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Cráτilo

E D U C A C I O N A L

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Av. Paulista, 807 (CJ 2315)
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CAPTAÇÃO E GESTÃO DE PERMANÊNCIA DOS ESTUDANTES EM 2021

Crát τ ilo
EDUCACIONAL

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2021:

INCERTEZA?





NÃO

NECESSARIAMENTE

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A close-up photograph of a dartboard with a single orange dart hitting the bullseye. The background is a blurred city skyline at sunset, with warm orange and yellow light. The dartboard is in the foreground, and the dart is positioned vertically, pointing upwards.



SUCESSO DO CLIENTE



CAPTAR

MANter

PERDURAR



A close-up photograph of two hands shaking, symbolizing agreement or partnership. The hand on the left is light-skinned, and the hand on the right is dark-skinned. The background is a gradient from dark blue on the left to light blue on the right.

CAPTAR

ESTUDANTES



The background of the slide features a sunset sky with warm orange and yellow tones on the left, transitioning to a dark blue sky on the right. In the foreground, several large, dark puzzle pieces are being assembled by silhouetted figures. Two figures are visible on the left, and one is on the right, all working together to fit the pieces. The text 'CRIAR VÍNCULO' and 'ONBOARDING' is centered over the puzzle pieces, with a thin blue horizontal line separating the two words.

CRIAR VÍNCULO ONBOARDING



QUAL É O MEU
PÚBLICO-ALVO?

MOMENTO

3

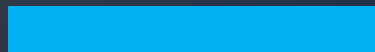
MOMENTO

2

MOMENTO

1

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INSTITUCIONAL

COMERCIAL

INGRESSOS





COMUNICAR P/
PERSONA CERTA



SATISFACTION



RELACIONAMIENTO



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O MOMENTO
DO MANTER





SATISFAÇÃO

DESEMPENHO

ADIMPLÊNCIA

FREQUÊNCIA

ENGAJAMENTO

PROMOÇÃO DA MARCA



The background of the image features two dark blue hands, palms facing each other, with fingers slightly curled to form a heart shape. The hands are set against a gradient background that transitions from dark purple at the top to a bright orange and yellow at the bottom, resembling a sunset or sunrise. A small, solid blue horizontal bar is positioned at the very top center of the image.

EMBAIXADORES DA MARCA

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VIVÊNCIA E LEGADO

= PERDURAR

LIFELONG LEARNING





MANUTENÇÃO DA BASE

PONTOS DE ATENÇÃO 2021





Obrigado!

Profº Bruno Baccan
CMO & ASSOCIATE

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