CORPORATE
BROCHURE



OUR CLIENTS
OUR SUCCESS

lifting.
GROUP

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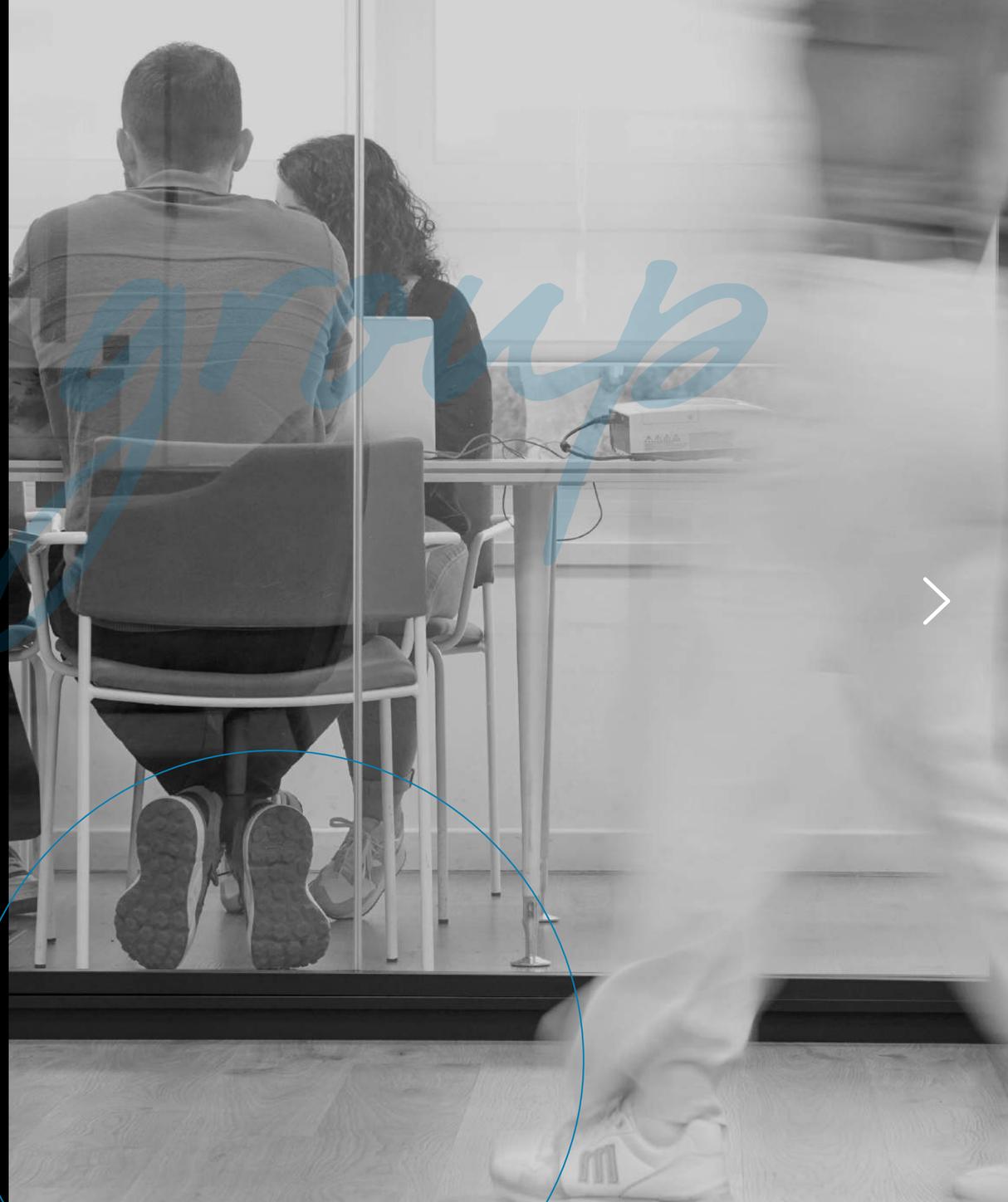
16 | Clients

Lifting group

Founded in 2007

With over **18 years of experience, Lifting Group** was born with the **purpose of transforming the consulting and marketing sector,** and becoming a true **travel companion for our clients.** Our goal is not to sell services or projects, but to **support them on their** journey toward achieving their goals, by creating real, tailored solutions for each one. **We become a true Partner** for our clients, diving in with passion and dedication into both the conceptualization and execution of strategies that drive success

Our approach is based on **constant effort, relentless proactivity, total involvement,** and the continuous pursuit of tangible results. Our aim is to keep building **strong** and **lasting relationships,** writing a present and future full of shared achievements together.



