



CASE SOLUPARTS

How to double your marketing metrics



This is a business and marketing case produced for the selection process for the Digital Marketing Position at Soluparts. It is intended to give an overall look on the current estate of the marketing strategies and project future strategies that are capable of getting the results asked.

Candidate: Íris Marinelli Pedini

SUMMARY

01

DIAGNOSIS

What do we have to work with?

02

OBJECTIVE

What are the main goals?

03

PLANNING

What do we do to get there?

04

TACTICAL

What are the actions we have to take?

05

ACTION PLAN

How to do that in a year to reach goals

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What makes us **"we"**?

As mentioned in the challenge, there is a series of reasons for clients to hire Soluparts. There is still no analysis or understanding of the motivation behind the buying.

Better solution, compared to competitors (in price, efficiency and conditions)

DIFFERENTIAL

Less number of suppliers for materials of various kinds, witch optimizes purchasing departments

VALUE

Deliverability and reach to any type of product needed, especially mining and steel.

DIFFERENTIAL



If we bring more efficiency, price and access, we make our clients' businesses better. So we can say that is the biggest value. Of course, all these three pillars made Soluparts come this far, but **let's always keep that in mind.**

So, now we know why people look for us. But what do they find when they try?



Online presence

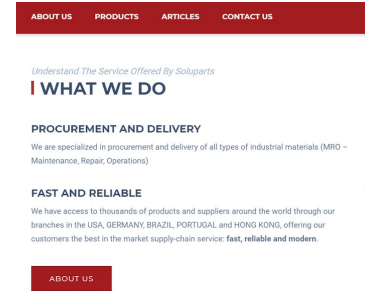
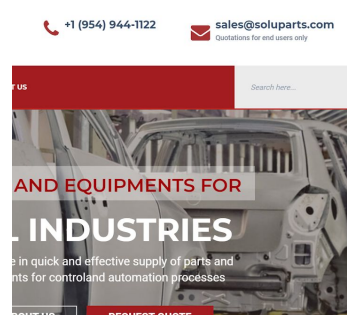
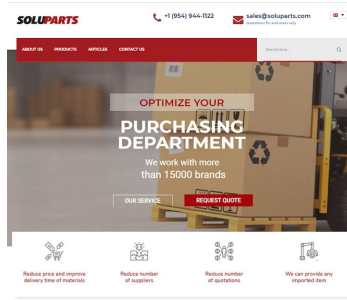
Having a seamless online presence is important for any business: 68% of companies search for business partners or suppliers online first. ([source](#))



We are going to quickly analyse our online presence in three different platforms.

Website

Our most needed platform, that is our own.



The homepage brings our value and the core of the business as a first view. We also have conversion points, from email to phone number. This is really important. The only problem: if our persona is not very educated in the matter, how would they know what to look for? Is there a way to understand our services better?

Ranking

Positioning in search mechanisms.



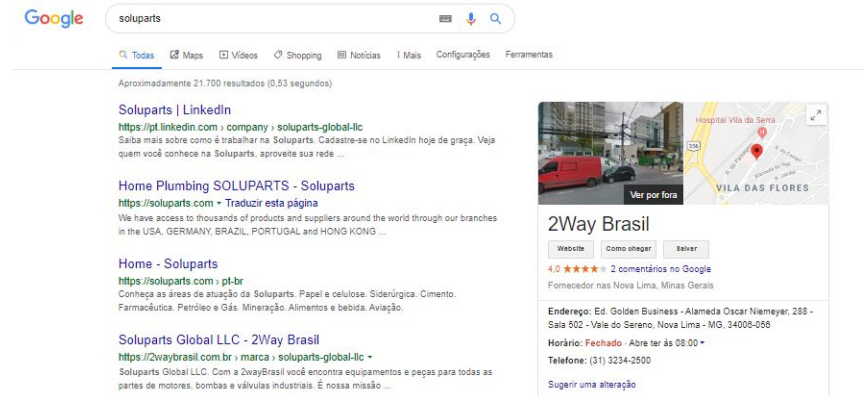
live update PRINCIPAIS PALAVRAS-CHAVE ORGÂNICAS (287) ⓘ				
Palavra-chave	Pós.	Volume	CPC (BRL)	Traffic, %
soluparts global llc	1 (1)	50	0.00	38.83
etm is31 001	1 (1)	50	0.00	22.33
m108972	2 (2)	90	0.00	10.67
7qv03000an00	4 (4)	70	0.00	3.88
116 bwa 100	3 (3)	40	0.00	2.91

Visualizar relatório completo

When we think about inbound strategies, the first step is attracting users to our website in a way that our product is clear and reachable. As we can see above, using the tool SEMRush, Soluparts does not rank with keywords that any person would know. The terms are pretty technical or related to the brand. The organic reach of the brand is also not very expressive, and comes from other countries other than Brasil, even if the filter is set to our country.

Ranking

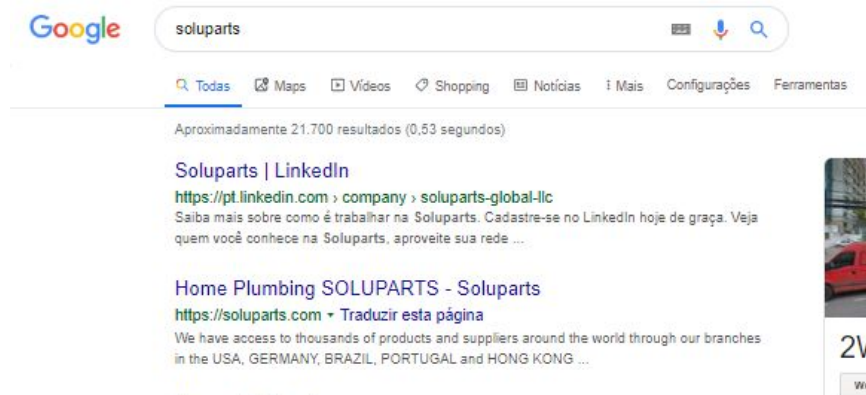
Positioning in search mechanisms.



