



# Plannes

SOCIAL MEDIA MANAGER  
& GROWTH HACKING



**VISION** To be a leader in the field of growing and accelerating the adoption of products and services, using innovative techniques and a data-centric approach. To provide effective solutions to companies of all sizes to help them achieve their growth objectives and make a positive impact on their industry. To be recognized as experts in identifying growth opportunities, executing effective strategies and delivering meaningful results for our clients.



## PURPOSE

The primary purpose of the growth hacking firm is to help other companies accelerate their growth and achieve their business objectives through innovative and unconventional techniques. This includes identifying growth opportunities, optimizing marketing and sales processes, and using data and analytics to make informed decisions. The growth hacking firm works to maximize the impact and performance of the company's growth efforts, enabling the company to achieve its goals faster and more efficiently.



## MISSION

It is a discipline that seeks, with the minimum possible expense and economic and material effort, to quickly and noticeably increase the volume of users, income or impacts of the product/service offered.

Therefore, we are talking about a different way of attacking the market and promoting the product/service. In short, it is to go a little beyond traditional marketing and try to break into the market with creativity and innovative strategies that allow the business to grow quickly with few resources.

This includes optimizing marketing and sales processes, exploring new customer acquisition channels and using data and analytics to identify growth opportunities.



## VALUES

**Innovation:** A focus on the continuous search for new ideas and solutions to accelerate growth.  
**Flexibility:** The ability to adapt quickly to changes in the market and customer needs.

**Collaboration:** A culture of teamwork and collaboration to achieve common goals.

**Data and analytics:** A focus on data collection and analysis to make informed decisions and increase growth.

**Entrepreneurship:** An entrepreneurial spirit and a "make it happen" mentality to achieve growth objectives.

**Creativity:** A culture that values creativity and thinking outside the box to find unique solutions and accelerate growth.

# WHAT WE DO IN OUR MARKETING & GROWTH HACKING AGENCY

And what do we do in our marketing and Growth Hacking agency?

SEO or Search Engine Optimization: as we are clear about the principle that "The better the positioning, the higher the turnover", we work on Google positioning in such a way that measurable results are obtained, which allow us to review the strategy used, on a recurring basis, in order to keep the client in a privileged positioning, or first positions, reaching 80% of the clicks in the first position of the most relevant search engine.

We simply improve the quality of life of your business:

If your desire is to sell more, increase your traffic, boost your conversions, make your customers fall in love to make them loyal and, above all, be visible and be found, but advertising on Instagram, web designers or committing to a Google Ads service is not enough for you, we give you the solution: Growth Hacker da Vinci is your marketing agency that, passionately employing the new strategies imported from other countries and with constant training in new technologies, especially digital, will launch you to the top.

## PATTERN MANAGEMENT

- \* Processing the client's requirement, and briefing.
- \* Content team planning.
- \* Research and creation of content.
- \* Strategy behind that content.
- \* Scheduling in cronopost or direct posting platforms direct posting.

## GRAPHIC DESIGN

- \* Downloading of ideas as an initial sketch of the designs.
- \* Creation, layout and application of the branding to the pieces in duplicity with the Copywriter, and according to Content Manager's guidelines.
- \* Deliverables and adaptations to different platforms.
- \* Additional client's changes.
- \* Limbic Copywriter.

## SOCIAL MEDIA MANAGEMENT

- \* Analyze the strategy of each social network according to the posts to be uploaded.
- \* Adapt the designs to each platform format.
- \* Estimate days and hours of posting according to the movement of the account by its followers.
- \* Verify impressions, likes, etc.
- \* Automatically respond to comments and other interaction with the community.
- + Ads Content.

# WHAT WE DO IN OUR MARKETING & GROWTH HACKING AGENCY

## INTERACTIVE CONTENT CREATION

- \*Planning and brainstorming for brainstorming.
- \*Script or script for clip/video.
- \*Recording and layout.
- \* Identify your target audience.

## WEBSITE OPTIMIZATION, STRUCTURE, IMAGES

- \*Web site UX and back end review.
- \*Content Refreshment: flyers, written content, keywords, information, SEO application.
- \*URL redirection optimization.
- \*Image improvement in weight, quality, formats and sizes.

