



**WE DEVELOP
MARKETING &
PUBLIC RELATIONS
STRATEGIES.**

We Make Things Happen

About Us

WE DEVELOP MARKETING & PUBLIC RELATIONS STRATEGIES

For over 12 years, we have been creating communication strategies focused on building strong relationships, proactively promoting our clients' image, positioning them in the market with key audiences across Latin America, maximizing visibility, and generating high impact.



We are incorporated in the USA (Florida) and Colombia

Our correspondent network in **Mexico, Costa Rica, Panama, the Dominican Republic, Colombia, Venezuela, Peru, Ecuador, Bolivia, Chile, and Argentina** allows us to achieve exceptional regional reach.



Estrategias Inc. Services

At Estrategias Inc., we offer a comprehensive range of services to strengthen your brand. From marketing and sales to business consulting, public relations, event organization, editorial advisory, graphic design, photography, and more. **Our strategic solutions are designed to deliver effective and lasting results.**

MARKETING AND SALES



Building Relationships with CIOs and Decision Makers.

In an increasingly digitalized world, effective engagement with decision makers has become crucial for business success.

At **Estrategias Inc.**, we deliver innovative services that facilitate this essential process, fostering productive alliances for the country and region.

We create meeting spaces for technology providers and CIOs (Chief Information Officers) or key decision makers across vital sectors for national development, such as energy, oil & gas, government, finance, retail, logistics, health, food and beverages, among others. Our network includes the top 200 C-level executives in Colombia.

Our services include:

Exclusive meeting space:

We provide venues for technology providers to conduct appointments with decision makers from various sectors.



Private presentations and demonstrations:

We organize private presentations and demos for technology providers, allowing them to stand out before select audiences of decision makers.



Networking support:

We foster valuable connections between suppliers and decision makers, facilitating the exchange of ideas and opportunities.



Business expansion support for tech companies:

For technology providers looking to expand internationally, we facilitate **appointments with wholesale distributors and resellers** to strengthen their entry into new markets and scale their business operations.

Value propositions:



Technology providers and decision makers can discover new business scenarios and project them effectively.



Efficient identification of strategic partners.



Increased business opportunities.



Support for economic and social development through alliances impacting productive dynamics.

PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS



Public Relations Service

Our PR service is designed to work collaboratively with clients, helping them communicate and construct key messages effectively.

We recognize that visibility, reputation, and credibility are essential to excel in any sector, so we focus on developing communication strategies that resonate with media audiences.

We engage closely with our clients to understand their goals and needs, developing clear and consistent messaging that conveys their unique value. Our experience and expertise in public relations allow us to design campaigns that attract media attention and generate relevant, positive coverage.

Boost the visibility of your brand, project, or company with the media and your target audience.

Event Organization



At **Estrategias Inc.**, we create on-site experiences tailored to your needs, business objectives, and audience, such as:

- Forums
- Conferences
- Road shows
- Trade fairs
- Workshops
- Conventions
- Product launches
- Corporate events
- Brand activation

Our events are turnkey, meaning we manage organization, logistics, and sales when necessary.



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