



Interview ▶ We talk to an expert in digital marketing



ALBA
Cladellas
@albacladellas

Adrián Lucena is an entrepreneur settled in Andorra who lived in a poor neighborhood between Badia and Barberà del Vallès (Spain) and eventually entered the world of entrepreneurship. The beginnings were not easy, and some projects failed, but in the end he deepened his knowledge in digital marketing and as a result he succeeded in one of these businesses. He moved to the country a few years ago and was able to connect with many entrepreneurs here.

The three words, said by him, that best define him are constant, creative and philanthropist.

–How has your professional career been?

–From a very young age, at the age of ten, I already had entrepreneurial energy. My mother has always told me that at the campsite where we used to summer, she would collect the things from my parents' bungalow and take a table, put me in places of the compound where there was a lot of people's traffic like the toilets, and there I would put the things in the sale for one euro. One day I got 60 euros. I was already generating more than what my mother earned working a whole day. I also told her that I wanted to set up an alarm company with eye recognition. And this occurred to me when I overheard a conversation at home about the large number of robberies in Barcelona at that time. My mother was hallucinating.

The first income came from selling things around the neighborhood, and that's when I realized that I loved this world.

–Your beginnings were when you were very young, and what's more, they were in the hospital. What happened to you and how did everything go?

–I had an appendix operation that got complicated, I fell out of the hospital bed and was in a coma for a week. When I woke up I had lost the memory of my daily habits. I didn't know how to do simple things like



Adrián Lucena

Entrepreneur

«When I overcame cancer, my capital recovers but life does not»

turn on the TV, the console or start the motorcycle. I didn't know how to move my left leg either; I had to learn to walk again. That's when I became interested in digital marketing and started training.

When I finished high school I signed up for an intermediate marketing degree, but when I was about to start it, I was diagnosed with Ewing's sarcoma in my hip. I was only seventeen years old and it was

a very hard blow. However, my family taught me to never give up, so I did adult chemotherapy, had surgery and ended up with 130 stitches, an autologous bone marrow transplant and finally, and I al-

so had radiation therapy sessions.

During the year of fighting cancer I realize that I have a lot of free time in the hospital and I start to study digital marketing in a self-taught way. At that time there we-

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



MARC RAMOS

I realized that
es not»

re people making a lot of money in this sector. My beginnings were doing blogs that brought me a euro a day.

I thought I was Bill Gates and I started looking at people who had made it. And besides, I thought of everything I had fought for; because in cancer you fight against death because you can lose your life, in entrepreneurship all I could lose was my capital, and that can be recovered. After failing in many businesses, I met with important people in the marketing industry and started a lead capture company; this is where Lucenathor is born.

–How many years ago? Did you start very young in the world of marketing?

–I started moving in the sector when I was eighteen years old through blogs, but at twenty-two it was when I started to generate income that ranged between 2,000 and

3,000 euros.

–What is the most surreal thing you have done?

–It will seem like a joke, but I made a blog about Barbies in order to attract all these girls who liked to play with dolls. It didn't go well for me. When I woke up and thought about making articles it didn't motivate me and I realized that you have to do things that you like. Another anecdote I have is one time I accompanied my father, who is a taxi driver, to a convention. There I managed to get a station called Sugar Taxi to pay me 600 euros to take charge of their digital marketing.

–Your story is one of overcoming and success both in the personal and professional fields. After everything you have been through, what do you do now?

–I have invested a lot in e-commerce, I have a couple of stores, but I

outsource everything. I realized that the profit was getting smaller and smaller.

We have moved all these energies into digital marketing with a digital social media marketing agency, what is known as SMMA. Through the networks, we obtain clients for the companies that hire us and agree a price for each lead.

We are also in the real estate sector, we have a construction company where eighteen people work. Now the project we have in hand is the construction of an urbanization of five luxury villas in Tarter, in Vall d'Incles.

Apart from this, we also have an academy where we train hundreds of students in lead capture. This sector is the future. Following the pandemic, companies realized they had to invest in this and now what we do is train people.

–How do you see e-commerce now in 2023? Is that what it was?

–We have a warehouse of one thousand square meters in Sant Fruitós de Bages (Spain) and used to sell to Shopify, but the reality is that there is now much more competition and, therefore, advertising costs have risen. Before selling a dog brush was worth five euros and now it is worth twelve. Logistics expenses have also risen a lot. Now people buy everything cheaper on Amazon and AliExpress. Before setting up an e-commerce was very easy, now if you are not a professional in the sector, it can be very difficult for you to position yourself.

–Where do you think digital marketing is going?

–The future is investing in new technologies, social networks, association with influencers in the field you are in, but above all digital marketing and artificial intelligence. The audience levels of television are falling more and more and those of Twitch, YouTube are rising... and people and companies are realizing it. Everything is headed here.

–What are the keys to winning customers?

–Be very transparent, direct and do high quality work. In the construction sector we work to achieve perfection in the houses we are building. And the same for the marketing agency. For example, last week I was contacted by a company that knows what our fees are, but they are also aware that we travel, provide the equipment and make the videos for the ads... they really see the quality.

What you have to do is differentiate yourself from what's already out there, that's what works.

–Train people to learn about digital marketing. How does yours differ from other trainings in this area?

–I speak from personal experience. I differ because of the way I teach it, we do continuous monitoring. There are live classes, the content is professionally recorded, it looks like a Netflix series, and we have the best in the business. It is not a conventi-

onal training, we have invested more than 80 thousand euros.

–What do you like most about Andorra?

–The best thing is the entrepreneurial ecosystem that is being created. I arrived here six years ago when there were still almost no digital entrepreneurs, or very few. You couldn't do as many synergies, but now everyone is coming.

Also, the worse it is in other countries the better it is here in terms of foreign investment. You can learn from many people, a conversation in a restaurant is a mentor.

–Speaking of more personal issues, how do you understand happiness?

–For me, happiness is turning around and seeing people living better thanks to what I have con-

tributed to them. I receive messages from people who have improved their personal and financial situation thanks to my knowledge. This is why I like teaching so much and I will create a university for entrepreneurs.

–What is success for you?

–Both success and happiness is what happens now. It is being able to have my family close, that they have something to live for and that together we help other people to have what we have. Maybe without having very high luxuries, but without missing anything, and being able to work on what we like. Success is also getting up with a goal and motivation.

–What is Adrián Lucena's day-to-day like?

–I wake up, take the computer and do some training. I live with my marketing director and partner and my creative director so I take the opportunity to have a mini meeting of the things we will do that day.

I drive the car, I go to see the works and I spend the morning putting out fires with my partner Jordi of Rols Immobiliària and by noon I go to the office and record the contents. Then I attend to clients who require me and record training videos.

–What is your secret?

–Be totally transparent and very constant. I've always said I'm not the smartest, but I work hard. ≡

MARC RAMOS



►► Adrián Lucena at the works of the luxury villas he is building.