## EMAIL MARKETING MANAGEMENT

- \* Analyze the strategy of each social network according to the posts to be uploaded.
- \*Adapt the arts to each platform format.
- \*Estimate days and hours of posting according to the movement of the account by its followers.
- \*Check impressions, likes, etc.
- \* Respond to comments and other interaction with the community.
- + AdwordS content.

### FEW THINGS ARE AS POWERFUL AS WORDS.

You can invest considerable amounts in advertising, carry out the most complete SEO strategy, you can have the most careful feedback on your social networks but if there is no conversion it is useless, unless you triple the turnover in your company through a strategy but always getting it right and choosing the right texts that arouse those emotions that make people buy.

Advertising strategy in social networks of our marketing agency.

It is true that to be able to sell hundreds of thousands monthly does not have to be famous if not have the key that is nothing more than the right strategy to increase sales today.

It is not enough to be one of the companies that are more present if you are not one of those that sell more. You need that advertising strategy in social networks that will provide Growth Hacker da Vinci.

# WHAT WE DO IN OUR MARKETING & GROWTH HACKING AGENCY

## COMMERCIAL CONTENT MANAGEMENT (WEBSITE/ SEO)

- \*Content creation focused on Ads and sales.
  - \* Graphics and Copy.
  - \* Establish guidelines.
- \* Implementation of promotional banners.

## COMPETENCE MANAGEMENT (GROWTH HACKING)

\*Community segmentation.

\*Competition management refers to the strategy and tactics employed by a company to outperform its competitors and maintain its position in the market.

This includes identifying direct and indirect competitors, assessing their strengths and weaknesses, defining strategies to improve the company's position, and implementing plans to ensure its success.

## BRANDING AND COMMUNICATION

\*Creation or refreshing of digital branding (logo, pantones, typographies, graphics).

\*Delivery of brochures, proposal of services, presentation, letterheads, quotation, etc.

\*Alignment of platforms with branding (web, fb, ig, LinkedIn, WhatsApp Business, YouTube, Tiktok, etc.).

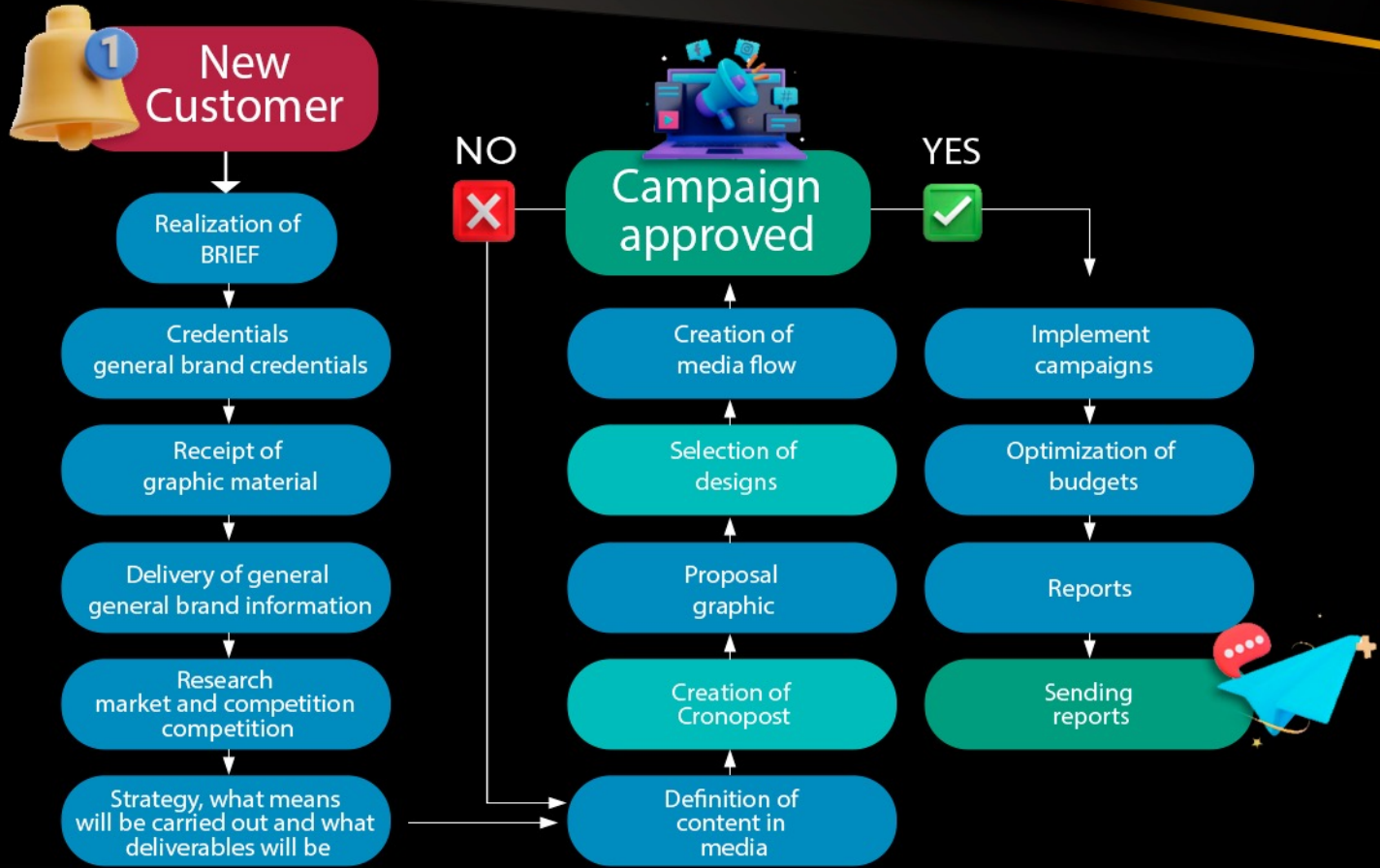
\* Branding refers to the consistent process of creating and maintaining a distinctive identity and brand, and the development of a consistent tone of voice.

