

DIGITAL TRANSFORMATION

GLOBAL STRATEGY CONSULTING - FREE CONSULTING FOR STARTUPS MICRO AND SMALL BUSINESS

THE CURRENT SCENARIO REQUIRES THAT BUSINESS MODELS ARE GENERATED AND GUIDED BY INNOVATION PERMANENTLY, SPECIALLY IN SMALL AND MEDIUM-SIZED COMPANIES. DIFFERENTIATING AND MAINTAINING A COMPETITIVE PRODUCT OR SERVICE REQUIRES INNOVATING DAILY.

THE COVID-19 HAS ACCELERATED THE DIGITAL TRANSFORMATION OF SEVERAL COMPANIES, AND WHAT COMES NEXT FORCES US TO INNOVATE AND CONTINUE TO TRANSFORM THE STRUCTURE OF ALL LARGE OR SMALL COMPANIES.

BECAUSE THE WORLD WILL NEVER BE AS IT USED TO BE.

GIVEN THIS SITUATION, WE OFFER A FREE AND CONFIDENTIAL CONSULTANCY IN INNOVATION AND DIGITAL TRANSFORMATION FOR SMALL COMPANIES THAT NEED TO REINVENT THE NEGOTIATION MODEL OR, SIMPLY, TO IMPROVE THEIR INNER PROCESSES.

WORLD AFTER COVID 19 - THE NEW WORLD

IT IS NOT THE FIRST TIME THAT THE WORLD HAS SUFFERED A MAJOR PANDEMIC. THIS SMALL MICROORGANISM, COVID-19, WAS ABLE TO PAUSE THE CONSUMER SOCIETY AS IT USED TO EXIST, AND MANY START TO WONDER: WHAT SHOULD I DO? WILL MY COMPANY BANKRUPT?

MOMENTS LIKE THESE CAUSE GREAT DAMAGE TO THE ECONOMY, CREATING GREAT TENSION WORLDWIDE, AND MAKING THE SOCIETY TO JOIN A "COCCON PERIOD".

A PERIOD WHICH SLOWS DOWN THE FLOW OF CONSUMPTION, AND WHICH WILL RESULT IN A GREAT METAMORPHOSIS, WHERE BRAND-NEW WAYS OF CONSUMING SHALL RISE.

IS YOUR COMPANY PREPARED TO RISE AGAIN?

15TH CENTURY - BLACK PLAGUE

THE BLACK PLAGUE THAT HIT THE EUROPEAN CONTINENT IN THE MIDDLE OF THE 14TH CENTURY LEFT A CATASTROPHIC RESULT: THE VIRUS ALMOST AFFECTED THE ENTIRE CONTINENT AND RESULTED IN THE DEATH OF MILLIONS OF PEOPLE. THE ORTHODOX BALANCE STUDIES SAY THAT ABOUT 1/3 OF THE EUROPEAN POPULATION HAS DIED, INFECTED BY THE BLACK PLAGUE. HISTORIANS BELIEVE THAT THE DISEASE AROSE SOMEWHERE IN ASIA AND WAS CARRIED BY THE GENOESE PEOPLE TO THE EUROPEAN CONTINENT.

AFTER THE BLACK PLAGUE, A MOVEMENT KNOWN AS RENAISSANCE RISES BRINGING A NEW CONSCIOUSNESS: MARKING THE END OF THE MIDDLE AGE AND THE BEGINNING OF THE MODERN AGE.

SOCIETY ABANDONED A COCOON OF MEDIEVAL BELIEFS, WHERE CULTURAL AND SCIENTIFIC IDEAS FLOURISHED FROM THE ASHES.

ART AND SCIENCE GAINED FOCUS, FEUDALISM GAVE WAY TO CAPITALISM AND RELIGIOUS DOGMATISM WAS REPLACED BY RATIONALITY.

THE RENAISSANCE – A NEW WORLD

TODAY WE ARE IN A PERIOD OF SOCIAL METAMORPHOSIS (COCOON), WHERE OLD PARADIGMS AND BUSINESS MODELS NO LONGER RESONATE WITH THE PLANET. (THEY'RE DEAD)

THIS PERIOD IS COMMON AND RECURRENT IN HISTORY AFTER A CRISIS LIKE THE ONE WE ARE EXPERIENCING WITH “THE COVID-19.

”HISTORY SHOWS US THAT AFTER ALL THE PANDEMICS ON THE PLANET [EGYPTIAN PLAGUE (430 BC), ANTONINA PLAGUE (165–180), CYPRIAN PLAGUE (250–271) AND JUSTINIAN PLAGUE (541-X)] THERE WAS A PERIOD OF GREAT REBIRTH, WHEN HUMANITY BEGAN TO RETHINK VALUES..

IS YOUR COMPANY PREPARED FOR THIS NEW WORLD?

