

CORPORATE **BROCHURE**

15 **lifting.**
GROUP

OUR CLIENTS OUR SUCCESSES

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Lifting group

Founded in 2007

With more than **15 years of experience**, our goal is to help companies and organizations to respond quickly and effectively, to lead the **market dynamics** and to **grow successfully**. Thanks to continuous effort and teamwork, leadership and its value, we have become **leaders for SMEs** and a reference for large companies in achieving their **strategic growth challenges**.

We contribute all our **know-how** and ability to define the **global strategy** and face new challenges. At Lifting Group we are constantly looking for **innovative** ways to **grow** to exceed our clients' expectations.



“Growth is based on
restlessness and curiosity
and on how we solve both,
in a way that is aligned
with our goals”



David Garcia
CEO & Co-Founder Lifting Group



A few words that I always repeat to myself when we face new challenges at Lifting Group. And that has to do with balance and continuous movement. And these words result because we feel that we have been able to clearly achieve our first goal:

**HELP OUR CUSTOMERS TO GROW AND IMPROVE.
AND WE WANT TO KEEP DOING SO.**

Why & How

WHY

We were born to **transform the consultancy and agency industry**, becoming a **unique Partner** that is involved with passion and commitment, both in the definition and implementation of the strategy with effort, proactivity, involvement and scope.

HOW

At Lifting Group we always **approach** challenges with a very clear approach that it allows us to work together with the client to **achieve their goals** in a **sustainable** way and to generate a sufficient basis to propose the following scenario.

Our Guarantee

We are experts in Marketing, your travel companions to **increase the performance of your company and business.** With a broad vision, **we cover all channels within the marketing strategy** of a company or organization.

At **Lifting Group** we focus our work on achieving our **clients' business goals** and translate them into **measurable results and business growth.**

ROI

+30M€
annual managed

Scope

4 Verticals

services with specialized equipment

Flexibility

+100.000
annual hours of service

Productivity

Agile Methodology

differentiated for each service vertical
with synergy flows

Results

+750 KPI's
measured and reported monthly

Methodology

Organization Chart

Internal structured for the delivery
of value to the client

LET'S MAKE YOUR
business grow

Services

Our what

01 | Strategic Consulting

We define the business strategy of the company helping to define the strategy of Channels, products/services, new business units or internationalization, creating a guideline that allows our clients to grow rapidly.

02 | Marketing Outsourcing

Services created to transform the relationship with our clients and become a unique partner capable of defining and implementing the initiatives and needs of our clients marketing department.

03 | Digital Marketing

Our challenge is leading the Digital Channel. Our expertise, being one of the first Google-certified digital marketing agencies in Spain, has made us one of the partners with the greatest reach that a company can have.

04 | Imagine Creative Ideas

Our Digital Creative Agency, for the development of digital projects and an audiovisual production company.

Strategic Consulting

Added value for SMEs

As a **specialized consultant**, we provide **solutions and strategies** focused on **SMEs and family businesses**, where we evaluate the current situation of the company and implement measures for **strategic decision-making**.

The **digital transformation** for SMEs and its successful implementation requires **knowledge** from many different fields such as; IT knowledge or web services, effective process management, communication, data analysis and the ability and scope to define a **clear and effective strategy**.



