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

SUMMARY

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**.

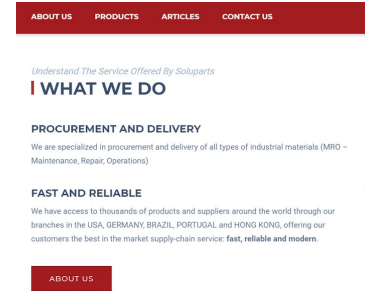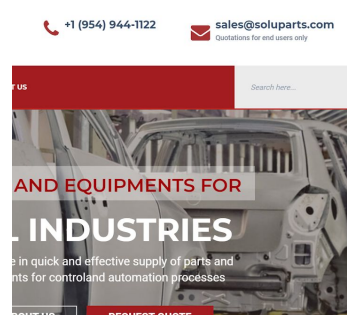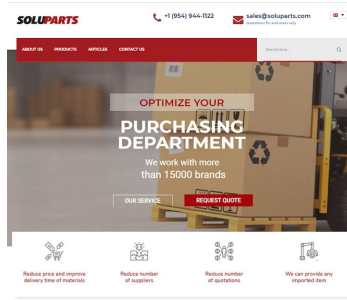So, now we know why people look for us. But what do they find when they try?

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.

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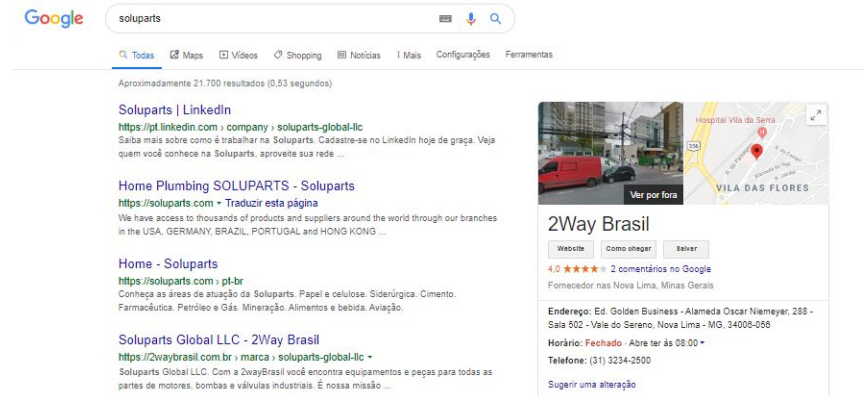
This means that we have to work better on our SEO techniques to display the domain for the people that search for the industry or the service or products, not exactly the brand name. When we look to the first Google page (with some dose of caution, because the algorithm is changeable from place to place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

Ranking

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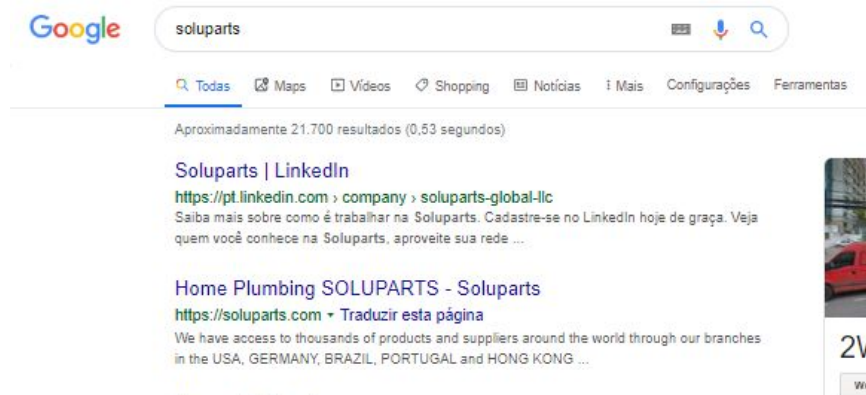
The results are not from Brasil or set to our language. The top result is actually a social media account - we should have domain over our content and it is best if we find the website first. Here we also see some clear SEO improvements needed, as the meta tags don't tell us what the website is about.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

