

February 2017

LEO PUPPO & ASOC.

The missing piece for your
business in Latin America.

About Leo Puppo & Asoc.

Leo Puppo & Asoc. is a company that provides marketing, demand generation and sales support services to software manufacturers that would like to develop the Latin America market.

Created on the year 1999 by Adriana Fayad and Leonardo Puppo, who work together in communication and sales strategies since 1994. They have also coordinated seminars, webinars, public events and product presentations for different companies in Latin America.

Leo Puppo & Asoc. focus on provide outsourcing of marketing and demand generation, sales support and inside sales processes in Latin America under service agreements, allowing the customers to identify opportunities in the market, add more value and grow their business in the region.

The trajectory of our company and the wide portfolio of services, make of Leo Puppo & Asoc. the missing piece for your business in Latin America.



Human values

Beyond professional ethics,
we are good persons with principles and
convictions that guide us.

We know how to market your business in Latin America

There is a huge market in constant growth that is waiting for products and services that empower its energy and it is literally at one click distance.

We have been working on brand positioning and products launches in the region for **almost 20 years**, providing glocalization and building communication strategies, creating marketing campaigns and demand generation initiatives, offering sales training, organizing events and presentations, coordinating programs implementation and **building meaningful relationships with consumers**.

Our proposal is centered on four pillars: **Knowledge + Engagement + Creation + Generation**. Extensive **Knowledge** about the region, their particularities, their economics, culture, actors. **Engagement** with your company and products/services, your people and objectives. **Creation** of the best suitable set of communication tools to empower your company. Execute demand **Generation** campaigns and activities that will help you grow and gain presence in the region.

That goes **beyond** of digital marketing services. We are proud of offering consultancy services focusing on a **bigger goal**: help you grow and succeed in **establishing your company in Latin America as a meaningful player**.



Experience

Almost 20 years of running challenging projects for our customers, always achieving good results and also having fun!

Knowledge + Engagement + Creation + Generation

1 Latin America Market:
Get on the Rollercoaster

2 Company Positioning:
Dress for Success

3 Content & Strategy:
All the right moves

4 Inbound Marketing:
Ready to Go!



Knowledge of the LatAm market

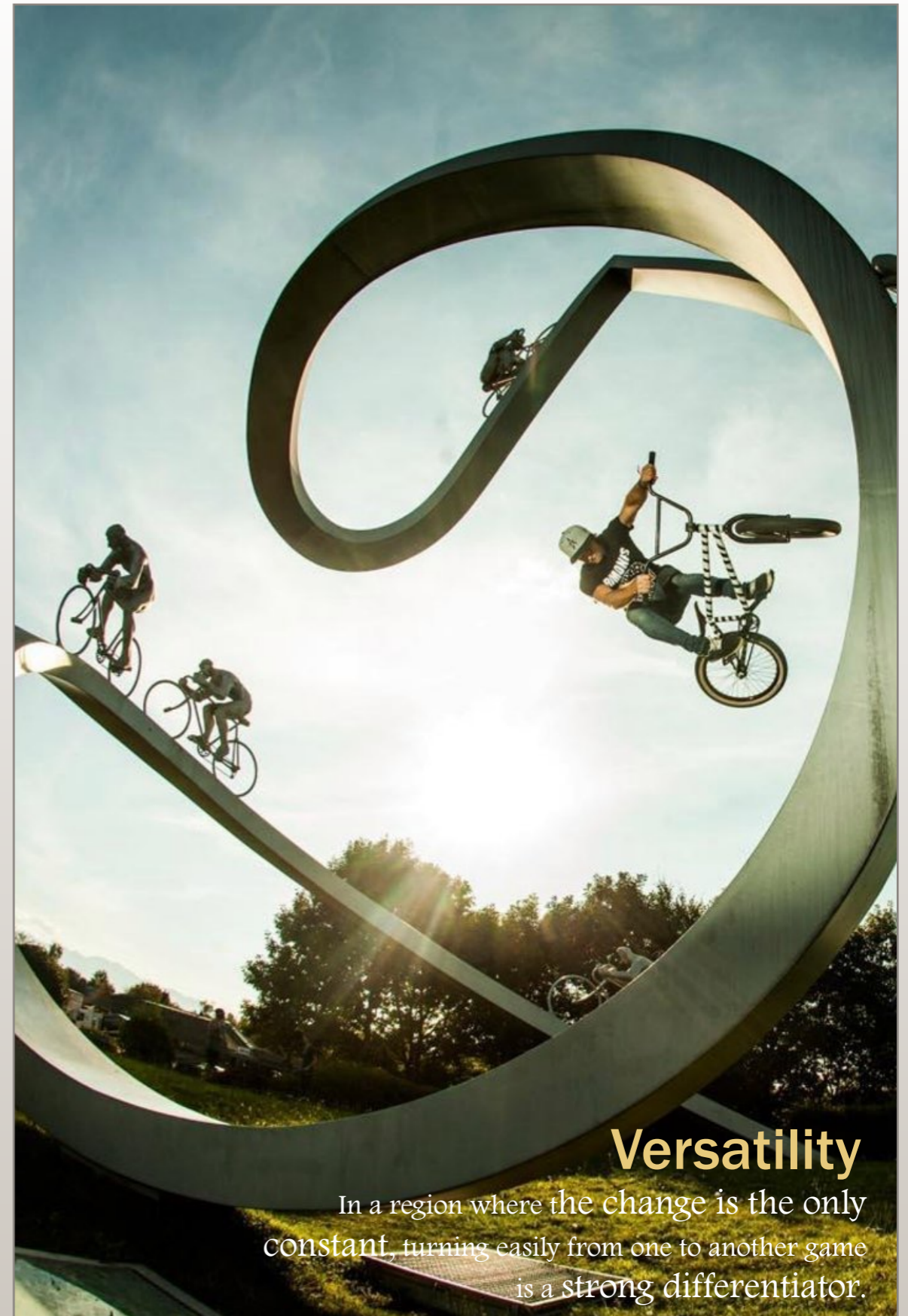
Get on the Rollercoaster: Latin America is a challenging yet promising market. And it is our market.

