



Interview ▶ His career has made him a benchmark in e-commerce and digital marketing



Kike Gil

Entrepreneur

«Ecom courses are the number 1 academy in Andorra and Spain in e-commerce and digital marketing»



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Kike Gil, better known on the networks as Kike GTR, is a 31-year-old entrepreneur, born in Barcelona (Spain) and resident in Andorra since 2015, with a long history in digital marketing and e-commerce. His CursosEcom academy was born in the Principality in 2019. From EL PERIÒDIC we wanted to talk to him to get to know more closely who is behind his courses, which have already become benchmarks in Ecommerce and Digital Marketing in the country and also in Spain.

–It's been a few years since you decided to start your own business, but how did you get started in the world of digital marketing and e-commerce?

–It all started in 2012, when I made my first personal fitness page on Instagram where I showed my muscle progress and also showed what I

was eating (@kikegil92). As I published content about fitness and diet, I grew in the number of followers, and they asked me what I did to stay in shape. As a result of these doubts, I decided to create an info product, which consisted of offering a diet to lose fat and another to gain muscle faster, together with a sports training plan. The pack was sold for 50 dollars and everything was through e-mail, since it did not have a website. This was my first contact with online sales.

From there I started to do more things and decided to create a network of Instagram pages around the fitness sector, where I managed to have a total of 11 million followers. My goal, in the beginning, was to make my workouts and diets known all over the world, mostly in the United States. With these same Instagram pages, I ended up serving other personal trainers and companies in the industry, such as supplement brands, sportswear, training apps, etc. Then, along with the promotions, I started projects like my own brands of sportswear, slimming teas, and others. All these businesses catapulted me and helped

generate great numbers.

– You started with diets and fitness, but what came next?

–In 2018 I created a car Instagram page (@kike_gtr), as motoring was and is my passion, my hobby. At the same time I decided to open up to the camera and start making videos with my cars for YouTube. In doing so, I grew in the industry, gained recognition, and increased followers. A common concern of my followers at that time was to know what I was doing to have these cars – just like it happened to me when I had the fitness page. On my profile, followers would see exclusive cars and want to know how I got them; for this reason I decided to create an academy in 2019, where I explained where I come from, what I have done and train people to do what I do. I basically filled the demand I perceived.

–Tell us about your CursosEcom academy. What kind of courses do you offer?

–CursosEcom is an academy born to respond to all people interested in creating an online business. We are two founding partners and a third

in logistics integration. Each of us comes from different sectors within marketing and e-commerce and, based on our experience, trajectory and knowledge, we teach people how to build their online sales business. If I had to define the course, I would do so by saying that it is a training that teaches people who are starting from scratch to build their own website and sell products without the need to have stock or inventory in the most transparent way possible, since we teach our own businesses. In addition, we also focus on teaching organic and paid advertising on various platforms such as Facebook, Instagram, TikTok and Google. What attracts students is that you don't need to have previous knowledge to take the courses, because we teach you how to do it from scratch.

Regarding the types of courses, we offer two. One of them, very briefly, is the explanation of how to build an online business; the other is even more comprehensive in that you have one-on-one mentoring with a team member who has experience and has succeeded in the industry. The truth is that I am very

proud of the academy we have created because we have managed to position ourselves as the number one academy in Andorra and Spain in digital marketing and Ecommerce. This is what our students express, explaining that there is no academy in the Principality or in Spain that is like ours, that offers this infrastructure and that gives them direct access to practice in such a transparent and direct way. In addition, what the people who do the training really value is that we make our structure available to them, which currently amounts to more than 300,000 euros in stock, a warehouse, workers and mentors.

–You spoke to us about what the courses are like, tell us what your career paths are.

–The academy has several professional exits, such as bringing advertising to third-party businesses, knowing how to attract customers for your own business of whatever nature it is or the most common, which is building an online product sales business. They have the option of using our warehouse where we currently have stock in 70 different



«CursosEcom was born with the purpose of responding to those people who want to build an online business»

products previously tested by us and shipping within 24/48 hours to their end customer, but we also teach them how to buy from China for example and sell the product to your end customer.

-What is the profile of the students who do the training? Is it necessary to have previous knowledge of the sector?

-Many of them start from scratch and have no previous knowledge in the sector. Most of the students are my followers, passionate about the motoring world who want to generate new income. They are also restless people who want to get out of the ordinary, who are eager to explore different ways of making a living with more scalability and more potential than a traditional business.

-With the number of students who go through their training, you must have a lot of feedback. Have they been doing well since they finished the course?

-The students who have finished the training are very satisfied and what makes us most proud is to see how they apply the knowledge acquired during the course. Moreover, they are doing well and achieving better results than even they themselves expected. One of our students, the one who has stood out the most so far, has invoiced in the last eight months more than a million euros, of which 200,000 euros are profits. Given his success, we took him on for the academy and he now mentors new students to help them through their training.

-As a person with a long and recognized career in digital marketing and e-commerce, what would you say



Image above Kike Gil giving a training; below, with online sales packages before they leave their warehouse.

to someone who wants to enter their sector?

- My advice is to take it easy, that you don't want to enter just to make money. In addition, I would recommend that you enjoy the experience and the process of training in a sector like this and find a taste for it, because then the money will come. In

evolution is where you will find happiness and after that is when the rewards come. The most important thing is to evolve and feel fulfilled by launching and growing your own project.

-What does a person who starts the course have to do to end up succee-

ding like you did?

-I consider that not giving up is the most important thing, especially in the first problems that may arise. There are problems in all businesses and your role as an entrepreneur is to solve them. The preparation you have to withstand the pressure will be directly proportional to the success you will end up obtaining, in most cases. Effort, constancy and discipline are the factors that will make you endure the fact of working and fighting mentally in the problems and in your project.

-At the age of 31, you have already had several successful companies. After all you have done so far, what's left you to do?

-In business you never reach an end, as you always want more. You want to grow in a different way, either by diversifying or by protecting capital with investments. Right now I am very motivated with CursosEcom and I want to make the academy even better than it already is, either by consuming financial resources or time. In terms of money, I plan to offer more variety, stock and better service to our students and time is because I consider that thinking is how things are done well and getting involved consumes a lot of time.

-What move and motivate you?

-I am motivated by the fact of improving, growing and progressing in my work, in my physical condition and in my personal life. Growing motivates me a lot - that's why I never stop and encourage your readers to try new industries like ours. You can contact us by scanning the QR code we leave here! ≡



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