

DelfinoCo  
**Negocios**

DelfinoCo Media

**BrandStudio**

Share valuable content with our professional assistance to make your brand stand out.

**DelfinoCo**  
Business Development

# DelfinoCo

Business Development

DelfinoCo is focused and dedicated to support small business success in the Washington Metro Area. Founded in Montgomery County (MD), March 2013, DelfinoCo has guided, connected, and informed decision makers through decentralized business programs such as consulting, seminars, workshops, networking, research, and marketing services.

▶ MISSION STATEMENT

To unleash entrepreneurship and innovation in the Americas.

▶ VISION STATEMENT

To become the preferred platform to small businesses success in the Americas.



DelfinoCo HQ in Bethesda, MD

# DelfinoCo Media

In 2016, DelfinoCo Media was launched to publish valuable information tailored to the small business community, and partnering with business and economic development organizations to help promoting their resources to the community.

▶ OBJECTIVE

DelfinoCo Media is a multi-channel media that integrates brands into the lives of passionately engaged business decision makers.



Washington Metropolitan Area

# INTEGRATED MEDIA VEHICLES

▶ **Business Journal** (Online and Printed Publications)

Get your advertisement targeted to the right audiences, through out our business informational media channels.

▶ **Events** (Forums, Seminars, Networking Groups, and more)

Get your brand to show support at the events that move the Hispanic business community.

▶ **Social Media** (Facebook, Google+, LinkedIn, YouTube)

We build strong relationships with our engaged audience, for you to take advantage.

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# DEMOGRAPHICS

Washington is one of the most economically successful regions, among the country's largest metro areas, with a regional economy of 500 billion dollars, home of more than 100 thousand businesses.

According to the **US Census Bureau** (2012), Hispanic-owned businesses in the Washington, DC Metropolitan Area have doubled since 2007 to almost 66,000. One of the largest sectors among Hispanic-owned businesses is construction with almost 18,000 companies (Marino, 2016).

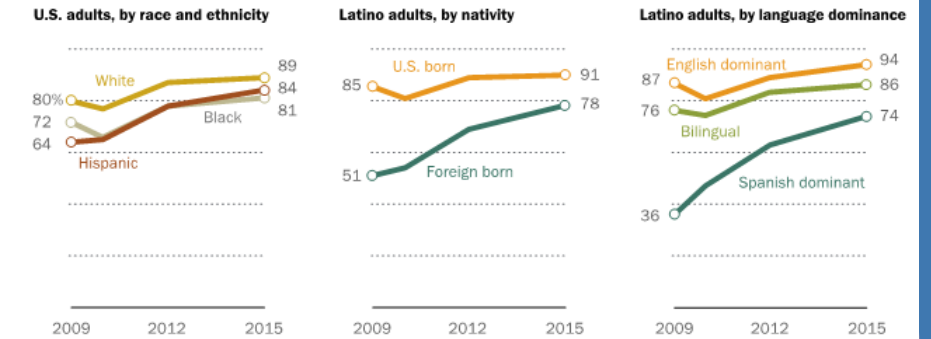
According to the **Pew Research Center** (2015), 84% of Hispanics in the U.S. use the internet, 91% of U.S. Born Hispanic Adults and 78% of Foreign Born Hispanic Adults use the internet, and 74% of Latino Spanish Dominant Adults and 86% of Latino Bilingual Adults use the Internet (Brown, López, & Lopez, 2016). The same research also found that 94% of Hispanic internet/email users access the internet on a cellphone, tablet or other mobile device.

Marino, S. (2016, May 13). GWHCC - LOCAL CHAMBER OF COMMERCE HONORS LARGEST HISPANIC-OWNED INDUSTRY DURING ITS 40TH ANNIVERSARY. Retrieved January 5, 2017, from GWHCC, <http://www.gwhcc.org/news/2016/06/06/chamber-news/local-chamber-of-commerce-honors-largest-hispanic-owned-industry-during-its-40th-anniversary/>

Brown, A., López, G., & Lopez, M. H. (2016, July 20). Digital divide narrows for Latinos as more Spanish speakers and immigrants go online. Retrieved January 5, 2017, from Pew Research Center, <http://www.pewhispanic.org/2016/07/20/digital-divide-narrows-for-latinos-as-more-spanish-speakers-and-immigrants-go-online/>

