

# FERRCONN

BESPOKE STRATEGIES FOR TOURISM & HOSPITALITY

# FERRCONN

## IN NUMBERS

3 Founders

2 Offices (New York, Cancún)

13 Staff members

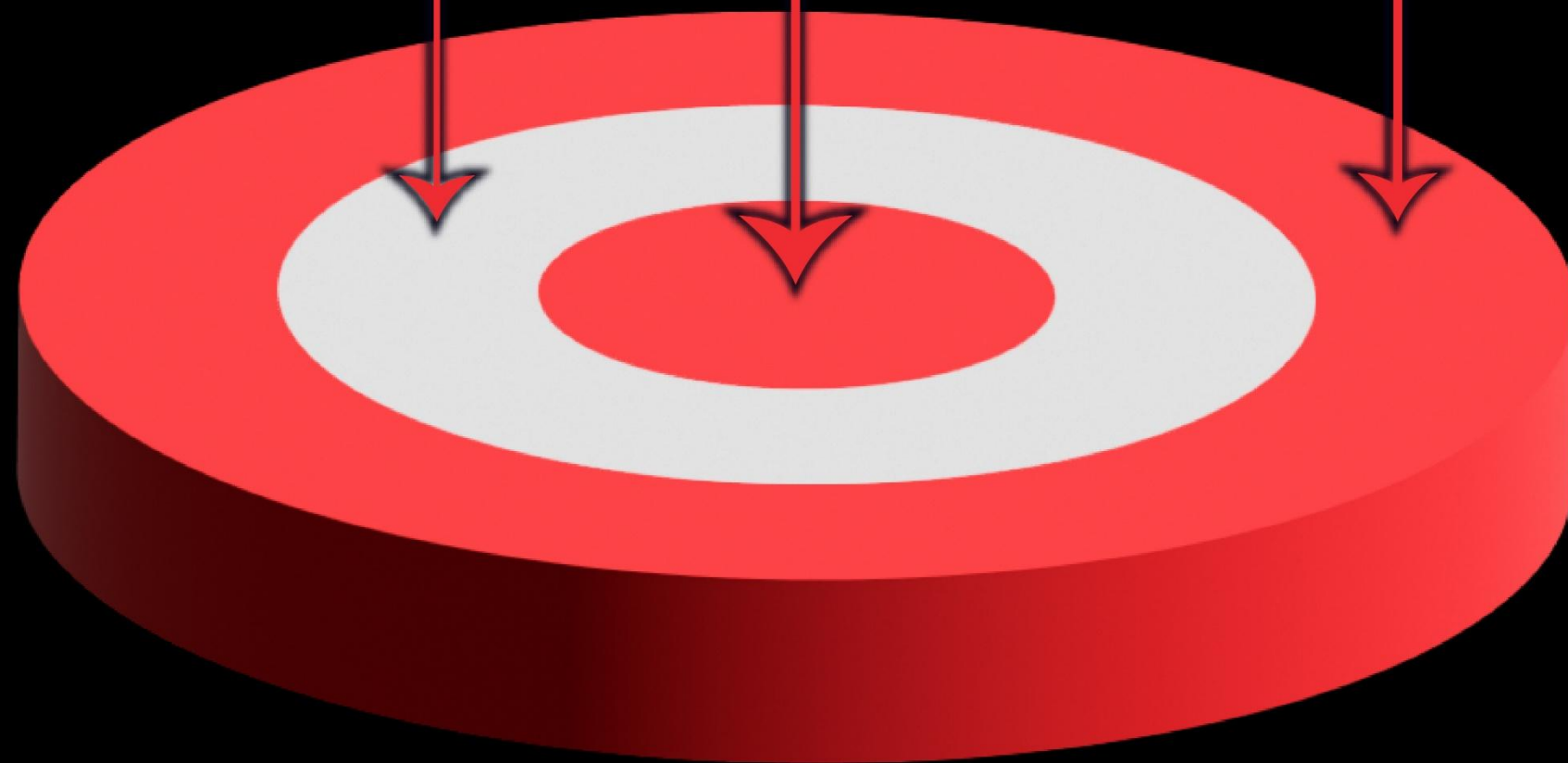
50+ Years of combined experience

1 Goal - Collaboration to succeed

# SALES

## MARKETING

## PUBLIC RELATIONS



## OUR SERVICES

### MARKETING

Website Structure, Programmatic, Voice Content, Metasearch, SEM & SEO, Flyers, Newspapers, Brochures, Trade, Show Material, Billboards, Collateral.

### SALES

Business Representation in Trade Shows, Webinars, Virtual Meetings, B2C, B2B, Consortia, Wholesale, MICE Strategies, Destination Weddings, and Sales Business Plans.

### PUBLIC RELATIONS

Own Media, Shared Media, Paid Media, Earn Media.

### ASSET MANAGEMENT

Our team asses current situation and provides successful strategies.