## COMPLETE DIGITAL GRAPHIC DESIGN

\*Creation not only of post, but banners, flyers, brochures, video covers, logo, adapted graphics, web design, mobile.

\* Digital graphic design is the creation of graphic design materials using digital technology, such as design software and online tools.

\*The objective of digital graphic design is to communicate an effective and attractive visual message that catches the attention of consumers and clearly conveys the identity of a brand.



Community and  
interaction

Creation and  
organization of content  
based on KPIs

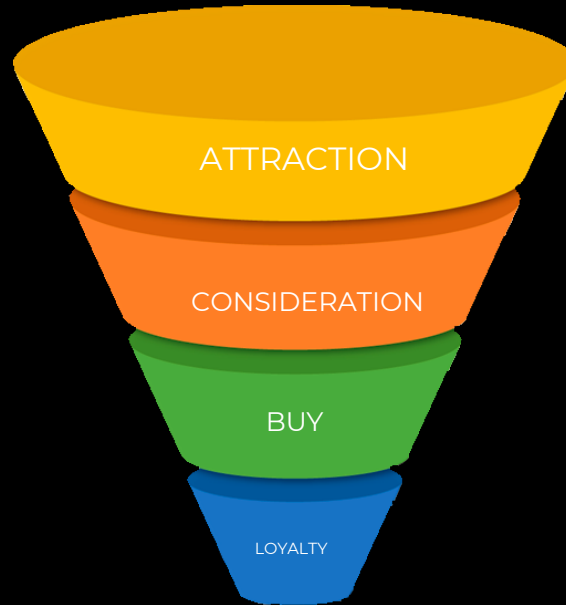
Implementation  
of Ads

Specify the content to be  
published by prior  
agreement with the cte.  
+  
Include branding



OPTIMIZE GOOLGE MAPS  
AND BRAND SEO OPTIMIZATION

## INITIAL SETUP + STRATEGY CREATION



Attraction

Advertisements to make us known to people who don't know us yet.

Consideration

Videos, masterclass, landing page.

