

LMG CONTENT FACTORY



LATAM MEDIA GROUP
business audiences

Content Marketing

We are a productive and creative team that develops content for companies in the Gaming industry.
We are specialists on all media platforms, so you can reach the business audiences.



PUBLIC RELATIONS

Business Meetings
Press Kits
Press Releases
Interviews
Media Briefs
Speech Writing



DIGITAL & MOBILE

Website Development
Web Banners
WebM Videos
eMail Marketing
Product Launching
eCommerce



SPECIAL CONTENT

360 Photo Galleries
Virtual Reality Tours
Games
Polls
Subscription Forms



GRAPHICS

Stationery
Magazines
Brochures
Flyers
Signage



SOCIAL NETWORKS

All our content is prepared to be promoted on the main social networks, through free and paid publications.



TV / VIDEO

Idea development
Film & Editing
Motion Graphics
Lower Thirds
Pre & Post Production
Locution



EVENTS

We have a special service focused on events, expos, conferences, business meetings and congresses all over the world; this service intends to promote companies in many markets, regions and audiences, through innovative services and products.

Work Process

We hear the client needs. We ask him all our doubts about his brand, product or service and what he wants to accomplish with this campaign. We make a previous research to develop a strategy plan.

1

Client Brief Reception



2

Creative Team Work



In this stage, the creative director acknowledges the creative team about the previous research, taking in consideration the client needs.

Ideas Process

We consider different creative ideas to realize based on the strategy we have planned. Our goal is to reach our business audience through new ways of communication.

3



4

Defining the creative paths

We propose at least two different creative campaigns to develop in the future.

Client Proposal Presentation

We show the client our creative proposals. These will include an overall strategy that lists communications in multi-platform media services.

5



6

Project Approval

Taking in consideration the client opinions and corrections; once the project is approved, we move forward and execute our creative plan.

7



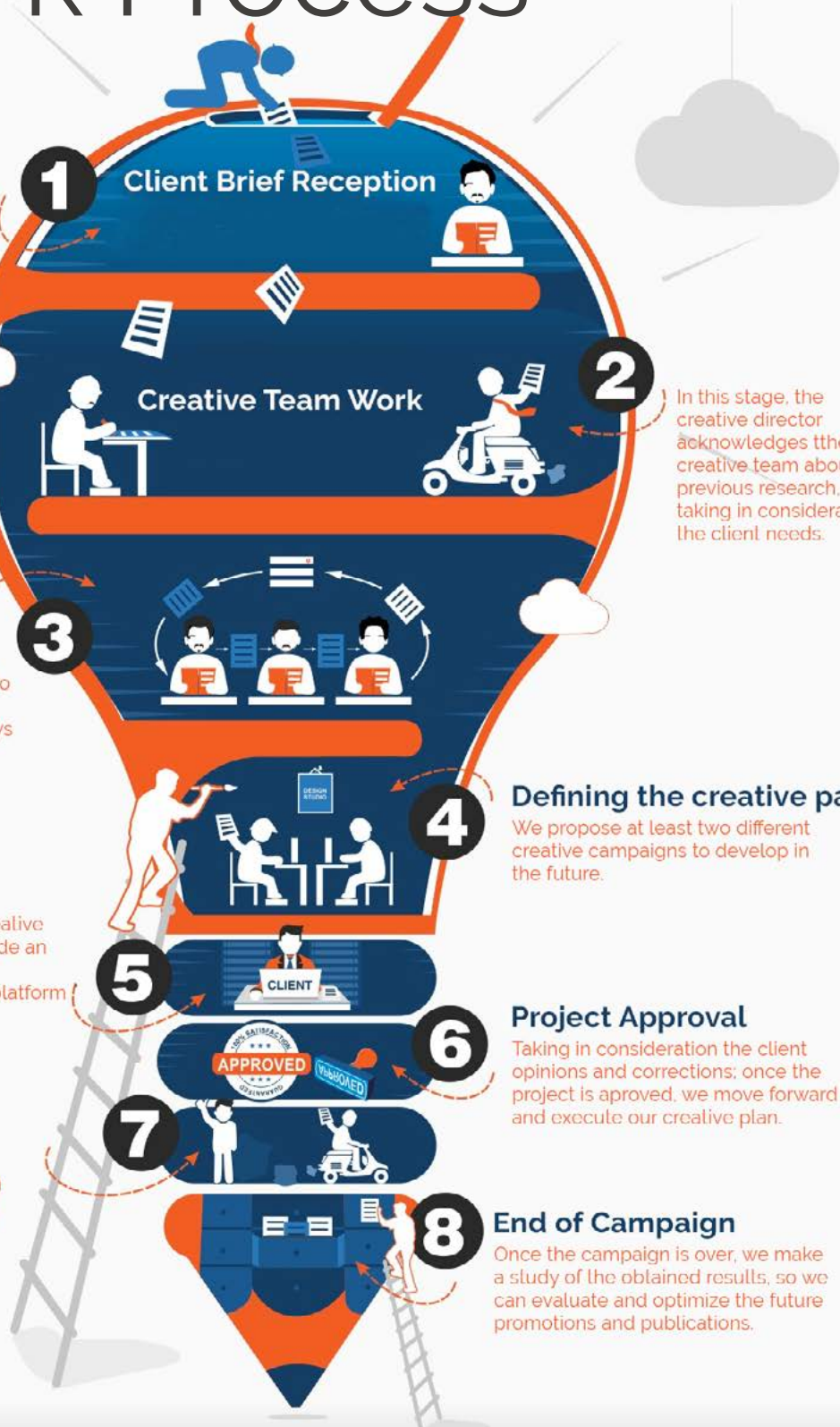
Media Plan

We promote the campaign in all the media platforms, so the business audience can watch and know the client proposal.

8

End of Campaign

Once the campaign is over, we make a study of the obtained results, so we can evaluate and optimize the future promotions and publications.



One of our Hits

This is an example of how we manage a client need. He came to us with a specific request: to develop a new product and promote it in Latin America through our multi-platform services.

Social Networks.



Digital & Mobile.



Graphics.



TV / Video.



From 2017 on, all the content developed by our team, will be promoted and distributed on our multi-platform media.



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