# SOME OF OUR CLIENTS

HOSPITALITY			REAL ESTATE		CAR RENTAL
<div></div>			<div></div>		<div></div>
<div></div>			COMPANIES		<div></div>
<div></div>			<div></div>		<div></div>
<div></div>			ENTERTAINMENT		<div></div>
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# BUSINESS MODEL

AWARENESS

## MARKETING

## PUBLIC RELATIONS



LOCAL  
POSITIONING



GOOGLE  
BUSINESS



GOOGLE  
ADS



VIDEO  
CONTENT



BILLBOARDS



PRESS  
RELEASE



NEWSPAPERS

CONSIDERATION



DISPLAY ADS



Q&A



CONTENT



EMAIL  
MARKETING



REMARKETING



MAGAZINES



INTERVIEWS

ENGAGEMENT



FLYERS



FACEBOOK



INSTAGRAM



TWITTER



TIK TOK



CONTENT



INFLUENCER

CONVERSION



TV ADS



PAID MEDIA



WEBSITE



PAIDS ADS



SCHEMAS



PARTNERSHIPS



REPS

SALES



BRAND  
ANALYTICS



GOOGLE  
ANALYTICS



WEB  
ANALITICS



PPC  
ANALYTICS



SOCIAL  
MEDIA



IMPRESSIONS



RECOGNITION



CONFIDENTIAL

With a collective experience of over 50+ years 5

# TECNOLOGY

## BRAND LIFTS INSIGHTS

A market research platform with solutions that have been independently validated to predict sales and brand growth.

acuity

ZETA

SunMedia

quxntcast

Taboola

adform

theTradeDesk

Outbrain

azerion

Teads

xandr

verizon  
media

ADGAGE  
MOBILE NEXT

## MARKETING ATTRIBUTION

Cutting-edge technology for tracking marketing effectiveness in real-time provides practical suggestions for optimization.

## DYNAMIC CREATIVES

The incorporation of technology allows for a smooth blend of innovation and creativity.

## NEURAL SHIELD

Neural Shield serves as a protective barrier, integrating viewability, robot activity detection, and online marketing fraud prevention.

## AUDIENCE BUILDER

A target-based attribution tool that analyzes different audience segments and their relationships with brands.

## CUSTOMIZED MEDIA

Automated algorithms to drive personalized media buying strategies, optimizing the process in real-time for maximum efficiency.



Press Releases

Chats

Sentence  
Formatting

Twitter Threads

Meta Generator

AI Blogging Tools

Content Generator

Data Analysis

# WE LEVERAGE THE POWER OF AI

Influencers

Social Listening

SEO

Sentence  
Rephraser

TAGs & Headlines

Photography  
Generator

Auto Suggestions

Tone of Voice



# WHY FERRCONN?

WE ARE A 360 STRATEGY, MORE THAN MARKETING & PR.

Being the sole agency with skilled leaders in sales, marketing, design, revenue management, public relations, creativity, and asset management, we have a comprehensive grasp of every aspect of a destination and established business relationships to drive its development.



# TEAM



**FLORIAN CONNERT**  
Sales & Strategic alliances



**SILVIA FERRER**  
Digital Marketing & PR



**PETER INNES**  
Traditonal Marketing



**LUCIEN ECHAVARRIA**  
Destination Expert, B2B, B2C



**JESHUA VALDEZ**  
BDM East Coast



**JAIME LLADO**  
BDM South & S. West



**BARBARA ROSADO**  
BDM Mid West & North West



**HECTOR MARTÍNEZ**  
SEO & SEM



**YESSENIA TAVERAS**  
Social Media



**KAILA COVIAN**  
Social Media



**SILVIA SÁNCHEZ**  
Graphic Design



**SEBASTIAN RICARTE**  
Multimedia



**VANESSA MARISCAL**  
Public Relations



**TATIANA MORFÍN**  
Project Management



A background image showing two business people in suits shaking hands, symbolizing a strategic alliance. The image is slightly blurred and has a dark overlay.

# STRATEGIC ALLIANCES

It is an arrangement between multiple companies to undertake a mutually beneficial project while retaining its independence.





**TREVOR STUART - REVENUE MANAGEMENT**

Trevor is the founder and president of Revenue Matters. He manages over 100 hotels in different regions and believes that superior asset value is directly supported through top-line performance.

Brand History: Responsible for the Americas at Sabre Hospitality



**BILLY RICHARDS - CREATIVE DIRECTOR & DESIGN**

Founder of Skyscraper Creative recognized for his ability in music, architecture, design, retail, and hospitality to develop innovative branding and marketing ideas. He gained notoriety by shaping the vision of renowned hospitality establishments in NYC.

Brand History: The Rose Bar, Coachella, The Standard, and Fairmont among others



**MATT COOPER - SALES DEVELOPMENT STRATEGIST**

Matt is the founder of Travel Culture Collab which offers B2C, and B2B counsel. His 25+ experience of creating strategic partnerships in the Caribbean has placed him as a leader in the hospitality and tourism industry.

Brand History: Caribbean Hotel and Tourism Association, Z Media



**SHARON LITTLE - DESTINATION WEDDING EXPERT**

Since 2012, Sharon has focused on providing sales and planning solutions for destination weddings in collaboration with hospitality partners. As the Chief Romance Executive at "The One Destination Company," she leads a full-service sales and support team that offers a comprehensive range of services for destination wedding sales, marketing, and fulfillment.

Brand History: Wedding Optimizer, Thomas Cook Group



# DO YOU NEED A STRATEGIC ALLIANCE?



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www.FERRCONN.com



NEW YORK CITY  
CANCÚN, MÉXICO