

Erasmus for Young Entrepreneurs

**New Entrepreneur:**

Mr. Luis Revuelto Sevillano (Spain)

Company Name: Luis Revuelto (Startup) / www.luisrevuelto.es

Sector of activity: Advertising, promotion, printing, media and related products and services

**Host Entrepreneur:**

Mr. Daniel Förstermann (Germany)

Company Name: Greatcontent AG / www.greatcontinent.com (5 years of experience)

Sector of activity: Advertising, promotion, printing, media and related products and services

Period of Exchange: 17/09/2018 - 22/12/2018

Duration of Exchange: around 3 months



"The NE implemented a SEO strategy that was never carried before. He gave SEO guidance to our content and blog team as well as to the IT department."

After Master's Degree in Marketing and Sales and in Computer Science, Mr. Luis Revuelto became SEO and Online Marketing Consultant of "Luis Revuelto" Company, providing Digital Strategy, SEO, Usability, Inbound Marketing and Web analytic services.

His desire to develop a greater understanding on how to work in a multicultural and multilingual environment and the strong interest in adding value to his services by understanding the potential of digital and e-commerce, led him to take part at the program Erasmus for Young Entrepreneurs. This is why Luis got in contact with Mr. Daniel Förstermann, CEO of Greatcontent AG.

Mr. Daniel Förstermann manages the German company "Greatcontent AG", leader in SEO Audit, Multilingual Copywriting, Editing & proofreading, Localization and Editorial Planning. He highly values the Erasmus for Young Entrepreneurs, as a platform that gives the opportunity to know how the young entrepreneurs approach the daily challenges in other markets, to exchange opinions and strategies about a new way of doing business, especially regarding B2B Sales, Business Planning, Sales Strategy, Online Marketing, SEO Strategy and startup Management. At the same time, Mr. Daniel Förstermann was particularly interested in discovering the Spanish markets, with its opportunities and threats.

During his experience, the NE implemented a SEO strategy, suitable for the Spanish market, evaluated the trend in search results on a marketing level and helped Greatcontent.com in the management of the SEO tools for the future. At the same time, he increased his knowledge about the English settings for his website.

On the other hand, the HE created new opportunities of doing business for the NE, who has been introduced to international markets across Europe. Moreover, the HE advised the NE on the marketing tools and the next steps to improve and develop his company.

Together they built a profitable business relationship: Mr. Förstermann's company has been able to adapt its offer to a new SEO strategy and is planning to extend its business activities abroad; Mr. Revuelto increased his knowledge in the promotion of its services, he deepened his knowledge of the European market and created new opportunities of doing business. Working together, they established a fruitful long-term relationship, based on a combined strategy to keep approaching the international markets.

<https://www.greatcontent.com/seo-trends-in-2019/>

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with [Italienische Handelskammer für Deutschland e.V.](#)

Project Coordinator

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