

# Virtual knowledge and productive togetherness

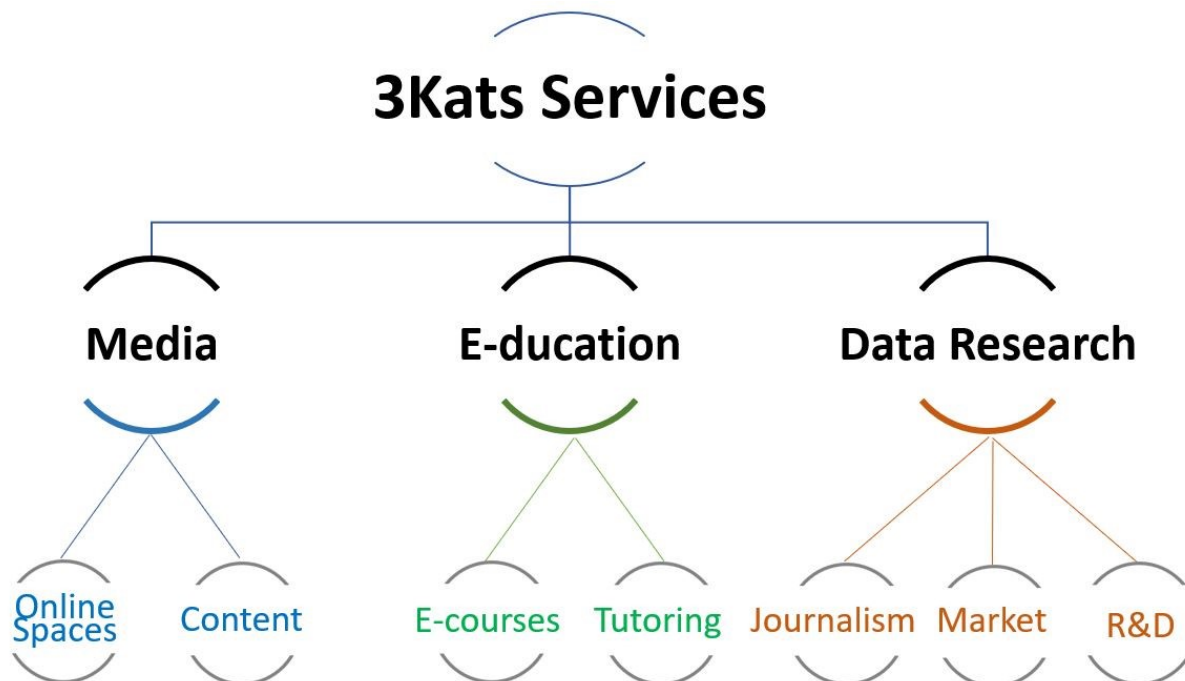
*Connectable media • E-ducation • Data Research*

We help people to fulfill communication objectives. To show, explain, sell, entertain, convince, share or learn. Either we train people to do it or do it for them. Sometimes the work is shared. We connect with your team in specific tasks.

## Three areas of service

We accompany, train or produce for corporate, commercial or individual clients. So, we get along well with private, independent companies, top and mid-tier services providers such as PR, advertising and research agencies. But, more recently, we are developing services to better connect to individuals, or make them to connect with each other.

This is our little galaxy of services and we will explain them one by one:



## 1. MEDIA

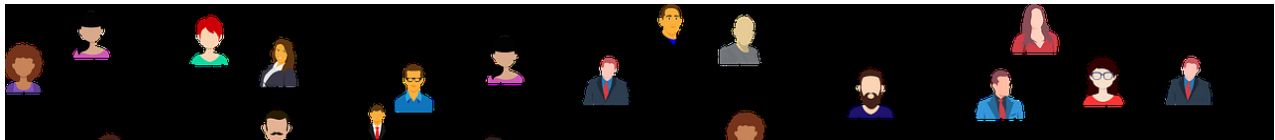
This covers both interfaces and what it is consumed in them. A website or app, for example, is media. What you consume in them (texts, pictures, functionalities) is the content. It's a conjunction of content and form we can produce separately or all together.

### 1a. ONLINE SPACES

We build the appropriate digital space, from less to more, after careful consideration of the client's needs, budget and goals. We build, ad hoc, not prêt-à-porter.

- **Websites: news portals, topical blogs, commercial, e-commerce.**
- **Mobile apps: from mobile versions to full operational apps.**

**Social media.** We are community managers and have handled more than +50 social media accounts in a variety of industries. Facebook, Twitter, Google+, Instagram, YouTube Channels, etc. We take care of day-to-day, growth, engagement, virality, conversion, monetization. Also, mail and push campaigns.