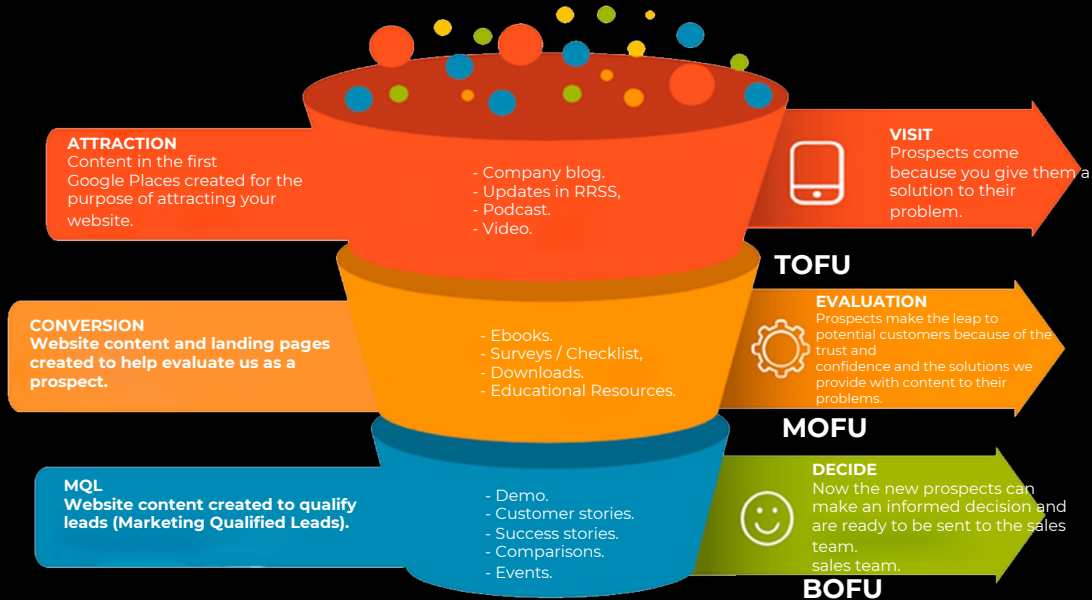
Buy

Sample testimonials, social proof, CTA at website.

Loyalty

Customer service, support staff, email marketing-growth

# INITIAL SETUP + STRATEGY CREATION





P  
ositioning



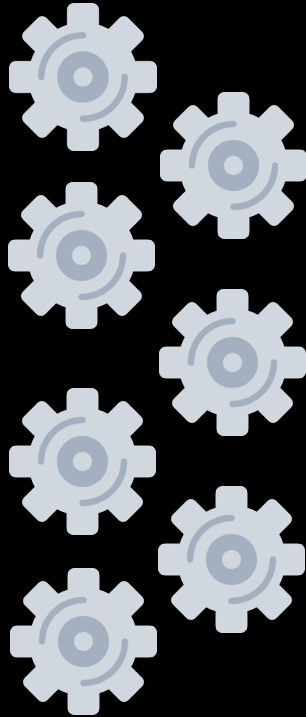
C  
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P  
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# Las herramientas

QUE USAMOS





It is a motion graphics and digital compositing software published by Adobe. It is primarily used for post-production of moving images, animating, altering and compositing creations in 2D and 3D spaces with various native tools and third-party plugins.



It's one of the industry's leading graphic design tools that lets you design everything you can imagine - from logos and icons to graphics and illustrations - and customize it with professional-grade precision and time-saving features.



It listens to autocomplete data from search engines like Google and then quickly generates every useful phrase and question people ask about your keyword. It's a goldmine of consumer insight that you can use to create new and ultra-useful content, products and services.



It is a free user behavior analysis tool that helps you understand how users interact with your website through session replays and heat maps.



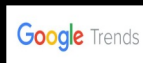
It is a product that you can use to promote your company, sell products or services, get noticed and increase traffic to your website.



It is a tool that allows you to know in detail the loading process of your website or blog.



A free tool provided by Google to help companies manage their online presence. What it allows is to establish a direct link between the business and the environment where it develops its closest activity.



It provides access to a sample (unfiltered, mostly) of actual search requests made to Google. It is anonymous (no one is personally identified), organized into categories and contains aggregated (grouped) data.



It is a product that you can use to promote your company, sell products or services, get noticed and increase traffic to your website.



A CRM platform that provides growing businesses with everything they need to deliver the best customer experience in one place.



