



Interview ▶ From painting cars to being a digital marketing expert



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Xavi Esquerigüela has many ways of definition, it all depends on the field. In the professional world, he is an enterprising, hardworking person who is constantly looking to grow. In his personal life he can be defined as an athlete, a friend of his friends and a person who always tries to be a good son and be happy with his partner and his family. The three words that most define him, said by himself, are: involved, committed and disciplined.

–How were your beginnings in the world of work?

–My beginnings in the world of work are what made me fight to be where I am and to be able to do what I do. My first job was as a waiter in an ice cream shop, aged 16. At that time I was working while studying Compulsory Secondary Education (ESO) in order to have money for my expenses. My parents never had a lot of money although, what little they had, they always shared it with their children. Once I graduated, I spent some time not really knowing what I wanted to do, whether to work or study. I opted for jobs as a warehouse attendant, a waiter, but finally I decided to study an intermediate degree in sheet metal and painting so that I could specialize in something. When I finished I started working as a car painter in a workshop, but after two years I left the job. These beginnings in the workplace and the fact of having gone through these jobs have been the incentive to be who I am now.

–After this professional experience you decided to start a business, at what age did you do it and why did you start in the world of entrepreneurship?

–I decided to start because I kept asking myself: is this what I want? Work and involve myself so much to help fulfill the dreams of another? It was clear that not, and in order to be independent at work I had to undertake and, thus, be able to make my dreams come true. At the age of 19, I created my first digital marketing agency. I knew nothing about this field, but those who were my partners encouraged me to start the project with them, and because of that I completely changed my life. I will always be grateful to them, as I don't know if I would have decided to make the change I did at that moment on my own. That marketing agency grew a lot and, in my case, I learned everything to do with digital marketing as the agency grew. I learned so much and it was so good for me that the growth the agency had completely exceeded the growth averages of any other business. We became a team of 35 people, generating a high turnover volume and collaborating with big brands as clients of the agency.



Xavi Esquerigüela

Entrepreneur and expert in digital marketing

«The market is full of digital marketing agencies, the key is to differentiate yourself in the process»

It was during this 12-year process that, being a partner of this agency, I learned everything I know now both about entrepreneurship and running a business and about digital marketing

–Now you have a marketing agency and there is a lot of competition in this market. How do you differentiate yourself?

–It's a good question and, given the volume of agencies that exist on the market, it's absolutely necessary to differentiate ourselves from the rest if we want to have a good recruitment of clients. In our case, we are clear about this and we try to

do things differently from the rest before customers contract the service, that is, during the commercial process. Putting ourselves on the side of the user, when he wants to buy a product, before making the payment he sees what he is going to buy, touches it and makes sure it is what he is looking for; on the other hand, when we talk about hiring a service, it is complicated for the user to know what this service will be like before hiring it. It is for this reason that we try to differentiate ourselves from the rest in the sales phase, because we try to provide a lot of value before contracting so that the potential client unders-

tands what our service will be like and that it will surely be much better than what other agencies offer. All this is not easy and is achieved by devoting a lot of time and resources to preparing, in a personalized way, the strategic proposal that the client needs. That is to say, for free, we design the digital marketing strategy that you ask of us, based on a market and competition study. Not all agencies do this and it is for this reason that we have a constant influx of clients, because we do something different and that causes the client to perceive that we are good, professional and that, without having paid us anything we make a plan,

we can do even more if you pay us. Then, obviously, the time we have been in the market differentiates us. As you mentioned in the question, there are many agencies, but most of them have just been born. The fact of having been in the sector for 12 years has allowed us to know digital marketing in all its stages and to understand that the strategy needed by each business model is completely different.

–What is the YouTube Ads Academy, the Ads'n'Roll traffic agency and the agency for info producers, Funnel Cracks?

–The Youtube Ads Academy is the

first online training academy that I launched on the market. This is a training that is entirely aimed at those profiles who want to learn how to design and execute the best advertising strategies within the YouTube platform. This training was born out of necessity, since when I created Ads'n'Roll, which I will now explain what it is, I realized that there were many profiles who knew about Facebook Ads and other advertising platforms, but few people were good at Youtube Ads. This service was one of the most demanded by companies at the time, and this made me see the need to train the first generation of experts in YouTube Ads. I got it Today there are already specialized profiles on this platform and powerful agencies specialized in this, and I love to see that these people are my students. On the other hand, when we talk about Ads'n'Roll, we talk about my little boy. It's not that small anymore, but I continue to see it as such, since the growth it has had in such a short time has been spectacular and I still can't get over it. Ads'n'Roll is my current digital marketing agency and the one that has helped me really own the lifestyle I lead. which I was a partner for more than 10 years. That's why I mentioned that it was in that first agency that I learned everything, because when I left it and set up Ads'n'Roll, what I did was apply all my learnings and that's why the growth of Ads'n'Roll has been what it is because the systems that have been applied at all times were more than tested and validated. Today, it is one of the most recognized online traffic and sales funnel agencies. We have worked with great brands, with great informants and managed large sums of money for our clients. Now I'm very focused on Ads'n'Roll continuing to grow, but above all, I'm focused on mentoring people who want to go through my same transformation, that of creating a digital marketing agency and being able to make a good living from it.