This means that we have to work better on our SEO techniques to display the domain for the people that search for the industry or the service or products, not exactly the brand name. When we look to the first Google page (with some dose of caution, because the algorithm is changeable from place to place and also varies with interest) we see some interesting results.

Ranking

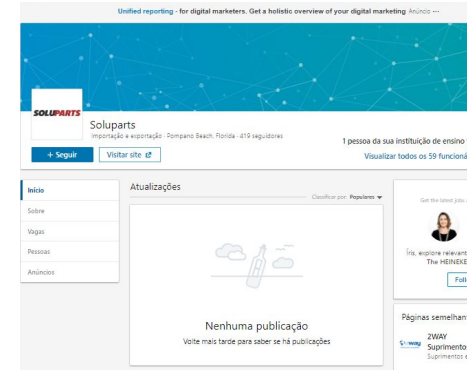
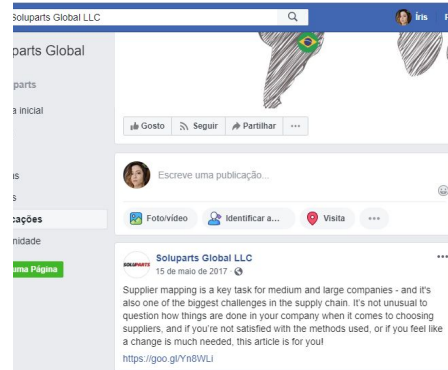
Positioning in search mechanisms.



The results are not from Brasil or set to our language. The top result is actually a social media account - we should have domain over our content and it is best if we find the website first. Here we also see some clear SEO improvements needed, as the meta tags don't tell us what the website is about. The brand names "2Way" and Soluparts also generate some confusion.

Social media

Other channels, not exactly ours.



We already know that there hasn't been an extensive amount of work in the social media accounts. LinkedIn doesn't have any publications, despite being on the top result, as we saw above. The last post on Facebook was from 2017 (but we actually see some content being produced).

Social media

Other channels, not exactly ours.



Even if the content is not being produced, we see some attempt to be present. Doing that isn't always positive, as people might think that the company either does not exist or doesn't have anything to talk about.



To understand what should be done, the best way would be to analyse our public further and see if a social media presence is actually needed and if it fits our business purpose, **as we will see in the following chapter.**

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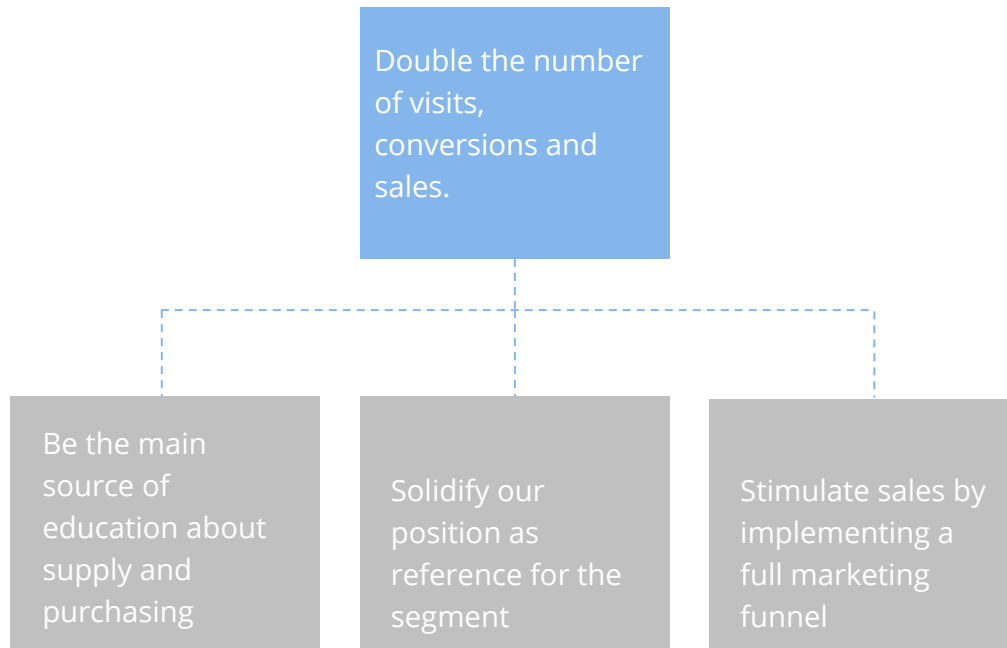
05

ACTION PLAN

How to do that in a year to reach goals

Understanding our **objectives**

Now that we have set the base for our work, let's understand our objectives better.



Secondary objectives



We can say that, to reach the main goal, we need these three strategies.

But how do we develop it further?

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The plan

Without planning, a good work on inbound marketing can fail to reach the goal. To create a good plan, we have to bring three things into consideration:



Personas



The Buyer's Journey



Metrics

Personas

A persona is a character, semi-fictional, that represents our ideal customer. When we have a great persona, we can focus our content better and have better chances at succeeding in getting our message across audiences.

With the persona, we understand the language needed, align them with all marketing strategies and establish which channels we should use.

*Our persona is the buyer, present in the purchasing department of various kinds of companies.