Watson is an artificial intelligence platform developed by the US company IBM. Its main feature is that it can answer questions in natural language, which gives it all kinds of functionalities.



LinkedIn Ads or LinkedIn Business Ads is a tool that allows you to manage and control, in an easy and intuitive way, advertising campaigns within the professional platform, improving the chances of getting leads.



Easily create, send and analyze your email marketing campaigns. Improve deliverability. Newsletters, Email Marketing, Mass Mailing, Marketing Automation and more.



A marketing automation platform that helps you share email and advertising campaigns with customers and other interested parties.



With Manychat you can schedule replies to comments depending on what the person comments on for a single post or for all of them.



Being a photo editing program, it works with bitmaps and any image format, allowing you to make montages, manipulate, modify, edit and retouch as much as you want thanks to all its tools.



TikTok for Business users can create TopView ads, In-Feed ads, brand acquisition ads, brand effects and brand tag challenges. TikTok is great for increasing your audience reach, consumer engagement and creativity.



A software for SEO/SEM professionals that allows you to analyze and compare your data with your competitors. Searching their domains will return information about their organic positioning and their advertising spending.



Hootsuite is cool. It doesn't have the same user-friendly interface as Buffer but it does schedule, analyze and manage your Social Media accounts.



With CoSchedule you can integrate WordPress with your Social Networks to be able to schedule and manage all your content in your Social Media accounts.



HubSpot is one of the best Inbound Marketing software platforms on the market. Its goal is to help companies attract visitors, convert them into leads and, ultimately, into customers.



It is used to integrate web applications, connecting different web tools to perform automated tasks.



Analyze Small details such as the color of a button, the text of a CTA or whether the person in the image is looking right or left can significantly increase or decrease the conversion rate of a website.



Position keywords professionally.



With this all-in-one analytics tool you can do a thousand things, know exactly what is happening on your website.



Landing pages are an ultra-necessary element for any brand that wants to achieve conversions.



This plugin from the aforementioned company MOZ is a perfect ally for all SEO professionals. It allows you to obtain relevant information about your competition

# Inteligencia ARTIFICIAL



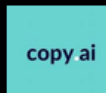
Genera creatividades publicitarias centradas en la conversión y publicaciones creativas en las redes sociales utilizando la IA.



Seguimiento completo del registro de actividades, información del usuario que incluye estadísticas de voz y chat.



Stability AI está construyendo herramientas abiertas de IA para proporcionar la base para despertar el potencial de la humanidad.



Copy.ai es el sueño de un escritor de marketing.



Writesonic es una herramienta de copywriting que utiliza IA para generar contenido para marcas, agentes y especialistas en marketing.



Seguimiento completo del registro de actividades, información del usuario que incluye estadísticas de voz y chat.



OpenAI es una organización de investigación dedicada al avance de la inteligencia artificial de forma responsable y segura.



*Nuestro Equipo*

*GROWTH HACKER*



**Génesis Seminario**  
Community Manager Jr.



**Andrés López**  
Creativo y creador de contenido



**Richard Duran**  
CRM, chatbots y mailing



**Engel Quintana**  
Diseñador gráfico



**David Rodríguez**  
Growth Hackers



**Froyling Quiñonez**  
Account Manager



**Aveleyn Fernández**  
Content manager



**Marc Anton**  
Director Audiovisual



**Xavi Bosch**  
CEO – Growth



**Maira Pereira**  
Estrategia de contenido y SEO sr



**Santiago Alquina**  
Desarrollador y programador web



**Delta Vidal**  
Diseñadora gráfica



**MIREIA RUIZ**  
CEO – Dept Jurídico



**Katherine**  
Account Manager





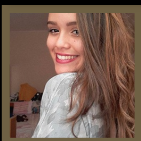
Xavi Bosch  
CEO – Growth Hackers



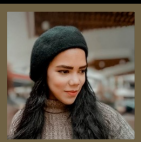
Mireia Ruiz  
CEO – Dept Jurídico



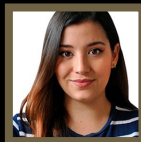
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Community manager Jr.



Maira Pereira  
Estrategia de contenido y SEO sr.



