



# NUFFERO CORPORATION

“AMPLIFYING THE BRANDS OF THE FUTURE”

We are focused on bridging the knowledge gap between creativity and business.  
Making it easier for both sides to identify ROI by paying more for what  
**ACTUALLY** works and less of what doesn't.

## BRIEF AND MISSION



### MISSION STATEMENT

We are focused on bridging the knowledge gap between creativity and business. Making it easier for both sides to identify ROI by paying more for what ACTUALLY works and less of what doesn't.

# OVERVIEW



Nufero Media Corporation is a Media and PR Brand comprised of a collective of business-savvy creative directors based in Miami and Nashville focused on helping you think outside the box to generate sales.

### VISION FOR THE FUTURE OF DIGITAL MARKETING AND MEDIA

We specialize in catapulting brands and creators into the spotlight with storytelling and advertising.



# THE CHALLENGE

NUFERO  
CORPORATION



Overview of the current  
digital marketing landscape

---

- 01** Everyone is trying to generate leads efficiently without spamming people.
- 02** Attention is competitive and hard to keep.
- 03** There are so many platforms but which ones should you use?
- 04** The concept of multiple touchpoints is hard to achieve and needs more attention.
- 05** Agencies have exhausted conventional social media methods and it's left a bad taste in everyone's mouth.



# Common challenges faced by brands in achieving meaningful engagement and visibility:

**01**

Algorithms make it hard for your followers to see your content over what they perceive you want to see.

---

**02**

Consistent content is getting tiresome and your followers want more quality.

---



# OUR SOLUTION

NUFERO  
CORPORATION



**Introduction to Nufero Media Corporation's integrated approach combining data-driven strategies with creative storytelling and advertising.**

# OUR SOLUTION

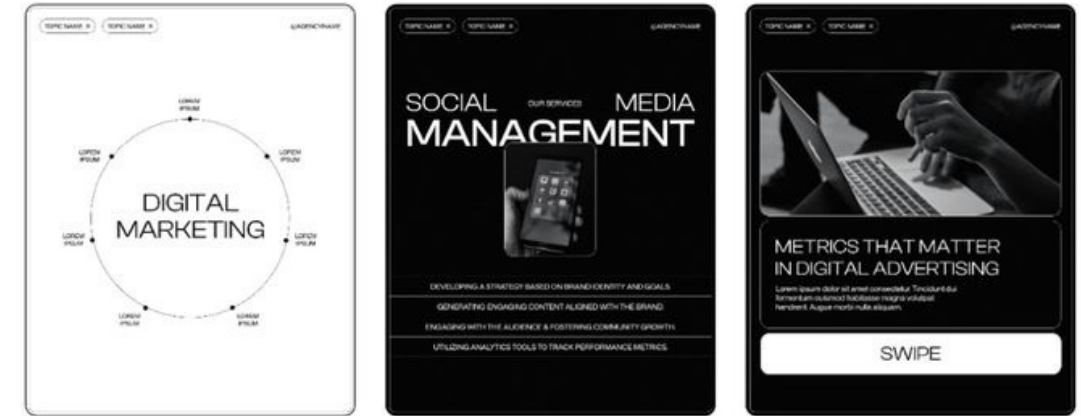
## BENEFITS

We have found the types of campaigns that work best as well as new ways to advertise these types.

This amplifies actions taken by your audience that are mutually beneficial.

## TOUCH POINTS

We have found that applying the story of the people behind the brand or the actual story of who the brand is for, cuts through the noise but hits multiple touch points.



This is achieved with a systematic approach with unique publishing styles so you can get something out of each piece of content.

01

02

03

04

**FIRST**

Research and Affinity  
match

---

**SECOND**

Design Campaign  
assets

---

**THIRD**

Distribute and advertise

---

**FOURTH**

Optimize and retain

---



NUFERO CORPORATION

# 4 FLAGSHIP SERVICE OFFERINGS

Monthly Brand Growth Campaigns

- **CREATIVE CONTENT ALCHEMY**  
A series of original content that engages and inspires.
- **TALENT MATCH CAMPAIGNS**  
Strategic connections with influential people with a variety of campaign options.
- **PR NATIVE**  
Merging public relations with native advertising for authentic storytelling at scale.
- **EMAIL NURTURING**  
Unique methods to keep your clients and customers longer and turn them into advocates.