### 1b. CONTENT

Content is the main reason why people visit your spaces online. We handle news sections in corporate sites, do original stories, press releases, interviews... We give life to blogs in corporate websites covering Health, Technology, Immigration Law, Consumer Products, Education, Consulting, etc.

- **News, commercial & advertising copy, reports and others (in 10 languages).**
- **Image: photography, illustration, video, multimedia.**
- **Video: digital clip, Youtube video, promotional or educational.**
- **Multimedia: interactive.**

## 2. E-DUCATION

We teach, help teaching and train people online. We have a growing experience not only in transmitting information but showing results and accompanying individuals or team in a host of competencies.

### 2a. TUTORING

You register on one of our tutoring routines or tell us about an area of your interest within our competencies.

- **Basic Journalism for research, publishing and networking. *4 weeks.***
- **A made-for-you Webmastering practice. *4 weeks.***
- **Community Management with the networks you choose to work. *4 weeks.***
- **Basic Photoshop® design and production. *From 2 to 4 weeks.***
- **Minimum necessary for excellent use of Microsoft® Office. *From 2 to 6 weeks.***

**Method:** Tutor shows tutee a general learning plan. Tutee expresses his priorities and special interests. Tutor designs an ad hoc program. Both follow program for 4 weeks. Includes: An ad hoc guide; general principles; practices; personalized plan. **Interfaces:** Online Classroom, video-chat, document exchanger, online usage of news producing tools.



### 2B. E-COURSES *SOON*

We are developing courses that can be entirely delivered online. With original material, videos and post online sessions, we will announce them soon. Go to [3kats.com/ecourses](https://3kats.com/ecourses), register and be notified when they are available.

### 3. DATA RESEACH & ANALYTICS

We perform analytics on journalistic, marketing or commercial clients. Our reports are on demand, ad hoc and strictly focused on our client's requests.

#### 3a. MEDIA AND JOURNALISM

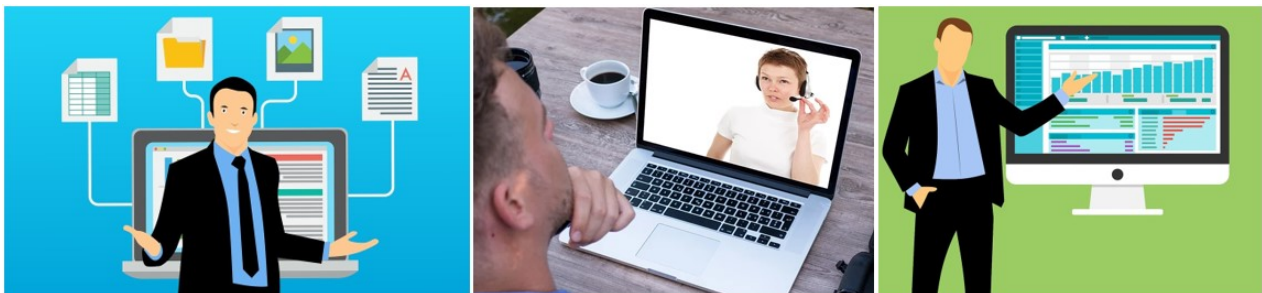
We are usually asked to evaluate plans for media ventures before they are developed. We do a throughout analysis before project development. Our experience helps these ventures to tame risk, create better services and gain profitability in a shorter term. For ongoing media, we consult on fact-checking, monetization, social media integration, audience engagement and SEO .

- **Fact-checking of news, news trends or specific themes or topics**
- **News media or campaigns performance, comparations, trends, user reactions.**
- **Research on specific requirements and needs, i.e., news outlets monetization.**

#### 3b. MARKETING

We develop online marketing for engagement, leads, sales and any type of contact that translates into a positive impact. We provide either Branded Content, informative messages borderline with journalistic narrative but oriented to promote a product, service or idea; or content for Marketing or Advertising Campaigns, we provide creative content for advertising and PR agencies.

- **Online marketing studies.**
- **Monetization strategies.**
- **Marketing, advertising and branded content.**



## Our Experience

### Service Providers



### Journalist Media



### Consultancy



### Some of the thing we have done:

Creative Writing • Multilingual Blogging • Community Management • Training • News Site Management • Mobile Apps • Online Monetization • SEO Consultancy • Online Marketing Campaigns • Digital News Content • Conversation Reduc • Social CRM • eCommerce and marketing.