

BUSINESS- FOCUSED COMMUNICATION

PRESENTED BY CHEMA SÁNCHEZ



IBERAVAL
sociedad de garantía

aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

December 12, 2022



WHO AM I?

José María Sánchez, AKA Chema

**Communication and Digital Marketing
Manager of IBERAVAL SGR (Spain)**

**You can find me on LinkedIn as
chemasancheziberaval**



IBERAVAL
sociedad de garantía

aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS



40 YEARS

Iberaval started to help the SMEs get financing and growth in 1981. We celebrate that with a big event in Valladolid

35.000 PARTNERS

Iberaval works with this number of SMEs associates to our company. We grow more than 2,000 associates by year

DIFFERENT REGIONS

We provide face to face services in the center and northwest of Spain, but we work with SMEs in Spain from our website iberaval.es

ONE FIFTH OF THE SECTOR

Iberaval represents a fifth of the sector of guarantees in Spain, in business' risk, associates companies and activity during the last year.



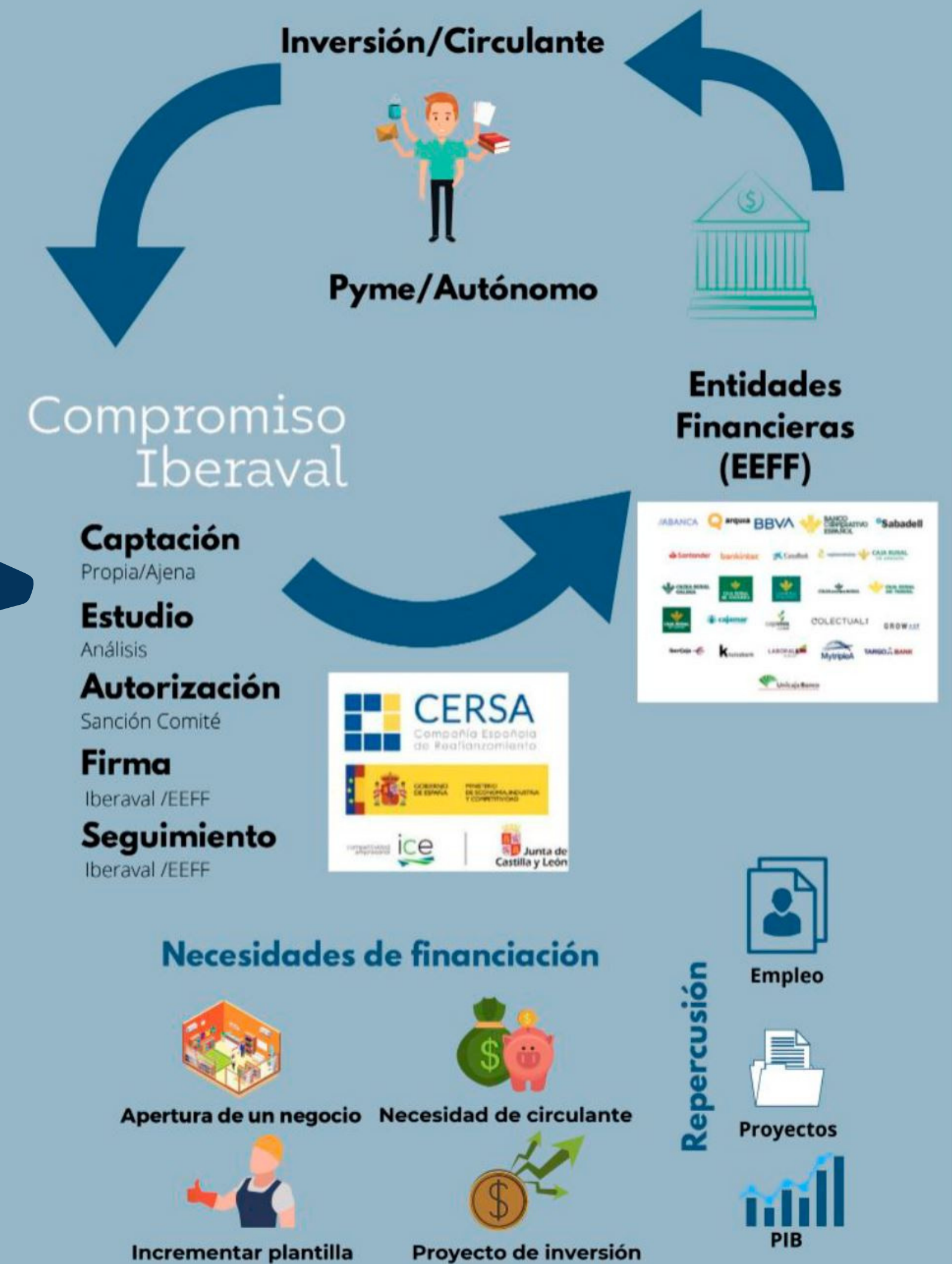
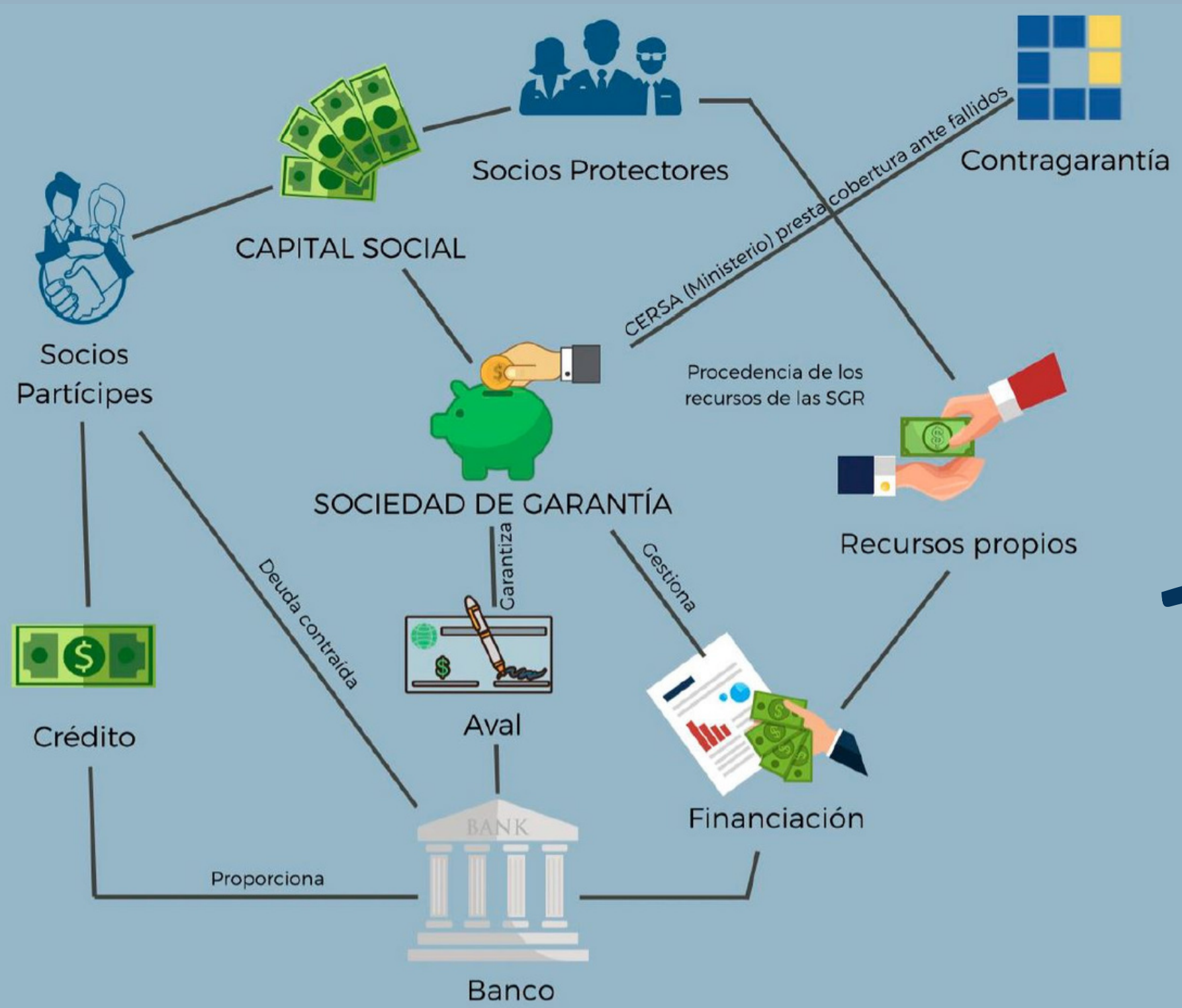
aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

IBERAVAL
sociedad de garantía

THE PLACE WHERE WE BELONG

Our origins are in Castilla y León, Spain, but we have reached other regions in our country, like Madrid, La Rioja and Galicia. However, we provide service to the entire national territory through the internet.