## OTHER PRODUCTS

LinkedIn Growth, Loyalty Programs, Pinterest Ads





# CAPABILITIES

## GRAPHIC DESIGN

01 Ad Creative

02 Logos, assets,  
and Branding  
Packages

03 2d and 3d static  
and motion  
graphics

## PHOTOGRAPHY AND VIDEO PRODUCTION + ANIMATION

01 Commercials and  
Campaigns

02 Product shots

03 E-Commerce  
Setups

04 Retouching

05 Post production

06 Animations

## DIGITAL MARKETING

01 SEO

02 Blogging

03 Email Marketing

04 Funnell  
Development

05 Website  
Development

06 Social Strategy

## ADVERTISING

01 Google and  
IG/Facebook

02 Pinterest Ads (e  
commerce  
focused)

03 Native Advertising  
- Taboola and  
Outbrain

04 Influencer  
marketing

## PUBLIC RELATIONS

01 Magazine features

02 Podcast placing

03 Market Outreach

04 Brand  
Representation

05 Sponsored  
placements



**NUFERO CORPORATION**

# **NUFERO'S NETWORK ADVANTAGE**

## **EXAMPLES OF PARTNERSHIPS AND COLLABORATIONS**

We partner with a film director and successful magazine to do a behind the scenes interview on the founder

## **ARTISTS**

We have a community of designers, directors, photography, journalists, graphic artists and more that we connect with brands through our in-house platform [planetnufero.com](https://planetnufero.com)

## **MEDIA OUTLETS/TRAFFIC**

Traffic sources are targeted with our A.I. software and advertising strategies to display your content to audiences outside of conventional social media – also allowing us to get you PR placements.

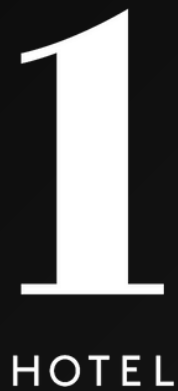
## **SOFTWARE SOLUTIONS**

We have partnered with various softwares and Publicists that generate efficient connections with influencers, magazines, and more.



# PAST CLIENTS

---



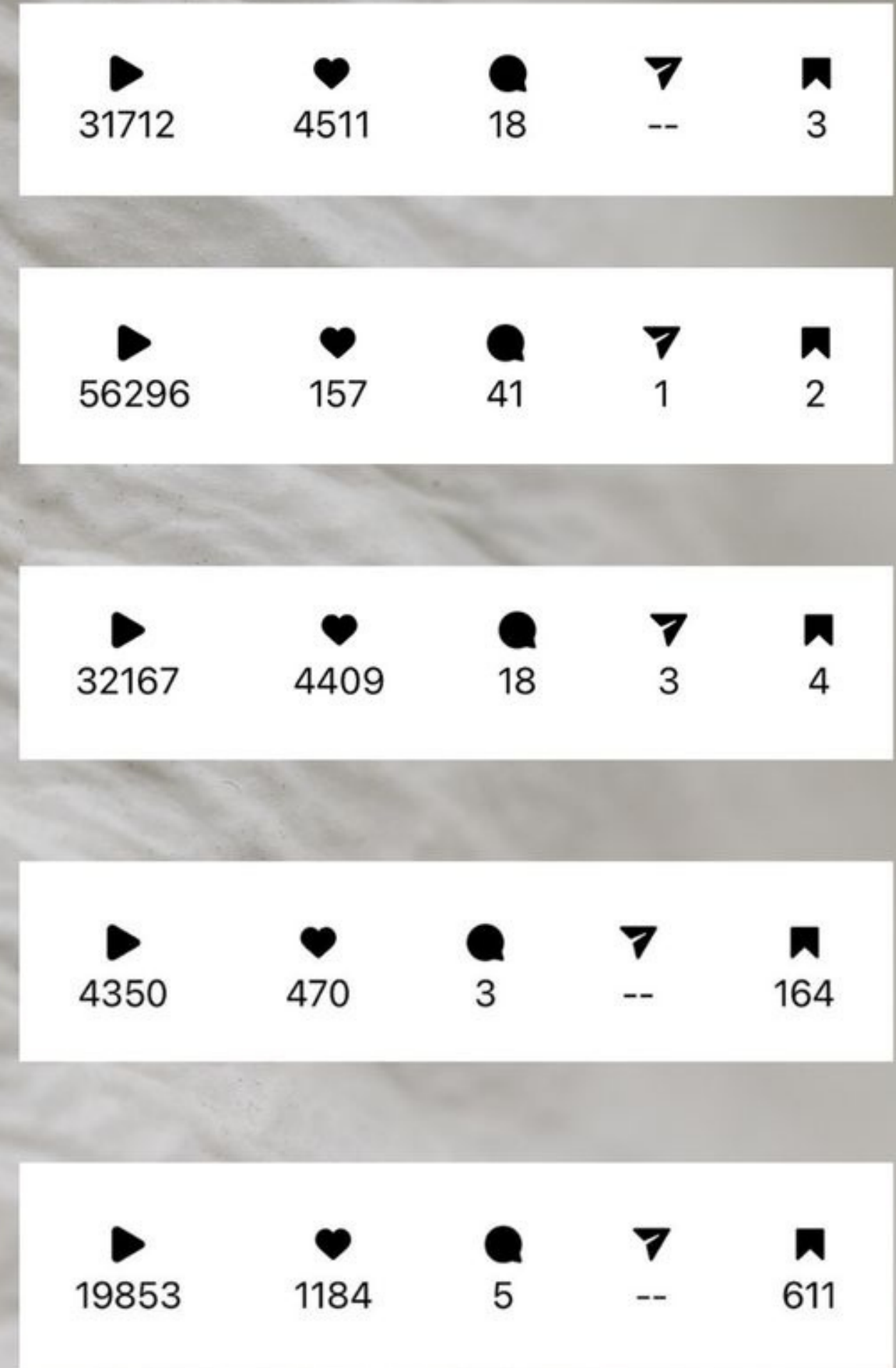
# WHY NUFERO?

