

Outsourced marketing management. Does that seem unusual?

**Primmorum** is unusual.

**We are a communication and marketing consulting company.**

Our firm is here to create, develop and execute customized projects for your needs and your segment, so you can reach out to your consumer. Our goal is to bring your business closer to people through personalized communication strategy and effective results.



////////////////// FOR WHOM WE WORK //////////////////

**BUSINESS WITHOUT A FIXED MARKETING DEPARTMENT**

If your business does not have a fixed marketing department, you can count on us to develop strategic marketing positioning and to take the project from beginning to end. From the action plan to advertising your product or service.

**BUSINESS WITH A MARKETING TEAM HAVING EXTRA DEMANDS**

But if your business already has a marketing team and has been having extra demands, Primmorum gives assistance in specific marketing jobs. Our flexible and modular structure allows us to act as a supplier in eventual projects.

////////////////// WHO DOES IT //////////////////



**Angela Azevedo Velho is the director at Primmorum.**

Graduated in advertising, specialized in marketing management at FGV – “Fundação Getúlio Vargas” and has a long list of courses in the area of marketing. She has more than 15 years of experience in many areas of corporate marketing management, being responsible for strategic planning, coordination and execution of marketing initiatives.

Since 2002 she has been an organizational consultant and provides consulting in

the area of marketing working in many different segments, such as education, commerce, agribusiness and services industries.

In order to aggregate value to companies and to help them grow, Angela connects professionals and makes specific teams, according to the profile of each project. By doing so, she is able to get talented professionals from different areas together (design, journalism, video, media, graphic production, etc.) called depending on what each job demands, potentiating the investment made by the clients.

**SERVICES**

Marketing intelligence associated to your business's commercial strategy. That is what we believe in.

Primmorum offers many different services of marketing consulting. And we know how to identify among them the most effective to help your business grow.



**ANALYSIS OF BUSINESS ENVIRONMENT**  
(internal and external)



**ANALYSIS OF STAKEHOLDERS**



**ASSEMBLY**  
of the Marketing Information System



**STRATEGIC PLAN**  
of Communication and Marketing



**TACTICAL AND OPERATIONAL**  
Action Plan



**MANAGEMENT**  
of advertising initiatives



**MEASUREMENT**  
of results



**SPECIFIC PROJECTS**  
in marketing, research, planning, and service areas (on request)

**CONTACT**

Did you like the idea of having someone with marketing experience to help you? Call us.

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