Alexis



Manages the purchase/buying department of a multinational company (revenue between 500m and 1b)

Is experienced, aged between 40 and 50+

Profile

Highly educated

Are being pressured to give results

Is always searching for new equipment

Is open to communicate in order to form great partnerships and gain trust from engineering teams

Is highly analytical and organised

Pain points

Cost, lead time, quality, and ongoing deliverability

Finding trusted suppliers

Optimizing delivery, especially when the project involves equipment shipped from various countries

Small team


Behaviour

Trusts the vendor lists when looking for trusted suppliers

If doesn't find the proper vendors, looks for them over the internet

Is very well informed, as international relations can directly influence the job

**This persona is completely based on perceptions - an assertive one should be backed by data.*



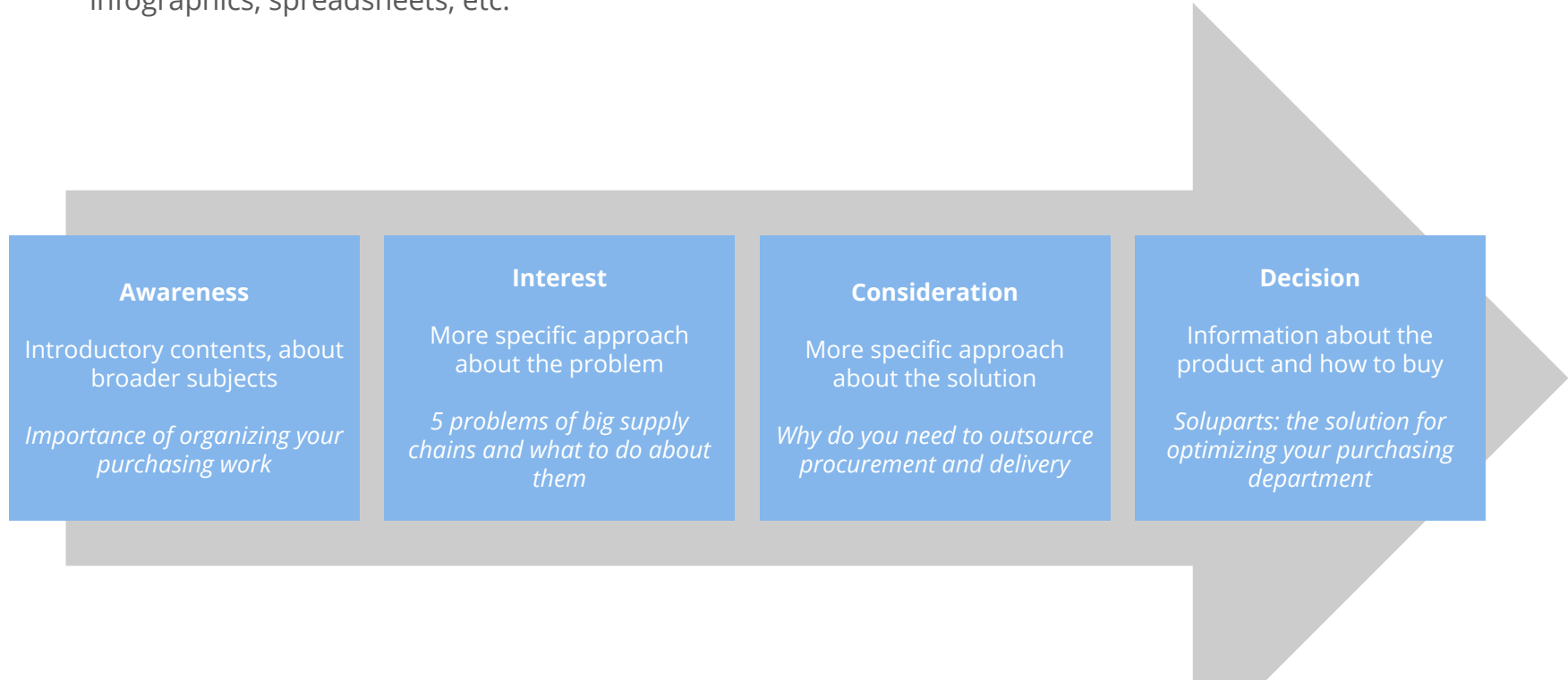
Important: target audience is different from persona, because it is not just one person in your mind, as you write your message. It is the public that may receive it, and is more likely to be like your persona, therefore receiving it in a more open way. Example: males between 35 and 50 yo, living in Minas Gerais.

Now that we have our persona set, we can imagine it's Buyer's Journey.

Buyer's Journey

Buyers don't want to know about your conversion rates, your ROI or types of persona. They want to solve their problem. And we have to find out how they decide to buy our service and the steps they take. **This is the buyer's journey.**

To drive the customer through each phase, we have to come up to materials capable of educating about the solution. These contents can be guides, blog posts, ebooks, infographics, spreadsheets, etc.





As we can see, each step has types of content that can be used to perfect the understanding of the product and solution.

After analysing the buyer's journey, we can translate it to our complete marketing funnel, where we can really see the metrics in action.

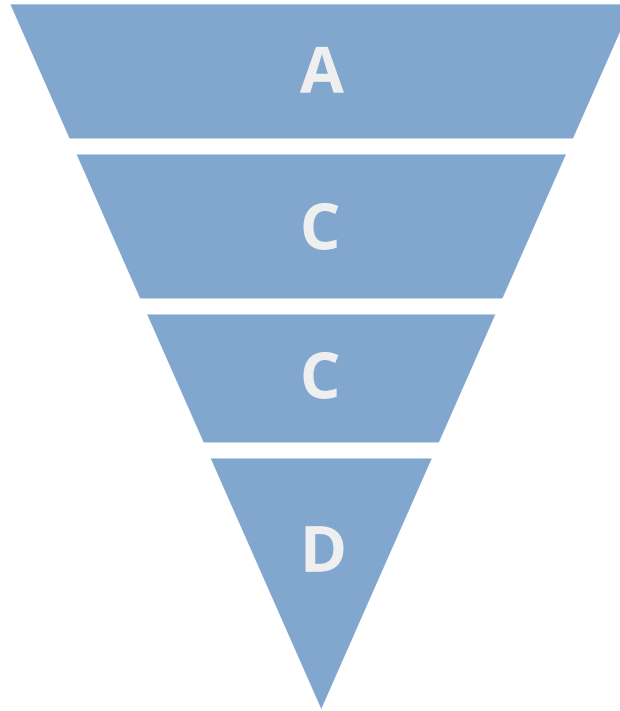
Metrics and marketing funnel

The marketing funnel helps us understand the effectivity of the strategy.