STRATEGIC CONSULTING

DIGITAL AND OMNICHANNEL
MARKETING CONSULTANCY

EXPANSION & INTERNALIZATION

CHANNEL AUDIT

MARKETPLACES CONSULTING

ANALYTICS & BIG DATA

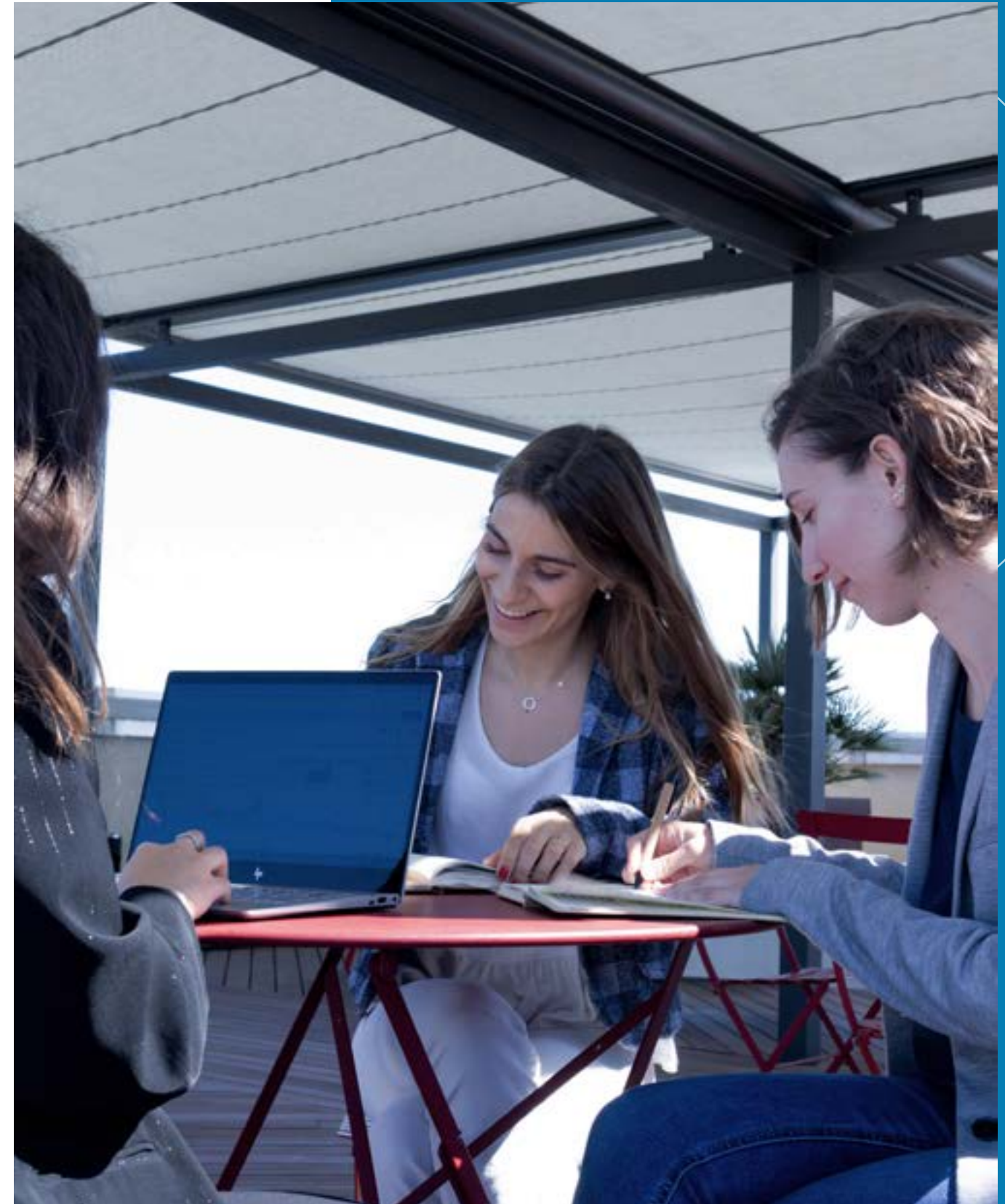
Strategic Consulting

Added value for SMEs

As a **strategic** consultancy, we guide our service on generating **performance opportunities** to ensure maximum return on investment (**ROI**), and we do so **through implementable strategies**.

We define your company's **business strategy** adapted to your activity and **business type**, as well as the most effective channels. We carry out an **exhaustive audit** to detect needs and establish the **goals** to be achieved through a **strategic plan**.

We **translate the strategy** into a spreadsheet clear path through a **strategic plan** short, medium and long term operations, identifying and **defining actions** more immediate tactics to enhance from the first moment the **value** of your brand and services. All this focused on **consolidation**, allowing you to **grow quickly and steady**.





Marketing Outsourcing

Strategic Partner

In 2007, we were pioneers in Spain in offering a Marketing Outsourcing service: **complete or partial outsourcing of a marketing department.**

The key points...

01

Definition of the short, medium and long term strategy identifying the main goals.

