



ÓRBITA
BUILD YOUR COMMS LAYER

We are Órbita Comms.

In tech—and especially in Web3—everyone's talking. Getting heard is the real challenge.

The noise never stops



Media outlets
Blogs
Communities
Telegram, X
Big events &
side event.

Projects.
Founders.
Influencers.
Credible narratives...
and others not so
much.

Who are you talking to? When? How? Why?

The stakeholder map is a maze: companies, investors, media, KOLs, users, peers, regulators.

Connection isn't luck—it's strategy, timing, and real presence.

**At Órbita, we make sure your brand gets heard by the people who matter.
And we know how to make it happen.**

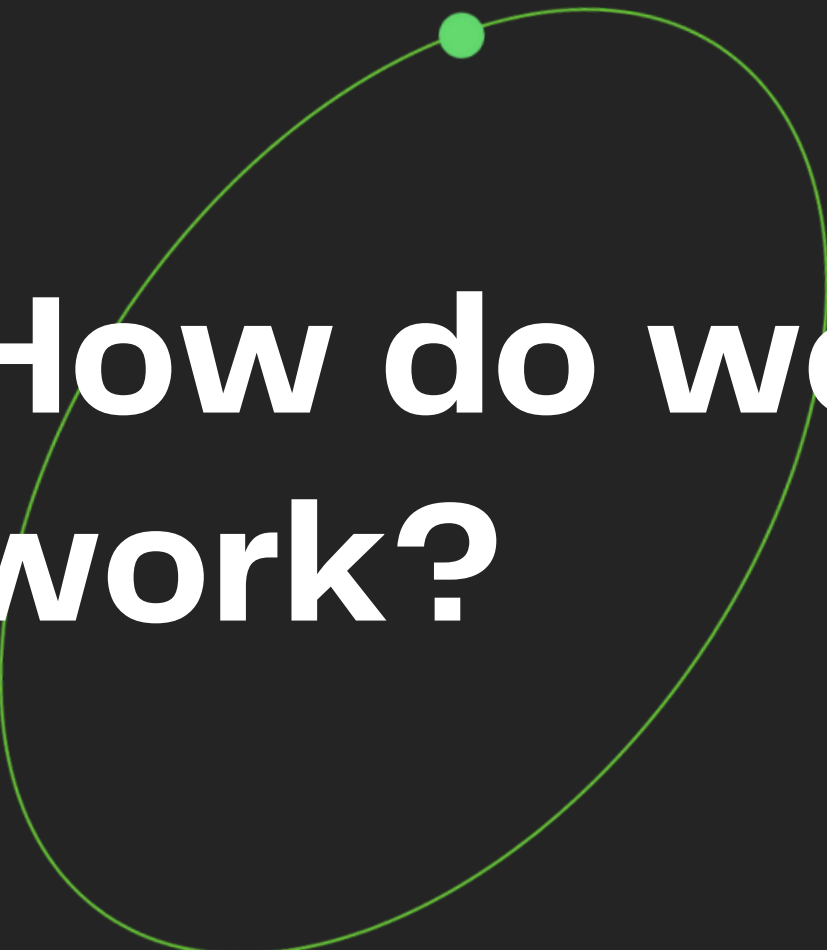
Web3 is unlike anything we've seen before:

Decentralization. Governance. Technical complexity.
A constantly moving, ever-changing ecosystem.



**Communicating in
Web3 requires
know-how, timing,
and credibility.**





How do we work?

We do it with strategies that blend corporate affairs, communications, and marketing to:



Connect with the right players.



Build trust and reputation.



Create narratives that position your brand.

We help you **gain relevance** and **thought leadership** to boost your visibility across the Web3 industry.

Our Approach



We define the right audiences.

We give your brand its voice.

We analyze when and where to speak.

We focus on reputation.

We know the **industry's strengths and weaknesses**, its opportunities, risks, and narrative challenges.



At Órbita, we think with industry perspective and bring real experience as Web3 users.



Corporate communications know-how.



Reputation management for brands and spokespeople in the tech industry



Data-driven insights for smarter decisions.



Content tailored to each audience.



Direct connection with the Web3 community.



Strategic relationships with stakeholders (companies, media, KOLs).



Who We Work With



A company or project
(at any stage of
development).



Brands looking for a
soft landing in Latin
America.



A non-profit
organization.



An industry event.



What We Do

We choose together what your brand really needs. Nothing more, nothing less.

- **Corporate Communications & PR**

Storytelling | Corporate relations | Brand & spokesperson positioning | Crisis communications | Media & KOL relations | Media agenda monitoring | Speaking opportunities.

- **Marketing Strategy**

Target definition | Unique selling proposition | Goals & objectives | Content & participation | Metrics & analysis | Community management.



What We Do

We choose together what your brand really needs. Nothing more, nothing less.

- **Paid Media Campaigns**

Consulting & strategy | Planning | Budget distribution | Always-on optimization | Web banners | Google, Meta, Programmatic, X.com, among others.

- **Events & Side Events**

Planning, production, and execution of launches, networking, press meetups, and roundtables.



Let's talk!

and build your comms layer as a team!



Gina Giraldo

Head of PR

Founder

 [/ginagiraldo](https://www.linkedin.com/company/gyrocomms)



Our Track Record

LABITCONF



 **Roxom**

 **network**

 **Polkadot**

WORMHOLE




MEXC

BOMBO

flixxo

n1u

MODU

 **VU**

 **alprestamo**

PAISANOS 



STELLANTIS

BUILD YOUR COMMS LAYER

Sumanos como tu partner de comunicación

KNOW-HOW. DATOS. RESULTADOS