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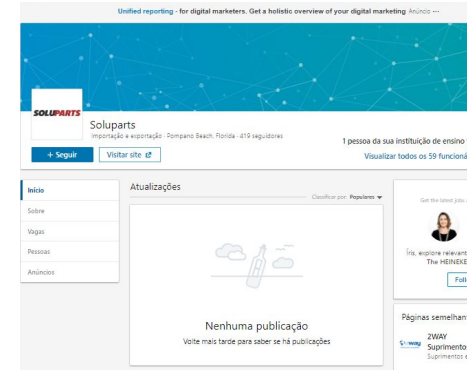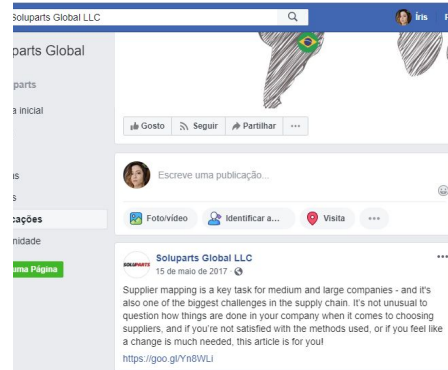
We already know that there hasn't been an extensive amount of work in the social media accounts. LinkedIn doesn't have any publications, despite being on the top result, as we saw above. The last post on Facebook was from 2017 (but we actually see some content being produced).

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**.

SUMMARY

Understanding our **objectives**

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

Double the number of visits, conversions and sales.

Be the main source of education about supply and purchasing

Solidify our position as reference for the segment

Stimulate sales by implementing a full marketing funnel
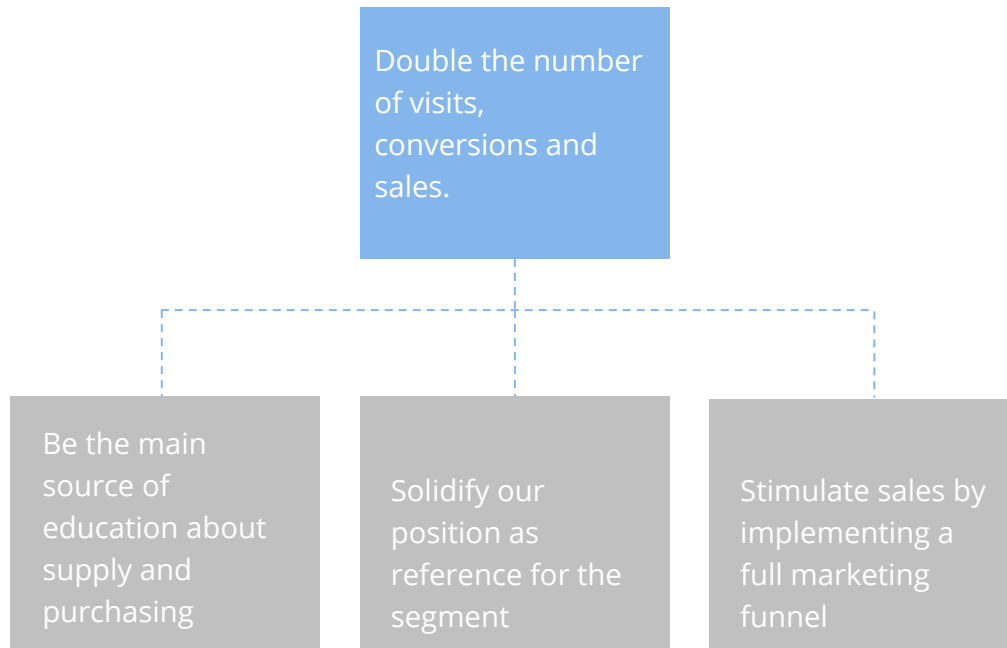
Secondary objectives

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

But how do we develop it further?

SUMMARY

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

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

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.

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 direct 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.