How many users are being attracted through the channels? How and why are they becoming leads? How can we deliver these leads to the sales department to close?

The funnel

in the inbound methodology



Attract

Bring people to your website.

Convert

Turn visitors into leads.

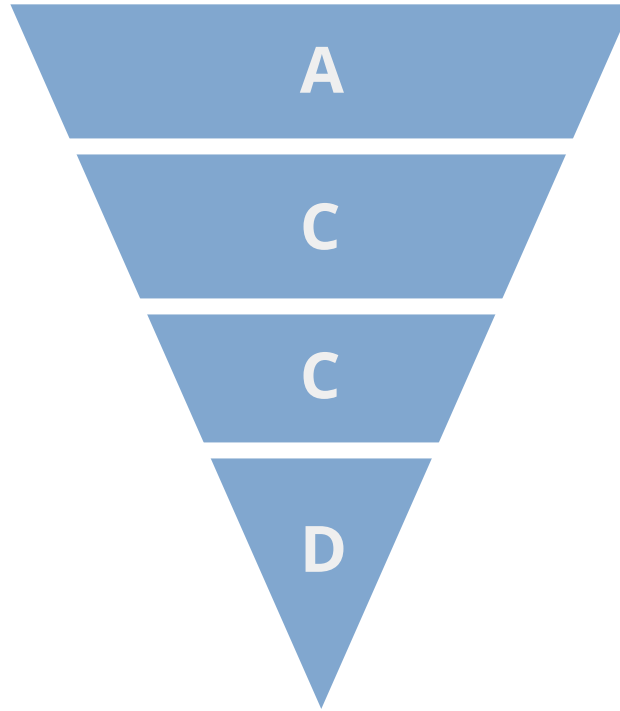
Close

Turn leads into customers.

Delight

Retain your customers.

The funnel in the inbound methodology



Attract

Strategic blog articles and social media posts.

Convert

CTAs, landing pages, and premium offers.

Close

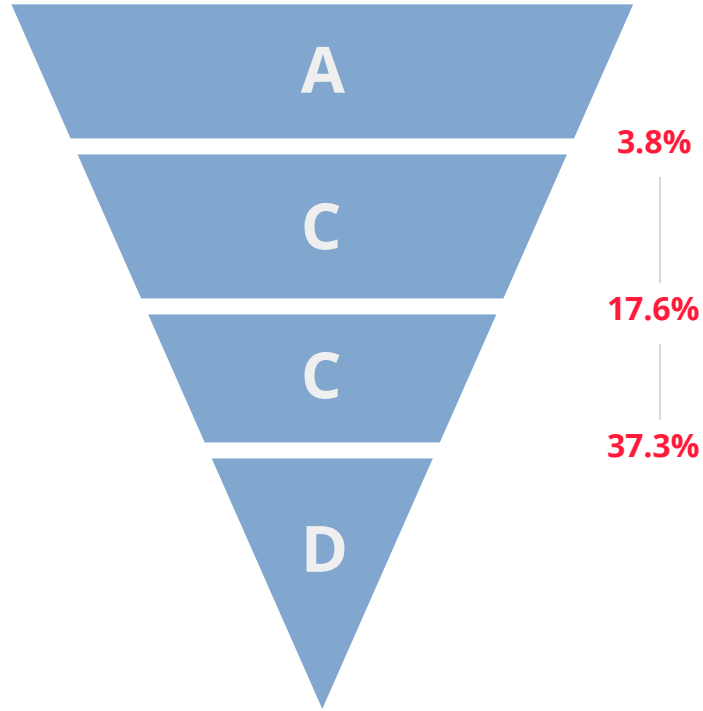
CTAs, landing pages, premium offers, and lead nurturing.

Delight

Analysis, test, learn, and implementing.

The funnel

benchmark for
engineering
and industries





In the next and last phase of this case, we will break down the **tactical portion of the inbound strategy.**

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Attract

Three elements are essential to attract customers: **SEO, blogging, social media, and paid media**. We can do blogging on our own channels and paid media is considered acquired channels. Here, SEO can help both blogging and paid media perform better.

Blogging and optimization

Every content piece must be focused on ranking and educating the customer. All that we have seen prior in this case should be used to establish good themes for the blog.

Theme (SEO) connected to the product (social media and marketing tool)

What is SEO?

Fundamentals

What is SEO?

What is a SERP feature?

Domain Authority

Page Authority

Related Resources

Ranking & Visibility

On-Site SEO

Links & Link Building

Local SEO

Keywords & Keyword Research

Mobile SEO

International SEO

Crawling & Site Audits

Analytics & Reporting

Beginner's Guide to SEO

Free SEO Tools

Google Algorithm Change History

Workshops & Training

What is SEO?

SEO stands for **Search Engine Optimization**, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

What goes into SEO?

To understand the true meaning of SEO, let's break that definition down and look at the parts:

- **Quality of traffic.** You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- **Quantity of traffic.** Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- **Organic results.** Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

[illegible]

We will write optimized content that:

1. Follows a main plan



Products Blog About

Resources Moz Pro Moz Local Free SEO Tools Log in

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SEO Learning Center / Ranking and Visibility / What is SEO?

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We will write optimized content that:

1. Follows a main plan
2. Is optimized for the right key-words

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- **Organic results.** Ads make up a significant portion of search results, but they have to pay for.



