

The logo for GPS Marketing Agency features the letters 'GPS' in a bold, sans-serif font. The 'P' is a vibrant orange color, while the 'G' and 'S' are black. From the top and bottom of the 'P', two red lines extend outwards, each ending in a small red circle, resembling a network or signal. To the right of 'GPS', the word 'Marketing' is written in a large, black, sans-serif font, with the 'i' in red. Below 'Marketing', the word 'AGENCY' is written in a smaller, red, all-caps, sans-serif font.

GPS Marketing
AGENCY

   @gpsmarketing

#MarketingAgency



ABOUT US

www.marketing-gps.com

We are an Inbound Marketing Agency focused on the creation of content; We make use of the “Inbound” methodology with different marketing and advertisement techniques. We are the FIRST agency in Colombia that creates companies in diverse market sectors, since 2012 we synchronize with our clients to offer an strategic plan, prioritizing high impact sectors like construction, education, hotels, banking, technology, software, insurance and health were B2B and B2C planing is crucial to succeed.

[KNOW OUR SUCCESS STORIES](#)

#AttractionMarketing

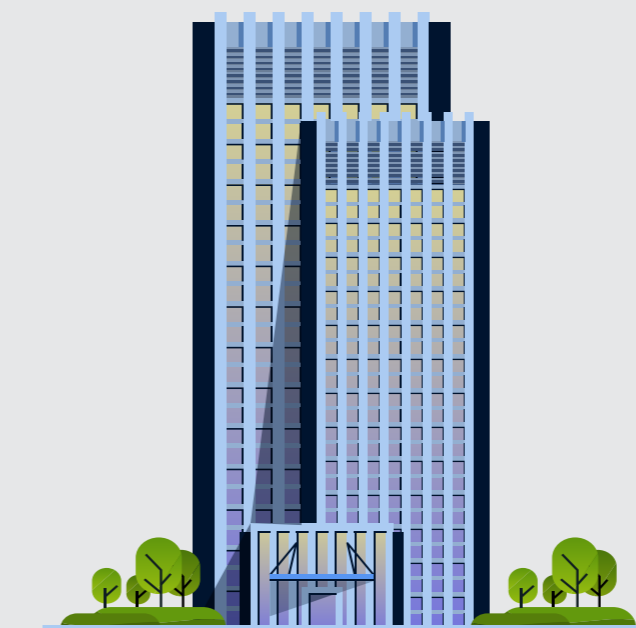
SUCCESS STORIES



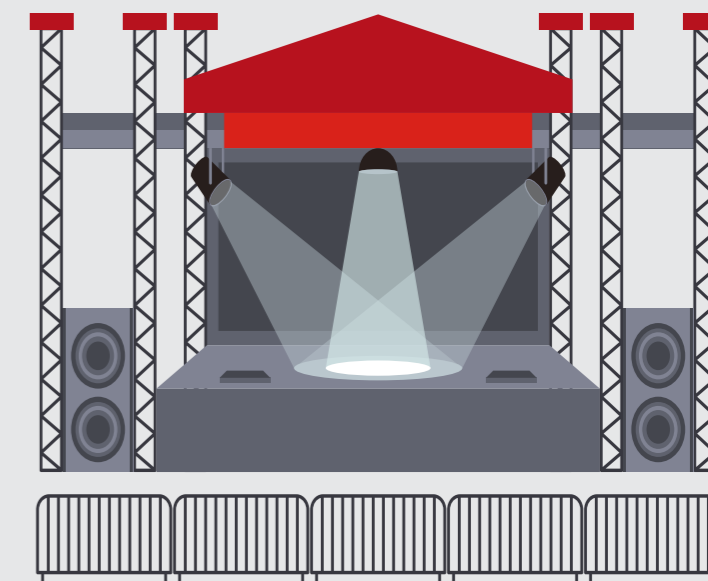
Inbound Marketing



Marketing Automation



Digital Marketing



Producción de eventos

INBOUND MARKETING

ATTRACT

Traffic Generation

In order to attract traffic and organically, to create explanatory content in the different channels

- ⊗ Content for the Blog.
- ⊗ Preparation of videos and use in different channels.
- ⊗ Content for social networks and other channels.
- ⊗ **Infographics.**
- ⊗ Google Adwords.
- ⊗ Social Ads.
- ⊗ Hiring with extreme channels.
- ⊗ Retargeting

CONVERT

Visitors to leads

Convert those customers into leads by collecting your contact information To obtain this valuable information it is necessary to offer something in exchange (downloadable, ebook ..)