We have almost 20 years of experience helping international companies to understand and embrace the region. We will help you position your company and products/services using our knowledge of this specific market, working on the following areas:

- *Knowing the market*
- *Small & big numbers*
- *Analysis of your product/service, articulate the value proposition*
- *Analysis of specific opportunities/niches, scalability in the region*
- *Analysis of sales model, seeking effectiveness in the region*
- *Finding local partners/resellers*

We talk the same languages and communicate with Latin American audience considering their idiosyncrasy. We are certain that the glocalization is the best strategy to help you succeed. Not only providing content with language variations is important but also customize it to appeal to individuals in different locations.

When the communication is customized for the local audience, keeping in mind the taste, the culture, the way the region feels and breath, your product or service will be adopted naturally and will remain present for a longer period.



Versatility

In a region where the change is the only constant, turning easily from one to another game is a strong differentiator.

Engagement with your Company to define positioning

Dress for success: Enabling differentiators to conquer the market.

The positioning of a new company or brand, product or service within the region requires analysis and alignment of internal processes and communication, to create specific workflows seeking to improve results to the outside.

We help you identify which customers to focus on and your key objectives for a local or regional positioning:

- *Internal processes consultancy*
- *Positioning and communication analysis*
- *Definition of a digital marketing strategy*
- *Alignment to embrace the region*
- *Consistency in all digital media*
- *Deciding the best tools/platforms*
- *Creating internal-facing sales tools*
- *Empower customer-facing team*

We are proud of saying our marketing services are based on human values; we aim to connect with our customers on a deeper level.

We walk in our customer's shoes, identifying their strengths and added values, and proposing improvements aligned with the regional strategy to optimize and leverage marketing initiatives.



Compromise

We take the concept of “putting ourselves in our customer's shoes” to the very limit.

Creation of specific Content & local/regional strategy

All the right moves: The best way to engage your audience with the right content.

Being relevant is the key. Generate content that goes beyond the sales strategy itself, create relevant content for users and search engines.

Relevant content will help your company stay on your potential customers' mind and become the natural choice once they are ready to buy.

- *Website diagnostics*
- *Search engine optimization*
- *Advertising copywriting*
- *Social Networks diagnostics*
- *Set up accounts*
- *Community Manager*
- *Customer cases / Storytelling*
- *Videos and presentations*

Experience matters. And why it matters now more than ever? There is a gigantic amount of information available out there, so is imperative to create meaningful content, define the right initiatives and tools. This will help to attract people that will engage with your website, your social networks and will naturally flow to become a client.



Creative vision

Formed by a multicultural matrix,
we understand the region and
we always think out-of-the-box.

Generation of demand through Inbound marketing

Ready to go: Create and execute campaigns to generate demand.

Once the relevant content is generated, the next phase is to take advantage of it, aligning all the communication tools and spaces available to engage the potential customers. Execute a successful campaign is based on four pillars: Attraction, conversion, automation, retention.

Define a focus group, attract the audience with the right content, keep them engaged, participating, build a relationship, help them become referrals of your company/products/services, and once the visitor becomes a client aim for retention through customer satisfaction practices.

- *Online Marketing strategies*
- *Objectives, focus groups, tools*
- *Campaigns: Google AdWords, Facebook Adds*
- *Live & virtual events & presentations*
- *Marketing automation and nurturing*
- *Aiming for the CX improvement*
- *Working towards leads conversion*
- *Retention and customer satisfaction*

The objective is always to help the customer. Is all about offering valuable information and building relations.



