

SERVICES BRIEFCASE 2021

Integra

TRADING GROUP



IntegraTG



About us

We are a creative and analytical agency since 2016.

We are specialized in advising our clients at all levels of their brand, getting involved in the processes they need. Diagnosing your problems, generating innovative and efficient solutions. **We believe that an idea if it is potentialized has the power to connect and be memorable for the public.**

Our headquarters are located in Bogotá. We operate nationally and internationally, working remotely with agility and great response capacity.

What do we do?

Our main goal with each brand is to be authentic, fresh and memorable.

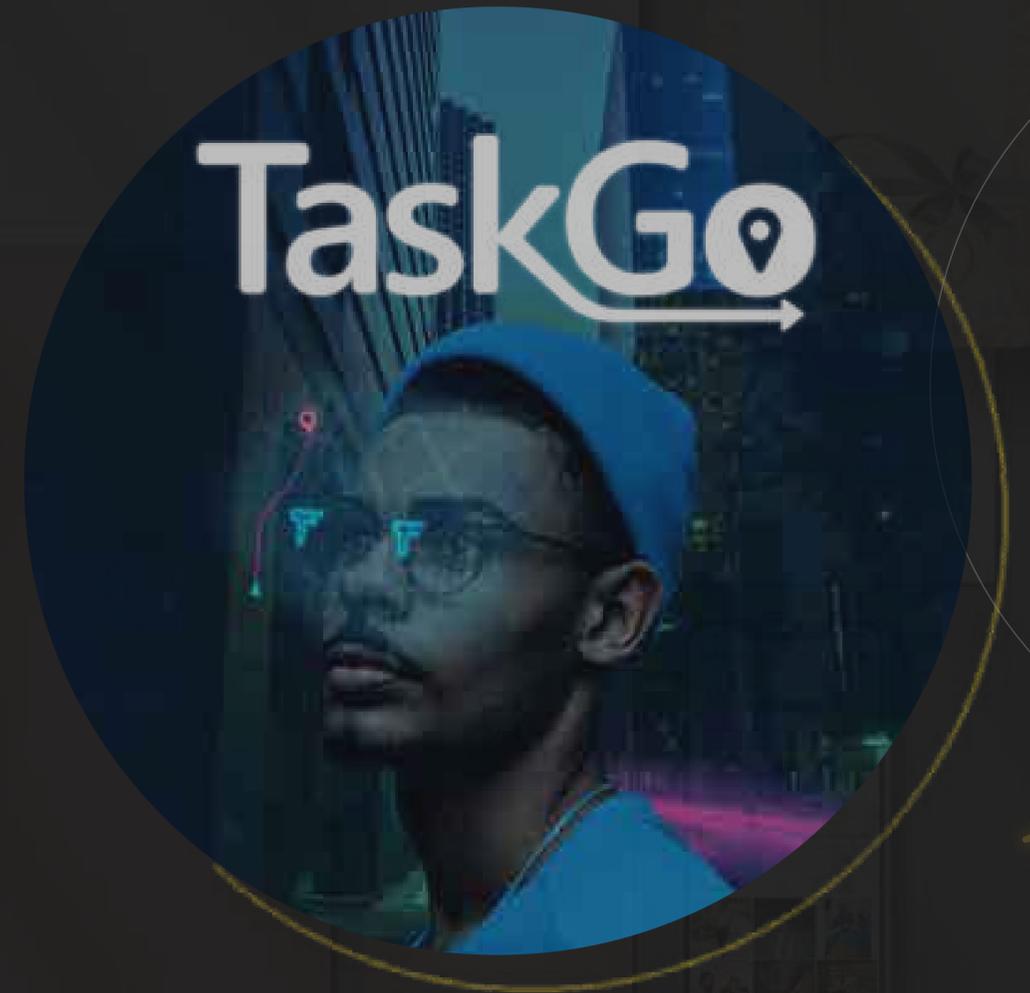
- 1.** Branding.
- 2.** Marketing, communications, digital and advertising strategy.
- 3.** Web design and development.
- 4.** Merchandising - POP Material.

1. Branding

We know how important it is to develop a brand and show the story behind each one. We build authentic brands that reflect their history, defining their language, personality and their differentiator in the market.

- We design your **corporate identity**, from the logo, naming, visual identity and its elements such as colors, fonts and uses. Starting from a previous study of the market and environment. There we identify potential competitors and the target audience.
- If you want to give your brand a twist, we are capable of **rebranding**, which aims to completely change the image of your brand. It is a process in which we analyze the values and philosophy of the brand. We study the target market in depth. And in this way we do the complete transformation of the brand.
- On the other hand, if what you want is a brand renewal to give it a fresher, more modern and congruent style with what the market demands, we carry out a brand **refresh**, making modifications to some aspects of it, respecting the DNA of your brand.

[To know our prices, click here.](#)



2. Marketing, Communications, Digital and Advertising Strategy

We are passionate about telling stories, and through these, positioning brands and connecting them with their market. We do this by generating efficient communication strategies and creating content that generates value in the different communication channels.

- Content creation for **social networks**.
- **Communication** strategies.
- Email marketing campaigns.
- **Google Ads** campaigns.
- Videos and **corporate** content.
- Administration and management of social networks. (**Community Manager**)
- Audiovisual production.

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3. Web Design and Development

We develop intuitive websites, always thinking about the interaction with end users, taking into account the latest market trends, graphics and technology.

Web planning includes the layout, content and interactivity of the site to provide a better experience for your users.

- **Design** or redesign of your website.
- **Administration** and update.
- **SEO** positioning strategy.
- All of our websites are **responsive**.

[To know our prices, click here.](#)



4. Merchandising and POP Material

The image of your brand will always be the cover letter to close deals, get new customers, build loyalty and identify.

That is why the design of Merchandising and POP material plays a fundamental role in your brand, where we let our creativity fly and likewise we find products according to what you want to convey with your brand, message, event or purpose.



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Your problem,
our work.

Reel 2021

Our Clients



PreVe
oftalmología preventiva



Corporación colombiana de investigación agropecuaria



For more information go to our website
www.integratg.com

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