STAY ZEN – NOW IT'S TIME TO WORK

1- PATH DEPENDENCY



2- CRISIS



3- CHAOS



4- RECHARTING



THESE ARE THE FOUR PILLARS THAT COMPANIES USUALLY GO THROUGH IN ERAS LIKE TODAY'S WITH THE COVID-19.

NOW IT IS TIME TO PLAN YOUR COMPANY'S REBIRTH, JUST LIKE A PHOENIX.



RENAISSANCE PROJECT

TODAY, INNOVATION, MORE THAN EVER, IS NECESSARY WITHIN THE CORPORATE CULTURE OF A COMPANY.

THE DIGITAL TRANSFORMATION REQUIRES A CHANGE OF FOCUS, THIS ALSO MEANS CHANGING THE COMPANY'S CULTURE TO SUPPORT THIS ACCELERATION.

HOWEVER, MANY SMALL BUSINESSES LACK THE NECESSARY KNOWLEDGE AND RESOURCES TO HELP THEM ADAPT TO CHANGES.

WE WANT TO HELP YOU FIND NEW BUSINESS PROCESSES THAT TAKE INTO ACCOUNT THE CURRENT MARKET MOMENT, AND THAT CONTEMPLATE TECHNOLOGY AS AN ALLY TO KEEP YOUR PRODUCTS AND SERVICES COMPETITIVE.

WE DIVIDED THIS PROCESS INTO THREE STAGES:

Investigation.

Idealization.

Implementation.

1. WHAT SHOULD WE DO?

We help you to be reborn.

Due to COVID-19, many companies stopped investing in marketing and communication, believing that this would be the best attitude, but many others did not. They continued to communicate, aggressively, but in a different way.

We rediscover your purpose and help your company to build new values through strategic consulting, to create business plans focused on expansion and to build communication and marketing strategies.

We are experts in digital transformation, creation of digital content and in the relationship with media outlets, both regionally and globally.

Our DNA is focused on results and on digital platforms.

EXCLUSIVE SERVICES:

DIGITAL TRANSFORMATION

DATA ANALYSIS

BRAND CONNECT

content campaigns

CRM

SOCIAL & DIGITAL

RELATIONSHIP

INNOVATION

content oportunidad

SOCIAL MEDIA MARKETING

Lead Generation

Conversations

CONSULTING STRATEGY

Communication Consulting.
Creation of campaigns and projects.

MARKETING PLANNING

Business positioning.
Sales Plans.

RELATIONSHIP DIGITAL

Influencers.
Relationship with the Media.

2. HOW WE DO?

We are made up of a network of professionals with different skills spread across the 5 corners of the planet, who connect each other to develop bespoke projects.

We seek to deliver projects that, in the first place, bring results, and that are built through important pillars such as popular culture, innovation and disruption in the way of generating business and that are conducted by the power of a good story.

We use Design Thinking concepts in the creation of our projects and Agile Methodology for their development. Our teams are cross-functional and work in virtual or face-to-face Squad format depending on the needs of the project.

EXCLUSIVE WORK:

DISRUPTIVE INNOVATION

POPULAR CULTURE

BUSINESS

POWER OF A GOOD STORY



3. OUR WAY OF WORKING?

We are focused on results, and on building relationships with customer. We work in order to listen and read the data in order to create insights that are taken to squad structures, which are soon transformed into conversational projects between brand and consumers.

These dialogues are amplified and transformed into data that feeds the entire ecosystem.

EXCLUSIVE METHODOLOGY:

DIALOGS

INSIGHTS

AMPLIFICATION

CREATION & STRATEGY

SOCIAL MEDIA REPORT



4. WHO ARE WE?

We are a collective of senior professionals with an average of over 15 years in the market spread across the whole world.

The operation structure is led by Tiago Ribeiro “Tito”, partner of the LATAM operation and led by strategic partners.

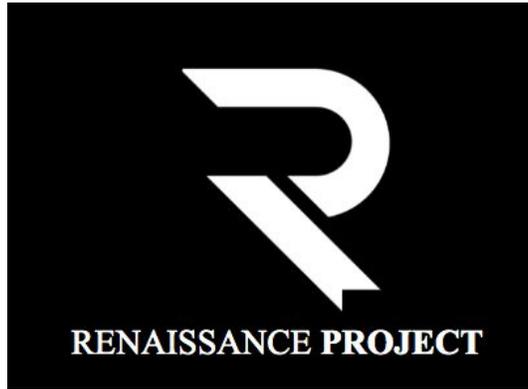


**WE ARE A COMPANY FOCUSED
ON RESULTS:**

ADVERTISING & MARKETING INDUSTRY



WE BELIEVE THAT WE ARE FACING A GREAT TRANSFORMATION WHERE THE WORLD, AND THE COSTUMER SOCIETY, NEEDS TO REINVENT THEMSELVES, RIGHT NOW. WE BELIEVE THAT THE BEGINNING OF A NEW ERA HAS BEGAN, WHERE THE REAL DATA AND ALGORITHMS WILL TAKE OVER.



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