(Hipposoft)

more than software.
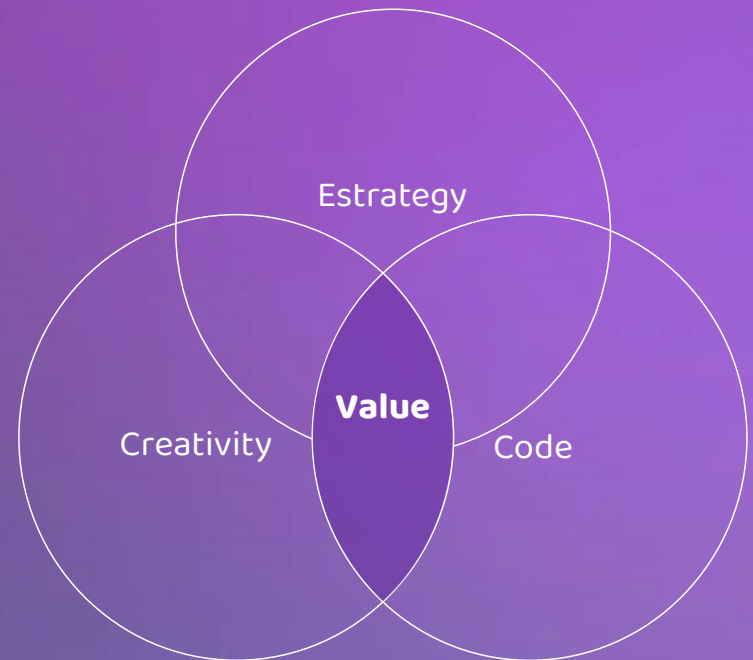
We create to connect

THIS IS US

We are a team of passionate people from all over the world.

We are convinced that disruption is the key to success and that is why we are not afraid of challenges.

We want to be part of the technological transformation process of your company.

Part of our challenge and motivation is to work with projects aligned to our values in order to create and **grow together**.

Hipposoft
more than software.

