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**The moment
to communicate
It's yesterday**

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Mariola Montoya

Senior PR Specialist en The Square

We spoke with Mariola Montoya, Senior PR Specialist at The Square, about the importance of effective communication in the entrepreneurial ecosystem and how *startups* can stand out in a competitive market.

Startups face the challenge of finding a differentiator while also tailoring their message to the context and audience. Attracting investors, customers or the media requires different approaches. In this context, the 'I Study on the challenges in the communication of a *startup*' prepared by the communication agency Bambú PR, **73% of the entrepreneurs surveyed consider communication a vital tool, especially in the early stages** of a company's life. On the other hand, the same study indicates that 65% of Spanish *startups* point out that **inadequate communication can often lead to the failure of a business.**

Public relations, according to Mariola, *"are responsible for professionalising the visibility and reputation of something."* Communication trends are evolving rapidly, so it is essential for companies to keep up with the times and adapt their strategies to connect with their target audience.

In this interview, Mariola talks about the importance of adapting the message, measuring the effectiveness of communication strategies and building a solid reputation. He also offers his vision on the challenges of communicating projects with a large technical component and advises communicating from the beginning and having a minimum plan to achieve a significant impact.



**THE
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About Mariola Montoya

Mariola Montoya is a leading specialist in public relations and communication, with a solid background in journalism and audiovisual communication. Throughout her career, she has worked in various sectors, including entertainment and innovation, where she has led communication teams and projects for multinationals and renowned artists such as Sara Bargas or Antonio Banderas.

Currently, Mariola is a **Senior PR Specialist**, and is part of the team of The Square, an Iberian communication agency that is dedicated to **supporting the entrepreneurial ecosystem so that they gain visibility in the media.**



Sobre The Square

The Square is a communication agency based in Lisbon with an office in Madrid, dedicated to offering public relations, corporate communication and digital *marketing* services . The company emerged at the Web Summit event in 2016, with the mission of becoming the **reference agency in the field of communication in the** entrepreneurial ecosystem. Since its inception, The Square has grown alongside numerous start-ups, helping them position themselves and stand out in a highly competitive market.

The value of clarity in the message

Mariola insists on the importance of having clear and orderly ideas before communicating. It is essential **to know exactly what you want to convey and who you are addressing**. Clarity in the message not only facilitates understanding, but also increases the effectiveness of communication.

To achieve this, it is essential to simplify the message and make it accessible. Clarity and precision in communication are key to capturing attention and achieving the desired objectives.



Have things clear, tidy up the house first, find out what your message is and what you want to communicate



Effective communication not only helps a company to be known, it also allows it to build its reputation and credibility. Having a well-defined communication strategy can be the difference between success and failure.

Tailor the message according to the context

Mariola stresses that the essence of a company should not change, but it is crucial to understand the interlocutors and **adapt the message according to the context**. This involves making small adjustments that can have a big impact on the public's perception. For example, bringing a physical product during a presentation can make the concept more tangible and understandable to your audience.

In addition, he emphasises that these changes are not necessarily large, but they are significant. *"The essence doesn't have to change, it's your company and the essence of what you're doing matters."* Adapting the message effectively can be the key to connecting with different audiences and achieving more effective communication.

Measure the effectiveness of communication

For Mariola, public relations is a long-term job that is not measured only by immediate impact, but by the construction of a solid trajectory. Trust and **differentiation** are essential elements in evaluating the success of communication. It is important that the media trust the information provided to them and that it has a long-term projection.

Likewise, Mariola highlights that the effectiveness of communication cannot be measured solely by metrics such as views or interactions. Building **a strong and trustworthy reputation is critical to long-term success**.



How to differentiate yourself

Differentiating yourself in the entrepreneurial ecosystem is a constant challenge, the key lies in finding unique elements that allow the *startup* to stand out from the crowd. This can involve anything from personalising the message to identifying specific niches where the company can excel.



Differentiation is something we struggle with from the beginning as a startup



Mariola points out that differentiation is not only about what is communicated, but also about how and where it is done. **Positioning yourself properly and knowing how to communicate the unique aspects of the company** are essential factors to stand out.

The relationship between the startup and the media

Maintaining a good relationship with the media is hard but rewarding work. Mariola explains that, behind each medium, there are people who are interested in telling relevant stories well. It is important to respect their time and understand what is really interesting to them.

