



OFFERING SALES & MARKETING

5

Branding and  
brand identity

7

Digital  
marketing

Introduction

Copy and  
content creation

Digital ads and  
social media

12

Inbound  
marketing

Customer  
journey

Automation

HubSpot  
solutions  
provider

17

Storytelling

19

Sales team

21

Events and  
international  
brokers

23

Technology

25

Real Estate and  
enviromental  
social  
responsibility

# Brand evolution

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Arum: Latin adaptation of the word “aron”, which means “heat”. Refers to good weather, sun, holidays.

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2013



2020





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“Companies must  
reinvent themselves  
and adapt to new trends  
and requirements.  
Marketing is the mirror  
that communicates these  
changes to the world.”

ELODIE CASOLA  
Director of Marketing and Communications

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# Branding and brand identity



# Branding and brand identity

A wide-angle photograph of a resort pool and golf course at sunset. The pool is a large, irregular shape with a light blue tint, reflecting the sky. It is surrounded by a paved deck with lounge chairs and palm trees. To the left is a green golf course with a winding path. In the background, the ocean and a distant city skyline are visible under a soft, orange-hued sky.

## THE POWER OF BRANDING AS A DISTINGUISHING ELEMENT

We oversee the process of defining a brand's DNA by managing all of the related tangible and intangible elements to build and transmit a critical and distinctive promise.

We are specialists in creating brands and helping them grow, from corporate image to colour choice to corporate identity and style, as well as in terms of their value, credibility and singularity.

A brand tells a story and creates an experience for the user in order to elicit an emotion. All these actions influence and determine brand value, making it distinctive, relevant and sustainable over time.

The goal of customized branding tailored to your needs is to extend the brand in the market, position it as a reference in the sector and keep in top of mind among your target audience.