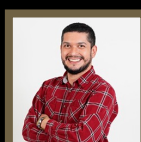
Delta Vidal  
Diseñadora gráfica



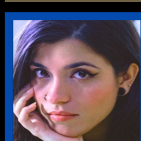
Froyling Quiñones  
Account manager



Santiago Alquina  
Desarrollador y programador web



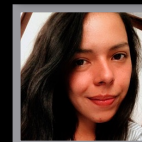
Richard Duran  
CRM, chatbots y mailing



Aveley Fernández  
Content manager



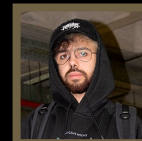
Engel Quintana  
Diseñador Gráfico



Katherine  
Account manager



Andrés López  
Creativo y creador de contenido  
Especialista Marketing Gaming



Marc Anton  
Director y creador de videos  
Youtube & TikTok



*We have the best team of specialists for each of the areas that make up marketing, including specialists in each of the social networks to make your campaign a success.*

*We make the phrase: Only from the best teams come the best results.*

**ESTRATEGIA  
EMPRESARIAL**

**MARKETING  
GROWTH HACKING**

**TECNICAS  
DE VENTAS**

**BLOCKCHAIN  
& WEB 3.0**

**Xavi Bosch**  
CEO - Growth



**GROWTH  
HACKER**  
d a V i n c i



**Mireia Ruiz**  
CEO - Dept Jurídico



**David Rodríguez**  
Growth Hackers



**Maíra Pereira**  
Estrategia de  
contenido - SEO



**Génesis Seminario**  
Community  
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Creativo  
Marketing Gaming



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Account Manager



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Desarrollador y  
Programador Web



**Richard Duran**  
CRM, Chatbots y  
mailing



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Audiovisual



**Aveleyn Fernández**  
Content Manager



**Delta Vidal**  
Diseñadora gráfica



**Katherine**  
Account Manager



**Engel Quintana**  
Diseñador Gráfico

# WHY CHOOSE US?



Xavi Bosch Growth Hacker



Mentor Frank Merenda



Mentor de Mentores



Mentor Miquel Baixes



Mentor Jay Abraham



Libros de Marketing



Mis Mentores



Evan Carmichael especialista YouTube



Mentor Rich Schefren



Consultorías Privadas con Jay Abraham

# SUCCESS STORIES OF APPLIED TECHNIQUES GROWTH HACKING VAGINDAUTO GROUP

5th in the ranking of 169 companies



44 | CASO DE ÉXITO: GRUPO VAGINDAUTO

**Xavi Bosch**  
(Grupo Vagindauto):  
"Somos nuestra propia competencia  
para mejorar cada día"



El Grupo Vagindauto, especialista de referencia en el sector del automóvil en formación, información técnica y diagnóstico, entre otras áreas, comparte la experiencia en su proceso de transformación digital.