The Guide to SEO Competitor Analysis

Including free competitor analysis template.

Discover who your true online competitors are, research what tactics are working for them, and leverage your insights to improve upon their efforts and surpass them in the SERPs. Wondering how? We've got a guide for that.

[Read the guide](#)

The One-Hour Guide to SEO

Can you learn SEO in an hour? Surprisingly, the answer is yes, at least when it comes to the fundamentals! From SEO expert Rand Fishkin, we present you a six-part series of roughly ten-minute-long videos designed to deliver core SEO concepts.

[Watch the videos](#)

We will write optimized content that:

1. Follows a main plan
2. Is optimized for the right key-words
3. Is linked to other platforms and part of content hubs

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3.5 ★★★★★
Now on our best nationwide 4G LTE network. Purchase today.
Range: Price \$1019 - Sign-up \$1010 - Website \$110 - Customer service \$110
T-Mobile has 236,192 followers on Google+.

Shop for iPhone 6 on Google

Product	Price	Carrier	Rating
Apple iPhone 6 Plus 128GB...	\$449.99	Sprint	★★★★★ (32)
Apple iPhone 6 Plus 16GB (x...)	\$299.99	Sprint	★★★★★ (32)
iPhone 6 Naked Tough...	\$15.00	Case-Mate	★★★★★ (17)
iPhone 6 - Vert...	\$299.00	Apple Store	★★★★★ (329)

Sponsored

Paid media

We can have a series of different types of paid media. It all depends on the persona and the adherence of our content and the platform in question.

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Desentupimentos em BH com Orçamento Grátis. Ligue Agora para Saber Mais!

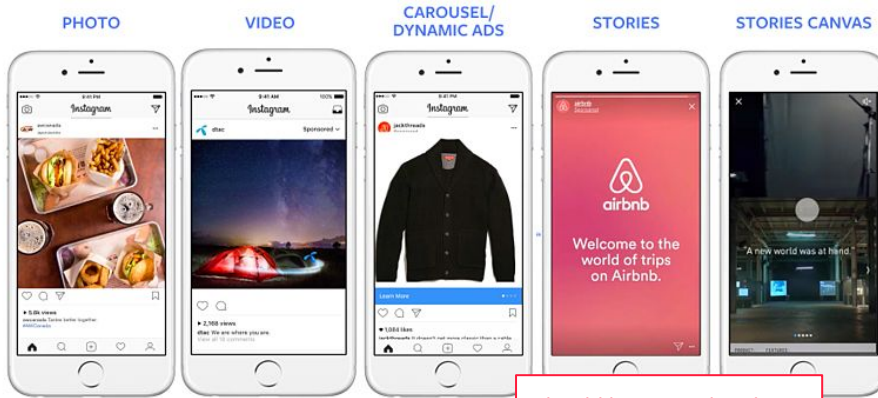
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Elements like title, CTA, URL, description and landing page are crucial to determine investment and conversion rates.

Types of paid media we will use:

1. Paid search




Should be catered to the audience and have hundreds of models available, across all social media platforms.

Types of paid media we will use:

1. Paid search
2. Social media ads

AD AGE CREATIVITY LOOKBOOK DATACENTER RESOURCES EVENTS JOBS ON CAMPUS Follow us + | Login Register & Monitor


AdvertisingAge Marketing Advertising Digital Media Agency Data BtoB Video Campaign Trail Q



Domino's Cooks Up Its Latest Tech Move: Zero Click Ordering


Domino's is once again simplifying the digital ordering process, with a Zero Click app for tech-savvy diners.

By Jessica Wohl



Facebook's Live Video Push Continues With Video Tab on Mobile, Live Reactions and Filters

By Maureen Monahan



Pepsi's New '1893' Soda Further Blurs Booze, Soda Marketing

By E.J. Schultz

Digital Media's April Fools Winner: #Shoopavision

Influencers to Brands at Digital Conference: Let Us Control the Content

Ad Age Digital Conference: Top Marketing and Creative Execs on Why Consumer Experiences Are Key

Bravo's Andy Cohen on Authentic Brand Integrations, Like Amazon Echo the Bartender

Video: James McQuivey of Forrester Research on Why CRM Is Far From Boring

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TOAST THE 2016 AD AGE

Women to Watch

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WACL | WPP

Advertisement

Types of paid media we will use:

1. Paid search
2. Social media ads
3. Display ads (programmatic)



Convert

To convert is to turn visitors into leads. To do this, we can use rich content, that convinces the person to give contact information in exchange for knowledge. These can be ebooks, infographics, premium offers and CTAs of any kind.

Português | Entre em contato

Log in Comece agora

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Software | Preços | Recursos | Parceiros | Sobre

Como fazer

- Blog
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- Cursos gratuitos
- Pesquisa e relatórios

Histórias de clientes

- Estudos de caso
- Avaliações

Produto

- Treinamento e certificações
- Serviços

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FIRST NAME*

LAST NAME*

EMAIL*

PHONE NUMBER*

COMPANY NAME*

HOW MANY EMPLOYEES WORK THERE?*

WEBSITE URL*

DOES YOUR COMPANY SELL ANY OF THE FOLLOWING SERVICES?*

Web design, Online marketing, SEO/SEM, or Advertising agency services

O cliente quer bater o recorde de vendas de uma maneira diferente [Lar...]