Awareness

Introductory contents, about broader subjects

Importance of organizing your purchasing work

Interest

More specific approach about the problem

5 problems of big supply chains and what to do about them

Consideration

More specific approach about the solution

Why do you need to outsource procurement and delivery

Decision

Information about the product and how to buy

Soluparts: the solution for optimizing your purchasing department

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
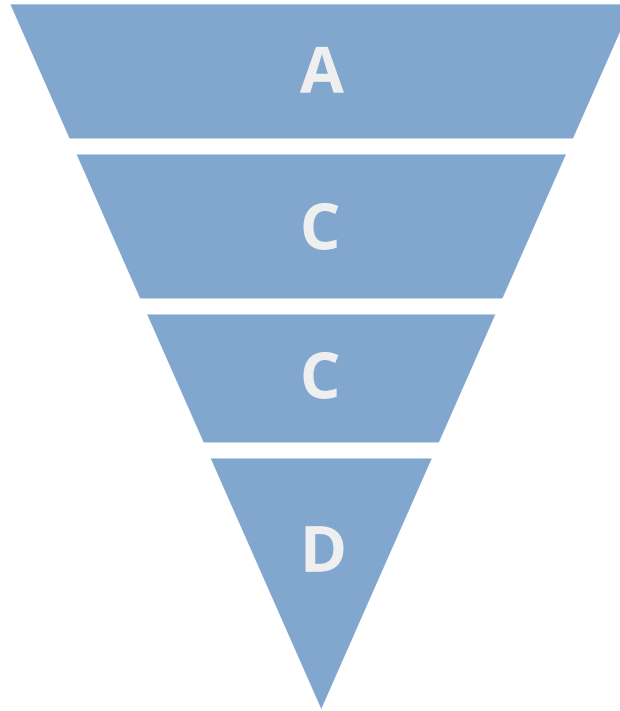
Attract
Bring people to your
website.

Convert
Turn visitors into leads.

Close
Turn leads into
customers.

Delight
Retain your customers.

The funnel
in the inbound
methodology
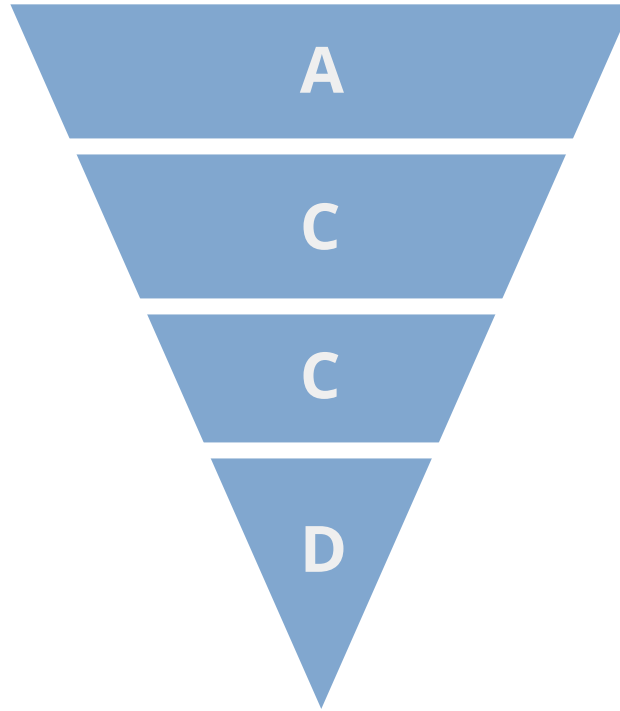
Attract
Strategic blog articles and
social media posts.