## Huella Digital de los Proveedores del Taller

| EMPRESA        | WEB                                                                                                                                             | CONTENIDO DE LA WEB | SEM | ASPECTOS DE LA WEB | ACCESIBILIDAD DEL CLIENTE | VALOR WEB | SUCURI | QUALYS | VALOR CIBER-SEGURIDAD |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----|--------------------|---------------------------|-----------|--------|--------|-----------------------|
| ZF AFTERMARKET | <a href="https://aftermarket.zf.com/ib/es/portal-del-mercado-de-posventa/">https://aftermarket.zf.com/ib/es/portal-del-mercado-de-posventa/</a> | 75                  | 80  | 75                 | 50                        | 70,0      | 50,0   | 73,8   | 61,9                  |
| SKF            | <a href="https://www.skf.com/es/index.html">https://www.skf.com/es/index.html</a>                                                               | 75                  | 0   | 75                 | 50                        | 50,0      | 83,3   | 73,8   | 78,5                  |
| NGK            | <a href="https://www.ngkntk.com/es/">https://www.ngkntk.com/es/</a>                                                                             | 0                   | 90  | 100                | 10                        | 50,0      | 50,0   | 97,5   | 73,8                  |
| PHILIPS        | <a href="https://www.philipses/">https://www.philipses/</a>                                                                                     | 100                 | 80  | 50                 | 50                        | 70,0      | 83,3   | 97,5   | 90,4                  |
| VAGINDAUTO     | <a href="https://www.vagindauto.com/">https://www.vagindauto.com/</a>                                                                           | 100                 | 0   | 100                | 50                        | 62,5      | 50,0   | 73,8   | 61,9                  |
| AKZO NOBEL     | <a href="https://www.akzonobel.com/en">https://www.akzonobel.com/en</a>                                                                         | 0                   | 0   | 25                 | 10                        | 8,8       | 83,3   | 97,5   | 90,4                  |
| BREMBO         | <a href="https://www.brembo.com/es/">https://www.brembo.com/es/</a>                                                                             | 0                   | 0   | 25                 | 10                        | 8,8       | 83,3   | 73,8   | 78,5                  |
| HELLA          | <a href="https://www.hella.com/hella-es/index.html">https://www.hella.com/hella-es/index.html</a>                                               | 100                 | 80  | 100                | 75                        | 88,8      | 50,0   | 97,5   | 73,8                  |
| LIQUI MOLY     | <a href="https://www.liqui-moly.com/es.html">https://www.liqui-moly.com/es.html</a>                                                             | 50                  | 60  | 75                 | 25                        | 52,5      | 50,0   | 73,8   | 61,9                  |
| NRF            | <a href="https://www.nrf.eu/es/divisions/automocion/">https://www.nrf.eu/es/divisions/automocion/</a>                                           | 100                 | 30  | 100                | 75                        | 76,3      | 33,3   | 75,0   | 54,2                  |



*Conoce Nuestros*

*PLANES*



## PLAN SILVER

WORKS COMPRISING



- ✓ Marketing and Online Marketing Consulting and Services.
- ✓ Content generation and social media account management.
- ✓ Implementation of SEM advertising in social networks and google adwords without limit.
- ✓ Market research and digital competence analysis.
- ✓ Graphic design, publications, Stories and brand interaction for Facebook and Instagram:   10 designs with month copy adapted for 10 posts on Instagram and 10 on Facebook.
- ✓ Statistical analysis with issuance of monthly report.

€250  
MONTHLY PAYMENT

I wish to purchase  
this plan



ADDITIONAL ONE-TIME PAYMENT

€300  
INITIAL ASSEMBLY  
+  
STRATEGY CREATION



## PLAN GOLD

### WORKS COMPRISING



- ✓ Marketing and Online Marketing Consulting and Services.
- ✓ Content generation and account management in social networks.
- ✓ Creation of interactive content.
- ✓ Implementation of SEM advertising in social networks and google adwords without limit.
- ✓ Market research and digital competition analysis.
- ✓ Graphic design, publications, Stories and brand interaction for Facebook and Instagram: 10 designs with monthly copys adapted for 10 publications on Instagram and 10 on Facebook.  
- ✓ Administration of YouTube channel 2 video.   
TikTok channel management: optimization of 2 videos per month. 
- ✓ Statistical analysis with issuance of monthly report.
- ✓ Translated with [www.DeepL.com/Translator](https://www.DeepL.com/Translator) (free version)
- ✓ Editing, editing and SEO of 2 videos per month. (previous sending of material by the Client is essential for the edition of the videos).
- ✓ Brand and product positioning strategy and planning.
- ✓ Implementation of email marketing strategy: 2 mailings per month.
- ✓ Implementation, optimization and update of SEO strategy for websites to verify structure and images: 4 hours of programming per month.
- ✓ Google maps optimization.
- ✓ PECMAB (Positioning, Focus, Category, Business Muscle, Authority, Brand).
- ✓ Possibility of substituting a social network for another that is of greater interest to the client's target (LinkedIn, Pinterest, Twitter, etc.) or newly created.

€450  
MONTHLY PAYMENT

I wish to purchase  
this plan



ADDITIONAL ONE-TIME PAYMENT

€300  
INITIAL ASSEMBLY  
+  
STRATEGY CREATION



## PLAN ELITE

### WORKS COMPRISING



- ✓ Marketing and Online Marketing Consulting and Services.
- ✓ Content generation and account management in social networks.
- ✓ Creation of interactive content.
- ✓ Implementation of SEM advertising in social networks and google adwords without limit.
- ✓ Market research and digital competition analysis.
- ✓ Graphic design, publications, Stories and brand interaction for Facebook and Instagram: 20 designs with adapted copys per month for 20 publications on Instagram and 20 on Facebook.
- ✓ Channel management of 4 YouTube videos.

