

Behind a great communication management there is a great sale

Marketing Agency & Commercial Consultant

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INNOVA
SUR



Who is Innova Sur?

Communication and Digital Marketing

We are a business and projects accelerator: we analyze and deeply understand your needs, offering a Marketing and Commercial professional team, with the goal of transform your innovation process, communication strategy, digital and sales channels. Our main objective is to engage your stakeholders with the efficiencies and process, maximizing your results.

Are you analyzing your business with the right Marketing metrics?

Positioning

Am I speaking to the right target?

Are my strategy, sales tools and budget correct?

Is the content I share engaging and impactful?

Am I working on the correct digital platforms for my project?

Am I at all relevant touchpoints for my customers?

Conversion

Does the website of my project have a good conversion rate?

Do I recontact my clients in right time and in the correct way through their relevant platforms?

Does my campaign setup bring in good quality leads?

Does my sales force manage their strategy in the right way?

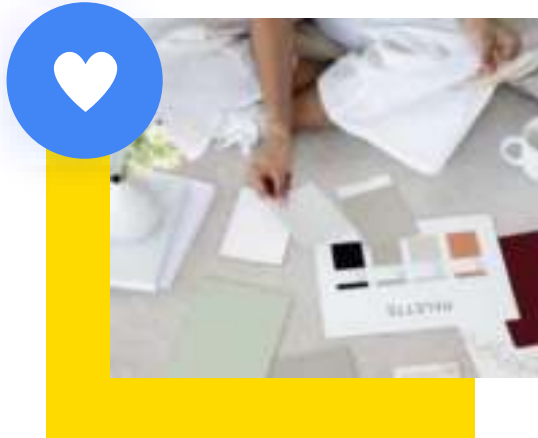
CRM: Is the right tool for me? And which one?

Have I diversified my business efforts?

Do I have visibility of how my investment becomes more efficient and impactful month by month?

Measurement

What do we offer?



Branding

We **position, create or redesign** your brand. Developing a brandbook, target design, that impacts, inspires and really stays in the target's memory, taking care of aesthetics and consistency across different points of contact with the client.



Content Development

Strategy and development of content that impacts, educates, inspires and motivates potential customers to take action on the communication received.



Social Media Performance

We **develop media strategies**, choosing the best set of platforms according to your objectives. We work the 360 digital strategy, from investment planning to performance measurement, generating sustainable and competitive businesses.



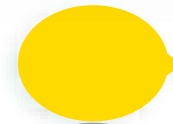
Business Consulting

We **understand** your business from end to end to advise you with commercial tools that help boost your results.

What does this mean?



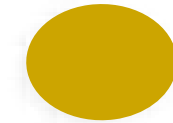
A marketing team that supports your project and builds **Strategy** for:



WEB: Re-branding adaptation. Creation and development with conversion strategies



CONTENT: Shootings to get photos, videos, stop motions, cinema graphs and any other type of pieces that generates engagement and interaction with your target



GRAPHIC DESIGN: Static and animated content, videos and all kinds of pieces relevant to your online and offline sales strategy



COPY WRITING: Writing of press posts and news that can be adapted to any digital and printed platform



SOCIAL MEDIA: Creation and Development of business accounts in the top strategic platforms for your project.

Our Trayectory

+10

YEARS OF EXPERIENCE

Focused on Marketing
and Commercial areas

+15

COUNTRIES

With business strategy
in different industries and
audiences

+12

CHANNELS

To communicate, promote
and sell products and services

+11

BRANDS

Trust on us to manage them

Our Jobs

Our content productions have been worked from renders to physical photography and shooting in created scenes to achieve the commercial objectives of our clients.

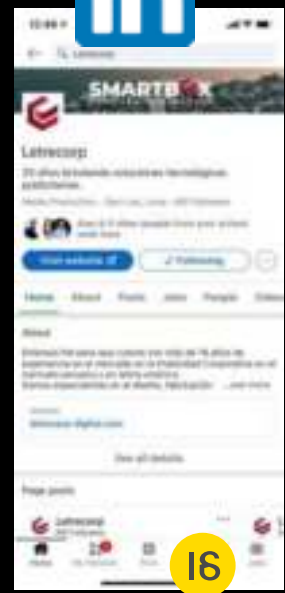
Among our highest quality jobs is the management of content in social networks (organic and paid ads), Web development, Blog Development and Development of press releases.

The content and communication strategy must be directly related to the project objectives, channels in which to interact and a clear definition of the target to whom we are going to address.



Go to the next page for examples!





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Rebranding: We transformed LetreCorp to Smartbox
Core Business: Technological products and services



We have created and developed the branding and digital tools for the project Salaverry 2900, the biggest project for the developers Demega. More than 300 apartments on sale under Salaverry 2900.

We created the full marketing strategy for this Brand. Even with pandemia and government crisis going on in Peru, we sold 58 apartments the 1st year (complete pre-sale) that was a record for the market average in 2021. Communication tools and pieces was key for this project. More than 10 sales channels activated!