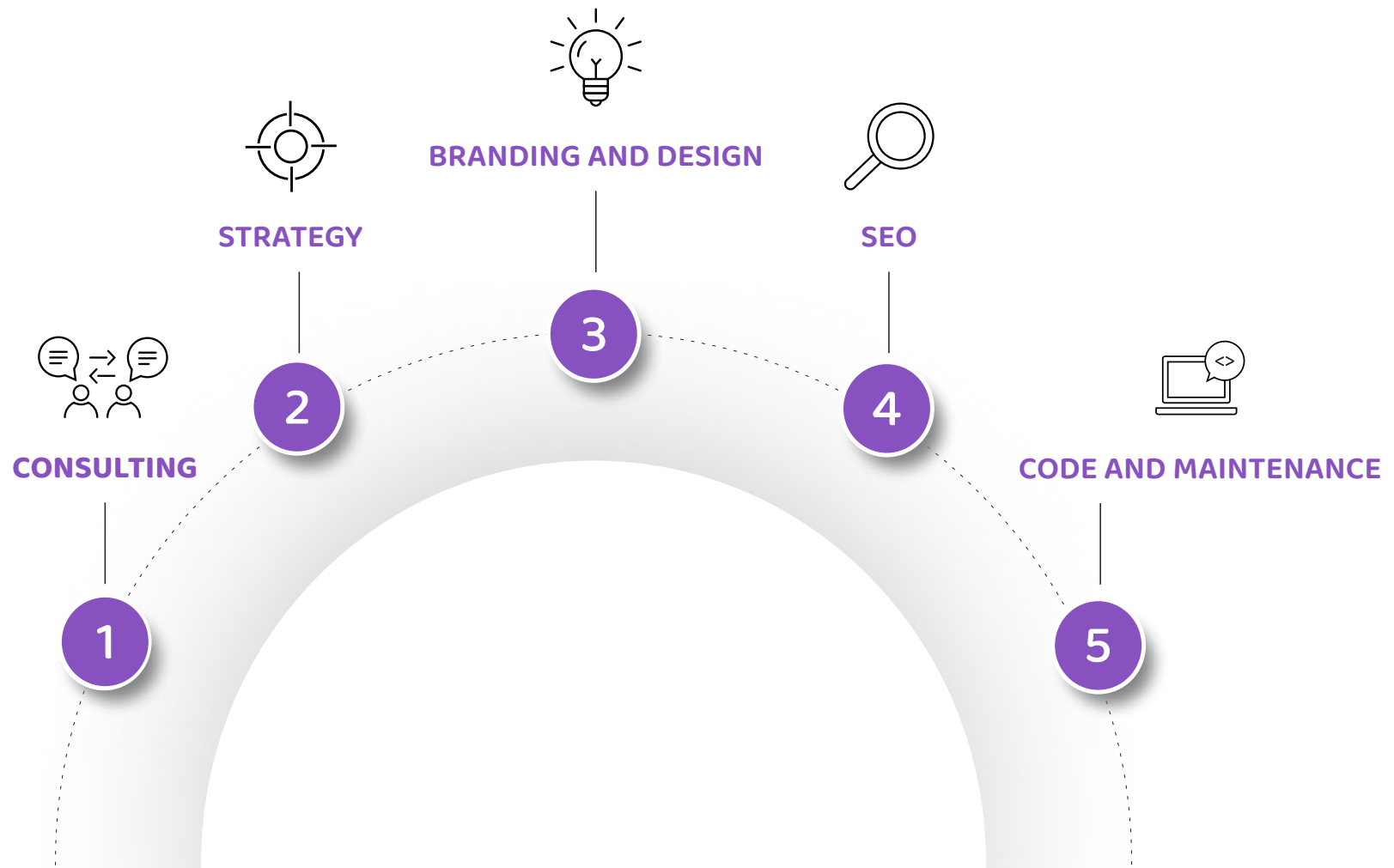Estrategy

Creativity

Value

Code

Our services

We boost change.

Our team of professionals will lead you from the initial process. Knowing your competitors, the market and what your company needs is the initial step to start growing.

Strategy, design and code together, are our forte to generate value.

BRANDING AND DESIGN

STRATEGY

SEO

CONSULTING

CODE AND MAINTENANCE

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Consulting

The first step to getting to know you and your business is through our consulting service: we evaluate your current technological infrastructure and analyze your needs to identify areas for improvement and opportunities.

To help your company achieve maximum efficiency and competitiveness through technology, we offer a comprehensive approach that includes:

- **Initial Assessment / Client Meeting:**
  This first meeting allows us to get to know your business, analyze your needs, and identify opportunities.

- **Objective Definition:**
  We work with you to establish clear technological objectives and develop a customized strategic plan.

- **Solution Development:**
  We propose tailored technological strategies and solutions, including graphic design, web design, SEO, development, and maintenance services.

- **Monitoring and Optimization:**
  We hold regular meetings with the client to discuss progress, address any questions, and adjust strategies as needed.

⊕ | **Strategy**

We work with you side by side from the initial phase. First we identify the essence of your brand to define its purpose and values, and then we are ready to outline strategies to differentiate it in the market.

At Hipposoft we support entrepreneurs and small businesses. We offer these services separately if you are just starting a business.

- Branding strategy

- Digital strategy (web and social media)

- SEO and web positioning

💡 | Branding and Design

We offer more than just a logo. We give identity to your brand and position it in the market with a solid concept, according to the values and goals of your company.

We manage your brand, and by means of a manual of use we standardize its diffusion for a correct use and application.

We design and create all the graphic products that will position/reposition your brand in the market, from commercial stationery to informative brochures about the products or services you offer.

Our professionals are also in charge of creating signage and even packaging design.

- Design and redesign of brand identity

- Logo design and graphic concept

- Brand manual

- Institutional stationery design

- Posters. Brochures. Packaging

- Video editing

- Social media

Web and App Design

A good web design will attract more customers, and a good experience on your site will make them stay. At Hipposoft we are 100% committed to help your business grow.
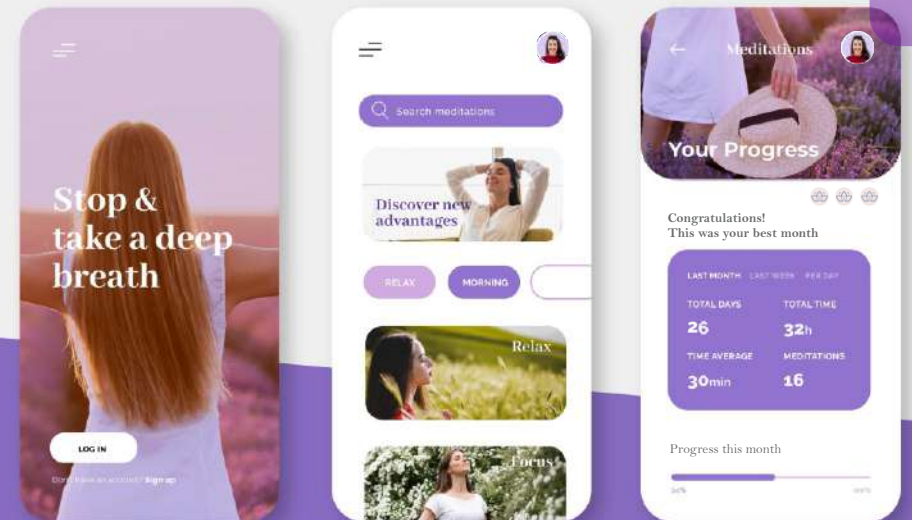
We design responsive sites according to the needs of each client and we design it with the latest design tools so you can test it before it launches to market.

