



EXPERTISE, TRUST  
AND INTERNATIONAL VISION



# FAKOY CORPORATION

Fakoy Corporation is the leading group in communication, marketing and commercial support for the industrial sector and B2B environments with a clear vocation for service to medium and large companies.

From our offices in Barcelona, Madrid, Valladolid, Lisbon, Porto and London, we help our clients to manage their brand, their communication and their relationship with their clients by offering cross-sectional solutions, from awareness to positioning, with aesthetic and creative sensitivity, but also with a business mentality.



# FAKOY IN FIGURES

**1<sup>st</sup>**

Place in the ranking of agencies specialised in industry and B2B environments in our country.

**+ 55**

Countries

With a presence in more than fifty-five countries around the world.

**+ 150**

Professionals

Around the world, more than 150 professionals work closely with our clients.

**+ 410**

Recurring clients

Fakoy Corporation differentiates itself by having a high degree of proximity and personalisation in all its projects.

**+900**

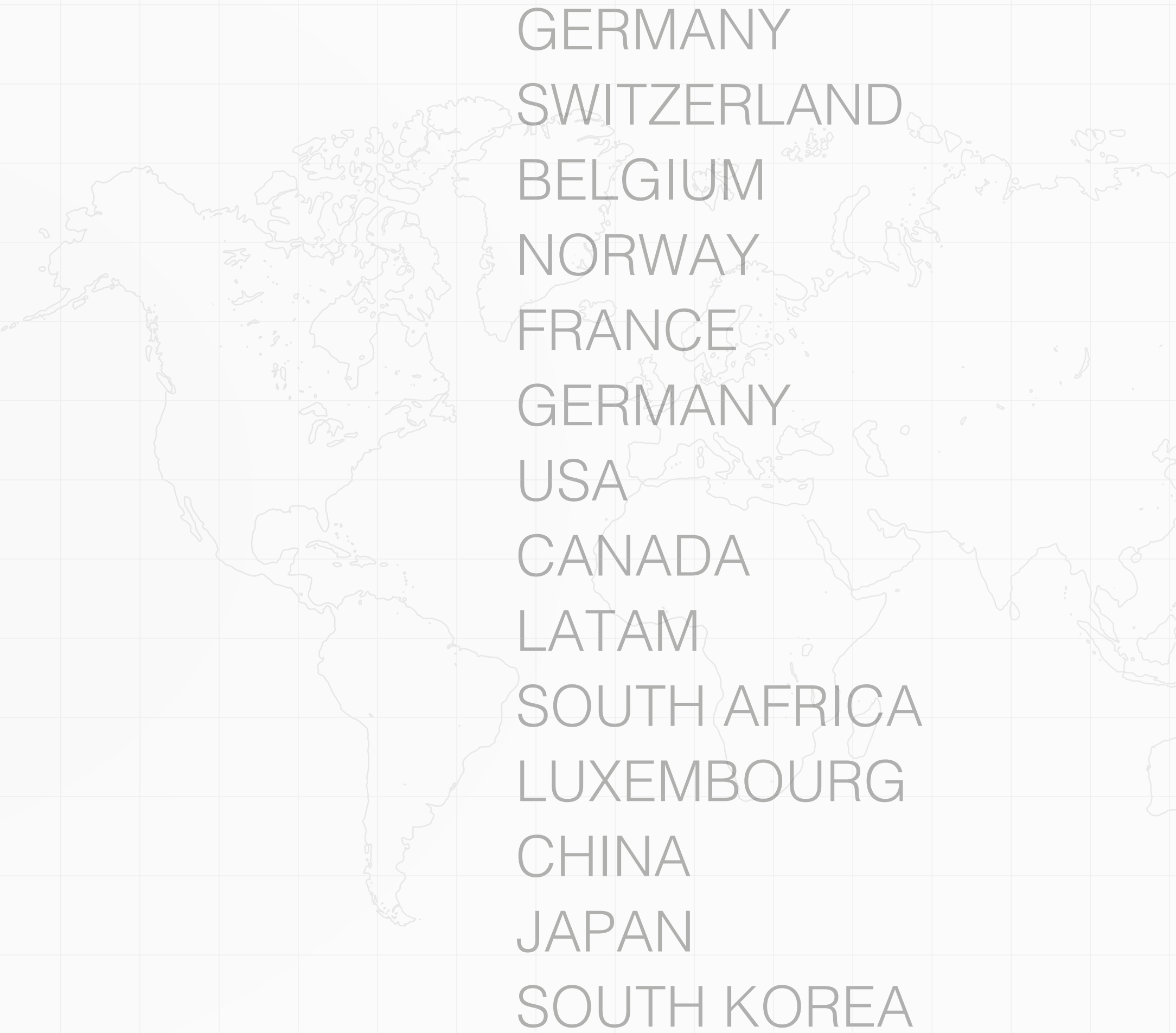
Agreements

Our high level of specialisation allows us to reach agreements with media, entities and professionals of reference for the benefit of our clients.

