

CORPORATE  
**BROCHURE**

**15** **lifting.**  
GROUP

OUR CLIENTS OUR SUCCESS

# Index

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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 **client's 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 quickly.

## 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.

# 01 | Strategic Consulting

*Added value for Sme's*

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

# 01 | Strategic Consulting

## *Added value for Sme's*

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** operating in the short, medium and long term, identifying and defining actions and 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 stable.





## 02 | 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.

# 02 | Marketing Outsourcing

## Strategic Partner

Lifting Group teams, as a **360 marketing agency**, also have the advantage of benefiting from the services and teams of its other divisions, both at the consulting level, as well as **specialized digital services, operations, development and design**. In this way they can adapt to the **multidisciplinary** that each external marketing project requires.

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

## 03 | 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

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#### SEO

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#### SOCIAL

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#### ONLINE REPUTATION

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#### MARKETPLACES

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#### PAID MEDIA



## 04 | **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

**INTERACTIVE** 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



# Success Stories

Client  
BSV Electronic  
**BSV.**  
with you since 1984

Service  
**Marketing  
Outsourcing**

## Digitalization as a key for growth

As a **Strategic Partner**, we accompany our clients throughout the process, from the definition of objectives to the **implementation of actions**. We are part of the whole process because we want to be there, the **success of our clients are our own**.

**BSV Electronic**, created in 1984, is a technology company whose purpose is to be able to provide **electronic solutions** to all manufacturing companies in the area. Their expertise in the sector allows them to offer the best solutions to their clients, constantly evolve their products and apply the latest **technological** developments.

They began as an **electronic engineering company** dedicated to developing projects for the industry and little by little it has **evolved into three main lines of business**: 1. **Manufacturer of swimming pool water treatment** equipment (BS Pool), 2. **Commercial and project company lighting** (BS Light), 3. Company **marketing electronic products**, as well as design and manufacturing (**BS Electronic**).

*"With this service we have managed to obtain very important brand recognition in the sector, as well as a good positioning, being able to continue growing and evolving as a leading company in the sector."*

*Jordi Vila,*

CEO BSV Electronic



## Achievements that leave a mark

From **Lifting Group**, we have been accompanying **BSV Electronic** since **2018** in the definition and implementation of a renewed **Marketing and Communication strategy**, both **online** and **offline**. **BSV Electronic** was at a crucial moment for the company, since they needed to make a leap in quality to adapt to the new needs and trends posed by the sector. From the beginning of the project they knew that to build it they need a **Strategic Partner** capable of accompanying the client throughout the entire process, from definition to its correct implementation..

## A leap in quality to continue growing

**BSV Electronic** knew that it needed to work and develop the **brand concept**, a very important factor for a continuously **growing company**. Generating **value, knowledge and visibility** was one of the challenges that they posed from the beginning of the project and they knew that to build it they needed a **Strategic Partner** capable of accompanying the client throughout the entire process, from definition to its correct implementation.

With the **Marketing Outsourcing** service we support and encourage our clients to achieve the objectives set. With **BSV Electronic**, the challenge was to differentiate the different divisions of the group, with whom we worked together in the definition of **corporate applications** aligned with the group's **branding strategies**.

Historical

**+ 6**

years of relationship

Scope

**+ 6**

additional projects

Fairs

**+ 4**

internationals fairs  
(Europe + USA)

Business

**+ 2000**

generated contacts

Downloads

**+ 3000**

online downloads of commercial materials

Company

**BS Light**  
**BS Pool**

new structure of business divisions

## Work performed

In order to develop all the necessary actions to achieve the objectives set, our **Imagine Creative Ideas** team **developed** a series of materials and resources to be able to implement the proposed actions both in the **online and offline channels**.

