



Interview ▶ We talk to the creators of a new marketing agency



Cristian Palacios

Entrepreneur

«We believe in promoting small brands that want to increase their income thanks to social networks»



Armand Sanchez and Cristian Palacios are two young people aged 24 and 25, partners of &UP, a new digital marketing agency that currently has them as employees. From EL PERIÒDIC we wanted to talk to Cristian Palacios so he could explain how they started the business and what their future projects are. His company is focused on developing personal brands for companies and individuals or influencers. Although it was born a few months ago, they already have projects underway, including the recording of several events.

–How did the idea of create a marketing agency come about?

–We have always been thinking of project ideas even though we had never taken the step... One day Armand told me that we could do a community manager agency, that is, social network management and creation of content for companies. In addition, at that moment I had just left a company where my work was strongly related to this type of work, and it was then that I first saw this project as viable. But as we have always agreed that we are two non-conformist people, we started adding other services to offer and that's when we decided to create a digital marketing agency.

–It is a very new company in a fairly saturated sector. How do you manage to differentiate yourselves from the rest of the competitors?

–It is true that there are many marketing agencies both nationally and outside the Principality, but it is also a very broad and changing sector. In other words, new sectors

are always emerging driven by technology and trends. Currently, competitors are looking for large companies, which have a lot of capital, as has been done for many years. We believe in promoting small brands such as shops, small businesses or even individuals who want to increase their income thanks to and/or through social networks. That is why we tend to work with percentages, in this way we all grow in parallel and fairly. On the other hand, we add audiovisual services that help make the content more professional.

–One of the main points that stand out is that you help companies to create content on social networks. How do you do it?

–First we try to create a link with our client, analyzing their company, brand and business model, then we assess their objective and come up with a strategy of how we could get there. Once we have



«We tend to work by percentages, so we all grow in parallel and fairly»

everything planned, we undertake regular photo and video sessions, thus creating the content that we will later use on social networks such as Instagram, TikTok, LinkedIn, YouTube...

–The image is one of the features that differentiates one company from another. You also offer this service...

– Yes, we offer this service by creating and managing the image of a brand over time with a positioning strategy within its market. We do this by connecting and making your audience loyal, turning them into customers.

– There is a big difference between the communication and marketing of a company that sells products and one that sells services. What do you offer in each case?

–Yes and no. In both cases it is about influencing the person, there is not a big difference between a service



►► &UP durant la gravació d'un esdeveniment.



«As a marketing agency, we are dedicated to positioning our client at the head of their sector»

and a product from a marketing point of view. Where we could point out a difference is whether we sell results or emotions, one is aimed at a more pragmatic audience while the other at someone more emotional. These are concepts that, although they can coexist in the same message, can also be worked on separately.

-What is the key to communicating well?

-When it comes to communicating effectively, first of all you have to know what your niche is and what its needs are. You have to find which is the most used communication channel and the most suitable language to get there, usually, this must be the most understandable, short and fast to convince your potential client.

-Focusing on ongoing projects, you collaborate with the Andorran Football Federation (FAF).

-We collaborate with the company in charge of producing the live recordings of the matches, but yes, we currently give them a hand.

-You also make recordings at events...

-We are present at fairs where companies present their products and want to take advantage to have stock photos and videos directed to their social networks and web pages. There are also smaller events where some companies attend to present the current state of their projects or their sector. In this, companies tend to want to broadcast the event live and/or publish it for those people who cannot attend in person.

-How would you define the agency? And marketing?

-We have the slogan «From Nobody to Somebody» because as a digital marketing agency we are dedicated to positioning the client at the head of their sector.

-Where do you expect to achieve?

-Our goal? The truth is that we do not stop dreaming, but we are currently looking to consolidate our image and gain the trust of our customers through a job well done and maximum professionalism. And in the future to increase collaborations and grow the team. #sensePararDeCreixer "#withoutstopping".

Your leading real estate agency in Andorra.

Our experience guarantees results, realtors since 1988.



(+376) 353 424 / (+376) 379 769

(+376) 747 747

laportella@andorra.ad

Casa Nova Olivet 10 · Ordino

www.laportella.ad



Don't miss any special editions of **El Periòdic!**