**+30**

Years

Since 1992, thanks to an orderly growth strategy and the pursuit of excellence, Fakoy has become a reference in the sector.



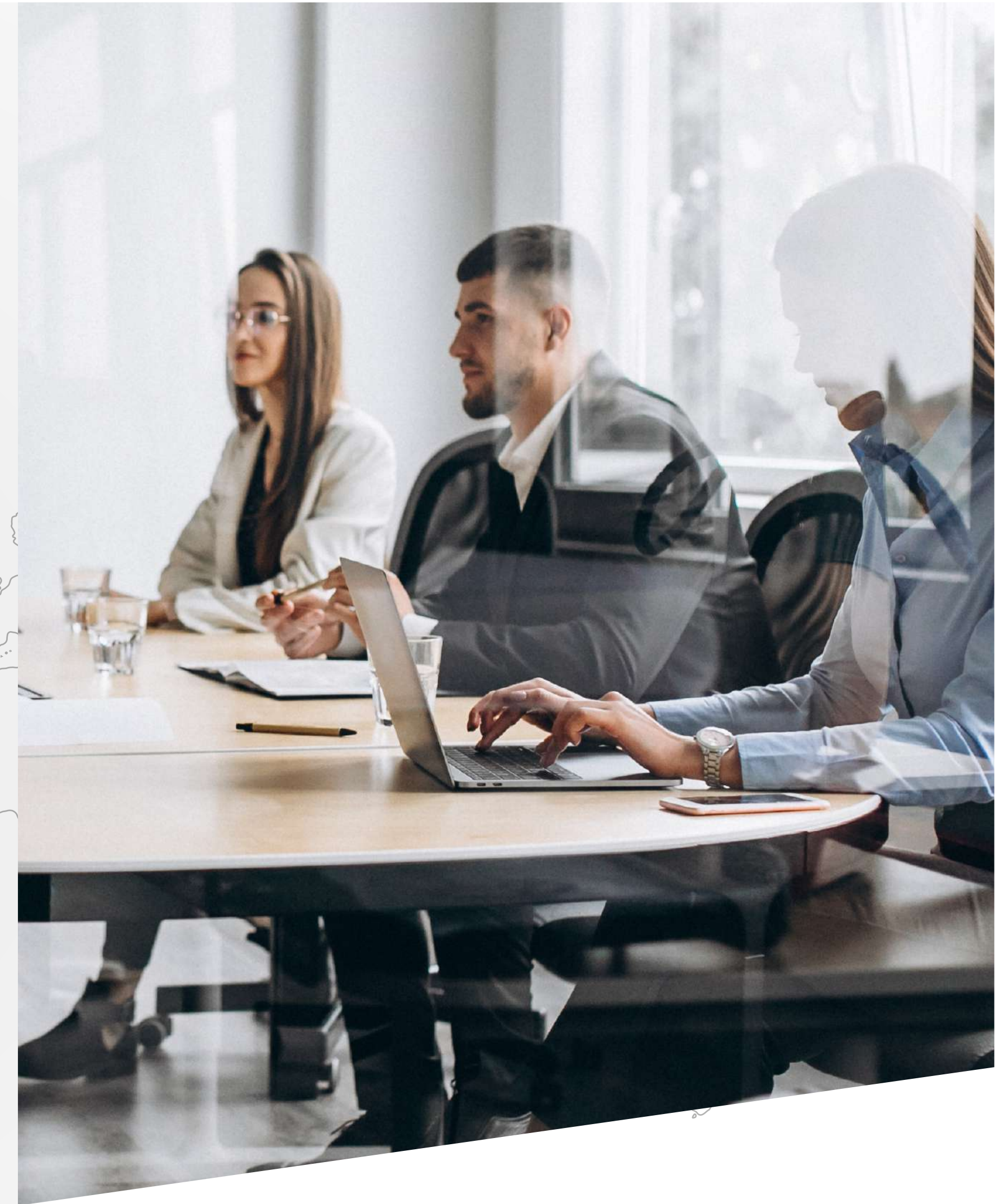


# FAKOY IN THE WORLD

Since its foundation, **Fakoy Corporation** has been acquiring agencies of recognised prestige in order to be able to provide a complete and high quality service anywhere in Europe.

The company currently has offices in **Barcelona, Madrid, Lisbon, Porto and London.**

In the world, Fakoy Corporation works with local offices in countries such as **Germany, Switzerland, Belgium, Norway, France, Holland, USA, Canada, LATAM, South Africa, Luxembourg, China, Japan and South Korea**, always with the aim of meeting the needs of our clients abroad. the needs of our clients abroad.