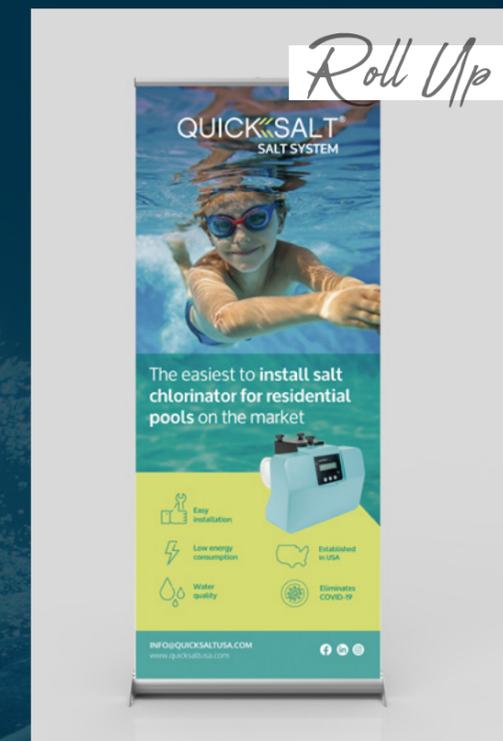
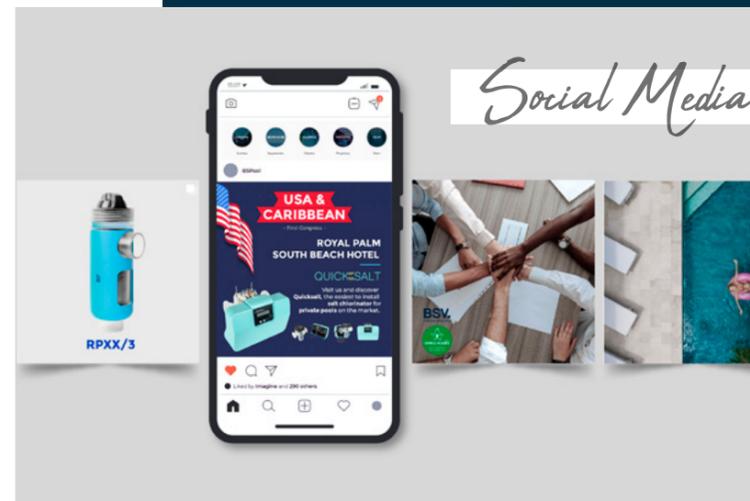
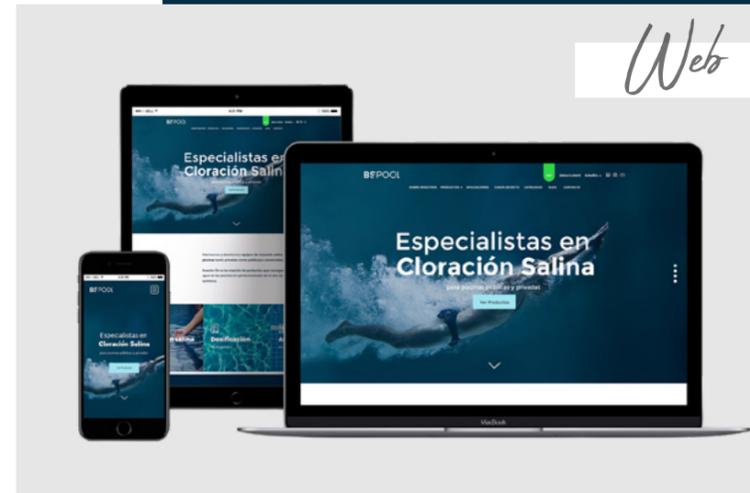
We launched a redesign of two of the client's divisions (**BS Pool and BS Light**), managing to give the brand a much more **attractive appearance, boost visibility and increase business volume**.

We design different materials to work on the definition of corporate applications aligned with the **branding strategies** defined for the group. With the creation of these corporate materials, we managed to give **visibility** to the **brand** and its products among its **potential customers**.

## Project results

With the actions defined by our **BSV Electronic strategic teams**, it has managed to work and develop the **brand concept, improving its positioning in the face of the main competitors and communicating and transmitting the company's values and philosophy to users**.

In addition, we managed to **generate value, improve lead capture, increase brand visibility** in the **digital channel** and pose new **strategic challenges** that they may have.



# Success Stories

Client  
**Ferrer Abelló**  
**Ocuo**



Service  
**Marketing**  
**Outsourcing**

## The Energy of change

In recent years, **digitization** has transformed the way we live and work. This change has affected us transversally, having to **adapt and evolve in a short period of time**. Likewise, the **energy sector** is undergoing a profound **transformation process**, where companies in the sector are advancing at full speed towards a model that implies opting for **greener technologies**.