We seek to give a unique identity to our sites by finding a common ground between the creativity of our team and the needs of the project.

- Design and prototyping of responsive websites

- Design of mobile apps
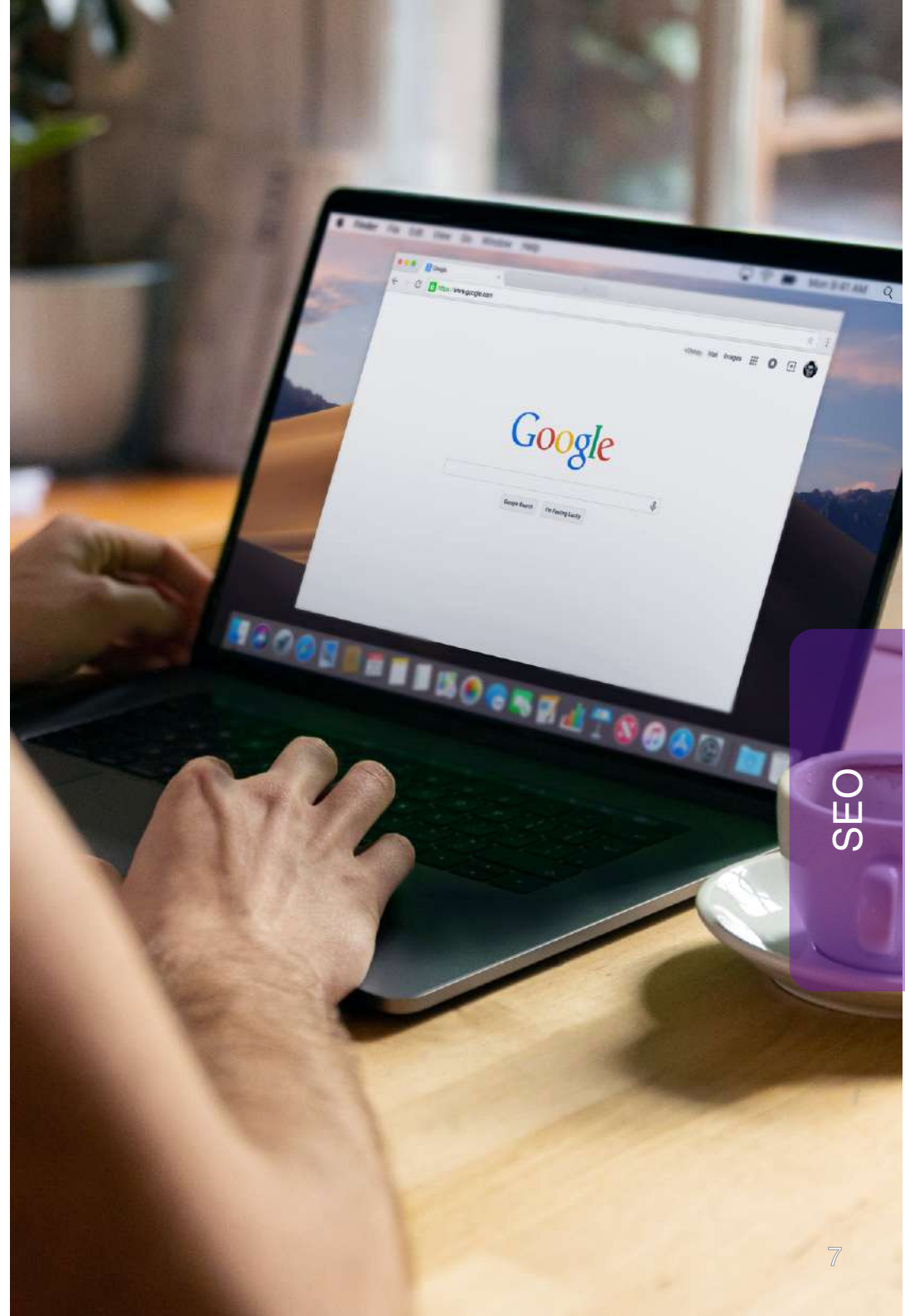
- Copywriting

Web Design

🔍 | **SEO**

One of the services we provide to the client is a comprehensive plan, tailored to their context and needs.

First we analyze the client's situation within the digital world and then, we offer alternatives to reach achievable, progressive and efficient objectives.

