

Binet Media Group LLC
Full-Service Marketing &
Business Development Agency

More information

binetmediagroup.com
(787) 552-9443 / (787) 410-5465

BMG

Service Catalog





WHO ARE WE?

We are an **Integrated Marketing and Business Development Agency** dedicated to helping businesses in Puerto Rico achieve their goals through **Creative Strategies** for acquisition and retention of clients.



FOCUS IN INVESTIGATION AND REPORTS

with the purpose of helping clients in maximizing their investment.



COMMUNICATION IS KEY

We love communicating with our clients, at least weekly to make sure that we are providing the best service possible.



Now our services reach the **Caribbean** and **USA** thanks to
our partnership with Multiplica Intl. LLC.



MARKETING

Creative Campaigns

- Concept Development
- Strategy, Planning and Execution
- Copy and Content Creation
- Digital Campaigns and Social Media
- Guerrilla, Experimental and Integrated
- Cross-Promotion and Collaborations

Public Relations and Media

- Press Conferences
- Distribution of Communications
- Media Pitching
- Media Planning
- Media Acquisition
- Budget Management

Events (Coordination and Creation)

- Corporate Networking for Brands Product Launches
- Interactive Exhibitions
- Contests and Giveaways
- Promotions and Sampling (Supervised)

Sponsorship Brokerage

- Creation and Sales of Sponsorships
- Sponsors Relations Management

MARKETING

Price Strategies

Affiliate Marketing

Workshops & Webinars

Localized Services

Product Adaptation under
Expansion Strategies in new
markets.

Product Placement

Product Placement in media,
events and Influencers.

Digital Marketing

SEO / SEM services

Integrated Strategies (Inbound)

Social Media

Marketing Content

Conversion Rate Optimization (CRO)

Automatization

Online Reputation Management

Analysis Report

Lead Generation

Web Development

Landing Pages

Influencer Marketing

Digital Campaigns (Examples: Display Ads,
YouTube, Spotify)

MARKETING

Branding

Product Placement and Strategy

Brand Identity | logo, color palette, typography, style

Name Creation and Tagline

Brand Guideline development

Voice and Message | Brand Psychology

Collaterals and Promotional Materials | packaging, prototypes, magazines, etc.

Brand Auditing

Rebranding

Brand Building

Storytelling

Reputation Management

Community Engagement

Brand Ambassador programs

Corporate Social Responsibility Initiatives (CSR)



PRODUCTION & DESIGN

Production Services

White-Label

Content Creation | all kinds of media: digital, tv, podcasts, radio

Augmented Reality (AR) / Virtual Reality (VR)

UI/UX Design and testing

Web Development

Audiovisual Production

Photography | products, corporate, events

Videography | corporate, demos, commercials, documentaries

Editing and Pre/Post-Production

Motion Graphics

Drone Videography and Aerial Photography

Color Grading

Script Writing and Storyboarding

Sound Mixing and Design

PRODUCTION & DESIGN

Design Services

Graphic Design
Illustration
Packaging Design
Visual Identity development
Corporate Presentations
Infographics

Printed Material design

Brochures
Flyers
Posters
Stickers
Portfolios

Media Design

Press
Magazines (Covers, Advertisements, Layout)
Manuals

Corporate Brand Design

Vehicles
Store Decals
OOH Media (Example: billboards and fuel ads)
Promotional Merchandise



BUSINESS DEVELOPMENT

Expansion Strategies

Entering new Markets

Market Studies

Study Coordinations

Public Polling

Analysis and Reports of Results

Business Viability Studies

Planning

Business Plan creation

Business Consulting

Risk and Crisis Management

Consulting Assessments
and Reports

Structuring

Sales Strategies

Sales Optimization

Consumer Experience

"Revenue Stream" Identification

Internal Process Optimization

Digital Transformation Consulting

Alliances

Coordination, Proposal and Executions
of Strategic Alliances / Partnerships

Investor Relationships

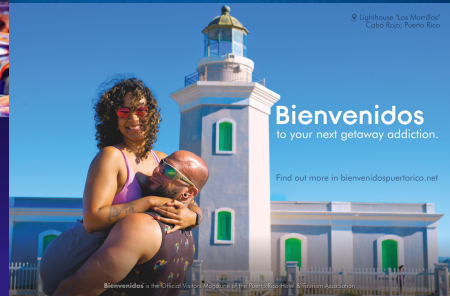
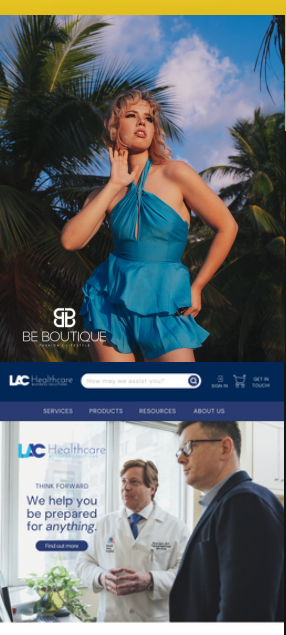
Negotiations

Agreement Structures



SOME BRANDS WHO TRUST US.

Binet Media Group LLC



ORGANIZATIONAL STRUCTURE

BMG