# Digital marketing



# Digital marketing

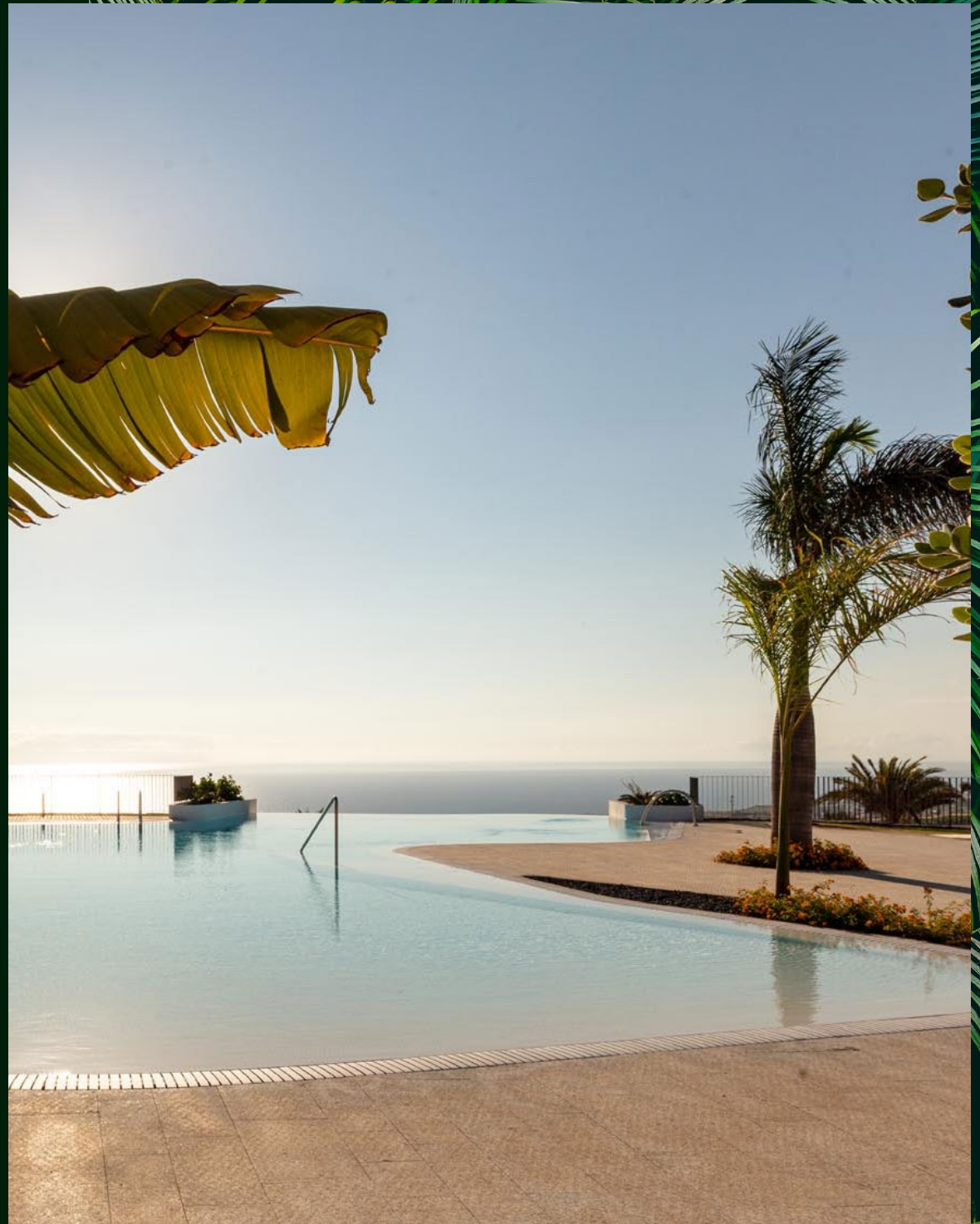
## INTRODUCTION



We are digital marketing consultants for the real estate sector and pioneers in the implementation of new technologies and strategies for Internet-based communication, branding and sales. We analyse the market in detail to detect opportunities and we devise creative, personalised and successful plans to maximise companies' assets.

## ATTRACTION STRATEGIES

A website without users is like a market without customers. We focus on generating traffic to your website, using all the options at your disposal to achieve traffic: SEO, advertising campaigns, newsletters and others.





# Digital marketing

COPYWRITING AND CONTENT CREATION

SEARCH ENGINE OPTIMISATION, CREATIVE COPY, CONTENT CREATION AND DISSEMINATION

Words build realities, so what you communicate to your audience must be sincere, convincing and unique. Whether through your website, in written documents, your emails or social media profiles, your writing must be impeccable and perfectly adapted to each medium.

Our team of copywriters operates at the highest level in several languages. We are experts at working with texts that not only describe our clients' objectives and deploy their branding strategies, but in the case of online actions, can also help with search engine optimisation (SEO).

We disseminate content through different channels:

- Email campaigns
- Social media
- External media





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“It’s not about quantity.  
It’s about quality and  
achieving excellence in  
our market.”

ELODIE CASOLA  
Director of Marketing and Communications

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# Digital marketing

DIGITAL ADS AND SOCIAL MEDIA

In the world of Communication 4.0, channels have multiplied and you need to reflect on where your customers are and communicate with them there.

To do this, we manage strategies for the real estate sector that include product audits, sales forecasts and defining international target markets based on your established budget.

Our digital team specialises in search engine marketing and ad management (Google, Yahoo and Bing) and social media ads (Facebook, Instagram, LinkedIn, etc.). Our copywriters and designers create the campaigns, build the websites or landing pages and develop specific strategies, taking a unique approach to each project that is tailored specifically to your needs.





# Inbound marketing

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“Our goal is to continuously increase the number of conversions from users to customers.”

ELODIE CASOLA  
Director of Marketing and Communications

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# Inbound marketing

CUSTOMER JOURNEY

The Customer Journey is how we describe the process of lead conversion into sales.

Taking an unknown user by the hand and converting them to a lead and then into a customer is a matter of providing answers to their questions and concerns. Content makes it possible to provide each registered user in your database with the information they need to advance on their Customer Journey.

Resolving their issues, reducing the anxiety of decision-making by providing the right information and, finally, offering each one of them a value proposition they cannot refuse is the secret to optimising conversion rates.



# Inbound marketing

AUTOMATION

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We provide sales professionals with the tools they need to close their sales.

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Improved conversion rates are within reach, when you have a data analysis engine and tools to detect specific profiles and automatically trigger the actions that result in specific reactions from your customers at just the right time.

We have experience generating content hooks and action flows, with personalised, automatic guidance on the path to conversion. We also offer the right tools and information to sales teams to facilitate sales of your products.