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

A

3.8%

C

17.6%

C

37.3%

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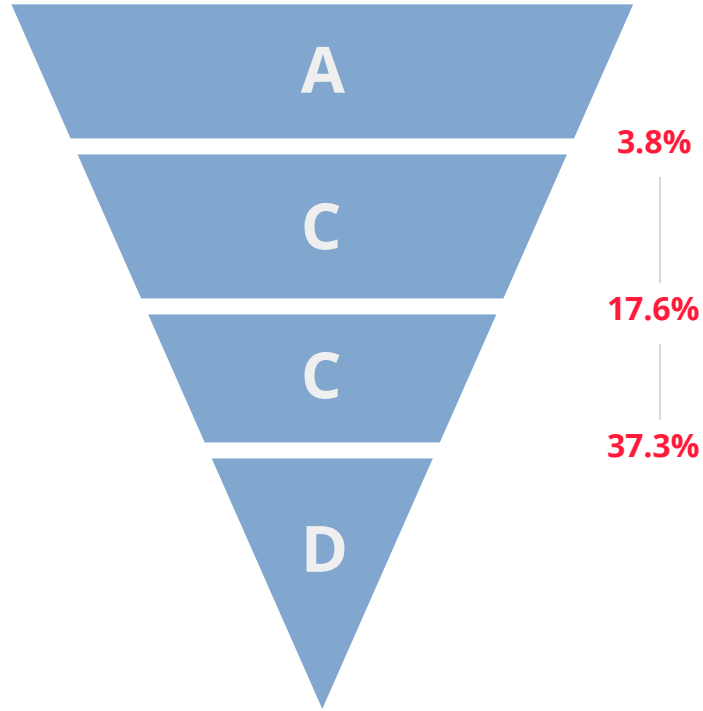
In the next and last phase of this case, we will break down the **tactical portion of the inbound strategy.**

SUMMARY

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 peace 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)

We will write optimized content that:

1. Follows a main plan

We will write optimized content that:

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

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

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.

encanador

🔍 Todas   ▶ Vídeos   🗺 Maps   🖼 Imagens   📰 Notícias   ⋮ Mais   Configurações   Ferramentas

Aproximadamente 3.420.000 resultados (0,60 segundos)

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

Types of paid media we will use:

1. Paid search

PHOTO   VIDEO   CAROUSEL/ DYNAMIC ADS   STORIES   STORIES CANVAS
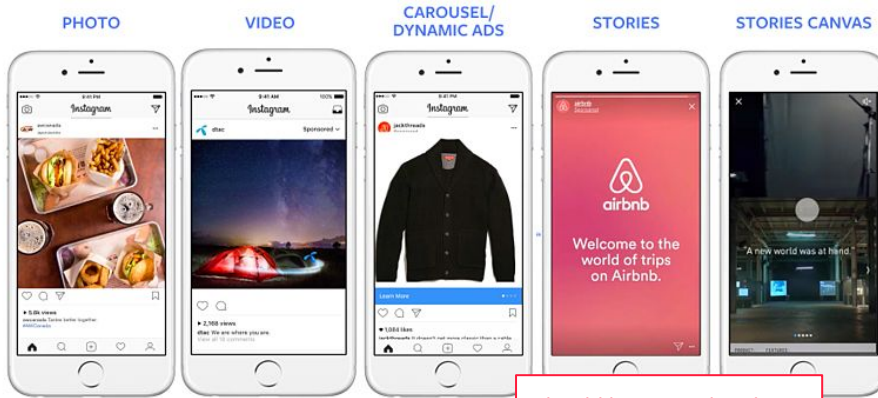
Should be catered to the audience and have hundreds of models available, across all social media platforms.

Types of paid media we will use:

1. Paid search
2. Social media ads

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.
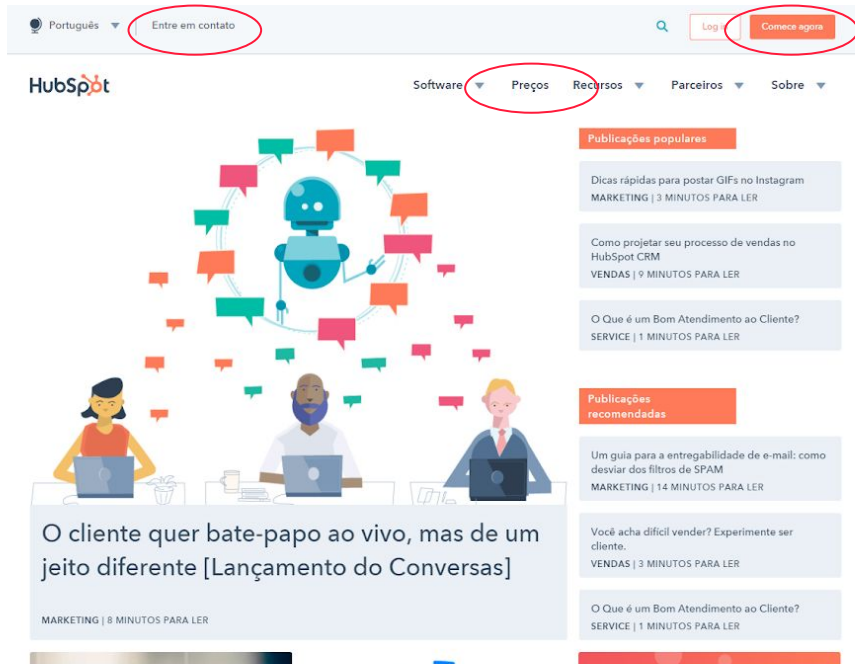
Examples of conversion points:

1. Rich content

Examples of conversion points:

1. Rich content
2. Premium offers

Needs to offer something big that requires action, like a consulting session or training.

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.

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.

Customers request more information

Automatically send a targeted email

Sales Rep Notified & Starts a Conversation

Nurture the lead & send an offer when they return to the site

50% OFF

Customer buys the product

Everyone's Happy

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.

Leads Generated

Lead Qualification Criteria

Qualified Leads

Sales Funnel

Non-Qualified Leads

Nurturing Process
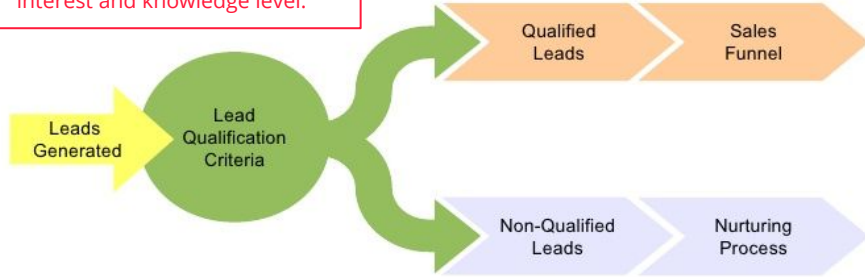
Actions to close leads:

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.

| SESSIONS | | TIME ON SITE | | TRAFFIC SOURCES | | |
| Last 14 days, daily | | Last 14 days, daily | | Last 14 days | | |

SESSIONS
Last 14 days, daily

8,877
▲6 / day

TIME ON SITE
Last 14 days, daily

3:51s

TRAFFIC SOURCES
Last 14 days

total **5,287**

google	3,025 /	57%
(direct)	1,152 /	22%
quora.com	486 /	9%
yandex.ru	101 /	2%
bing	68 /	1%
t.co	58 /	1%

VIEWS
Last 14 days, daily

36.64k
▲6 / day

USERS
Last 14 days, daily

5,251

NEW VS RETURNING
Last 14 days

total **5,903**

New Visitor	4,520 /	77%
Returning Visitor	1,383 /	23%

BOUNCE RATE
Last 14 days, daily

59.64

EXIT RATE
Last 14 days, daily

23.81

DEVICES
Last 14 days

total **5,254**

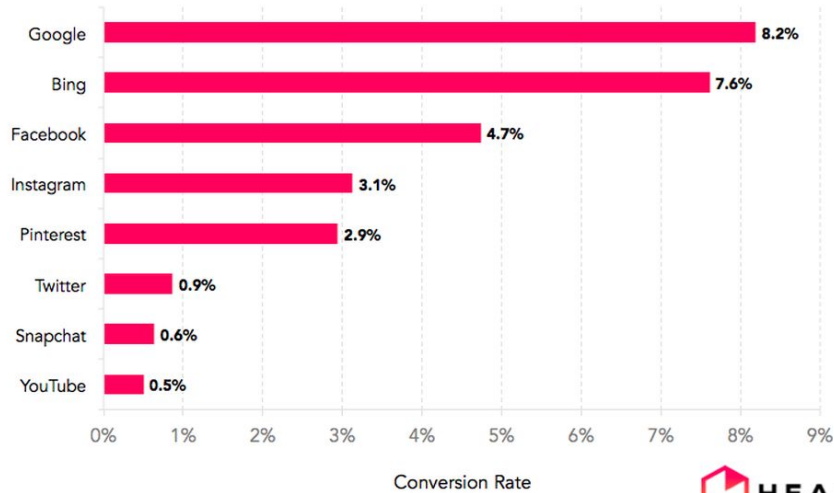|		
desktop	3,945 /	75%
mobile	1,161 /	22%
tablet	148 /	3%