02

Definition of six-monthly implementation of strategic RoadMaps.

03

Multidisciplinary teams of between 4 and 6 people to provide customer service.

04

Proactivity, the entire team interacts with the client on a regular basis.

05

Monthly reporting, alignment of results and actions according to the strategy.

Marketing Outsourcing

Strategic Partner

	Marketing Outsourcing DIGITAL	Marketing Outsourcing OMNICHANNEL	Marketing Outsourcing GLOBAL	Marketing Outsourcing IMPLANT
Minimum service	30h/month	40h/month	60h/month	100h/month
Permanence	3 months	3 months	6 months	6 months
Strategic Definition	X	X	X	X
Strategic RoadMap	Biannual	Biannual	Quarterly	Quarterly
B2B	X	X	X	X
B2C	X	X	X	X
Commercial		X	X	X
Digital Channel		X	X	X
Expansion		X	X	X
International	X	X	X	X
Multidisciplinary Team		X	X	X
Native Team			X	

Digital Marketing

Challenges without borders

We were born and raised with the challenge of understanding and dominating the Digital Channel. Our experience, being **one of the first Google-certified digital marketing agencies in Spain**, has made us one of the partners with the greatest reach that a company can have. **We work with specialized and certified teams, but most importantly: With a unique and own methodology.**

Our effort and commitment make us once again renew the **Google Premier Partner badge**, a path that we started together in **2016** and that Google continues to recognize our work year after year. Being a **Partner** assures us of our **knowledge and expertise in different Google advertising channels**, complying with the investment requirements and best practices.



INBOUND MARKETING

SEO

SOCIAL

ONLINE REPUTATION

MARKETPLACES

PAID MEDIA



IMAGINE.

creative ideas

Effective creativity

With a common passion: to make your dreams grow. **Imagine Creative Ideas** and **Lifting Group** join forces to **build brand experiences** and make clients' goals come true. Combining **strategy and creativity with very clear goals**: for the company to grow, improve its **visibility**, transmit its values and stand out in the market.

We call this
Effective Creativity

As a Creative Agency, we have experts in each discipline who provide **visual and digital value** according to the needs of your company.

The **Imagine Creative Ideas** team knows that not all companies are the same, each company has its own character, circumstances and unique characteristics, so there are no standard projects.

VISUAL Branding | Visual Design | Packaging

DIGITAL Web | E-Commerce | Mobile

DESIGN Dedicated visual team

Imagine Otto Films

A story to tell

At **Imagine Otto Films** we want to create attractive audiovisual content with the best tools and solutions to be able to carry out any challenge and at the same time have fun carrying it out, not only us, but also our clients.

We can say that we have been able to create a **winning audiovisual production company**, which knows how to adapt to the **needs of our clients** and at the same time proposes **challenges, creativity** and has the ability to carry it out.