The logo for the project '2900 SALAVERRY', with '2900' in a large, elegant serif font and 'SALAVERRY' in a smaller, all-caps sans-serif font below it, all enclosed in a dark circular background.



WEB



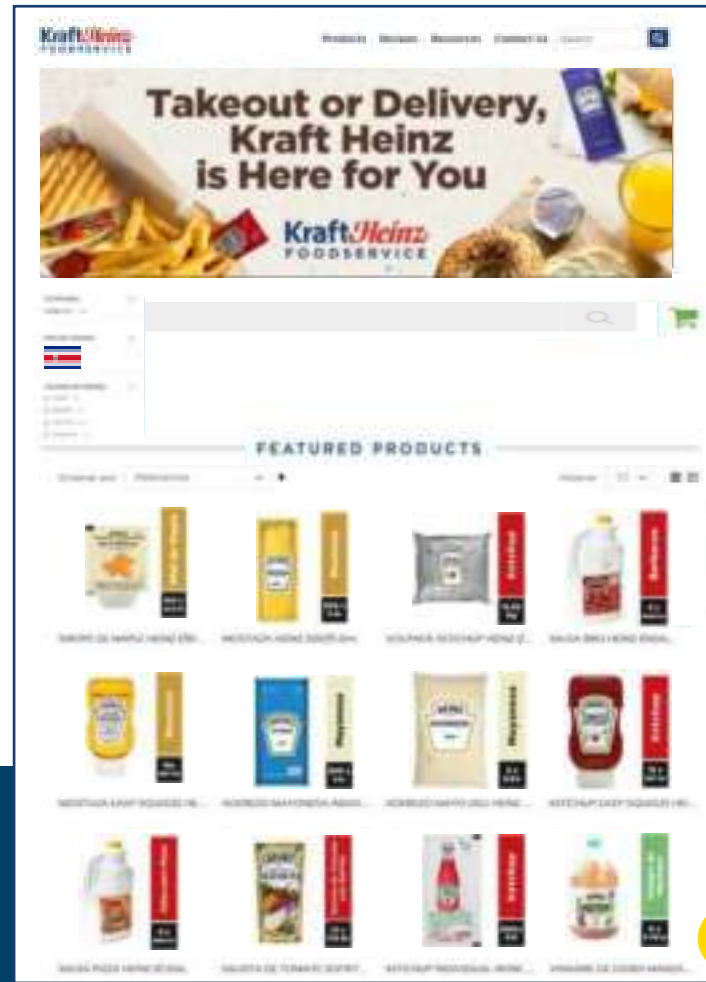
Kraft Heinz FOODSERVICE



ONLINE CATALOGUE



E-COMMERCE



Full creation of Online tools

SOCIAL MEDIA (ALWAYS ON)