THIS IS WHAT WE DO



IBERAVAL
sociedad de garantía

FACTS AND FIGURES

23.5%

IS THE PERCENTAGE OF IBERAVAL
ACTIVITY BETWEEN THE MONTHS
OF JANUARY AND AUGUST '22
TAKING AS A REFERENCE THE
WHOLE OF THE ACTIVITY IN SPAIN

IBERAVAL
sociedad de garantía

EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS
aecm





European Union European Regional Development Fund

GREAT AIDS AND TOOLS

We work with our regional government through its Economical Development Agency -Instituto para la Competitividad de Castilla y León-, thanks to this fund. The ERDF has put focus on Investment, Supporting SMEs for growth and Innovation and research areas.



IBERAVAL
sociedad de garantía

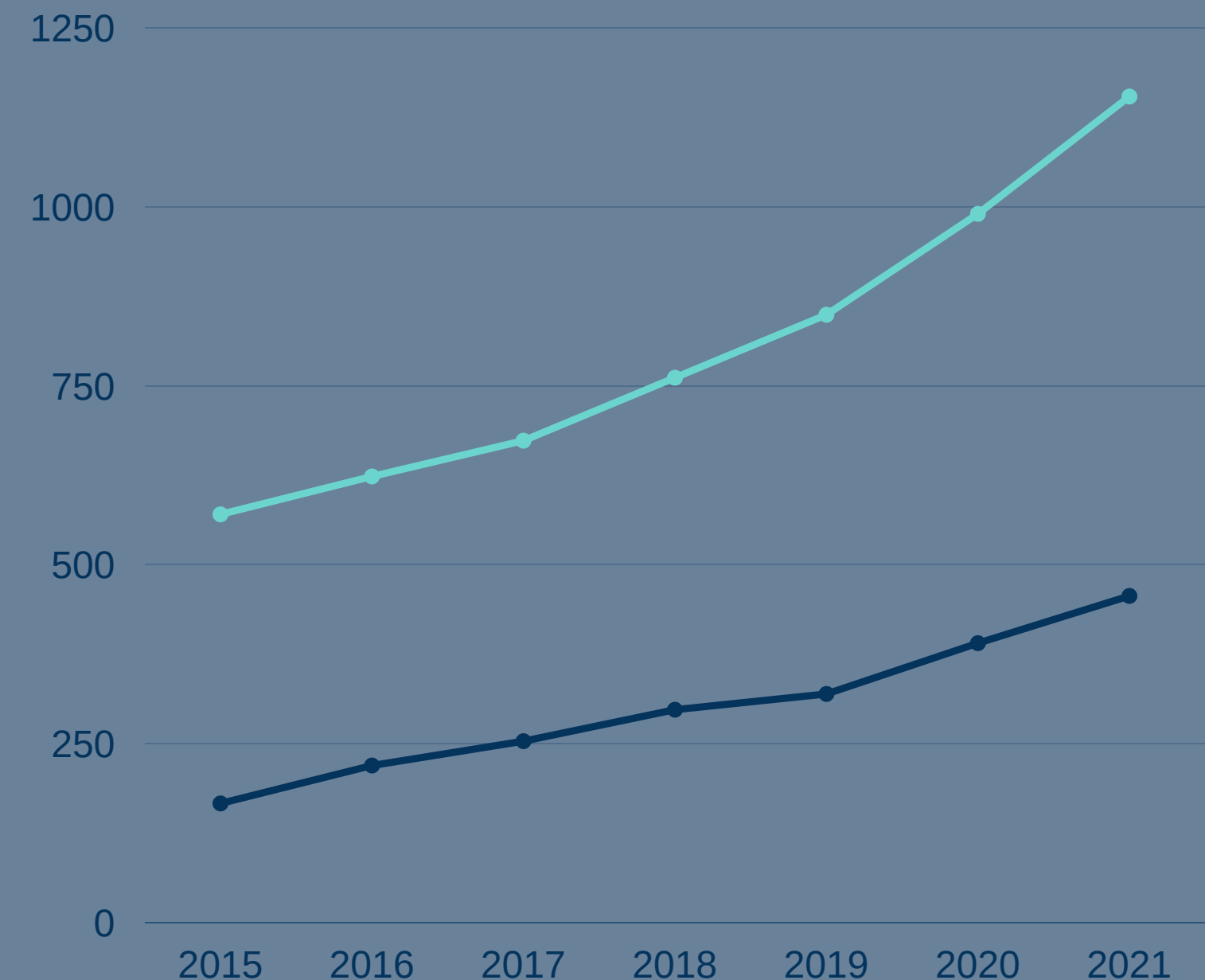


IBERAVAL
sociedad de garantía

aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

SPECTACULAR GROWTH

Iberaval has grown to double its financial risk over the last few years and its accumulated risk from 2014 to the last years. These are very outstanding numbers in the spanish context.



- Financial risk
- Accumulated risk

CONSTANTLY GROWING COMMUNICATION



2017-2019

We are committed to digitalization and a greater presence on social networks



2020-2022

We explore new formats and adapt to a complex context due to COVID-19 pandemic



2023 -

It seems that virtual worlds will have a lot to say in all areas, including communication

SGR | **CESGAR**
Sociedades de
Garantía Recíproca

2014-2017

Presidency of the Spanish
Confederation of Guarantee
Companies


aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

IBERAVAL
sociedad de garantía

PROMISE

The sense of our work in communication is to increase the knowledge that we have a very strong commitment to companies who work with us and the economic ecosystem of our place.

UTILITY

We have shown during the coronavirus crisis that we have a fundamental role to play in supporting SMEs. Many companies did not close their doors thanks to us



EXTERNAL COMMUNICATION

We have the most well-recognized brand in the guarantees market in Spain.



SOCIAL MEDIA

Social networks have gone from being a channel for complaints to becoming a space for dissemination and, more importantly, for attracting business.



INTERNAL COMMUNICATION

We have a staff involved and we work on internal contact with formats such as meetings or teambuilding events.



MARKETING ONLINE

