





2017 Minority Marketing and Communications Firm of the Year

WHOWEARE



FEDERAL RESERVE BANK of NEW YORK

One of 10 Hispanic-owned companies (and the only one in Florida) featured in <u>"Latino Owned Businesses: Shining</u> <u>a Light on National Trends"</u>, a 2018 report on the impact of Hispanic entrepreneurship in the U.S.



Top Women's Business Enterprise (WBE)



We started our business for three reasons:

ROCK

>>To close branding and business development gaps by bringing innovation in lead generation, consulting, communication and digital marketing together.

>>To provide minority-owned companies of all sizes with marketing and business development tools to cross over to the mass market, and to link corporations to the minority market, recruiting consumers and brand adopters in their own language and cultural flair.

>>To build a strong, sustainable, and diverse organization that excels in service delivery, and pays it back to our communities in the US and Latin America by creating ethical supply chains and workplaces where inclusion and growth flourish.



ROCK

We build and sustain relationships.

Our past employers are our clients today: Clients like Microsoft, University of Miami, CBRE and Kaiser Permanente still come to us for our expertise in content and demand generation, business development, program management and readiness.

Current clients keep coming back: Over 70% of our engagements are recurring, year-long contracts.





We execute from the revenue generation, not just the marketing perspective. Our disruptive business solutions merge several industries and verticals, allowing us to offer clients end-to-end branding, communication, and demand generation solutions.

Content and revenue are simply everything

Content that shines.

We help companies across all industries and sizes communicate and develop their brand efficiently, cost-effectively and strategically.

Revenue beyond expectation.

Our seasoned, bilingual and bicultural team uses complex solution selling strategies to accelerate pipelines and get expertly qualified leads and appointments with target clients.



We help accelerate brand adoption and sales.

•



WE COMMUNICATE

WE PRODUCE

Convert passive audiences into loyal adopters.

Put your brand in motion.

WE SOLVE

Leverage complex enterprise strategies adapted to customer organizations of all sizes.

- Brand identity
- Multicultural communications
- Digital marketing
- Media Relations & Media Training
- Translations
- Corporate Content: Website, Copywriting, Technical Writing, Digital (Social Media & Corporate Blogs), Press materials, RFP & Proposals, and Corporate Literature (Brochures, Corporate Books, Corporate Memoirs, Presentations/ Capability Statements, Speeches)

• Pre - and Post-Production

Corporate Videography (Events)

Case Studies/Customer Testimonials

- Production Desk (Outsourcing for TV stations)
- Screenwriting

Corporate Videos

Film Production

- Advertising
 - TV and Web Commercials

Demand Generation

•

- Inside Sales Outsourcing
- Virtual Account Managers
- Call Center Outsourcing
- SEO/SEM
- Social Selling
- Databases/Whitespace Analysis
- Strategic Consulting
 - Research & data
 - Strategy
 - Executive Direction
 - Sales and Lead Generation
 - Market Development



All services provided in English and Spanish



Our multicultural media outreach solutions can help tell your story across all cultures





Generate more qualified leads through Inside Sales and Social Selling, increasing the quality of social profiles and sales engagement, and proactively driving ideal revenue attainment.

Our unique programmatic approach to engaging net new opportunities for client products and solutions builds a sustainable pipeline aligned with client revenue and market share goals.

Programs:

- Lead Generation: Outsourced Inside Sales Teams
- Pipeline Management: Virtual Account Managers
- Team Enablement: Soft Skills Training







Case Study:

In Q1 of 2018 alone, CF Creative generated US\$2.8M for *one* Microsoft client in Colombia through our Strategic Alliance with sibling company <u>LLB Solutions</u>.







- Executive Director, IWEC

"...leadership, results orientation and people skills were outstanding and key contributors to the recognition achieved by our regions the best practice to follow for the rest of the world."

- Regional Director, Microsoft

"The project was a great success, with lots of learnings and great results."

-Worldwide Business Lead, Microsoft

"Worked with us more like a colleague than a provider of services, understanding our projects and objectives from the point of view of our organization. One word define our impression about their job: excellence."

- Regional Director, Futuver





<u>cf-creative.com</u> 1451 W. Cypress Creek Rd., Suite 300 Fort Lauderdale, FL 33309 954-225-9342 info@cf-creative.com CF Creative. Boldly Multicultural.

Follow us