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

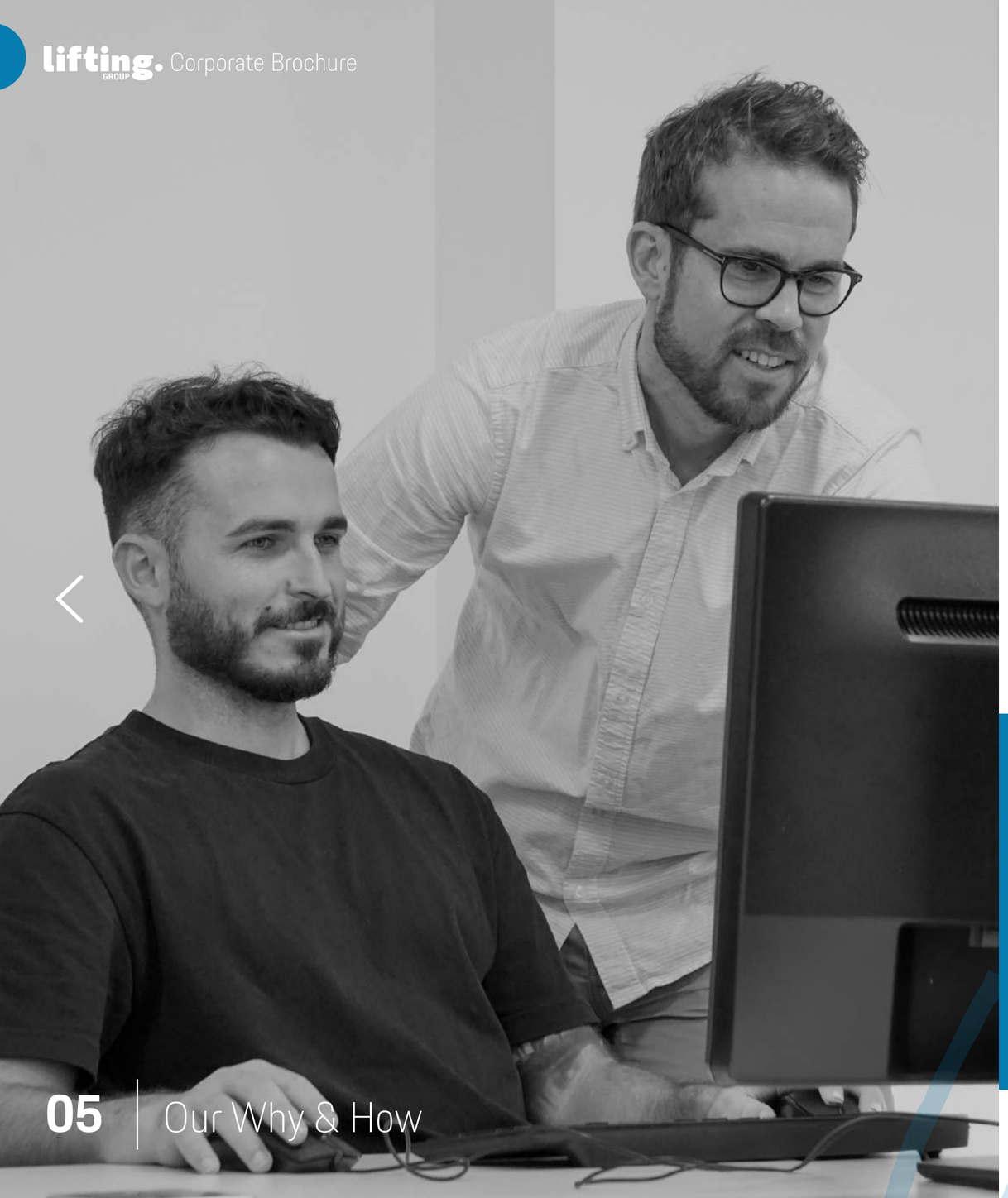


David Garcia

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

To **transform the consulting and marketing industry** by being a true travel companion for our clients, helping them achieve their goals while building together a future with **purpose, sustainability,** and a **positive impact** on society and the planet.

HOW

Through **personalized service, full commitment,** and an **approach based** on continuous effort, proactivity, and the pursuit of tangible results.
In addition, we dedicate a **percentage of our revenue (1%) and our working hours (5%)** to social impact projects, fostering a work environment where people also grow and develop.

Our Guarantee

We are more than just a consultancy or marketing agency, **we are the travel companion that turns challenges into opportunities and strategies into tangible results.**
We are **passionate about helping our clients grow sustainably,** aligning their vision with concrete and measurable actions.

With a **holistic perspective,** we design and implement **tailored strategies** that cover all key channels across marketing, sales, and international expansion. Our **mission** is to **drive real business performance** through a strategic, flexible, and impact-oriented approach.

ROI
+30M€
Annual managed

Challenge
Our Offering
Business, Visibility, and Loyalty

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. Business

Business growth:
We boost your sales with strategies focused on acquisition, expansion, and the development of new markets.

02. Visibility

Visibility and positioning:
We help you stand out across all channels, from digital to retail, ensuring your brand has the presence it deserves.

