

FERRCONN

BESPOKE STRATEGIES FOR TOURISM & HOSPITALITY

FERRCONN

IN NUMBERS

3 Founders

2 Offices (New York, Cancún)

13 Staff members

50+ Years of combined experience

1 Goal - Collaboration to succeed

SERVICES

DIGITAL MARKETING

- Artificial Intelligence
- Ads and Descriptions
- Marketing Strategy
- Narratives
- Social Content
- Written Content
- Video & Image
- E-Commerce
- Web Optimization
- Design
- Content
- SEO, SEM
- Analytics
- Local Search
- Structured Schemas
- Voice Content
- Paid Ads
- Metasearch
- Remarketing

TRADITIONAL MARKETING

- Collateral
- Billboards
- Email Marketing
- Print Ads
- Advertising Events
- Referrals
- Radio Broadcasting
- Person-To-Person
- Newspapers
- Magazines
- Trade Shows
- Calls

PUBLIC RELATIONS

- Shared Advertising
- Crisis Management
- Press Releases
- Brand Reputation
- News Releases
- Business Partnerships
- Social Media
- Paid Advertising
- Posts
- Tweets
- Influencers, Fans
- Earned Advertising
- Stories
- Brand Journalism
- Webinars, Videos & Podcasts
- Own Advertising
- Affiliates
- Ambassadors
- Blogs

DO YOU NEED A MARKETING STRATEGY?



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NEW YORK CITY
CANCÚN, MÉXICO