From online marketing, with SEO actions, but also paid, we are managing to attract a volume of business that was unthinkable not long ago.



EXTERNAL COMMUNICATION

Iberaval works with different local and national media, but has also created its own content channels such as its podcast or corporate magazine.

The Iberaval brand impacts millions of people year after year. This fact obviously has its repercussions on the company's business. And that, precisely, is the ultimate goal pursued by the company's communicative action.





aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

IBERAVAL
sociedad de garantía



IBERAVAL

EVENTS

We want to be in constant contact with our partners, companies, and the socioeconomic actors in our environment



RADIO

We are experts in economics. Our message is clear and resounding, and for this reason it has a place in the audiovisual field, equally



PRESS

Iberaval casts its news in the main spanish media. This is an interview with our president in the spanish' second most important newspaper

2.406

**MILLION POTENTIAL
USERS HAVE SEEN
SOME INFORMATION
ABOUT IBERAVAL**

37,37

**MILLION EUROS.
THAT IS THE
ECONOMIC VALUE
OF IBERAVAL'S
EXTERNAL
COMMUNICATION
IMPACTS BETWEEN
2015 AND 2021**



IBERAVAL
sociedad de garantía

INTERNAL COMMUNICATION

Iberaval's global approach focuses on caring for people.

This objective is achieved through constant dialogue and permanent work to make everyone participate in the main objectives of the company. Iberaval must be useful for the growth of companies, but also for the personal advancement of its employees.





aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

IBERAVAL
sociedad de garantía



STAFF MEETINGS

Every month the entire staff meets for an hour and discusses current issues of general interest, and listens to whoever wants to speak.



INTEGRATION DAYS

With a meeting format, but also a teambuilding format, the employees meet twice a year to forge greater bonds



SOCIAL

Iberaval has spaces to share information, content, concerns... Starting with the kanban model, with the Trello app



SOCIAL MEDIA

The excellent work of the Iberaval Community Manager has already led to a volume of followers of 12,500 profiles, which provides us with constant dialogue, the creation of communities and an increasingly focused approach to creating business.