**Ferrer Abelló** was born with the idea of **contributing to making society work, making energy consumption easier** for everyone. The group has been focused on retail energy distribution since 1965. More than 50 years later and through **30 branches**, the group has **6 independent brands: Petrolis, Enexia, Premira, Globeberg, Ocuo, and Sergreen**, in addition to operating in 3 communities autonomous of the country.

*"At Lifting Group we value above all their professionalism in planning any project that we consider. With the team we have the peace of mind and security that the challenges will go ahead regardless of the timing. Without a doubt, it is our trusted Partner on this path towards digitization."*

Marketing Manager at Ferrer Abelló



## The opportunity to evolve digitally

At **Lifting Group** we have been partners with **Ferrer Abelló Group** since 2021 in the definition of the **Communication Plan** and **Brand Architecture Strategy**, as well as in the implementation of both **online** and **offline** actions, in order to consolidate its **corporate image** and increase its visibility on the **Digital Channel**.

The group comes from the consolidation of a **family business** dedicated mainly to the distribution of fuel. At the beginning, the market in which the group operated was in decline and, above all, very little digitized and with **little access to digital tools**. Under this premise, the Group was faced with a strong need to bet on a **Digital Strategic Partner** that would give them the opportunity to **evolve digitally**.

## Support for value creation

The **Group** needed to work on a **brand architecture for the 6 independent brands**, as well as to propose and define a **global digital marketing strategy** capable of breaking into the market in a competitive way.

Our **Marketing Outsourcing** teams continue working to increase the **visibility** of the **different brands** of the **Group**, as well as defining a strategy focused on the **growth of followers** in the different **social networks**. Additionally, the team continues to **optimize** and **enhance internal communication**, through various email marketing campaigns to communicate the latest news of the company, and thus to increase and **strengthen the feeling of belonging**.



