



xtrategics

INTERNET BUSINESS CONSULTANTS

Digital transformation for businesses and companies

**PROFESSIONAL SOLUTIONS SUITABLE TO
CLIENTS' NEEDS**



LOCATION



Anglesola, Lleida (Spain)



Today's client and consumer are social, experiential and mobile.

REFLECTIONS

We check our mobile an average of 150 times a day.
65% of clients would be willing to pay more for a better shopping experience.

80% of consumers check the Internet before completing a purchase.

Clients and communication channels with businesses have changed, and so have sales processes.



DIGITAL TRANSFORMATION AS A FACILITATING PROCESS FOR COMPANY AND BUSINESS GROWTH

Strategy

It is essential to incorporate the digital vision into the company strategy before taking action

Production

Perform digital actions aimed at improving your client's experience

People

People are fundamental as a motor of all change: digital culture and digital training.



WHAT DO THEY DO?

Digital strategy and transformation

Web projects

Social media and content marketing

Digital advertising

Digital training



DIGITAL STRATEGY AND TRANSFORMATION

They develop corporative strategies, analyzing every company to apply strategic actions which increase the company's competitiveness and sustainability in the current social and technological paradigm.

They define a personalized digital scheme which allows applying new models, processes, and tools

They monitor the brand, the market and the channel to detect risks and opportunities

WEB PROJECTS

The website has to be focused on creating business opportunities and positive experiences and emotions for the user

SOCIAL MEDIA AND MARKETING CONTENT

Social media have become a mandatory channel of communication. They define a tailor-made Social Plan which contemplates which professional tools companies need and which content types they should emit

DIGITAL ADVERTISING

The user has changed. They are social, they check their mobile phone more than 150 times a day, and 80% consult the Internet before completing a purchase

DIGITAL TRAINING TO EXECUTIVES AND SALES TEAMS

To eliminate bad digital praxis and to complete digital culture and transformation projects. Key areas as sales can incorporate Social Selling skills to obtain contacts and new business opportunities



DIGITAL COMMITMENT

Digital Commitment (Compromís Digital) is a charitable initiative promoted by Xtrategics that consists of helping social organizations or projects to increase their digital presence on the Internet.

Thus, year after year, as companies send little gifts to their clients and the team at Christmas time to thank them for their trust and commitment, Xtrategics thanks our clients' and the team's commitment by allocating this budget to #CompromísDigital.

Thanks to this social responsibility strategy, Xtrategics has raised a total of 4,000€ in 2018, 2019, 2020.

Some examples of charity projects in Lleida are: Associació Down Lleida, Special Olympics i Centre d'Iniciatives Solidàries, Associació Alba, etc.

In Xtrategics we have always bet for being a supportive digital agency with social responsibility. From the agency beginning , we have always wanted to help local organizations with charitable initiatives, to accompany them on their way to digital transformation.

A new charity challenge #balafiaXdonaiesport

At the end of 2018, we proposed a charitable challenge to create a new digital and cooperative image to help with the media campaign of "donaBalafia": an association in Lleida which places value on sportswomen and fights for the visualization of women in the world of sport.



Charity event for
inclusive
sportswomen



Digital commitments made



Federació Allem (2017)

- Allem wants to highlight the lack of resources for people with disabilities to raise social awareness and help improve their possibilities.



Special Olympics Catalunya i centre d'iniciatives solidàries (2016)

- Xtrategics analyzed the presence of missionary Angel Olan and the combination of recommendations to improve the digital positioning and impact on SocialNetworks.



Associació ALBA (2015)

- Create a website for the association's camp home base, available to schools, families and groups.
- <http://www.casacoloniesvalldeboi.cat/>



ASPID (2014)

- We created a new digital channel for this paraplegic and disabled people association to explain their value to potential clients and contribute to the development of the association

LINKS

Web page <https://www.xtrategics.com/>





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