



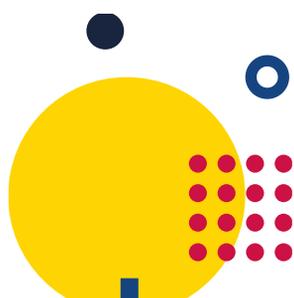
Best practices study.

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The best practices study aims to present a success story of a company that embarked on its digitalisation journey, becoming a benchmark in the sector, in order to serve as an inspiration for other SMEs.

The starting point for the development of this analysis was the identification of the concerns of SMEs from various sectors, which expressed their interest in learning about good practices in the areas of customer relations, digital marketing and growth in social media, among others.

Throughout the document we analyse those initiatives that can serve as a reference for other companies in their digital transformation process and how they have impacted the company's business.



El Refugio de Cristal



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Company information.

WEB ADDRESS >

<https://elrefugiodecristal.com/>

YEAR OF FOUNDATION >

2018

LOCATION >

Camino de Robledo 54
45159 Hontanar (Toledo)

NUMBER OF EMPLOYEES >

2

TYPE OF COMPANY >

Sociedad Limitada (Limited
Company)

MAIN ACTIVITIES >

Eco-sustainable rural accommodation

SECTOR >

Tourism

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About El Refugio de Cristal.



From that moment on, through the use of tools such as Google Analytics and Google Ads, they began to identify what motivated potential customers and where their interest in staying at their accommodation came from. As a result, they have been able to refocus their marketing and advertising strategy, adapting it to the identified target audience.

However, the main transformation that has had the biggest impact on their business has been to increase their online presence.

During the lockdown derived from the Covid-19 pandemic, El Refugio de Cristal was forced to close.

As a result, they identified the need to redirect their digital strategy in order to foster a closer and more effective relationship with the customer.

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As Carlos says, **“Nowadays, when we are all looking for any kind of information on the Internet, if something does not appear on the Internet, it is really as if the person or the company does not exist.”**

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Processes involved in digital transformation and results.



" We have used a mix of SEO and SEM strategy. The SEO strategy is after all a more long-term strategy."

Implementation of an SEO and SEM strategy

In order to increase its online presence, El Refugio de Cristal has used a mix of SEO and SEM strategy, with the help of an external SEO professional.

With the SEO strategy, they have carried out a redesign of the structure and content of the website, developing internal content to improve their web positioning. The SEO strategy requires continuous involvement, and they remain attentive to its evolution in order to implement improvements. In this way, they seek to be able to position themselves among the initial results in the Google search in an organic way.

Furthermore, at the same time they invest in keywords, they also have advertisements and all kinds of strategies that help them to position themselves in a visible place on the first

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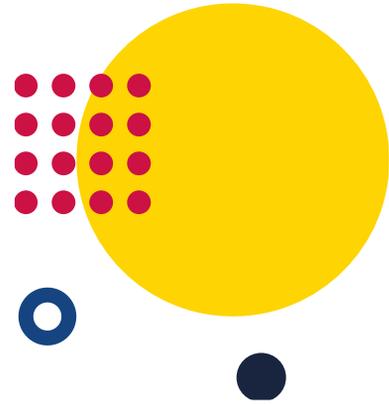
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Presence in RRSS

El Refugio de Cristal has tried to increase its online positioning through different phases. The start of their transformation strategy was through social networks, with the aim of obtaining a return in the most economical way. The goal was to create a community, for which they counted on some collaborators who facilitated the beginnings. After that, it was up to them to maintain that community.



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“Social media takes a lot of time, a lot of work and, above all, a lot of attention. Social media is quite demanding when it comes to creating new content.”

Investment in keywords and ads

They carry out a monthly review of keywords and website performance in order to identify patterns that vary in order to influence and adapt their strategy. In the long term, this action allows them to identify key positions to further reduce the cost of their strategy and actions.

Maintenance of the SEM strategy

El Refugio de Cristal, with the help of a professional, has observed and analysed how the positioning of keywords and ads depends on the number of clicks, dates and competition. This has a direct impact on the cost of your own positioning.

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“The whole strategy is based on increasing online presence. The change we are making and will continue to make is focused on reducing costs.”

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Measuring the impact of actions thanks to Google Ads and Google Analytics

El Refugio de Cristal has seen an increase in interest in staying at their accommodation, with a growing number of calls, emails and bookings being received.

Moreover, by using tools such as Google Ads and Google Analytics, they have been able to identify the types of customers who are interested in staying at their premises. In addition, these tools have allowed them to carry out an analysis linked to other types of functionalities of their website, thus identifying what leads to the booking process. This has allowed them to measure the impact of their investment and the actions carried out, resulting in cost reductions and a greater reach of the target audience.



“The most important thing is to be extremely aware of who our target customer is and what he/she is looking for and needs.”

Optimal digitalization strategy

The whole strategy is based on a long-term strategy, increasing online presence in the best cost-effective way. Instead of focusing on the more cost-intensive SEM strategy, they have focused on the SEO strategy in order to invest as little as possible in ads. In this way, their aim is that, in the future, only through the use of keywords, they will appear among the first results of Google.

The case of El Refugio de Cristal illustrates that, by implementing SEO and SEM strategies, a business can significantly increase its visibility and presence on the web.

El Refugio de Cristal is an example of how to increase visibility and grow a business with a limited financial investment, using analytics to study the evolution and continuously reducing investment costs.

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