MARKETING | 8 MINUTOS PARA LER

Seus dados

para a entregabilidade de e-mail: como dos filtros de SPAM

ING | 14 MINUTOS PARA LER

na difícil vender? Experimente ser

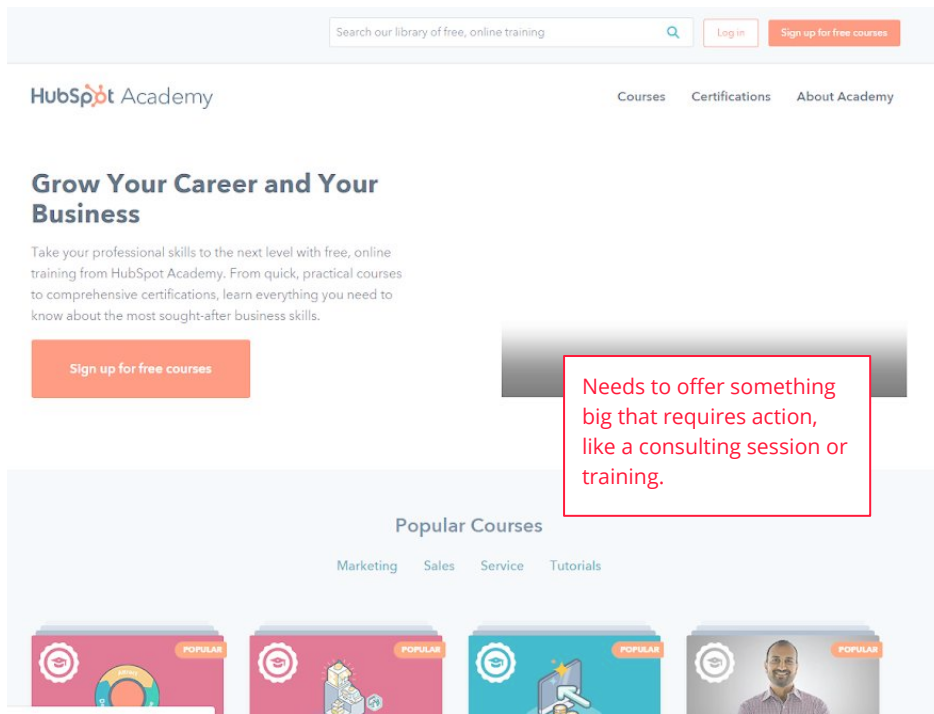
3 MINUTOS PARA LER

um Bom Atendimento ao Cliente?

1 MINUTOS PARA LER

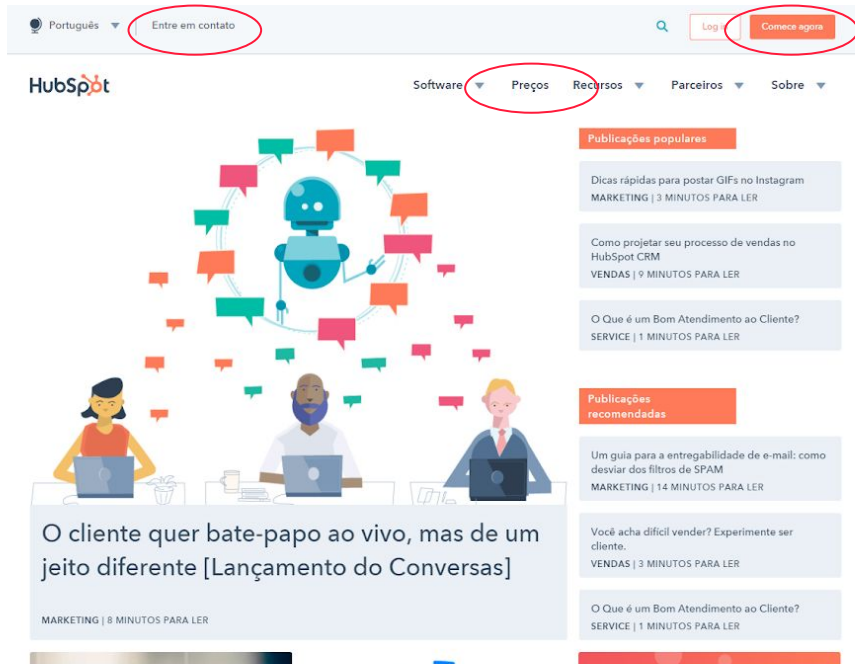
Examples of conversion points:

1. Rich content



Examples of conversion points:

1. Rich content
2. Premium offers



Examples of conversion points:

1. Rich content
2. Premium offers
3. CTAs



Close

Only conversion don't make leads become customers. You have to nurture your leads and make sure they take another step in the journey. We can do that with emails, marketing automation, and lead qualification.

Community, created by [Loyal](#), is for anyone who puts people at the center of their work. [View this email in your browser](#)



Have you ever found yourself revealing more in a meeting than you intended? Or, perhaps found that you just can't lower your guard at a dinner party? Or maybe, like I did last night, you've instantly bonded with someone over a shared association with a specific community. With really strong communities, identification alone can build instant, validated trust. Now, imagine doing that at mass scale -- what needs to happen in your community to build deep trust quickly?

Have thoughts or resources to share on this topic? [Reply to this email](#) :)

SHORT

"People follow leaders by choice. Without trust, at best you get compliance."

~ Jesse Lyn Stoner, Leadership Coach

MID



In this very quick read, [Lilahecker recommends](#) sharing secrets with acquaintances to speed up the path towards friendship. Though, don't judge too quickly -- secrets are relative here.

LONG



In [MIT Innovation \(starting on p45\)](#), the team behind [Sandesh](#) shares for building a global community of changemakers. Most interesting? How the distinguishing factor between a network and community.

LOYAL'S LINKS

How do you create a "climate of trust" in a relationship?

"Anyone who believes [Yelp is an idiot](#)," and [Why We Like What We Like on the Internet](#). The New Yorker

Thank you to Tech Ladies for featuring me yesterday and sharing [my greatest business lesson to date](#) 🙌

Yesterday, Loyal joined [HelpCloud](#) and [Basecamp](#) for a webinar on hiring for support! [Download the e-book here](#)

This summer, we're inviting Community's subscribers to curate issues every other week! [Details here](#). Thank you Molly Talbert for curating last week!