SHOOTINGS- CONTENT



→
Digital
Platforms
Strategy
to generate
traffic and
engagement
→

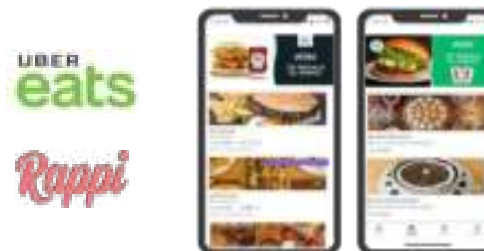
MANAGE CUSTOMERS



MANAGE KEY ACCOUNTS



MANAGE PARTNERSHIPS



B2B

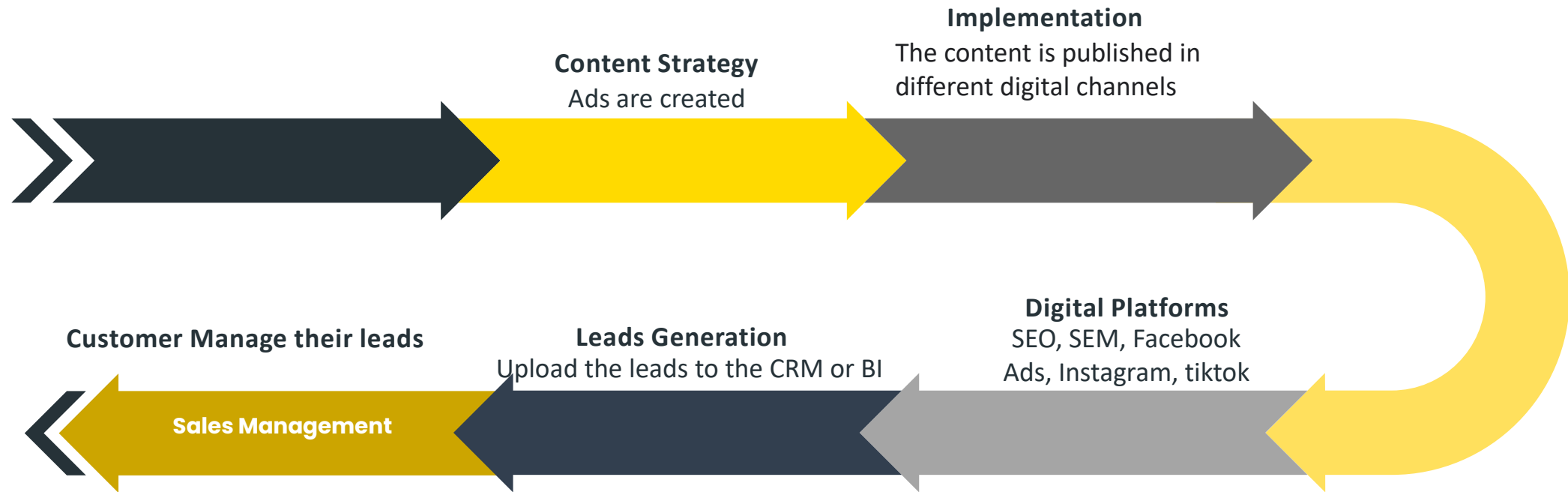


B2C

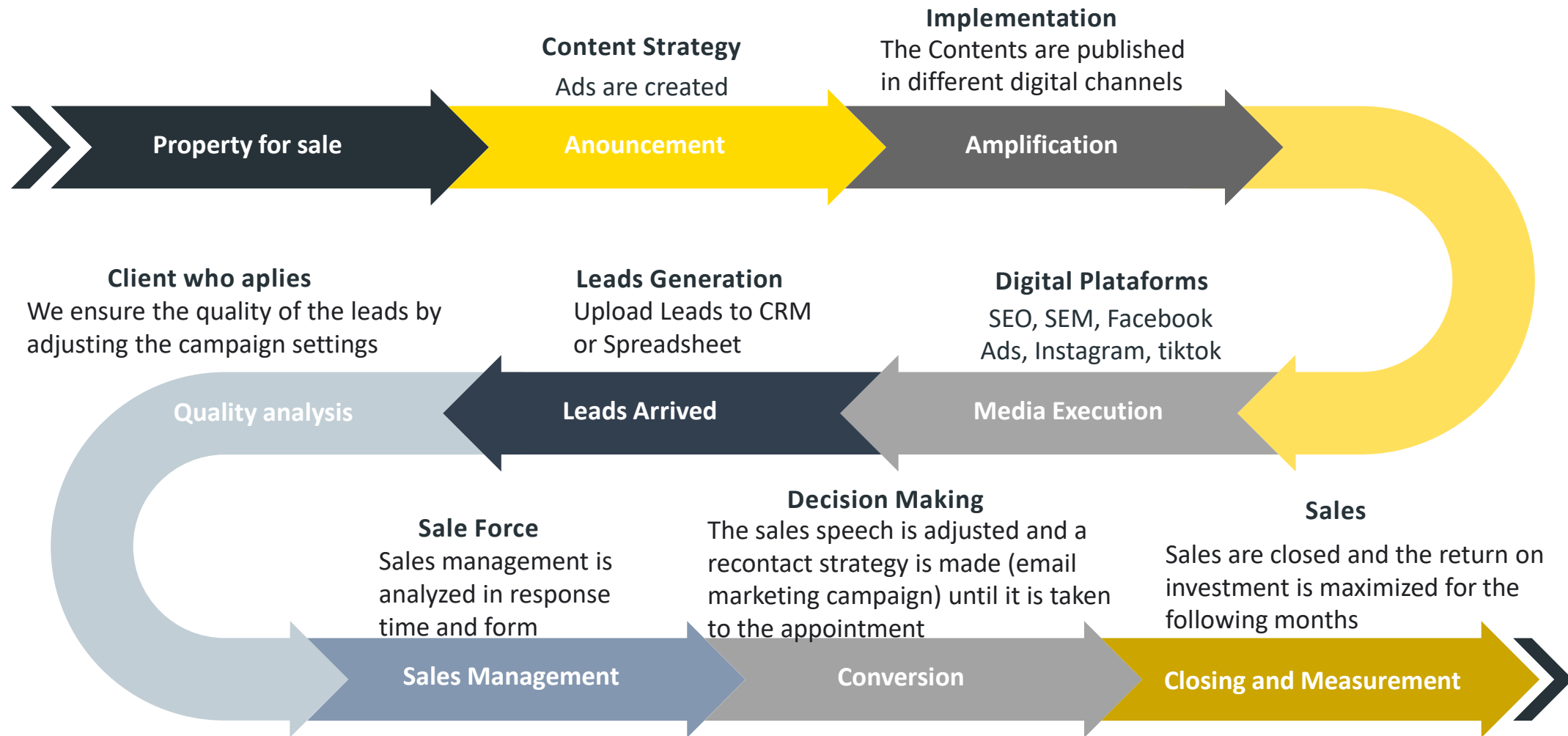


Drive Traffic

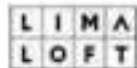
¿How is the worldwide process in the marketing industry (agencies)?



How is our process?



Brands that trust on us



DR. FÖRSTER





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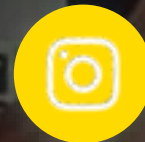
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