

conexión | company overview

Conexión is a strategic marketing firm that specializes in reaching the Hispanic market through innovative marketing and public relations campaigns. As a values-driven company with deep roots in the Latino community, we pride ourselves on building strong relationships between our clients, Hispanic consumers and the media while also positively impacting the Hispanic community. With an influential network of movers and shakers in business, politics and Hollywood, Conexión's experienced bicultural and bilingual marketing professionals can help you reach the most powerful brand-loyal audience in America.

The Hispanic market is important. It's also complex - and we know how to reach it.

Surely you've already heard the pitch about how important and powerful the Hispanic market is - that it's the fastest growing market in the United States, with desirable younger demographics and that Hispanic consumers are some of the most brand-loyal customers you'll find anywhere, and so on. With our years of experience and deep roots in the Hispanic community, we understand that Latinos possess a bicultural outlook that requires sophisticated, specially designed campaigns that speak to their unique world-view, desires and expectations and we tailor advertising and marketing campaigns for both cultures, showing your Hispanic audience that you get it, that you get them. In return, they'll give you their undying loyalty. With passion, trust, understanding and respect, your company will make a difference not only with Hispanic customers but also with communities that interact with them. Most important, you'll achieve results that will positively impact your bottom line.

We partner with you every step of the way to ensure that you're not just attracting Hispanic customers, but serving them.

You don't just need a campaign that will grab the attention of Hispanic consumers; you need an overall strategy that will earn you their trust by proving that you understand their lifestyle and culture. We frequently see Fortune 500 companies roll out expensive national campaigns to Hispanics without first doing the research, planning and infrastructure development required to successfully do business with this powerful customer base. As a full-service agency, we won't just re-tool your existing marketing programs for the Hispanic market without first making sure you've got systems in place to respond to your new customers. Instead, we will tailor a strategic plan to fill all of your Hispanic marketing needs - including research, hiring and employee training, communications strategy, media relations, advertising creative and media buying, Web strategy, search and interactive advertising, Web development, event planning and more. For many clients we function as a virtual Hispanic marketing department, ensuring that key infrastructure is in place to support these programs and build a loyal Hispanic following.

We understand that there is power in numbers.

Great strategy rarely comes from one person or group alone. We believe wholeheartedly in the idea that more minds yield more creative, more culturally relevant and more strategic campaigns. To that end, we pride ourselves on masterfully developing key infrastructure and coordinating marketing channels with in-house departments, external agencies and vendors to create and implement outstanding marketing strategies for our clients.

We bring the A Team for the long haul.

We approach each of our clients' businesses as if it was our own. We take the time to learn the ins and outs of the business, then we put together the best team to implement our strategy and deliver positive and long-lasting results. Each and every one of our client teams is led by one of our senior partners, and each focuses on continuous improvement and delivering on its promises. Your team will be strategic, creative, flexible, reliable, trustful and respectful. We put client relationships above all else and we are passionate about the work we do. Our positive and tireless approach enables us to work with you to achieve your goals not just on one campaign, but year after year - and to have fun doing it.

www.conexionagency.com