Next week, we'll be in Cape Town, South Africa with [Dell's Women Entrepreneur Network](#). Keep an eye on [@LoyalHQ](#) for live updates!

For those interested in social impact, [Planned Parenthood](#) is hiring a [Director of Brand Engagement](#), and [NationalWell](#) is hiring a [Community Director & Community Manager](#).



Sarah Judd Welch
CEO/Head of Community Design, Loyal

Let's be friends: [Twitter](#) | [Community.js](#) | [tsabefriends@loyal.js](#)

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Actions to close leads:

1. Newsletters

Works as a way to amplify the reach of our content and keep a running conversation with our leads.

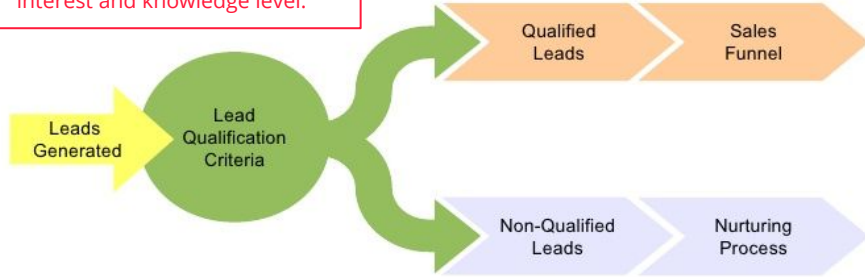
Is meant to advance the conversation and is a great tool for the sales rep. Can be done in any stage of the buyer's journey.



Actions to close leads:

1. Newsletters
2. Automation

Can be done in a number of different ways and uses both criteria from the lead information and it's behaviour with the content, qualifying over interest and knowledge level.



Actions to close leads:

1. Newsletters
2. Automation
3. Lead qualification



Delight

The best way to delight our customers is to listen to them and measure results, applying what was learnt to future activities.

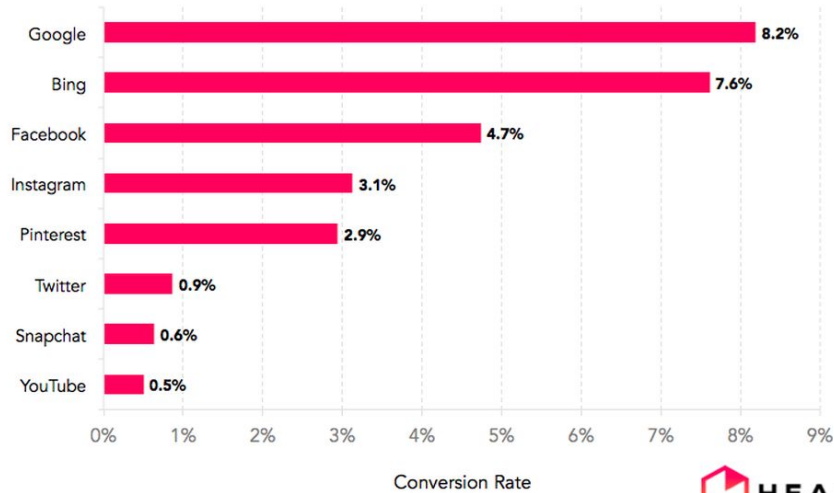


Metrics we must be following to learn more about our audience and the adherence of the solution:

1. Visitors, pages and sources

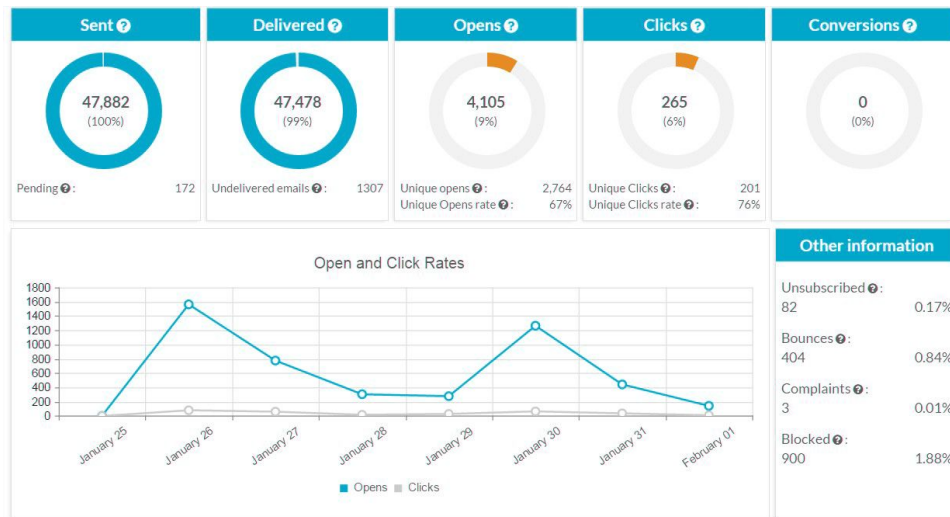
Which Advertising Channels Have the Highest Conversion Rates?

