SERVICE · MARKETING

Content office

Communication and marketing from the same house that builds the technology.

Websites, landing pages, email marketing, blogs, social media, video and campaigns for the public and private sector.

cinfo



THE CHALLENGE

Communication ends up split between vendors who never talk

One agency does the website, another social, a third the video, and the internal team tries to make it all look and sound the same.

01

A scattered message

Each vendor tells the organisation's story its own way, and the brand loses consistency.

02

Wasted audiovisual assets

Video gets produced and never reaches the website, the newsletter or the campaigns.

03

Campaigns with no continuity

Occasional bursts of activity with no editorial calendar behind them.

WHAT IT IS

A full communication and marketing service

cinfo's content office covers web design, development and layout, mailings and newsletters, landing pages, social media, blogs, video solutions, advertising and television, for public and private clients.

- Design and development of websites and landing pages, laid out in house.
- Email marketing strategy, newsletters and blogs.
- Social media management with an editorial calendar and designed assets.
- Advertising and communication campaigns for every kind of medium.



HOW IT WORKS

From audit to live campaign

The design team is in house: multimedia projects demand strong design teams, and at cinfo that talent has been grown internally.

01

Audit

A review of the current digital presence, the tone of voice and the active channels.

02

Strategy

Defining objectives, audiences, key messages and tracking indicators.

03

Production

Design, layout, copywriting and audiovisual production of every asset.

04

Publishing and measurement

Distribution on the editorial calendar and tracking of the agreed indicators.

WHAT WE DO

Every piece of digital communication

- **Websites**

  Design, development and layout of corporate and institutional websites.

- **Landing pages**

  Conversion-focused landing pages for campaigns and launches.

- **Email marketing**

  Strategy, design and delivery of mailings and recurring newsletters.

- **Blogs and content**

  Writing and publishing content that sustains search positioning.

- **Social media**

  Audit, strategy, KPIs, editorial calendar and community management.

- **Video**

  Video production adapted to each platform's formats.

- **Advertising campaigns**

  Campaigns for the public and private sector across every kind of medium.

- **Graphic design**

  Design of images, assets and brand applications for every format.

BENEFITS

One team for the technology and for the message

01

Brand coherence

Web, social, video and campaigns with the same tone and visual system.

02

It uses the audiovisual asset base

Content produced with tiivii feeds the website, newsletter and social directly.

03

An in-house design team

Design talent grown in house, not subcontracted project by project.

04

Public sector experience

Institutional campaigns with the requirements and deadlines the public sector demands.

SCOPE

Typical deliverables of an engagement

Scope is defined up front and can cover a single campaign or the organisation's ongoing communication.

Audit and strategy

A diagnosis of the digital presence, KPI definition and an action plan.

Website or landing page

Design, layout, development and go-live.

Editorial calendar

A publishing plan per channel, with copy and designed assets.

Audiovisual assets

Videos adapted to each destination format and platform.

Advertising campaign

Creative concept, adaptations per medium and a distribution plan.

Results report

Tracking of the agreed KPIs and recommendations for the next period.

METHODOLOGY

How the work unfolds

01

Briefing

An initial session with the client to frame objectives, audience and constraints.

02

Creative proposal

Concept, visual system and sample applications across the planned formats.

03

Production

Design, copywriting, development and audiovisual production, with agreed reviews.

04

Publishing and analysis

Go-live, indicator tracking and plan adjustment.

Timelines depend on scope: a landing page can be live within weeks, while a full institutional campaign is planned months ahead.

GALLERY

Campaigns and assets produced



Institutional advertising campaigns on outdoor media.



Campaign adaptations for different media and formats.



Graphic and video assets for social networks.

CASE STUDIES

Campaigns for the public and private sector

GALICIAN COUNCILS

Local institutional campaigns

Creative concept, design and adaptation to outdoor, press and social for municipal promotion and service campaigns.

https://cinfo.es

SPORTS ORGANISATIONS

Brand, website and season-long communication

Digital identity design, website development and communication management across the whole season.

https://cinfo.es

COMPANIES AND LOCAL RETAIL

Local retail with video and e-commerce

Campaigns to boost local retail supported by video, social media and an integrated e-commerce platform.

https://ott.irun.market/home

CINFO IN NUMBERS

Team capacity

90

professionals on staff

+2 M

monthly views on managed social channels

4

social networks routinely managed

Interno

cinfo's own design team

FREQUENTLY ASKED QUESTIONS

Questions before commissioning a project

Do you only work with tiivii clients?

No. The content office works with clients that have no cinfo platform at all, though integration is more direct when they do.

Do you have public sector experience?

Yes. We run advertising and communication campaigns for both the public and private sector, with the requirements and deadlines each demands.

Can you handle just the website?

Yes. Scope is defined up front: it can be a single landing page, a full site or the organisation's ongoing communication.

Do you produce video too?

Yes, both edited pieces and content adapted to each social network's formats, drawing on cinfo's audiovisual capability.

Is the design in house or subcontracted?

In house. cinfo has grown its design talent internally because multimedia projects demand strong design teams.

How is campaign success measured?

Against the KPIs set in the initial audit, reviewed in periodic reports that feed the next period's plan.

WHO IT IS FOR

Who the office works with

01

Public administrations

Institutional campaigns, portals and communication with citizens.

02

Companies

Digital presence, demand generation and product communication.

03

Sports organisations

Brand, website, social and season content for clubs and federations.

04

Retail and tourism

Local activation campaigns supported by video and e-commerce.

LET'S TALK

Tell us what you want to communicate

We audit your current digital presence and propose a plan with objectives, assets and a calendar.

Request an audit

See our work

CONTACT

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