## Immigrant and Spanish-dominant Latinos drive narrowing of gap in internet use

% saying they use the internet

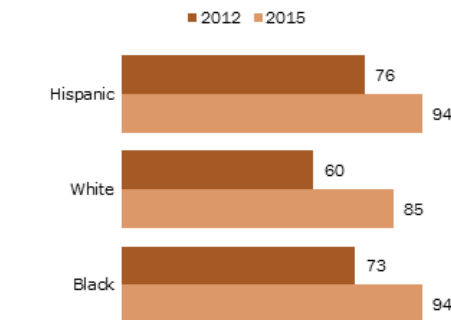


Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.  
 Source: National Survey of Latinos, conducted Oct. 21-Nov. 30, 2015, and Pew Research Center surveys conducted Oct. 13-Nov. 15, 2015; May 9-June 3, 2012; Aug. 9-Sept. 13, 2010; and Aug. 18-Sept. 14, 2009.  
 "Digital Divide Narrows for Latinos as More Spanish Speakers and Immigrants Go Online"

PEW RESEARCH CENTER

## Mobile internet use on the rise among internet users

% of internet/email users saying they access the internet on a cellphone, tablet or other mobile device, at least occasionally



Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.

Source: National Survey of Latinos, conducted Oct. 21-Nov. 30, 2015, and Pew Research Center surveys conducted Oct. 13-Nov. 15, 2015, and May 9-June 3, 2012.

"Digital Divide Narrows for Latinos as More Spanish Speakers and Immigrants Go Online"

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# OUR AUDIENCE

Washington DC, Maryland, and Virginia  
**Hispanic Business Decision Makers**

## ▶ The Breakdown

- ▶ Construction: 25.1 percent
  - ▶ Professional, Science & Technology Services: 22 percent
  - ▶ Wholesale Trade: 13.9 percent
  - ▶ Admin. and Waste Management: 11.6 percent
  - ▶ Other: 27.4 percent
- 
- ▶ Total (#): 66 thousand businesses
  - ▶ Total (\$): 10 billion dollars

*Source: Census Bureau, 2012 Survey of Business Owners*

# Hispanic Business Decision Makers

# BrandStudio



▶ **Best Practices** Readers trust us to provide them with everything they need to understand the business world in the Washington Metropolitan Area. They are willing to consume and share valuable content that is well-produced. What you create through our BrandStudio is valuable to our audience.

- Tell a visual story
- Go beyond a press release
- Grab attention
- Inform for not-experts
- Provide value
- Create unique content
- Provide an “exclusive”
- Adapt to breaking news

▶ **Questions to Consider** In order to create successful content, we suggest asking the following questions before you start:

- ▶ Why am I producing /promoting this content?
- ▶ What marketing problems does it answer, and how?
- ▶ What does a successful end to this campaign look like?
- ▶ Who is accountable for the story of my brand?
- ▶ What’s the difference between a consumer who reads this content and the one who doesn’t?

# DelfinoCo BrandStudio Package

## DelfinoCo Negocios

### ▶ BrandStudio Package

- ▶ Production of your informational valuable content (valued at \$750/video).
- ▶ Number of videos per month (\_\_\_\_\_) (up to 1 video/week).
- ▶ Length of the agreement: number of months (\_\_\_\_\_) . Total number of videos: (\_\_\_\_\_).

### ▶ Special Discount – \_\_\_\_\_% off

### ▶ Monthly Payment

Total

\$ \_\_\_\_\_

\$ \_\_\_\_\_ off

\$ \_\_\_\_\_

**Terms:** This is an agreement that executes the above outlined service areas. Payments will be made via credit card or check and billed in a monthly basis, starting the date of this agreement. If payment of the monthly production is not completed before the date established, services will be suspended until the account is current. Video production should be scheduled at least two weeks in advance.

**Client Involvement:** The client agrees to comply and collaborate for the production of the video informational series. Client shall provide the written story of the content to be produced and submit it at least 48 hours in advance from date of production. Client is responsible of trademark, copyright, patent, or any other intellectual property infringement due to the content used for production. Client shall come to our studio offices for the interview and provide any additional content to be included in the production.

**DelfinoCo Involvement:** DelfinoCo will record and edit your interview, we will collect any additional content you may want us to include, and then our team will produce an search engine optimized article about the interview, to be published and shared in our multimedia channels, including our business journal website, Facebook page, and our YouTube channel.

Client Business Name	<b>DelfinoCo</b>
Client Representative Name	DelfinoCo Representative Name
Client Representative Signature	DelfinoCo Representative Signature



# CONTACT US

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# Thank you!

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