- ✓ Editing, editing and SEO of 2 videos per month. (previous sending of material by the Client is essential for the edition of the videos).
- ✓ Brand and product positioning strategy and planning.
- ✓ Implementation of email marketing strategy: 2 mailings per month.
- ✓ Implementation, optimization and update of SEO strategy for websites to verify structure and images: 10 hours of programming per month.
- ✓ Google maps optimization.
- ✓ TikTok channel management: optimization of videos for publication of 4 videos per month.
- ✓ PECMAB work (Positioning, Focus, Category, Business Muscle, Authority and Brand).
- ✓ Statistical analysis with issuance of Report 1 per month.

- ✓ Marketing strategy, sales performance and commercial process.
- ✓ Workflow +CRM+ email-marketing platform management.
- ✓ Possibility of substituting a social network for another that is of greater interest to the client's target (LinkedIn, Pinterest, Twitter, etc.) or newly created.

**€950**  
MONTHLY PAYMENT

I wish to purchase  
this plan

ADDITIONAL ONE-TIME PAYMENT  
**€300**  
INITIAL ASSEMBLY  
STRATEGY CREATION



## PLAN PLATINUM WORKS COMPRISING



- ✓ Marketing and Online Marketing Consulting and Services.
- ✓ Content generation and account management in social networks.
- ✓ Creation of interactive content.
- ✓ Implementation of SEM advertising in social networks and google adwords without limit.
- ✓ Market research and digital competition analysis.
- ✓ Graphic design, publications, Stories and brand interaction for Facebook and Instagram: designs with monthly copys adapted for publications on Instagram and Facebook on demand.
- ✓ YouTube channel video management.

- ✓ Editing, editing and SEO of monthly videos (essential the previous sending of material by the Client for the edition of the videos) on demand.
- ✓ Brand and product positioning strategy and planning.
- ✓ Implementation of email marketing strategy: monthly mailings on demand.
- ✓ Implementation, optimization and update of SEO strategy for websites to verify structure and images: 10 hours of programming per month on demand.
- ✓ Google maps optimization.
- ✓ TikTok channel management: optimization of videos for on-demand publication.
- ✓ Branding and communication for branding work.
- ✓ Growth Hacking competition management (with the use of Growth tools and artificial intelligence).

- ✓ PECMAB work (Positioning, Focus, Category, Business Muscle, Authority and Brand).
- ✓ Statistical analysis with issuance of Report 1 per month.
- ✓ Marketing strategy, sales performance and commercial process.
- ✓ Workflow +CRM+ email-marketing platform management.
- ✓ Possibility of substituting a social network for another that is of greater interest to the client's target (LinkedIn, Pinterest, Twitter, etc.) or newly created.

ACCORDING TO BUDGET

ADDITIONAL ONE-TIME PAYMENT

€300

INITIAL ASSEMBLY  
+  
STRATEGY CREATION

I wish to purchase  
this plan



# Nuestras Instalaciones



**FORMACIÓN**  
**MARKETING**  
TARGET TALLER



**OBJETIVOS**

- \*Aumentar el número de clientes, convencer a nuevas personas o empresas de que tus productos o servicios son los más adecuados.
- \*Fidelizar a los clientes, las bases para que la relación entre empresa y cliente sea lo más duradera posible.
- \*Obtener más (y mejores) ventas, potenciar que compren más productos o de mayor valor. Pero en función del sector o del tipo de producto o servicio, se deberán potenciar más unos u otros.

*Con nuestros planes  
de marketing ofrecemos*

**1 FORMACION Y ESTRATEGIA  
DE MARKETING DE 2 HORAS**

**MARKETING EMPRESA**  
CON XAVI BOSCH  
TOUR EXPERIENCE



**EL MARKETING  
LÍMBICO**



**Xavi Bosch**

CEO – Growth Hackers

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