03. Loyalty

Loyalty and engagement:
We turn customers into brand ambassadors by creating lasting connections that drive repeat business and long-term value.

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.**

Understanding	Defining	Applying
Analysis	Strategy	Implementation

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.

Strategic Partner

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 **multidisciplinarity** that each external marketing project requires.

	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
Expansión		X	X	X
International	X	X	X	X
Multidisciplinary Team		X	X	X
Native Team			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.

Google Partner

Meta

- INBOUND MARKETING
- SEO
- SOCIAL
- ONLINE REPUTATION
- MARKETPLACES
- 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

Creatividad efectiva

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.

See more



Clients

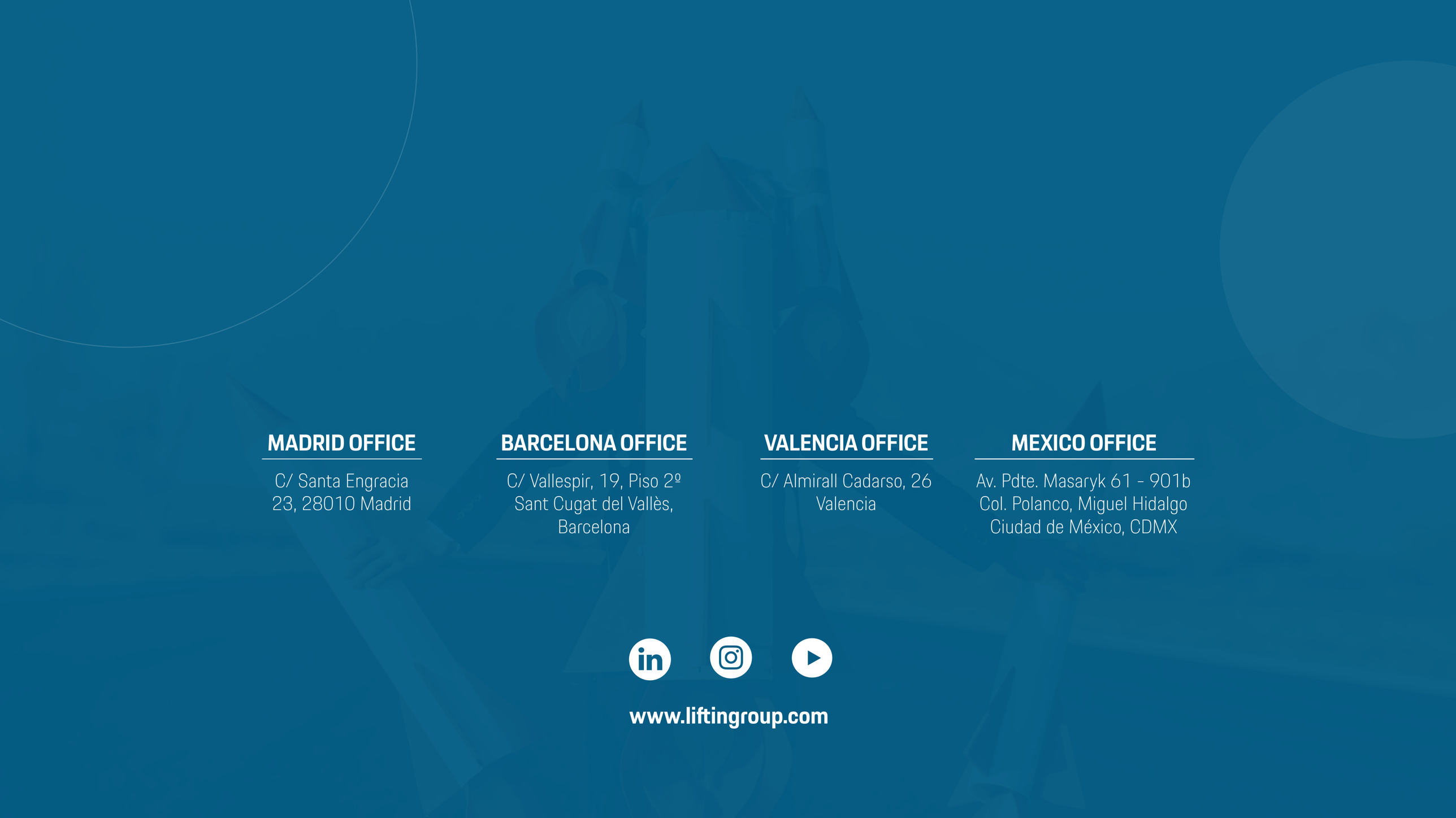
our clients our success

They trusted us.
We work with brands that aren't afraid to think differently, to go further, and to challenge the status quo. These are some of our most outstanding success stories.

Why do they choose us?
Because we don't settle for "normal." Every project is a chance to make it epic, from measurable results to success stories that truly resonate.

What we've achieved together:
From sales spikes to global expansion, our clients are proof of what's possible when we team up. Here are some examples of brands that are crushing it thanks to our strategies.





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