



AGC

PRENSA
COMUNICACIÓN INTEGRADA

Presentation of Services

**IT IS IN OUR ESSENCE TO DEVELOP
EFFECTIVE COMMUNICATION**

*WE BELONG TO **AGECOSUR**, A NETWORK OF COMMUNICATION AGENCIES
AND PUBLIC RELATIONS IN SOUTH AMERICA.*

AGECOSUR
Agencias de Comunicación de Suramérica

www.agc.com.pe

About us?

We are AGC Communications, a boutique agency of integrated communication, that offers a personalized, creative approach and according to the needs of your business.

- ▶ Our methodology unifies into an unique communication agency multiple results such as management of public relations, actions in Social networks and effective strategy designs.
- ▶ We have 10 years of experience in the field of communications.



Why choose us?



We generate notoriety and increase your image in the media.



Experts in the presentation of press services, public relations, advertising and corporate communication.



We belong to AGEOSUR, the network of communication agencies in South America.



More than 10 years of experience in the field of communications.



Greater optimization of marketing and communication resources.



Our boutique approach means that we work with a select number of clients to guarantee a personalized and result-oriented service.

Customers



ASOCIACIÓN DE OFICIALES DE LA FUERZA AÉREA DEL PERÚ

PRESS AND PUBLIC RELATIONS AGENCY

We generate proposals of journalistic interest and evaluate the presence of our clients in the media.

- ▶ Press and Public Relations Management.
- ▶ Drafting and Diffusion of press releases, reports, communications for the media.
- ▶ Elaboration of Advertorials.
- ▶ Organization of press conferences.
- ▶ Realization of Corporate Magazines.
- ▶ Presence in the media.
- ▶ Advice on communication strategies.
- ▶ Realization and Execution of Communication Plans: internal and external.
- ▶ Communication in crisis.



What is not news does not exist.

MEDIA TRAINING

Through media training or spokesperson training look for the best answers, the best image and communication that helps in improving the reputation of companies.

- ▶ Spokesperson training.
- ▶ Theoretical part.
- ▶ Practical part.
- ▶ Simulations.



COMMUNITY MANAGER

We propose the creation of virtual communities which serves as a link between the company through a brand and its internet audiences. We manage their communication and produce its contents in the social networks, we encourage their growth and take care of the image and reputation of the brand.

- ▶ We have 5 plans to choose.
- ▶ Strategies in social media.
- ▶ Presence and management of social networks (Facebook, Twitter, LinkedIn, Instagram).



CONTENT MARKETING

The Digital Marketing service is a marketing technique that consists in the creation of relevant and valuable content to attract and generate leads to a company as part of a digital strategy.

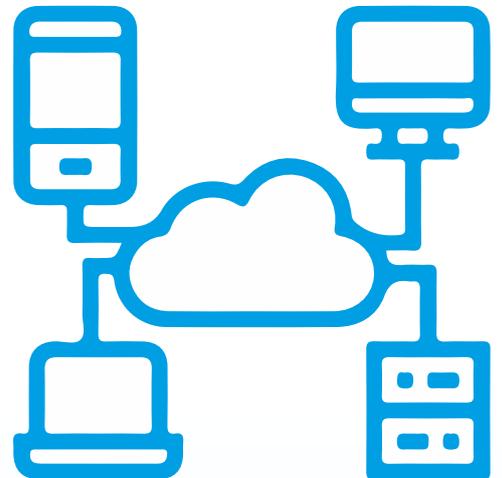
- ▶ Content strategy design.
- ▶ Content creation.
- ▶ Content promotion.



MEDIA MONITORING

Companies generate news and many times simultaneously; either positive or negative, the important thing is to be fully informed to manage the correct practices in communication management.

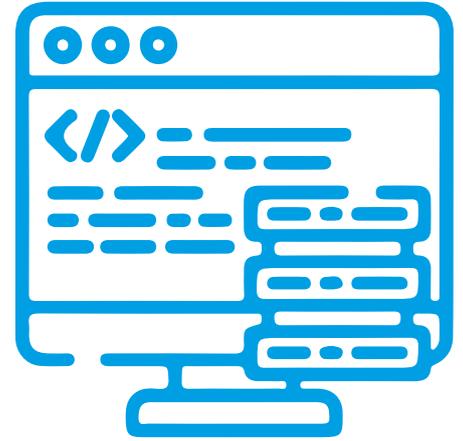
- ▶ Television monitoring
- ▶ Radio monitoring
- ▶ Press clipping.
- ▶ Web clipping.
- ▶ Monitoring of advertising spots.



WEB DESIGN AND SERVICES

It is essential to use the Internet as an excellent advertising medium and to search for information. This tool is present in all large and medium-sized companies.

- ▶ Web - page design.
- ▶ Web pages redesign
- ▶ Domain service
- ▶ Hosting service



GRAPHIC CREATIVITY

At AGC Communications we know that graphic communication transmits a different stamp of the company. Gathering all the graphic resources we can obtain as final result: an unmistakable and fascinating personality of a brand.

- ▶ Creation of corporate logos.
- ▶ Elaboration of brochures, diptychs, triptychs and catalogs.
- ▶ Multimedia. communication: interactive cd's: information about the company and products.
- ▶ Web-page design.
- ▶ Web pages redesign.
- ▶ Personal card design.
- ▶ Creation of e-mail headers.
- ▶ Flyer design and newsletter development (electronic bulletins).



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Integrate Communication

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