ONLINE MARKETING

From our SEO positioning work we attract hundreds of clients each year, and we reinforce this with SEM, or paid campaigns. Much more profitable and with a much higher ROI than working with traditional media.



THE FUTURE IS LINKEDIN

In five years, the growth in the arrival of clients has been possible due to the improvement of organic and paid positioning



SEGMENTATION

Segmentation allows us to direct messages much more appropriately and focus the shot on people who may be interested in what we offer. Measurement allows correcting errors.

IBERAVAL
sociedad de garantía



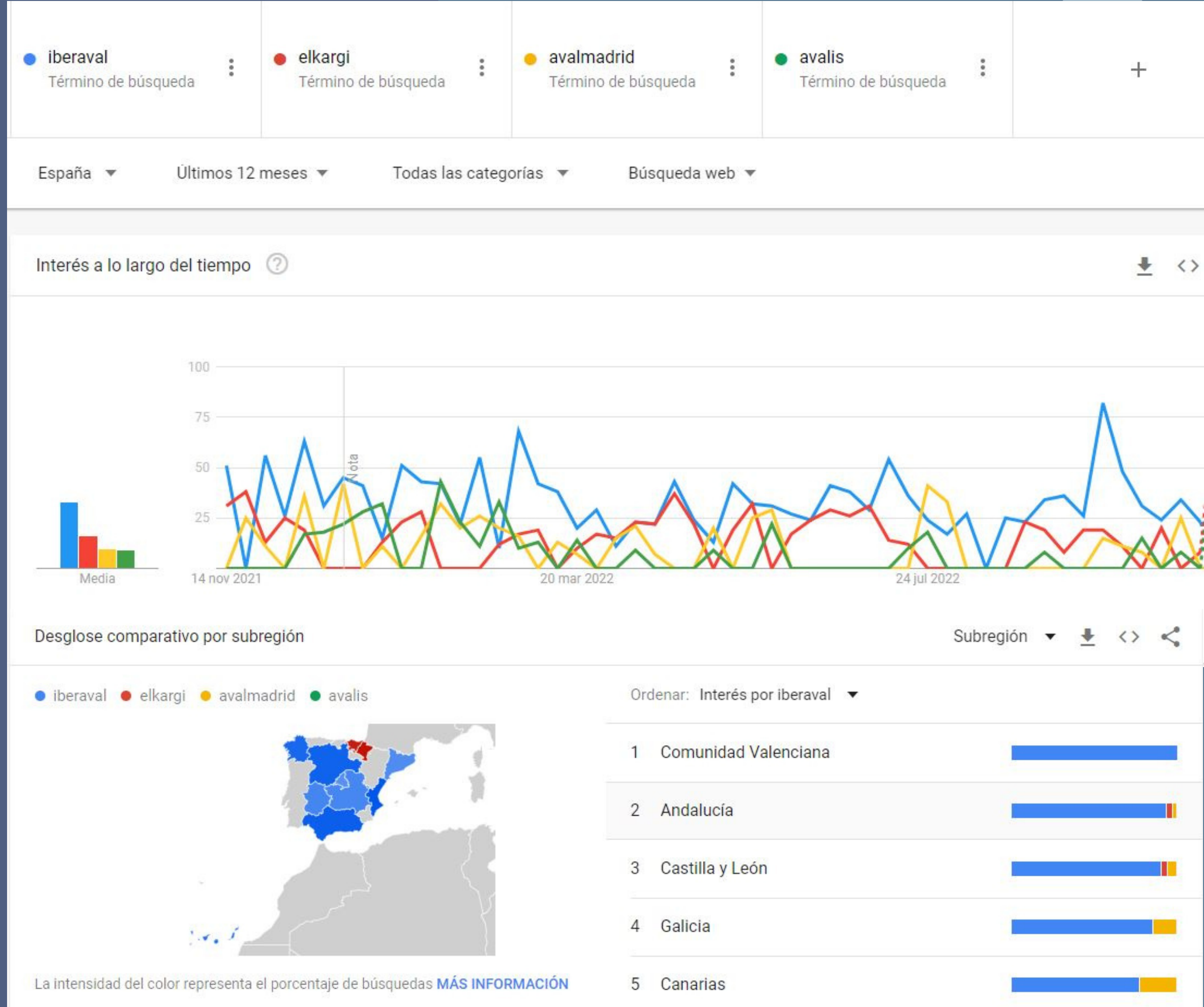
DATA MINING

Despite the fact that we have greatly improved the result compared to the first Digital Marketing jobs, in 2017, we are aware that there is still a long way to go.