# Inbound marketing

HUBSPOT SOLUTIONS PROVIDER



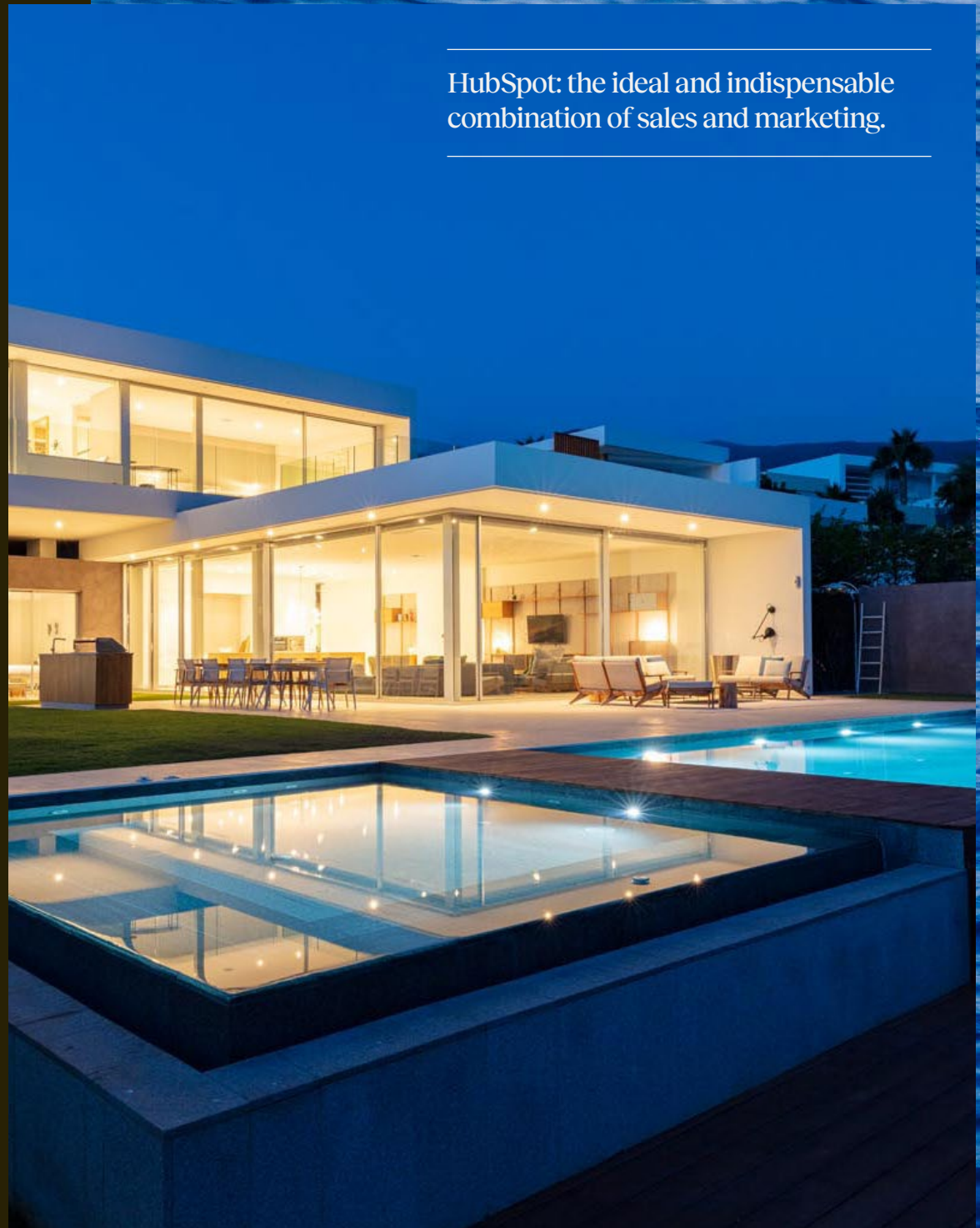
An extremely powerful market leader, HubSpot is a platform that offers CRM and website creation tools as well as an innovative management methodology that allows you to coordinate all aspects of any business, from marketing to sales, service and operations. It has a highly flexible structure that can be easily adapted to any organisation or project.

This platform has been a key factor in the success of our clients' inbound marketing and communications and in the collaboration between marketing and sales teams to achieve a balanced and coordinated effort between digital assets: websites, campaigns, networks, forms and, of course, analyses and reports.

