and benchmarking
Product or service launch strategy

Web Design & Digital Development

Website design and development (WordPress, Shopify, custom HTML)
Online stores (E-commerce, e-commerce)
Online stores (E-commerce)
Responsive design (adapted to mobiles and tablets)
Basic and advanced SEO optimization
Web maintenance and monthly technical support

Corporate Identity and Branding

Logo creation or redesign

Brand manual (typographies, color palette, tone of voice)

Corporate stationery (cards, folders, brochures)
Corporate stationery (cards, folders, letterheads, envelopes)
Digital signature design for e-mails

Social Networks - Social Media Management

Monthly content strategy
Graphic design for social networks (posts, stories, reel covers)
Creative writing and optimized copy
Account Management (Facebook, Instagram, LinkedIn, TikTok, etc.)
Monthly analysis of metrics and performance
Campaigns with influencers and micro-influencers

OTHER SERVICES



Digital Advertising - Paid Media

Campaigns on Facebook Ads, Instagram Ads, Google Ads, TikTok Ads, etc.

Advanced audience targeting

Retargeting and conversion funnels

Campaign specific Landing pages

ROI reports and conversion analysis

Audiovisual Production & Photography

Production of advertising spots

Commercial and product photography

Corporate videos and testimonials

Reels and vertical content for networks

Drone footage and aerial shots

Graphic Design and Visual Creativity

Print and digital designs

Flyers, brochures and catalogs

Infographics and corporate presentations

Packaging and product labels

Design of menus and materials for restaurants

Printing and Advertising Production

Large format printing

POP material (banners, roll-ups, vinyls)

Illuminated signs and internal/external signage.

Design and installation of vehicle graphics (wraps for cars, trucks and fleets) * Banners and billboards

Banners, billboards, murals

Local Marketing & Community Engagement

Geomarketing and zoning strategies in Miami and surrounding areas.

Strategic alliances with local businesses

Event organization, brand activations and trade shows

Advertising in local Latin media (radio, television,

Cuban-American press)