- ⊗ Call to **action.**
- ⊗ Landing Page.
- ⊗ Forms.
- ⊗ Contact database.
- ⊗ Writing and development of eBooks.
- ⊗ Success stories / Explanatory content.
- ⊗ White paper.webinar.
- ⊗ Product demonstrations.
- ⊗ Configurations of actions carried out.

EDUCATE

Useful information

We advise, we configure the use of tools of marketing automation and CRM, models of lead scoring and lead string nurturing.

- ⊗ Lead **scoring.**
- ⊗ Lead **Nurturing.**
- ⊗ **Retargeting.**
- ⊗ Personalized content.
- ⊗ Email marketing

DELIGHT

Build relations.

Maintain a communication channel with your Customers, transform clients to brand promoters.

- ⊗ **Polls.**
- ⊗ **Social media** tracking.
- ⊗ Premium **content.**
- ⊗ Analytics.

#inboundmarketing



MARKETING AUTOMATION



Marketing automation allows certain marketing actions to be executed in an automated way, maximizing efficiency in the execution and tracking of specific processes as well as the attainment of results.

There are two types of marketing automation that can be elaborated with a marketing automation agency:

Need to increase the conversion to client of a website with high traffic:

Challenge: Capitalize the traffic in the form of sales or database.

Solution: Elaborate a structured project with the purpose of translating a substantial amount of traffic in registries by using a marketing automation strategy.

Mejora: The context in which a lead marketing automation has relevance is in a complete inbound marketing project. The main benefit of implementing this strategy is when the company starts building a database of new registries using a complete inbound structure.

Lack of database exploitation:

Challenge: Exploitation of the actual database to generate sales or new contracts.

Improvement: Start a loyalty marketing automation allowing the nurturing of the database with new and old clients.

Solution: Group the different databases of clients by affinities according to the product preference, the shopping history allows the creation of marketing campaigns with specific and personalized content.

#marketingautomation

DIGITAL MARKETING

Digital Tools We Use:



Social Network



Google Ads



Landing Page Design



Content Marketing



Web Design



Forms



Web Positioning



SEO

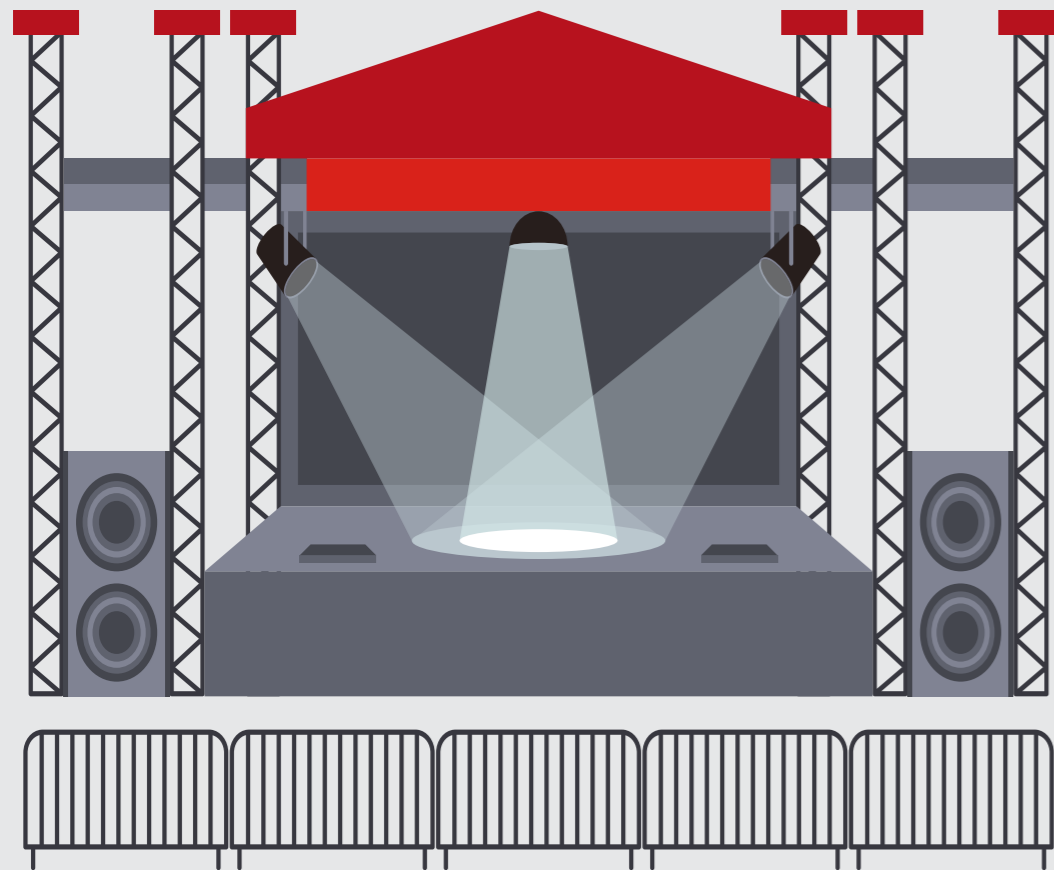


Graphic Design



Marketing Strategies

EVENT PRODUCTION



SOCIAL EVENTS

We organize social parties, city events and high class business meetings.



STAND RENTAL

Renting and selling of equipment for your events.



CORPORATE EVENTS

The most important thing is creating a positive image to your audience. We take care of everything and provide you with the most modern and fluent experience in digital as well as in traditional marketing.



SHOWS LIVE

Organize, coordinate, planning and execution is our designated order to make a concert, with the purpose of maintaining the work group organized.



CITY EVENTS

Year after year we innovate with different events across the cities of Colombia, we offer excellent professional experience.



EXPERIENCE MARKETING

Creating experiences between the brand and the Consumer is our prime objective, captivate through unique and unrepeatable moments.



EQUIPMENT RENTAL

We got the infrastructure in the rental of different kind of equipment such as: sound, lighting, scaffold and many more.



CONCERT

We create, organize, produce and sell concerts, with a solid organizational background.



#Eventproduction

PORTFOLIO

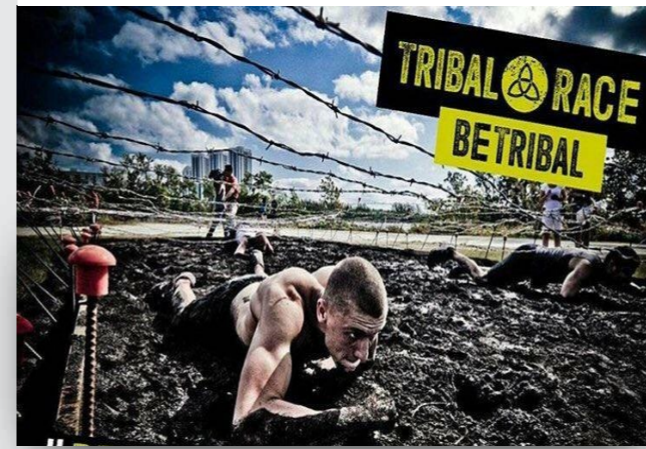
Quilla Motors



SFC



Tribal Race



Bondi Beach



BQFW



Riosonica



Caribe Gourmet



SEE MORE

HAPPY CUSTUMERS



[CONTACT US](#)

#HappyCustumers

OUR CLIENTES



#OurClientes

OUR PROPOSAL

Our commercial proposal is to establish an external marketing department for your company, in order to reduce operating costs and have an allied agency such as gps.

We have all the experience in all the referring subjects of digital and traditional marketing.

[KNOW OUR WEBSITE](#)

CONTACT US

GPS Marketing

+57 **315 712 02 91**

info@marketing-gps.com

Jose Gutierrez

+57 **318 711 44 12**

jose.g@marketing-gps.com

Roberto Gutierrez

+57 **318 889 63 98**

roberto.g@marketing-gps.com

Oriana Arias

+57 **300 707 76 20**

oriana.a@marketing-gps.com

CONTACT US

#ContactUs