



Marketing & 360° communication



ABOUT

We are a Results Agency specialized in Analysis, Planning and 360° Communication Strategy that inspires in the main trends and references in results of the national and international market, in the online and offline environments.

OUR STRATEGY

Combining Marketing, Advertising and Press strategies, and with a highly specialized team, our mission is to make your brand a leader in its market, based on personalized projects adapted to the individual needs and expectations of each client.



OUR SOLUTIONS

WEB DEVELOPMENT

Institutional Websites | Sites with Content Manager| Hotsites & Landing Pages| eCommerces
Intranet/extranet| High Performance Hosting

PLANNING & BRANDED PERFORMANCE

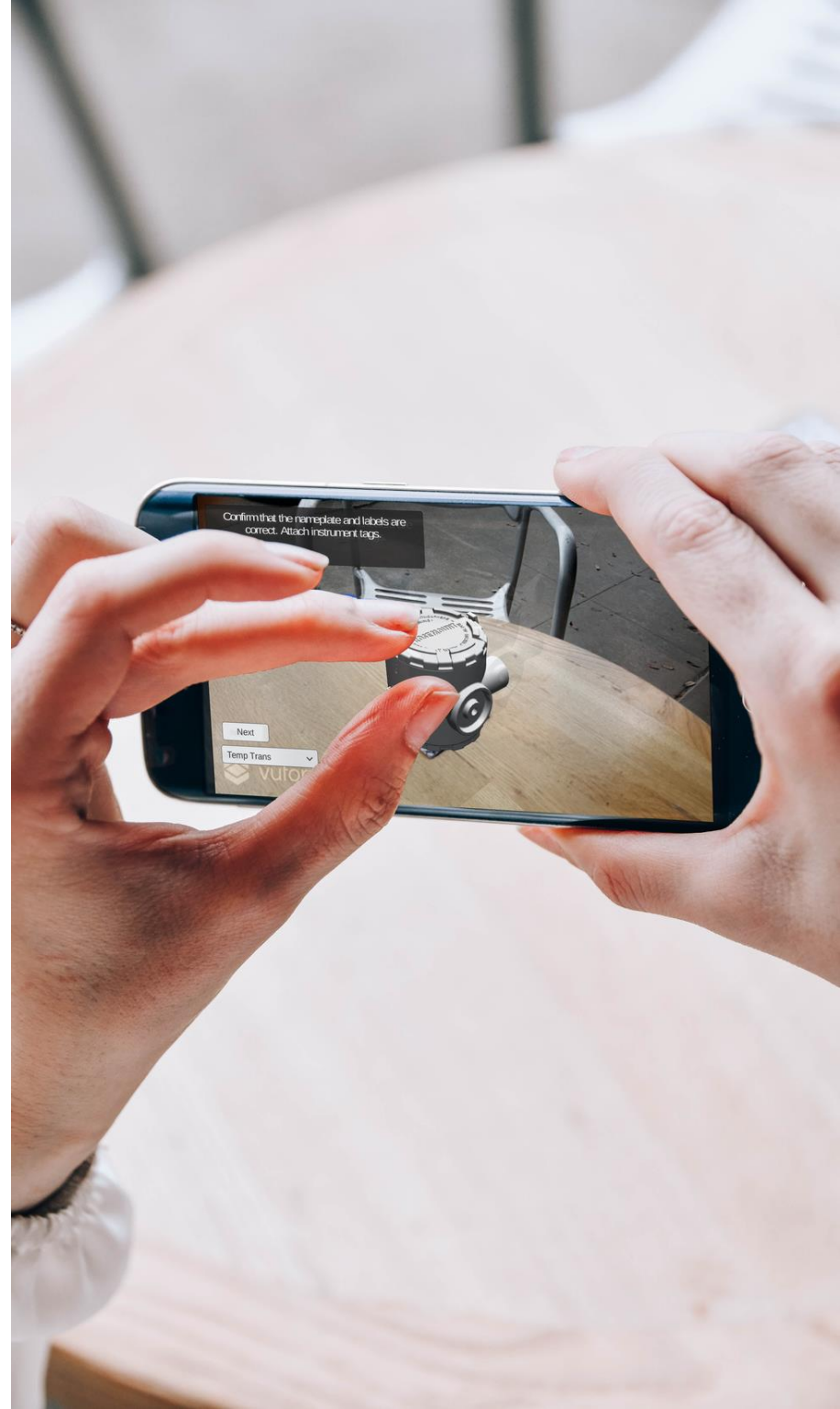
Content Production & Advertising Campaigns | SEO & Google Ads | Social Media Management | Press Office | Internal & External Communication