-How many info producers have you worked for so far?

- Well, we may have worked for more than 150 info producers already. The most interesting thing is not so much the volume of info producers we have worked with, but the

positioning that some of them have in the market. We have worked with great info producers such as Anxo Perez from 8belts, with many well-known authors from the Planeta Group, Judit Català, César Rivero, Pau Antó, Silvia Congost, and many others.

It has been the fact of working with so many info producers and with such powerful profiles that has allowed us to understand that the strategy for each one must be completely different, and that we have the ability to fully adapt to each one and execute it the best way

-You are also in the world of training. What courses do you teach?

-I have been in the training world for many years. My first university classes were when I was 23 years old. At that time, what I was giving was a lot of face-to-face training, I was part of the teaching team at several universities in Barcelona and digital business schools. It was here that I realized that I had a lot to teach, to contribute and that I really liked doing it. That's why I decided, in addition to training other schools, to have my own online academy, the YouTube Ads Academy. Right now I continue with the training, but with a more mentoring format, where I accompany people to create their agency businesses, do it very well from the start and achieve business growth, in an accelerated and sustainable way. The price of these mentorships is higher than my YouTube Ads training, for example, but because these are mentorships in which my involvement is very high, I get deeply involved in my students' projects and, moreover, when my students apply my systems and do the process with me, they achieve great results in a short time, so the investment they make in me is an investment that ends up paying off easily and quickly.

-Besides digital marketing, do you have other businesses?

-Not other businesses now, although I have had them. The biggest business I had that is not within digital marketing was an events company I had together with two other partners, where we organized festivals in Barcelona, mostly on hotel terraces. It was a very good business,

we made a lot of money and I learned a lot. It was the clear example of a business that was taken away by covid due to the restrictions. Many times I consider doing something similar again.

What I do have right now parallel to my digital marketing businesses are investments. The surplus annual income that I have, I use it to invest in various things, such as luxury watches, startups, etc.

One thing I also want to start this year is investing in real estate. I haven't done it because I still lack a lot of training on this, but within the investment options that exist today, I find everything that has to do with real estate very interesting.

-When and why did you decide to move to Andorra? And what attracts you most about the country?

- Well, it's been about four months since I decided to leave Barcelona (Spain) to come to Andorra. There are many reasons why I decided to come and live in the Principality. The first, because the tax conditions are more attractive and I knew that the ones here would help me to more quickly achieve the business goals I could have. However, this was not the main reason. I had recently made some trips to Andorra to visit clients and see friends, and the last few times I had been detecting the public profile that is seen around here and the opportunity to generate business. In Andorra there is a lot of technological profile and a great digital business ecosystem that is being created. This, for my business, is a piece of cake, as everyone may need a marketing service like the one Ads'n'Roll offers.

In fact, the growth of my agency since I have been in Andorra, has been increased considerably, and this is because we have managed to start collaborations with great profiles who live in Andorra, such as info producers, YouTubers and online business owners very consolidated

What attracts me most about this country is the tranquility and the atmosphere that you breathe. Coming from Barcelona as I did, the truth is that I have noticed a drastic change in the quality of life. I live much more calmly, without many of the worries I could have at the time and, although I continue to dedicate many hours to my work, I ta-



«The growth of my agency since I have been in Andorra has increased considerably»

ke it in a completely different way and much more calmly.

- What is success for you? And happiness?

-For me, success and happiness go hand in hand. The fact of obtaining success, I associate it with achieving the goals that you set yourself. If you achieve these goals, in some way you are achieving your success. And I say it goes hand in hand, because at least, in my case, what gives me happiness is knowing, either that I'm achieving this success or that I'm at least fighting for it. And here comes the fact of how nice it is to do what you like. If you are working to achieve success, and you are also doing it with pleasure and knowing that it is what you like, despite the fact that these goals or this success have not yet been achieved, the process to achieve them is already on you giving this happiness we were talking about. ≡

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►► Image of Xavi Esquerigüela.

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