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

Channel	Conversion Rate
Google	8.2%
Bing	7.6%
Facebook	4.7%
Instagram	3.1%
Pinterest	2.9%
Twitter	0.9%
Snapchat	0.6%
YouTube	0.5%

Conversion Rate

HEAP

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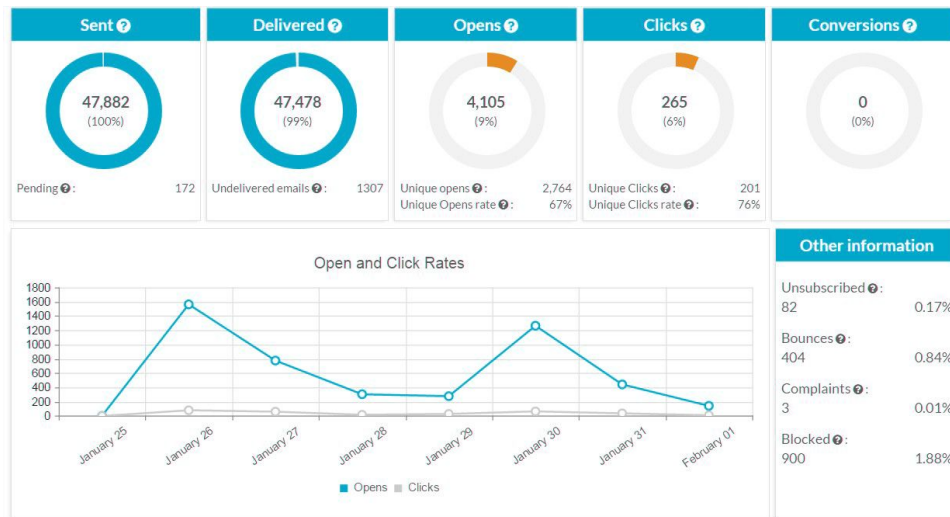
Metrics we must be following to learn more about our audience and the adherence of the solution:

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

SUMMARY
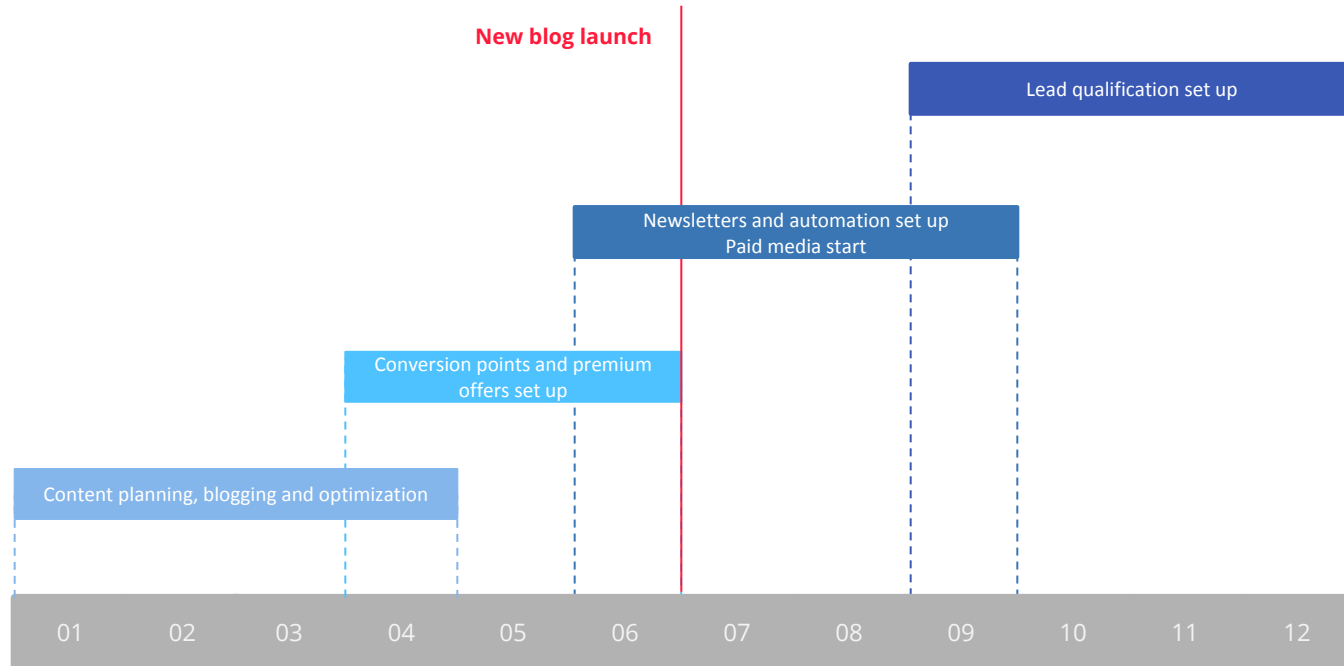
The **new** funnel
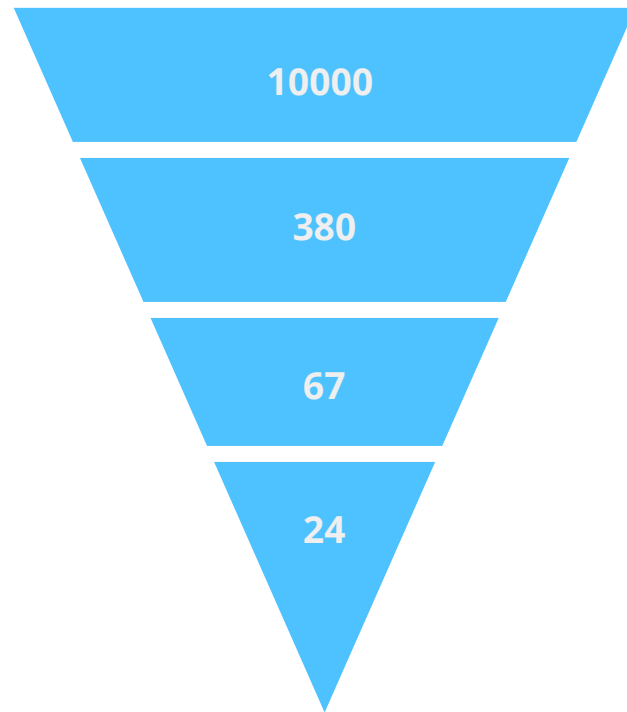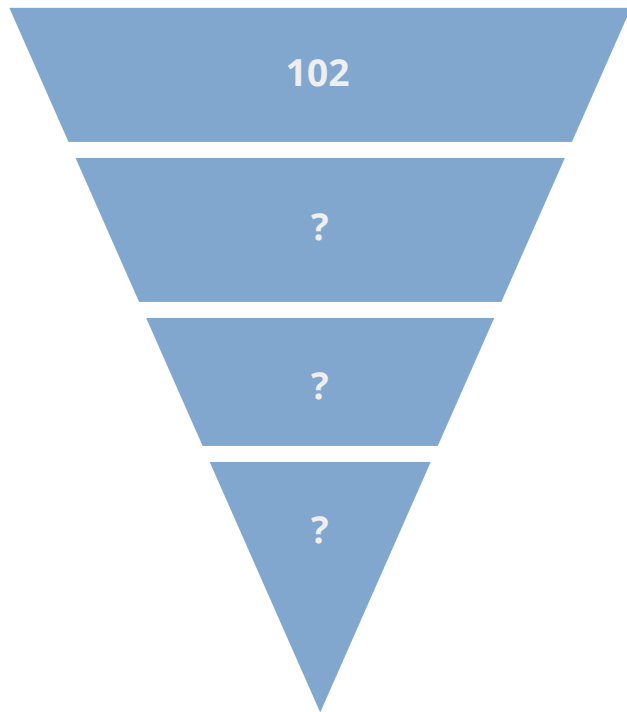
Obrigada.

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