CREATION

Brand Creation & Visual Identity | Logo Redesign | Stationery & Institutional Presentation | Catalogs & Editorial Design | Label & Packaging Design

MOVIES PROJECTS

Video Marketing Production | institutional | Educational and informative commercials | Personalized audiovisual content





THE MARKET

There is no way to think of today's world without social media. Before, what were just secondary tools, today social media presents itself as one of the main means of communication.

People are increasingly connected, interacting, engaging, praising, criticizing, consuming content at all times and in all places. The world is in the palm of your hand. And as technology advances, companies that don't recognize the potential of investing in media are certainly left behind.

NUMBERS THAT HELP EXPLAIN WHY INVEST

2,9bi

Facebook users

2,5bi

Youtube users

2bi

Instagram users

1bi

ik Tok users

MAIN CHALLENGES

Social networks are places full of profiles, many of them commercial, that are looking for growth. Even a smaller segment, it is very likely that there are already some profiles of the same niche competing for attention.

Connecting businesses in the digital environment goes far beyond publishing regular content on platforms. There are several other steps behind it that are not visible to the public eye.



SOLUTION

A complete strategy needs planning, data analysis, expertise in producing targeted content, knowledge of paid media and others.

HOW WE DO

Marketing's greatest strategic strength can be summed up in a single word: RELIABILITY!

When a prospect decides to seek professional help to boost his business, his decision is based on building the relationship and credibility that is built with a particular brand.

Building this positioning, therefore, through branded content actions combined with digital marketing strategies and internal and external advertising, is essential.



Inbound Marketing

Through Attraction Marketing and production of highly relevant content for the PCI (Ideal Customer Profile), we use High Performance Branded Content strategies based on 4 basic concepts: Sales Funnel, Landing Page, E-mail Marketing, SEO



Outbound Marketing

We will work with the objective of bringing customers through the offer of services or products, through internal and external advertising in various means of communication, as well as paid media in the main digital channels.

CUSTOMIZED SOLUTIONS



STRATEGY & CONSULTING IN MARKETING

Communication Strategy and Consulting is driven by three pillars: originality, people and purposes. The methodology is based on relationships with people, analysis and immersion in each process, in order to deliver a high-performance strategic communication service, opening paths and opportunities for strengthening the business.

WHAT CAN WE BUILD TOGETHER?

- Brand building and dissemination
- Loyalty and creation of authority in the market
- Contact with the public through different communication channels
- Close communication of each person with the Ideal Customer Profile (ICP)
- Marketing Automation with your contacts

NEW BUSINESSES AND INNOVATION

- Opportunity Mapping
- Evaluation and solidity of opportunity for the brand
- Proposal for new business possibilities
- Strategic partnerships
- Personalized proposals
- Escalate business

FOUNDER KELLY COUTO



Journalist Certified by the Brazilian Ministry of Economy and Is part Americana Press Agency. Graduated in Literature from Universidade Castelo Branco (UCB), post-graduated in Portuguese from Universidade Federal Fluminense (UFF), she has continued training from the Massachusetts Institute of Technology – MIT in Sales and Startups, Communication from Escola Superior de Propaganda e Marketing (Brazil), Lyceum Literary Portuguese and Fundação Getúlio Vargas. She is the founder of the “Capital Econômico” News Portal, which reached more than 30 million people in 2022. She presents the Programa Capital Econômico In Foco on Brazilian TV and is a Consultant in Strategic Marketing and Market Intelligence. He has more than 15 years of experience in the commercial area, in the Banking and Telecommunications and Communication segments. She was editor-in-chief of Revista Economia S/A and executive director of Finance One, a finance portal belonging to the UOL Group with more than 1 million visitors per month.



coutocomunicacao.com.br
grupo@coutocomunicacao.com.br