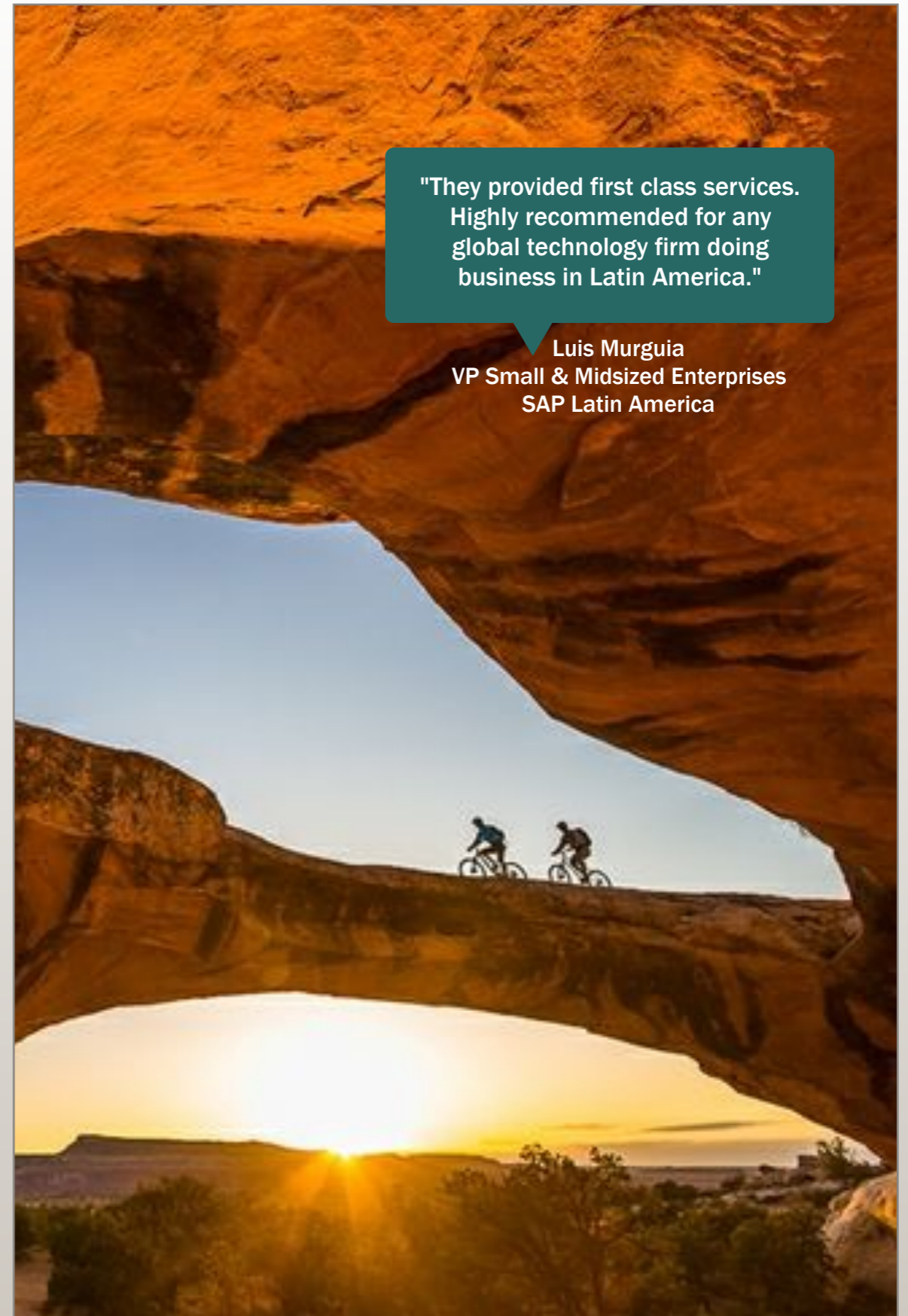
Passionate

Always aiming to improve,
seeking for perfection, going the extra mile
to ensure the project's success.

Customers & projects

We have extensive experience on marketing and demand generation services in Spanish and Portuguese for companies in Latin America:

- Sales & marketing partners for Latin America - FileMaker, INC. (Apple subsidiary)
- Antipiracy Support Center APSC Latin America - Adobe Systems
- “Ask About” Reseller Support Center Latin America – SAP
- Partner Edge Support Center Latin America - SAP
- Referral Program Leads Administration for Latin America – SAP
- SAP Tutor Portal Latin America – SAP
- Reseller Support Center - Adobe Systems (and Macromedia)
- Sales Support Program - Adobe Systems (and Macromedia)
- Marketing Services - Macromedia (Latin America)
- Marketing Services - Adobe-Wacom-Discreet (Argentina, Uruguay, Paraguay, Bolivia)



Contact

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