Historical

**+ 3**

years of relationship

Scope

**+ 5**

additional projects

Company

**6**

independent brands

Business

**+ 2.800**

generated contacts

Engagement

**+ 1.100**

new subscribers last semester

Website traffic

**+ 41.000**

organic channel sessions last semester

## Work performed

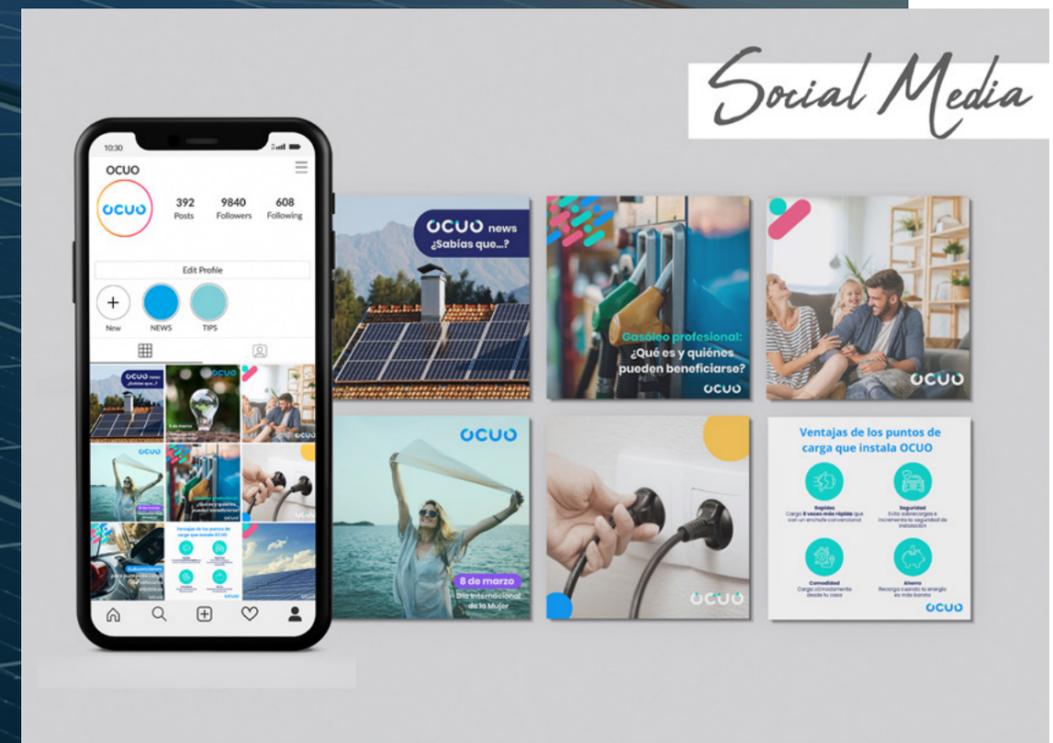
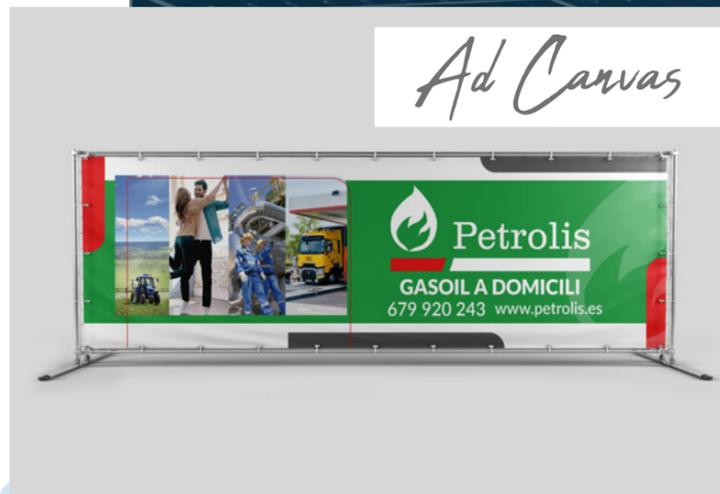
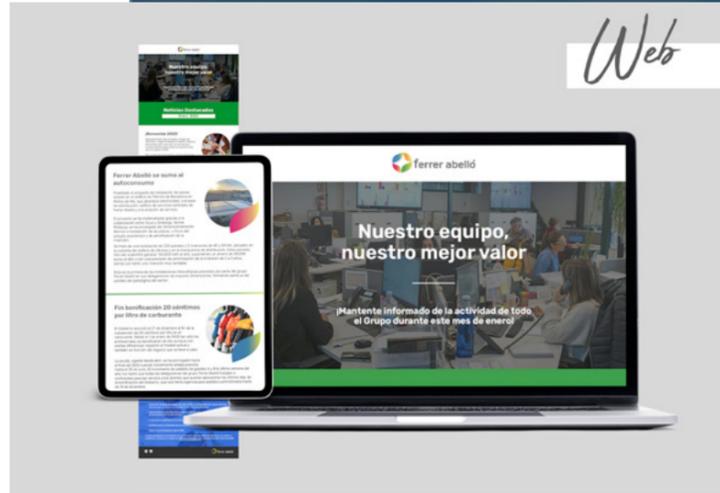
In order to develop all the necessary actions and achieve the objectives and challenges set, our **Marketing Outsourcing** teams together with our **Digital Creative Agency, Imagine Creative Ideas**, developed a series of materials and resources to implement the actions proposed for the Group, both online and offline.

To enhance the **visibility** and **corporate communication** of the Group, the teams decided to design different corporate materials to generate impact on the perception of the different brands and at the same time aligned with the defined **branding strategies**. With their creation and design, we achieved the **expected visibility** and recognition both **internally** and **externally**.