In her experience as a journalist, Mariola highlights the importance of this relationship based on respect and mutual understanding. *"It's arduous, but it's beautiful. Behind each media there are people who are at their best."* Building and maintaining these relationships can be crucial to gaining media coverage and visibility.

The challenge of communicating highly technical projects

One of the biggest challenges in communication is to make highly technical projects understandable and engaging for the general public. Mariola Montoya highlights that her work consists of translating complex concepts into clear and accessible messages. This involves finding creative ways to present information so that it is relevant and engaging.

Mariola emphasises that, although a project may seem very technical or niche, there is always a way to make it understandable. The key is to find the right angle to communicate the essence of the project effectively.



The beautiful thing is how someone tells you that what they are doing is not sexy, they don't like it. My job is to make that understood and communicable



In addition, Mariola stresses the importance of adapting the message so that it resonates with the target audience. This may involve simplifying technical concepts and using practical examples that make it easier to understand.



Tips for entrepreneurs

Finally, Mariola recommends that anyone who is an entrepreneur communicate from the beginning, that they are clear about their message and that they transmit it with awareness.

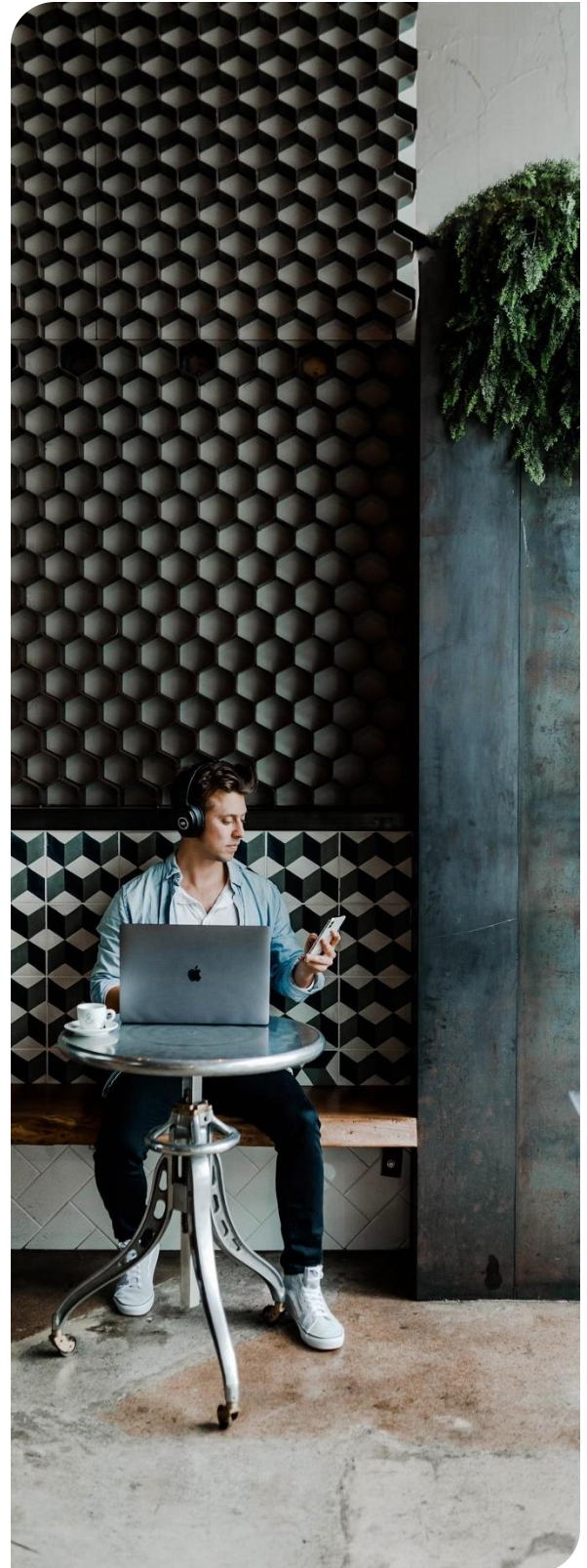


The time to communicate is yesterday



It is essential to be present at events and meet people from the entrepreneurial ecosystem. Clarity in the message and adaptation to the target audience are key to achieving a significant impact.

In addition, he emphasises that it does not take a large investment to start communicating, but it is necessary to have a minimum plan, *"communicate with awareness and start doing it as soon as possible."* Having key messages and knowing who you are talking to are fundamental aspects of effective communication.





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