We are moving towards the maximum specialisation and the fundamental need to bring added value to the client and to the society

**Alexis Vegas**  
CEO



# OUR EXPERIENCE AND SPECIALISATION

## ALLOWS US TO LEAD ALL THE SECTORS IN WHICH WE OPERATE

- ✓ Electrical equipment, Electronics and Electrification
- ✓ Energy and Energy Efficiency
- ✓ Windows, glass, facades, blinds and doors
- ✓ Hardware, Do-it-yourself and industrial supplies
- ✓ Air conditioning and refrigeration
- ✓ Automation and Robotics
- ✓ Service Stations
- ✓ Transport and Logistics
- ✓ Automotive and Aeronautics
- ✓ Wood, Paints and Flooring
- ✓ Quarries and Quarrying
- ✓ Metal
- ✓ Plastics
- ✓ Packaging
- ✓ Work Protection
- ✓ Construction
- ✓ Chemical Industry
- ✓ Insurance sector
- ✓ Lighting
- ✓ Telecommunications
- ✓ Lifts and Elevators
- ✓ Agri-Food Industry
- ✓ Security
- ✓ Machinery and Tools

# OUR SERVICES

## COMMUNICATION AND MARKETING



Content marketing



Graphic design  
and branding



Market research



Social media



Audiovisual



Events and Professional  
Conferences



Press office



SEO/SEM



Digital strategy



Web  
development



Stands



Media Planning



# OUR SERVICES

## COMMERCIAL SUPPORT



—

□

×

LEADS

Qualification



—

□

×

Arrangement

of sales visits



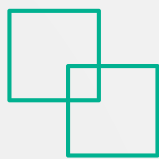
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□

×

Specific

campaigns



—

□

×

Data-entry

CRM



—

□

×

Pre and

post-sales

follow-up



—

□

×

Customer

recovery



—

□

×

Customer

satisfaction

surveys



—

□

×

Database

validation and

enrichment



—

□

×

Automation and

optimisation of

commercial

processes



—

□

×

Integral

management

of incidents



# FAKOY

## THE DIFFERENTIAL VALUE

### KNOW-HOW

**We are backed by more than 30 years of experience in the sector.**

Even so, before starting each project we study it in depth in order to understand our client's business and target audience very well.

### DEFINITION OF OBJECTIVES

At Fakoy Corporation **we align ourselves with the client's strategy**, helping them to develop specific actions to achieve their objectives.

### PROACTIVITY AND CONSTANT COMMUNICATION WITH CLIENTS

**We are a proactive agency, but above all we are operative and decisive.**

We maintain constant communication with the client to guarantee smooth and well-coordinated work.

### ANALYSIS AND MEASUREMENT

An exhaustive analysis of the work carried out allows us to **analyse the work developed as a whole and define the line to follow**, making decisions based on objective information.



# FAKOY

## WE WALK BY YOUR SIDE

Our teams start with the question **"What are the client's objectives?"** and then determine how communication, marketing and commercial support tools can best support their vision and the achievement of their objectives.

**The more than one hundred and fifty professionals that make up Fakoy Corporation help clients to define their strategic vision using the agency's proprietary methodology.**

This clear results orientation means that we focus on exactly what is needed to make a difference and achieve a strategic plan more quickly and easily.





# FAKOY

## WE WALK BY YOUR SIDE

**We have the privilege of working for amazing brands.**  
They all share a desire to do things differently. Whether they are market leaders or medium-sized companies, they value proximity, proactivity and innovation in their communication, marketing and commercial support strategies.





# FAKOY, TOGETHER, TOWARDS A BETTER SOCIETY

For five years, Fakoy Corporation has been helping to pave the way for equality through sport.

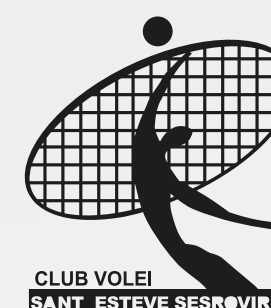
We have been promoting women's sport for years as a way to improve the recognition of women in society and promote their empowerment and autonomy.

We are sponsors of the CHSES, CVSES and the VTC in Spain, and of the Wat Fünfhaus in Austria.

## We sponsor:



VOLLEYBALL  
TRAINING CAMP 2019



CLUB VOLEI  
SANT ESTEVE SESROVIRES







We are very close to  
to taking you very far.  
**FAKOY**



# INTEREMPRESAS GROUP

Fakoy Corporation is part of Grupo Interempresas, a leading group in sectorial and B2B communication.

**+80**

Technical headers  
in print and 120 online.

**+1,5M**

Monthly visits

**+1,1M**

Subscribers

**+5.300**

Clients

**+150**

Professionals are  
part of the group

**+15M€**

Turnover forecast for 2024







[fakoy.com](http://fakoy.com)