INTENSE POSITIONING WORK

We are the guarantee company with the greatest visibility and positioning in all of Spain, as shown in this graph extracted from the Google Trends tool

IBERAVAL
sociedad de garantía



SEO

There is a saying by which someone, an online marketer, said that there is no better place to hide a corpse than the second page of Google...

We have keywords, relevant to the business, better positioned than some of the big Spanish banks.

Rankings

Keyword	Posi...
aval financiero empresas	1
avales para circulante	1
avales para inversion	1
creditos para empresas	1
financiación de autonomos	1
iberaval	1
ice financia	1
prestamos coronavirus	1
préstamos para nuevos autónomos	1
aval para empresas	2
aval tecnico empresas	2
creditos para autonomos	2
creditos para pymes	2
préstamos para empresas nuevas	2
creditos coronavirus	3
créditos para empresas nuevas	3
prestamos para autonomos	3
prestamos para emprendedores	3

Página	Record Count
1ª-3ª	18
4ª-10ª	14
Pag 2-3	7
Pag >3	1

Keyword	Posi...
aval bancario empresas	4
aval para licitación	4
creditos para emprendedores	4
prestamos para pymes	4
aval para emprendedores	5
avales técnicos	5
financiacion de empresas	5
financiacion para pymes	5
prestamos para empresas	5
préstamos nuevos emprendedores	5
ader financia	6
sgr madrid	6
sociedad de garantía recíproca madrid	7
financiación empresas nuevas	8

Páginas Indexadas:	578 ↑ 2.5%
Enlaces entrantes:	1.564 ↓ -4.0%
Dominios con enlace:	399 ↓ -1.7%

Observaciones

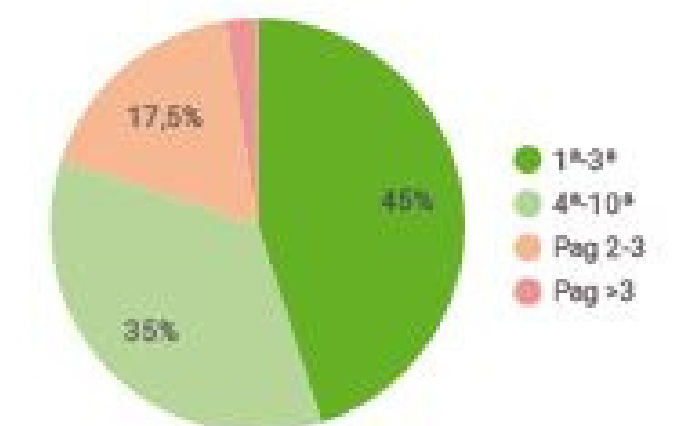
En términos generales los rankings se mantienen, lo más destacado es la subida de "créditos para empresas" que pasa de la 4ª a la 1ª posición, Así como la subida de puestos de "products financieros para empresas" que recupera 20 puestos.

Sigue aumentando el número de páginas indexadas provenientes de la publicación de entradas en el blog y noticias, mientras se reduce ligeramente los enlaces y dominios con enlace a la web.

Keyword	Posi...
sgr	14
sociedad de garantía recíproca	19
productos financieros para empresas	20
préstamos covid	20
aval para pymes	22
aval para autónomos	23
ader financiacion	30

Keyword	Posi...
créditos covid	33

Keyword	Po...
No hay datos	



LOCAL SEO

Local positioning is becoming more and more important.

It will have even more in the future with geofencing (GPS) and beacons (bluetooth), which will offer us information instantly and based on proximity.

Todo Noticias Maps Imágenes Vídeos Más Herramientas

Aproximadamente 621 resultados (0,63 segundos)

Tu empresa en Google
4.105 visualizaciones este mes

Editar perfil Leer reseñas Mensajes Añade una fo... Rendimiento Anunciarse

Editar produ... Editar servi... Reserva Preguntas y r... Añadir noved... Solicitar rese...