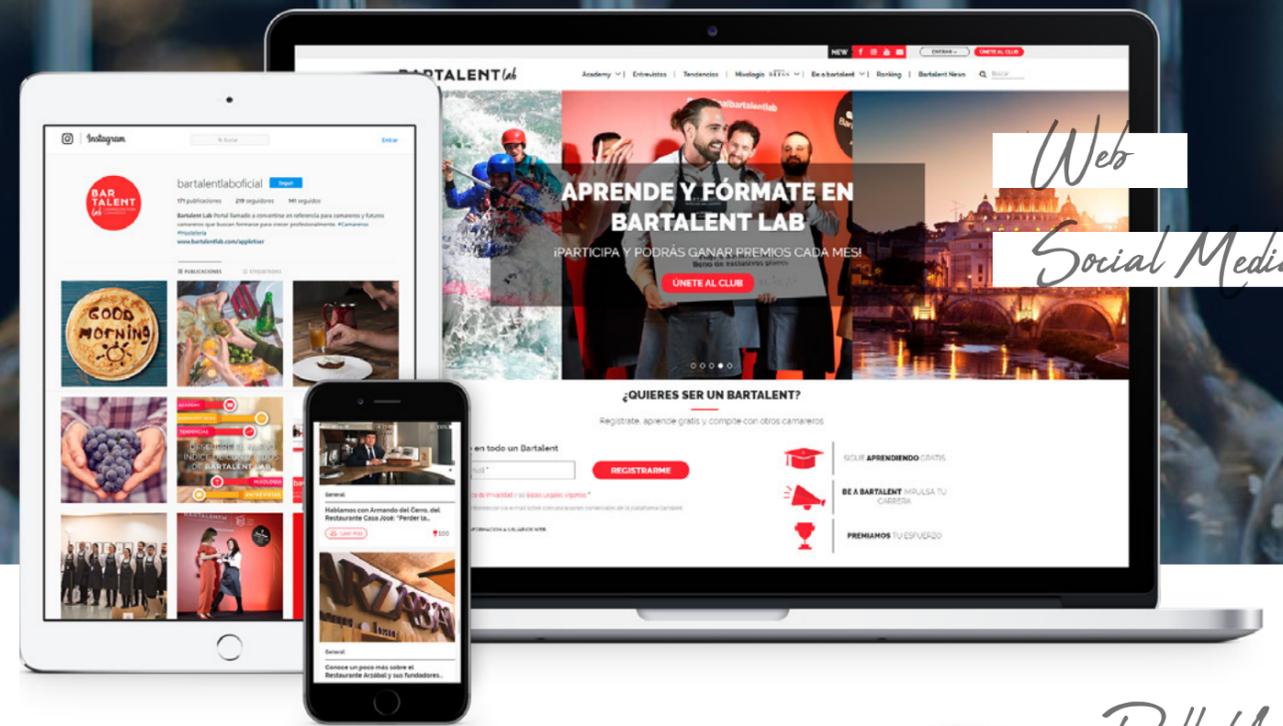
## Project results

With all these defined **actions and materials designed** over the years, the Group has been able to **strengthen the communication of internal brand news**, as well as the development of a coherent **brand strategy** aligned with the **market in which it operates**.

In addition to achieving **greater cohesion internally**, the teams also worked on different actions in the online and **offline channels** to increase the attraction of potential customers, giving the **Group** greater reach, **positioning** itself as a benchmark brand in the **energy sector**.



# Other Success Stories



Client  
**Coca Cola**  
**Bartalent Lab**



**BARALENT**lab.com

Service  
**Marketing**  
**Outsourcing**

## Bartalent Lab

### Areas of Performance:

- Digital Channel Strategy
- Inbound Marketing
- SEO & SEM
- Event organization

### Actions:

- Content Marketing: Content creation + Editorial strategy
- UX Review + Mobile First Design
- Magnets: White Paper on Gastronomy
- Strategy and Paid Media Campaigns
- Google My Business Synchronization
- Portal for restaurants and bars
- Strategic Alliances & Events: CETT, Basque Culinary & HIP

**Team:** Madrid



Bartalent Lab is a digital portal of reference for owners and professionals in the hospitality industry where they can find educational and current content and different tools that will help them in the development of their business.

Historical

**+ 6**

years of relationship

Scope

**+ 16.484**

views on Instagram &

**+ 3,35%**

engagement on Instagram

Newsletter

**+ 15.000**

segmented subscribers

Website traffic

**+ 1.500.000**

total sessions last year

Omnichannel

**+ 20**

events

Website

**+ 12.000**

final year mixology sessions

*Rpis*



BARALENTlab.COM

# Other Success Stories

Client  
**Indo**  
**INDO**

Service  
**Marketing Outsourcing**

## Indo

### Areas of Performance:

- Omnichannel Strategy
- B2B2C

### Actions:

- Fairs
- Applications development
- Products releases
- Bells
- Formations
- Email Marketing
- Social Media

**Team:** Barcelona



*Social Media*

Indo Optical is a pioneer company with a long history of more than 80 years. It designs and manufactures ophthalmic lenses, and markets capital goods for opticians and ophthalmologists.



