



We connect you with the Hispanic market



WE ADVISE OUR CUSTOMERS
ON MULTIMEDIA STRATEGIES



TV



RADIO



NEWSPAPER



MOBILE, FIXED
AND ELECTRONIC
BILLBOARDS



SOCIAL MEDIA
MARKETING

Selecting the most effective digital or traditional media for reaching your target marketing.



About Us

We understand the consumer dynamics that exist in the border region between Mexico and the United States and the interdependence between both markets, we know the importance of defining your niche of potential clients, we have the experience and knowledge of the different advertising media (local, binational or regional), we have the creative capacity to develop advertising campaigns according to the perception and language of each region or city. Our objective is to achieve the best results for our clients,

“YOUR SUCCES IS OUR SUCCES”



Our Services

Our services include consulting, developing and planning promotional advertising campaigns, program production, content creation, special events promotion, and support in public relations. We specialize in campaigns focused on the Hispanic market for the US-Mexico border region.



**CONSULTING,
DEVELOPING AND
PLANNING
ADVERTISING**

**AUDIOVISUAL
PROGRAM,
PRODUCTION,
CONCEPT AND
CONTENT
CREATION.**

**SPECIAL EVENTS
PROMOTION**

PUBLIC RELATIONS

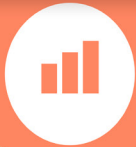
**WEB DESIGN AND
PROGRAMMING**



Our Advice

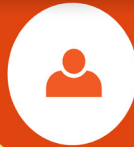
The importance of promoting your business:

The fact that you have been able to grow your business and become a source of jobs and income is a great accomplishment. Now what you must do is "promote" your business. This means letting consumers know of the products and services you offer with the objective of growing your client base, increasing sales, and continually growing.



The importance of locating your potential customers and knowing your current ones:

Your product or service usually has a defined consumer. By identifying who your current customer is and who your potential customer are, you will have a greater probability of growing your business



The importance of assigning a budget for promoting your business:

Never consider it a fact that you will maintain your current customer base. Assign a portion of your income to promoting and maintaining a constant presence in front of customers. This will position you as the first choice when the need for your product or service arises for the consumer.



The importance of defining the best promotion medias:

If you know your current customer and have identified the potential prospects, now you have to make the task of analyze the different existing advertising medias (profile, coverage, contents, rates) according to your real budget of promotion. It is very important to make this "Task" so that your advertising investment is more successful.



The Importance of knowing how to plan your campaigns:

With defined budget for promoting with the identified advertising medias as the best or most viable, the next step is analyzing your sales cycles, defining promotions, determining periods of promotions, and establishing controls for measuring results, which will allow for valuing the media (s) utilized (s).



Our Team

Our objective is to MAXIMIZE your advertising and marketing investment



MARIO XIBILLE
MARKETING, ADVICE AND
ADVERTISING PLANNING



MIRNA XIBILLE
SPECIAL EVENTS PROMOTION



HARIM XIBILLE
CREATIVITY AND DESIGN

What our customers say

“ During the two large projects in which we had the opportunity to work together, you were responsive, professional and willing to work with us. The Media Arts Center San Diego enjoyed working with you and looks forward to future opportunities to utilize your expertise.

Media Arts, Rosana Marques, Marketing & PR Associate

“ I have known Mario Xibille and worked with him for a number of years, and can safely say he is an honest and hard-working professional. We've had the opportunity to place media buys in Frontera newspaper through Mario's Company, and he has always provided excellent service. He is deadline-conscious, follows up through with his business commitments. I recommend as a serious business person and look forward to continue working with him.

Del Mar Fairgrounds, Luis Valdivia, Multicultural Marketing Specialist.

“ Mario suggested using the newspaper. Our event is always VERY well attended and it appears Mario's suggestions work. We have been following his advice for close to 10 years. I trust Mario to work on our behalf. He is very aware of deadlines and is well ahead of schedule.

Dixieline Lumber & Home Centers, Ellen Dolph, Marketing Manager.

“ Recomiendo los servicios de asesoría que nos brinda Mario Xibille en Maxi Hispanic Marketing, siendo una persona muy honesta en su trato y con un excelente servicio, con conocimientos amplios sobre el mercado. Doy toda mi aprobación sobre su trabajo y servicio.

Pollo Feliz, Sr. Jose Luis Castro, Admón.

“ En la búsqueda de promoción de mi negocio, recurrí a los servicios de Mario Xibille y su agencia Maxi Hispanic Marketing, quien me dio asesoría en planeación y contratación de aquellos medios al alcance de mi presupuesto y que iban enfocados a mi segmento de comprador. Siempre con gran responsabilidad.

Chula Vista Pallets and Cosmetics, Sr. Ernesto Suffy, Owner.

“ Por el giro de nuestra empresa, es muy amplio el segmento de probables consumidores de nuestro servicio, por lo que requería un apoyo en la búsqueda de medios que fueran los adecuados en diferentes zonas geográficas. Es aquí donde Mario Xibille y su agencia, me auxiliaron para ubicar nuevos canales de promoción con un servicio y seguimiento muy efectivo y responsable.

DH Capital, Sr. Humberto Juárez, Coordinador de Promoción Hispana.





We connect you with the Hispanic market

Contact Us

Contact info.

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Schedule: Monday to Saturday. 8:00 am - 6:00 pm