6 reseñas nuevas
Lee los últimos comentarios de tus clientes

Atrae a más clientes
Completa tu perfil para convertir 2181 visualizaciones al mes e...

Añade foto interior
Enseña a tus clientes cómo es tu empresa

Solo los administradores de este perfil pueden ver esto

<https://esopiniones.com> > Madrid > Financial Consultant
Iberaval - Madrid - Esopiniones.com
851,445 · 1,058 · 0 · TITLE CHANGED
Financial Consultant Iberaval, Madrid, Comentarios de clientes, mapa de ubicación, ... Especial reseña a Pablo Pérez por su dinamismo y proactividad.

<https://esopiniones.com> > Madrid > Financial Planner
Iberaval - Madrid - Esopiniones.com
851,445 · 188 · 0 · TITLE CHANGED
18 feb 2020 — Financial Planner Iberaval, Madrid, Comentarios de clientes, mapa de ubicación, números de teléfono, horas de trabajo.

Iberaval

Sitio web Cómo llegar Guardar Llamar

4,8 ★★★★★ 35 reseñas de Google
Consultora financiera en Madrid

Gestiona este Perfil de Empresa

Dirección: C. del Pensamiento, 27, 28020 Madrid
Horario: Cerrado · Apertura: 16:00
Teléfono: 915 40 00 27

Informa a tus clientes
Mantén informados a tus clientes sobre tu empresa

Añadir novedad

Provincia: Comunidad de Madrid
Editar la información de empresa

Productos Ver todo

+ Añadir

Iberaval Industria
Línea de Financi...