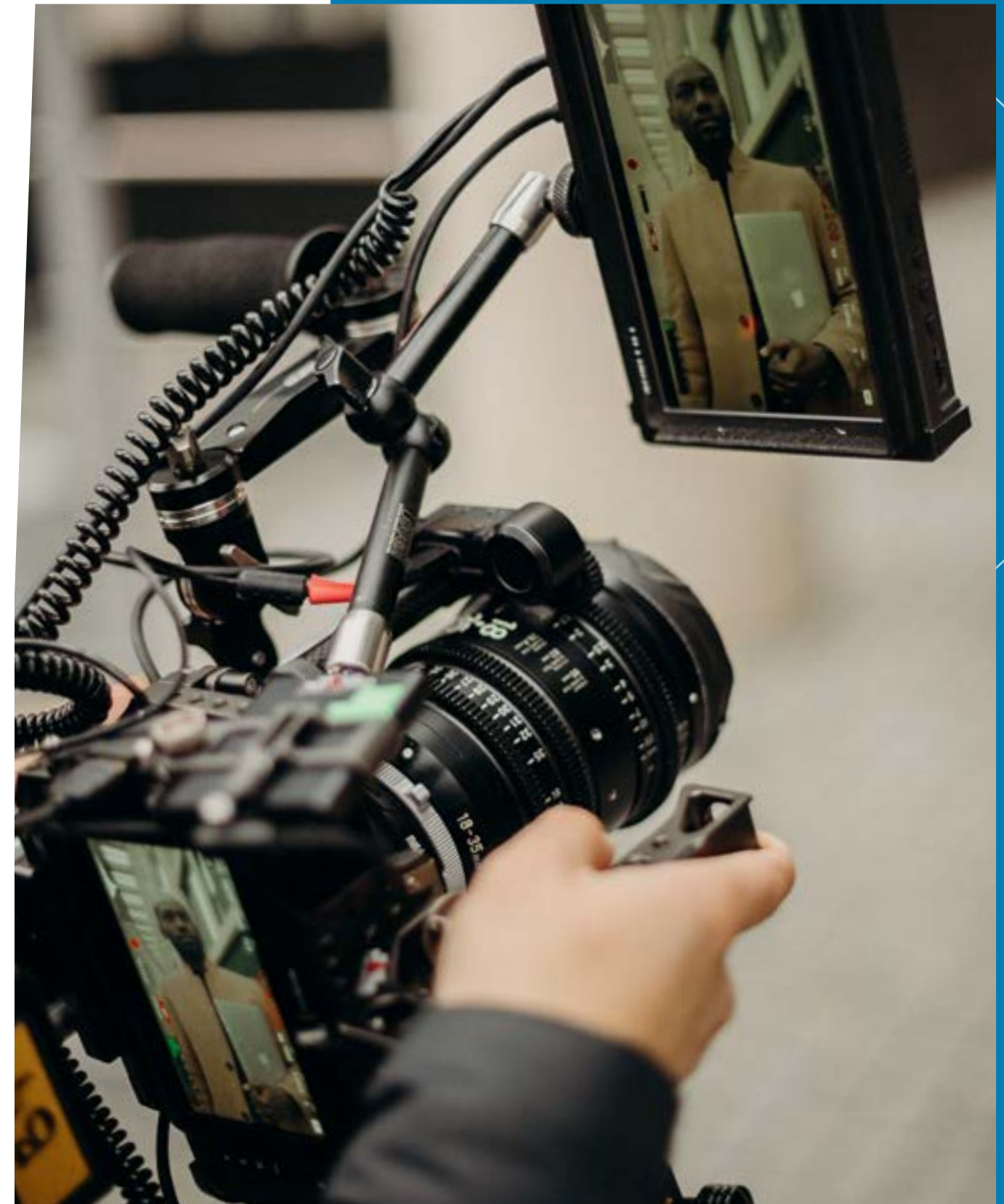
We work on any challenge in a transparent way, **planned with the client and with the best of spirits and attitude** so that both parties enjoy what they are most **passionate** about.

Everyone has a story to tell. We know that in **audiovisual projects**, what matters is not only having everything controlled and planned, but also being able to **provide specific solutions** at the right times, always clearly and concisely.

VIDEO

MOTION GRAPHICS

PHOTOGRAPHY



Lifting Group Academy

Our **Lifting Academy** initiative, specialized internal training, seeks to achieve a cohesive **and up-to-date team** with the latest Lifting Group trends and **methodology**. With these sessions we ensure that all team members acquire the necessary **knowledge** to face the challenges that arise daily.