Average Conversion Rate by Advertising Channel



Metrics we must be following to learn more about our audience and the adherence of the solution:

1. Visitors, pages and sources
2. Conversion rates



Metrics we must be following to learn more about our audience and the adherence of the solution:

1. Visitors, pages and sources
2. Conversion rates
3. Email open and click through rates

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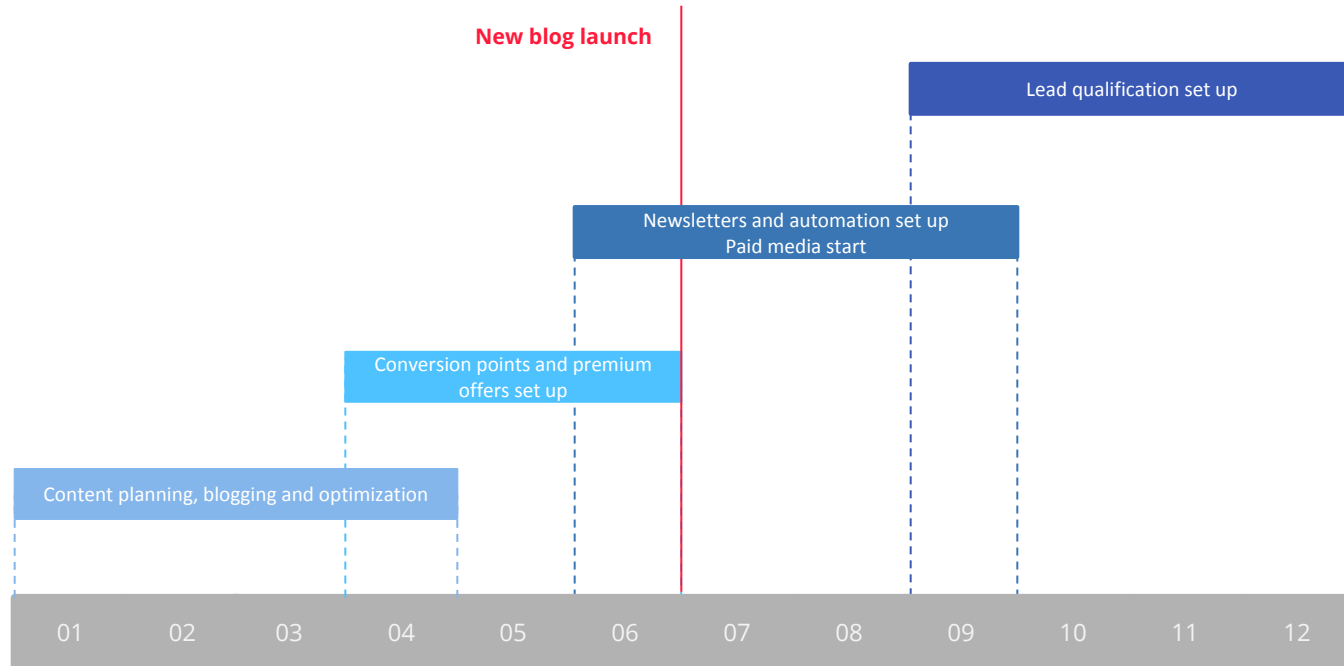
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What are the actions we have to take?

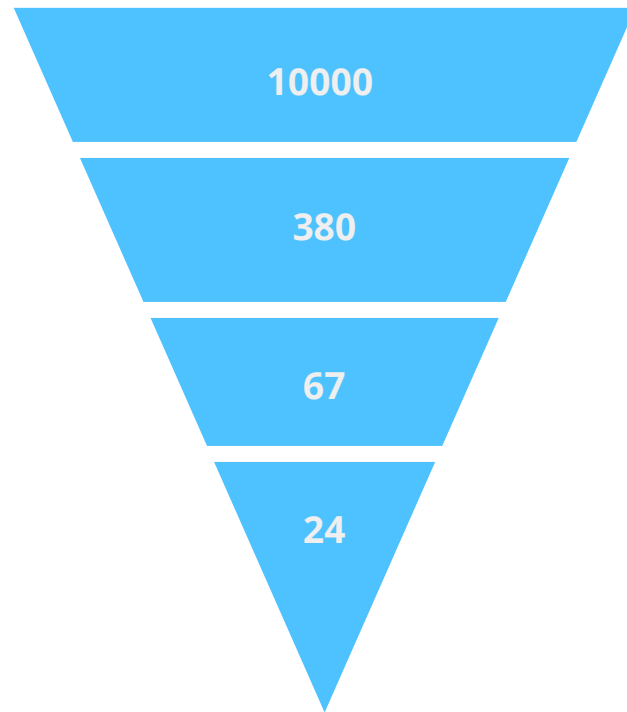
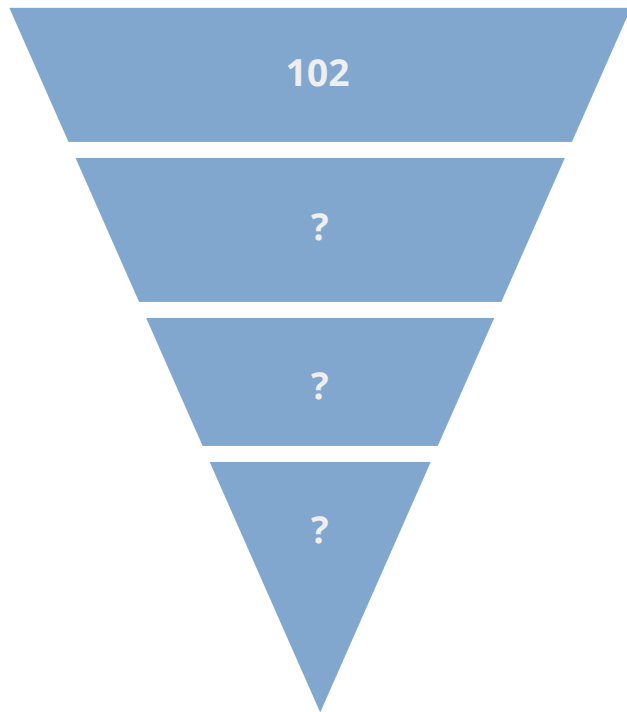
05

ACTION PLAN

How to do that in a year to reach goals



The **new** funnel



Obrigada.

Íris Marinelli Pedini
im.pedini@gmail.com
+55 31 983 725 481
Belo Horizonte/MG