We also offer a monitoring service of the results obtained month by month with BI tools.

- Organic keyword research for SEO positioning.

- BI tools to monitor incoming and outgoing website traffic (Google Analytics, Google Search Console, Google Trends and others).

- Monthly reports about the relevant movements generated by users.
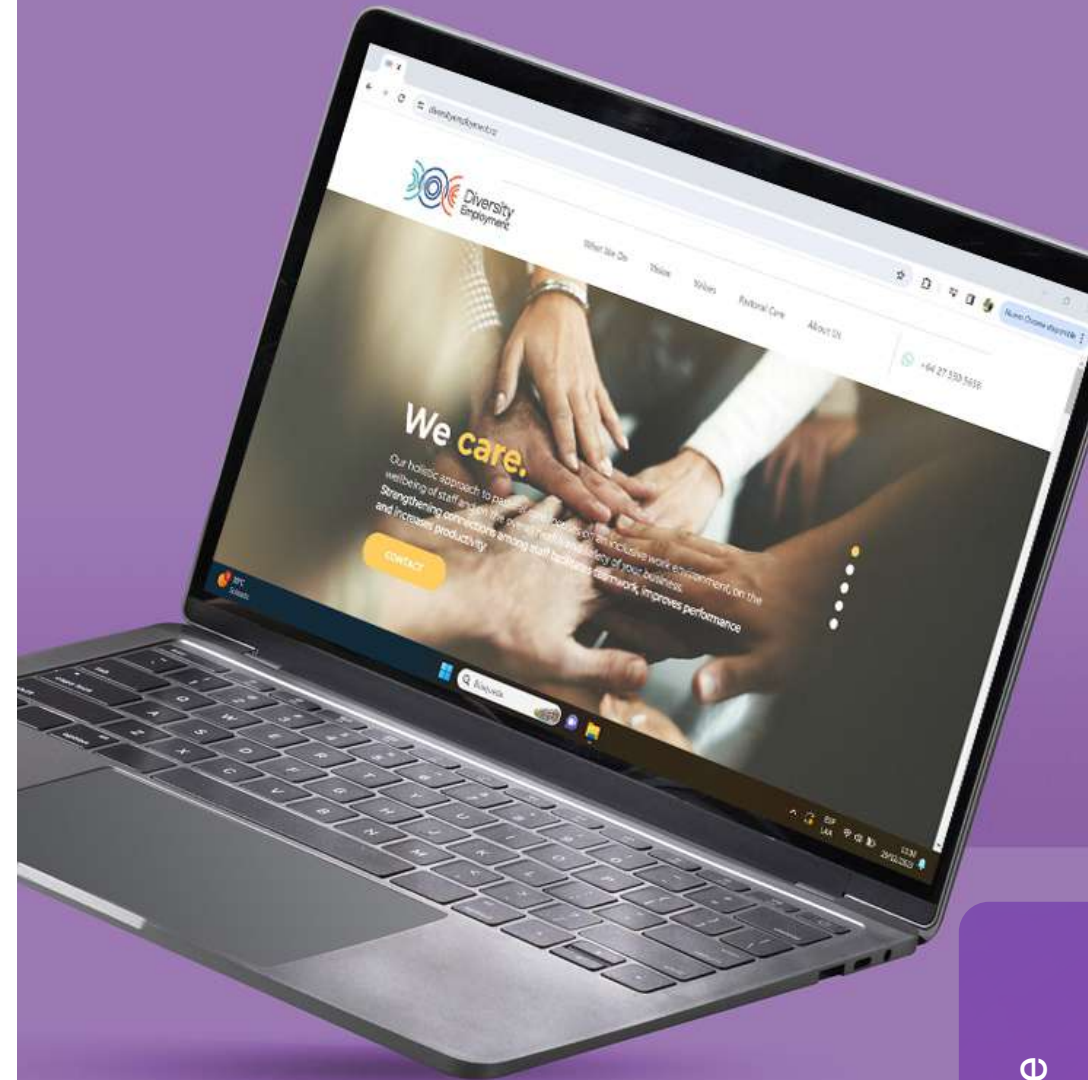
SEO

Code and Maintenance

We are committed to using the best technology to achieve the best results possible.

We move at the pace of the latests technologies to be at the forefront. We use modern tools to create flexible, scalable and innovative products with the best possible performance to make them unique.

Our sites are responsive and prepared to adapt to different devices and all search engines.

We use agile work methodologies that facilitate the development and maintenance of the code in a dynamic and efficient way.

- Hosting, domain search and configuration

- Development of responsive sites

- Development of all types of apps

- Code with security standards

- Site maintenance

Code

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We hope to hear from you soon!

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Contact