## Unique selling points (USPs) of Nufero Media Corporation

**01** We don't waste time trying to sell you on methods that do not work.

**02** We have a growing network of collaborators.

**03** Our audience is eclectic and **affluent creators** alongside affluent **financial professionals**



|| New e commerce options in partnered marketplace and affiliate channels

|| Access to conferences, festivals, and various activations

|| Event production capabilities

# THE FUTURE WITH NUFERO

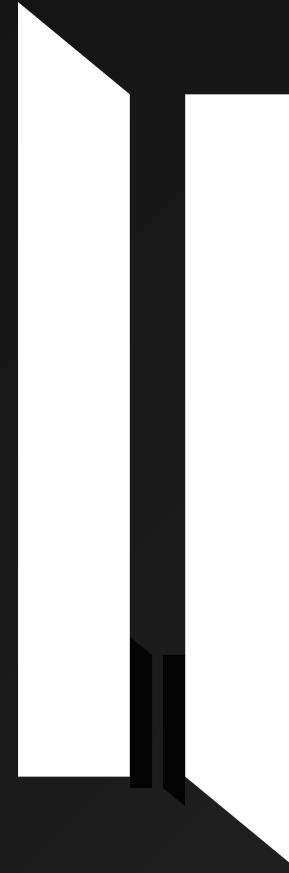
COMING  
SOON

|| Business Meetup access in Miami, Nashville, and New York.

|| We are soon to be integration sponsorships and placements on successful podcasts, YouTube, channels and more



**WHY NUFERO?**



**ARE YOU READY TO WALK IN YOUR VISION?**





# THANK

# YOU

Thank you for viewing our overview deck. We would love to speak with you about how we can help amplify your story.

Email: [Info@nufero.com](mailto:Info@nufero.com)

Phone: 615-339-5893

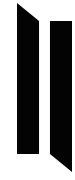
Website: [Nufero.com](http://Nufero.com)

Locations: Nashville | Miami

**NUFERO**  
CORPORATION

Continue to view our Market Focuses.





# MARKET FOCUSES

Although our systems are built to enhance any business type our strategies help these following markets guarantee a disruption.

NUFERO  
CORPORATION





# MARKET FOCUS - REAL ESTATE

---

Strategic Storytelling  
campaigns

Listing showing events  
curation in Nashville

Lead Generation strategies

Content for promotional use  
including:

Digital Branding collateral

- Unique interior and exterior photography
- Virtual tour
- Promo reels



# MARKET FOCUS - FINANCIAL MARKET

---

Intense LinkedIn content marketing

Affluent client lead generation strategies

Access to financial meetups, dinners, and conference in Nashville and Miami

▲ \$1,011.81 (1.86%) Today

• LIVE

1D

1W

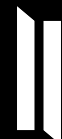
1M

3M

1Y

ALL

---



# MARKET FOCUS - PRODUCT BRANDS

---

**Email Remarketing  
Campaigns with  
Automations**

**Creator and Platform  
Collaborations**

**Grassroot and  
Activation Strategies**

**PR and Strategic  
Advertising**



# MARKET FOCUS - FOOD & BEVERAGE AND ACTIVATIONS

---

## Content production

- Food, mixology, and candid photography and Video
- Design of menu, signage, and promotional materials
- Art placements and interior designing/curation

## Location launch consulting and management

**Strategic Storytelling  
campaigns to create repeat  
visits and community  
elements**

**Staff building programs**

**Retention strategy tech  
solutions**