<b>Historical</b>	<b>+ 4</b> years of relationship	<b>Website traffic</b>	<b>+ 120%</b> total website sessions last semester	<b>Engagement</b>	<b>+ 20%</b> social media growth last semester	<b>Goals</b>	<b>+ 553%</b> of increment
<b>Scope</b>	<b>6</b> additional projects	<b>Visibility</b>	<b>+ 23.000</b> organic channel sessions last semester	<b>Impact</b>	<b>+ 10.773</b> organic impressions	<b>Global</b>	<b>+ 3</b> countries



# Other Success Stories

Client  
**Agbar**



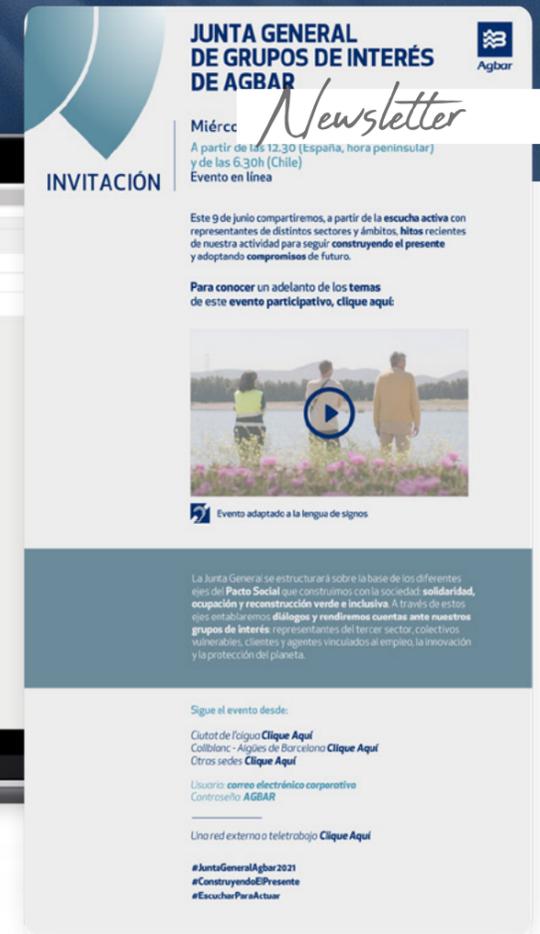
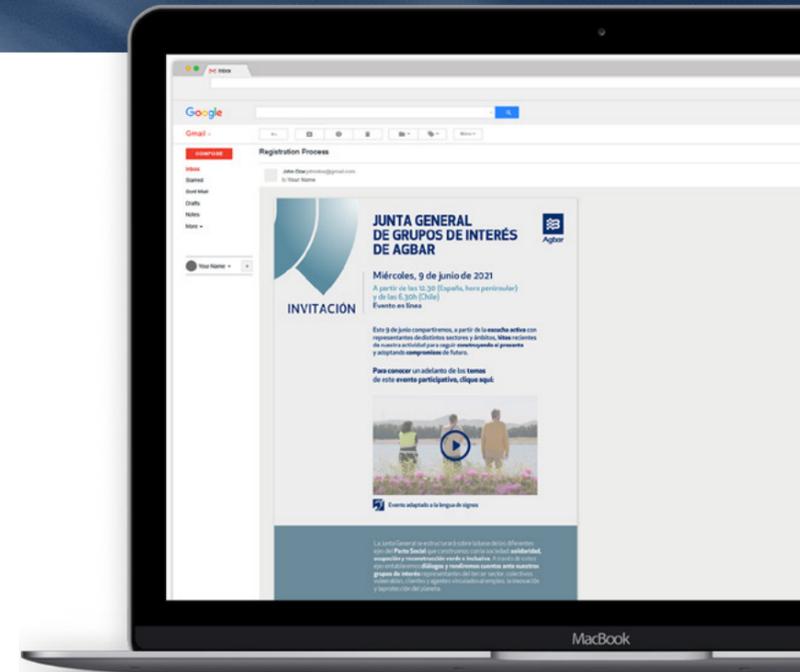
Service  
**Design Outsourcing**  
**Imagine Creative Ideas**

## Agbar

### Actions:

- Email Marketing Design (internal level)
- NL design
- Design and ideation for reporting
- Design visual posters and graphics
- Design and production of internal videos
- Signage poster design
- Creation of video tutorials

**Team:** Barcelona



# 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**.



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Tlalnepantla de Baz, Mexico

OUR CLIENTS OUR SUCCESSES

# Brochure Corporativo