velero

Communications agency

¡Hi, we are Velero!

Velero means sailboat in spanish.
We are a team that travels with you in the world of communications to find answers, ideas, emotions, and solutions that your Brand needs to arrive happily at its final destination port.

Our crew has all that you need to feel safe and at ease during your journey. On board you will find creativity, expertise, service and innovation to your needs.

Why sail with us?

We offer an exclusive trip to each client, we design an unique experience according to the client´s needs, we explore new routes, we create connections, we generate memorable moments and we build unique paths for your Brand.

Services on board

We have a variety of services on board for you to build your **marketing strategy** and make it a travelling experience according to your expectations.

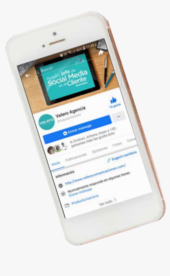
Digital content

In Velero we know that a good trip is full of images, messages, memories and surprise. We offer our travellers good value services which improve the branding experience.

Photography:
Our service on board captures the best moments to accompany your contents. We have commercial and product photography advertacement.

Graphic design:
We understand the rason for your branding, that is why we communicate with your clients through unique pieces that help to visualize, inform, recall and connect with your products and services.

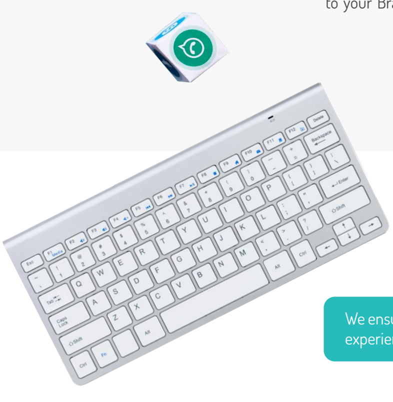
Production and video editing:
Our crew knows that an image is worth more than a thousand words, but not just any image. We are always looking for that Will make your followers fall in love and make a connection with your services. We produce videos for social media, campaigns, tutorials, documentaries and businesses.



Social Media

We speak on behalf of your Brand, we understand your clients and we sail trhough the world of social media delierang contents with value fot those that require your services. Our crew knows how to surf the social media conquering new travellers. We look after your social media and we manage your virtual community.

Administration and network management:
We aim to make each publication, interaction and conversation an effective opportunity to add more in love passengers to your Brand. We plan, run and manage Facebook, Twitter, Instagram, Youtube, LinkedIn.



Website development

We ensure that surfing through your website is a friendly experience for your clients and effective for your brand.

Email marketing:
We know how to generate close, trusting and genuine relationships. We create, design and optimize your email-marketing campaigns with your language, aiming to have more connected travellers on board.

Design and website development:
We acknowledge how important a website is for the brands digital reputations. In us, you will find a trip ally qualified to plan, develop and monitor your website. Furthermore, consultancy will always be available to optimize this channel according to your expectatives.

SEO/SEM positioning:
Only an experienced crew knows how to connect your Brand with your clients, your channels and your services. In Velero we analize all variables to identify the most effective option to make your services visible for the people who are loooking for them. We develop SEO and SEM positioning stategies for you to stand out in the digital landscape of web and search engines.

Online shopping and ecommerce:
Do you sell or do they buy you? Our crew knows the difference, we understand your brand an we work so that you can have an online shop that is surfable, intuitive, closet to the client, focused on meeting your goals and satisfying the needs of your cients.

Branding

We differentiate each company, entity or organization so that each becomes unique in the market. We créate an impresión by which your brand will be remembered and identified with your different clients.

In Velero we assist our passengers to conceptualice and develop that unique distinctive sign that represents in the consumer´s mind that product or service that matches their values.

Public Relations

We know that your reputation means everything, that is why we work so hard that the perception of your brand keeps safe, intact and stable in the mind and heart of those who believe in you, who know you and talk about you.

Crisis management:
We work so hard your brand remains stable and solid when it comes across storms that could destabilize its prestige. On board we have life jackets that will keep you afloat: management and media monitoring, informative text and communications spokesperson and management.

Communication strategies development:
We do the talking for you, we think about channels, messages and ideal moments on how to inform in a strategic maner what you need. We think of communication as 360° to connect with your audience, get the audience interested in your product or service and make those around you fall in love in order to build relationship and connect with the public and generate trust, credibility, and respect.

Marketing

We promote the value of your brand in order to connect users, products, companies and services, within the best environment possible. We try to generate connections to have an influence in the decisions of the public, we work to get up partners to join.

BTL Activities:
We create visualization and connection opportunities for your brand. We fit into your audiences everyday lifes by using creativity and innovation to attract the people you need to join your journey.

ATL Activities:
We come up with activities for your brand to be able to stand in the landscape of products and services. We create strategies to talk to your audience through massive channels (radio, television, newspaper, social media).

Endomarketing:
We take care of your crew members so that they can look after your brand. We manage your internal communication channels, We give ideas on how to connect with your coworkers, we develop activities and marketing plans for your team´s wellbeing.

Evento production:
We understand each event as an opportunity to excel and conquer the hearts of your audience. We produce events in a comprehensive manner for your organization by using innovative ideas looking after your budget and considering the best options to make you stand out.

We'll wait you on board

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