A PARTICULAR SYSTEM

DIFFERENT FORMATS



IBERAVAL
sociedad de garantía



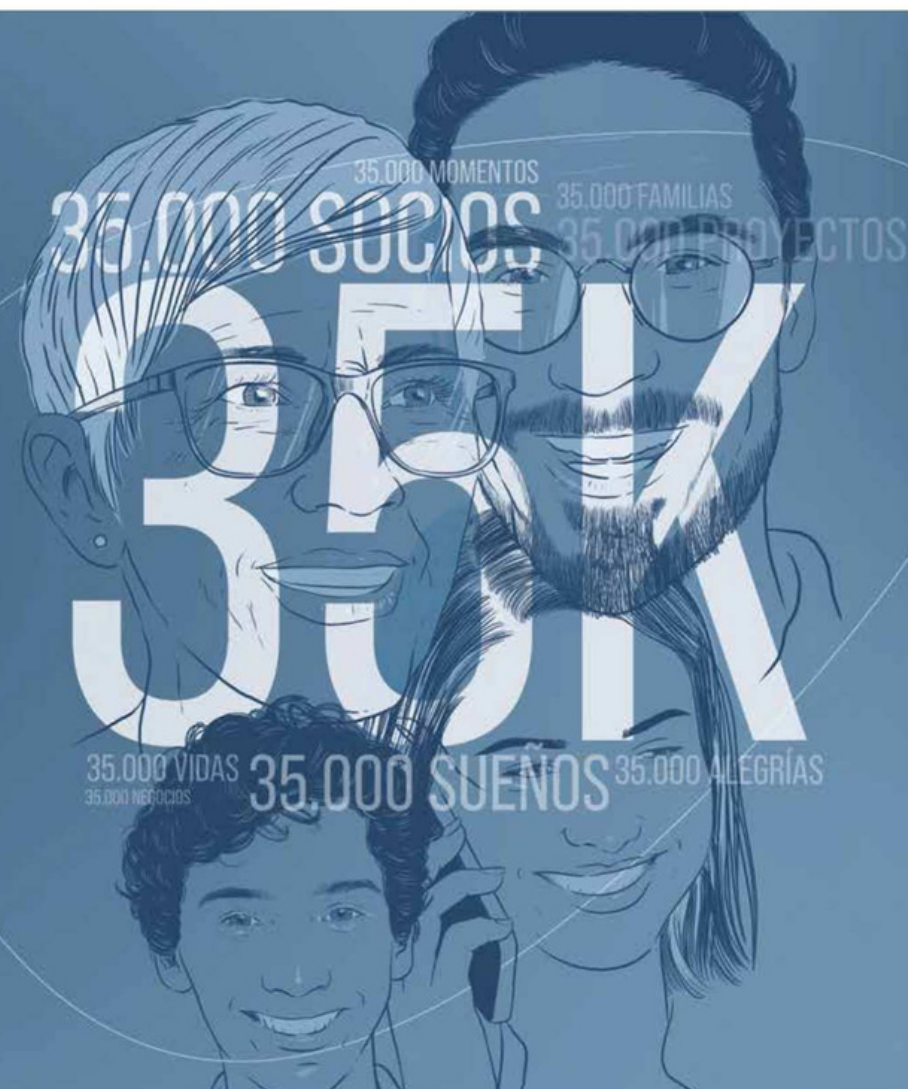
OUR PODCAST

Every month we publish an episode of the Iberaval podcast, Compromiso Iberaval, whose content is essentially of an economical nature. The structure of the episodes is based on two interviews.



IBERAVAL

NÚMERO 09
SEPTIEMBRE 2022



ENTREVISTA CON
Carlos Fernández Carriedo

CONSEJERO DE ECONOMÍA Y HACIENDA Y PORTAVOZ
DE LA JUNTA DE CASTILLA Y LEÓN
«Iberaval ha sido imprescindible, y especialmente útil para hacer frente
a las dificultades atravesadas en la pandemia y en el momento actual» p. 10



OUR MAGAZINE

Our magazine is distributed throughout the Spanish territory, from our fifteen offices. We incorporate success stories from partner companies and also current issues, such as interviews with top-level political representatives. Economy, again, is the great protagonist of those pages.

The business and media wheel

Constant presence in the Media

We know what media needs and we can serve them news with data and answers.

01

03

02

News will be business

If we have a good image, people will believe us. For every euro invested we have a ROI of 8-10 euros.

Reference in economical communication

When media want to talk about the economical situation, they contact us. We are a reliable source.

HERE, THERE... EVERYWHERE...



EVENTS IN SPAIN



IN LATAM



IN EUROPE



IBERAVAL
sociedad de garantía

40 YEARS HELPING SMES

WHY IS IT IMPORTANT TO US?

We love our clients

The focus of Iberaval is on our associates.
This was revealed in the celebration of the
40th anniversary of Iberaval, in October
2021



IBERAVAL
sociedad de garantía

40
IBER
AVAL
1981-2021

Confiabilidad.

IBER
AVAL



IBER
AVAL





PEDRO PISONERO

**Awarded for the best
company manager in our
region in 2019, Pedro has the
respect of the guarantee
sector in Spain, Europe and
LATAM**



CÉSAR PONTVIANNE

**Expert in the automotive
sector and investor in small
startups, he has a lot of
contacts and knowledge of
the economic world**

IBERAVAL
sociedad de garantía



SANDRA MARTÍNEZ

**One of the most recognized
directors in the regional
financial sector, team leader.
Expert in Business**

SUMMARIZING...

*If opportunity doesn't knock,
build a door*



INSTAGRAM
@iberaval_financiacion



LINKEDIN
**[https://www.linkedin.com
/company/iberaval](https://www.linkedin.com/company/iberaval)**



TIK TOK
@iberaval_financiacion



TWITTER
@iberaval



aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

IBERAVAL
sociedad de garantía

THANKS!

José María Sánchez del Monte

jmsanchez@iberaval.es

Tlf: +34 636 189 276

@jmsaiberaval

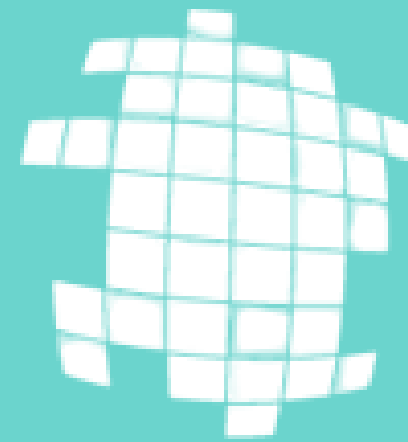
Calle Estación, 13

47004 Valladolid

(Spain)



IBERAVAL
sociedad de garantía



aecm
EUROPEAN ASSOCIATION OF GUARANTEE INSTITUTIONS

IBERAVAL

sociedad de garantía

**BERLIN
(DEUTSCHLAND)
DECEMBER 13
2021**