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HubSpot: the ideal and indispensable combination of sales and marketing.

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“Arum’s extensive experience as a HubSpot Provider has led us to use it as a framework for the configuration of real estate projects for both the B2B and B2C sectors.”

ELODIE CASOLA  
Director of Marketing y Communications

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# Storytelling





# Storytelling

We have an established network of PR professionals in Europe specialised in the tourism and real estate sector, which helps us to reach our end customers with the most appropriate messaging.

Our work focuses on creating tailor-made strategies for each client and optimising their results. Arum Group's specialities in this field are creativity and attention to detail, combining traditional media with new online tools to build the image we want and that suits each client. To do this, we connect with general and niche media, and with the most appropriate influencers, seeking out the best ambassadors for our communication campaigns.

We can develop creative content to tell a story that embodies your brand's values.

# Sales team



# Sales team



We have our own internal sales team, trained in the latest technology and specialized in international clientele. We provide each of our projects with the best professionals, adapted to the type of product and client, thus achieving the best results in sales.



# Events and international brokers



# Events and international brokers



We work with a broad network of more than 70 international brokers specialising in Resort Real Estate who assist us with the implementation of the following actions:

- Identifying ideas for events to be held at the project site and/or external locations.
- Searching for local and international sponsors and partners.
- Developing and improving relations with public institutions.
- Promoting and offering the project's different spaces for sales and the organisation of tailor-made events.



# Technology



# Technology

REAL ESTATE MANAGEMENT SOFTWARE



Arum Group has designed and developed a real estate platform called L4RE (Lorum for Real Estate) based on SAP Business ByDesign. This is an ideal solution for companies in the sector that wish to promote, build, lease and/or sell their products in a more agile way, with the capacity to integrate sales and digital marketing solutions with a management platform.

Employing some of the best functionalities offered by SAP, L4RE has integrated, into one package, everything companies in the real estate sector need for a specially adapted and flexible solution. Arum Group can attest personally to the advantages of the product because the ERP was developed to respond to our own digital transformation needs, which were not being satisfied by what was available on the market.



# Real Estate and Enviromental Social Responsibility



# Real Estate and Environmental Social Responsibility

A photograph of a modern, multi-level house with a wooden deck and a swimming pool. The house is surrounded by palm trees and a clear sky. The image is used as a background for the text.

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There is no viable real estate development without a strong sustainability component.

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There is no viable real estate development without a strong sustainability component. Given that buildings are responsible for approximately 40% of energy consumption and 36% of CO2 emissions in the EU, the relevance of the SFDR (Sustainable Finance Disclosure Regulation) for the real estate sector is indisputable.

Buyers value your company's commitment to social and environmental responsibility. We work with our clients to adapt to the SFDR and new tax regulations and prepare communications plans specific to your needs in this area.



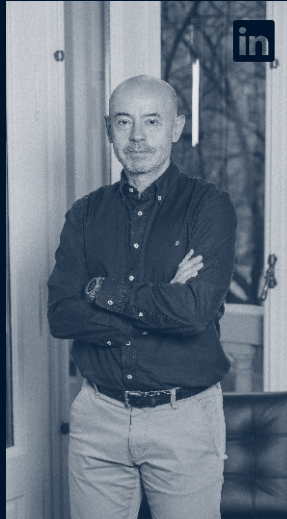
# The team

## Management team

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JORDI ROBINAT  
Chairman



JESÚS ABELLÁN  
CEO



FRANCESC PUJOL  
Director of Real  
Estate



TONI CANDINI  
Director of Business  
Development



ELODIE CASOLA  
Director of Marketing



CAROLINA VÁZQUEZ  
Marketing  
Coordinator



# The team

## Specialists

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DAVID GONZÁLEZ  
IT Manager



NURIA FERRER  
Content and Copy Manager



FÁTIMA VILLA  
Digital Manager



JAUME LLAGOSTERA  
Digital Manager

# The team

## Specialists

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ZULMA SIERRA  
Social Media Manager



SIMON KELLY  
Programming and Web  
Design



ÁLEX MARTÍNEZ  
Web Design and Branding



MARGA PEÑA  
Graphic Design



# Credentials



Our team has more than 20 years of experience in real estate and resort management in Spain and international markets, including:

*France, Portugal, Germany, Belgium, Poland, Slovakia, Morocco, Paraguay, Punta del Este, etc.*





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