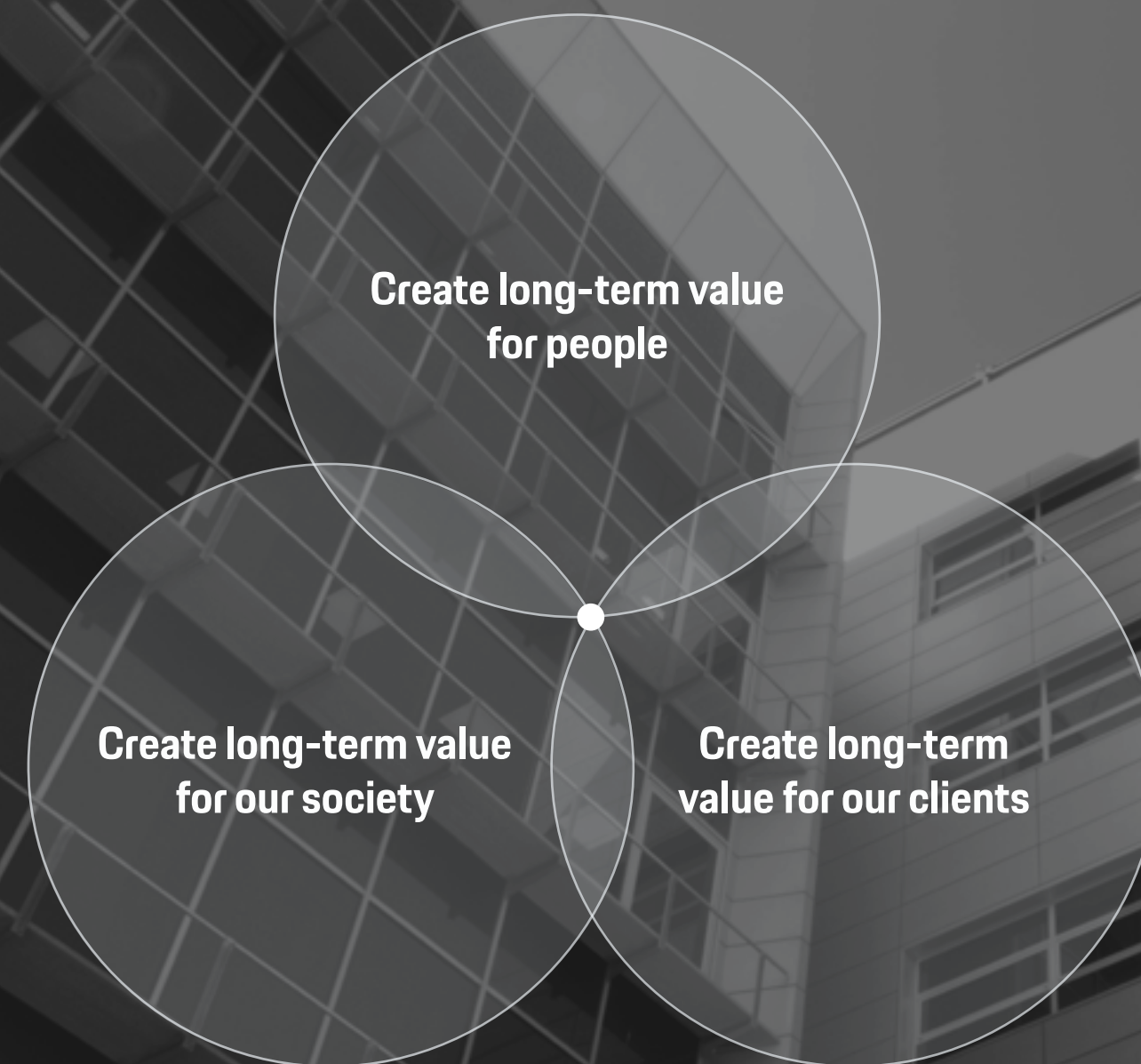


Social Responsibility



Shared value as support to **create social value**.

At Lifting Group we carry out our activity under the firm commitment to **contribute to sustainability** from an environmental perspective, as well as our **active participation in initiatives and social activities** that benefit society, carrying out voluntary actions by the teams that make up the company



Clients

our clients our success

We like to **see our clients grow**, what's more, **we love being able to grow with them in every step they take**. Because his path is also part of ours.

At Lifting Group there is room for all kinds of companies, regardless of their size and sector. We are **committed** to offering a close and **trustworthy treatment** so that the client feels **comfortable and at ease**. Thanks to our **expertise, professionalism** and **thoroughness we** are able to **adapt to any potential client**.



MADRID OFFICE

C/ Caracas, 6
28010 Madrid

BARCELONA OFFICE

C/ Vallespir, 19, Piso 2º
08173 Sant Cugat del Vallès, Barcelona

VALENCIA OFFICE

C/ Almirall Cadarso, 26
46005 Valencia

MEXICO OFFICE

Av Sor Juana Inés de La Cruz 22
Local 239 Office C - 54000

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Corporate Brochure