

IN LATAM

WE KNOW AND WE DO MINING

LATIN AMERICA IS A FERTILE TERRITORY THAT HAS A WIDE VARIETY OF MINING RESOURCES, BEING OUR CONTINENT WHERE INVESTMENTS AND EXPLOITATION ARE THE LARGEST IN THE WORLD.

TODAY MORE THAN EVER THE MINING SECTOR HAS BECOME KEY IN GLOBAL DEVELOPMENT.



bp

**Marketing
& CRM**

CHILE, ALONG WITH OTHER COUNTRIES WITH A MINING TRADITION SUCH AS PERU AND BRAZIL, ARE PIONEERS IN THE APPLICATION OF NEW EXTRACTION TECHNOLOGIES, WHICH EVEN LEAD TO A MORE SUSTAINABLE FUTURE.

LIKEWISE, A STUDY PUBLISHED BY IDB, IN 2021 AFFIRMS THAT BOTH LATIN AMERICA AND THE CARIBBEAN ARE ON THE WAY TO BECOMING THE GLOBAL CENTER OF METALS AND LOW-CARBON SOLUTIONS BY 2050, THUS DEMONSTRATING THE IMPORTANCE OF TAKING COMMUNICATIVE ACTIONS THAT MAKE THE ACTIONS TAKEN AND THEIR IMPACT TRANSPARENT TO THE WORLD.

MAIN MINING GROUPS IN SOUTH AMERICA



DO YOU WANT TO SELL MORE

IN LATIN AMERICAN MINING?

**WE ARE BP GLOBAL GROUP, A
STRATEGIC COMMUNICATIONS
AGENCY FOR B2B COMPANIES WITH
MORE THAN 11 YEARS OF
EXPERIENCE HELPING THE MINING,
ENERGY AND INDUSTRIAL SECTORS
ACHIEVE THEIR GROWTH
OBJECTIVES.**



AWARNESS - LEADS



DIAGNOSIS AND
ANALYSIS



GOALS
AND KPI



MARKETING
PLAN



CAMPAIGN
DESIGN

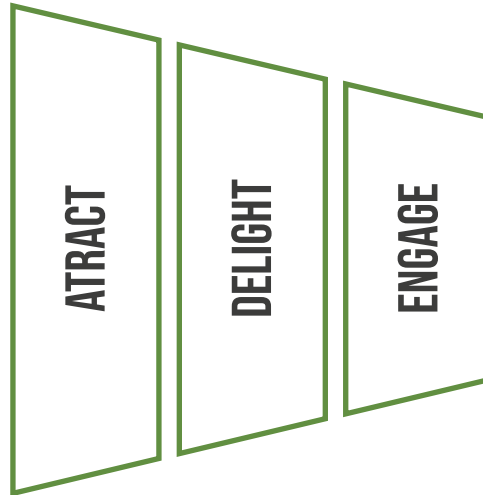


SET UP OF
PLATFORMS

SEO/SEM
DIGITAL MEDIA

SOCIAL MEDIA
MAIL
MARKETING

WEBINARS



KNOW ABOUT
YOU

CONNECT

CONVERT



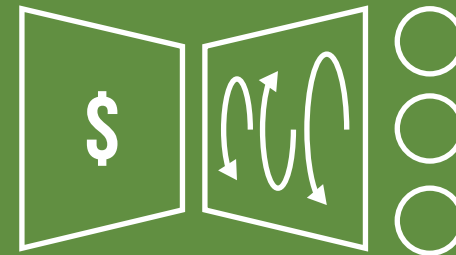
BUSINESS
INTELLIGENCE



CONSULTING &
ONBOARDING



SMART
PROSPECTING
SOCIAL SELLING



BUSINESS
OPPORTUNITY

BUSINESS TRACKING



CUSTOMER
SATISFACTION



COMPETITORS
ANALYSE



COACHING
SALES 2.0



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DATABASE



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