

Continental Western Corporation

Marketing Strategy





Company goals

Brand awareness

Increase Revenue



Brand Awareness: Marketing Goals

Company	Continental Western Corporation			
Objective	Brand Awareness			
Digital Marketing Goal	Increase # request for contact	Increase traffic to the website : Paid Search Optimization	Increase organic traffic : improve the SEO	Increase # followers and user engagement
KPI	# users who fill "help & support" form	CPC - CTR	# session + length / session	# followers # likes # shares # comments
Target	increase of 10% / week	Increase of 10% / week	increase # session by 10% length > 30"	increase of 10 % # Followers / week increase of 5 % user engagement
Measurement Segments	# visits # conversion	O&O vs Network Keywords Match type	Which page the visitors like the most	gender / age / interest / location
Source	Google Analytics	Google Ads Bing Ads Google Ads	Google Analytics	Youtube Facebook Instagram Twitter LinkedIn



Increase Revenue: Marketing Goals

Company	Continental Western Corporation			
Objective	Increase Revenue			
Digital Marketing Goal	Increase # sign in	increase # of purchase: Paid search	Increase # purchase Digital marketplace	Increase # purchase Programmatic: Ad exchange DSP
	KPI # sign in	# conversion and CVR CPC - CTR ROI	# conversion and CVR CPC - CTR ROI	# conversion and CVR CPM - CTR ROI
	Target increase 5% / week	Increase of 10% / week CTR increase of 10% / month CVR Increase of 20% / month ROI	Increase of 5% / week CTR increase of 5% / month CVR Increase of 10% / month ROI	Increase of 5% / week CTR increase of 5% / month CVR Increase of 10% / month ROI
	Measurement Segments # visits # conversion	O&O vs Network Keywords Match type Keyword Category Keyword ACPC & Competition score	Buyers information email mail	Relevant Publishers
	Source	Google Analytics Google Ads - Shopping Bing Ads	Google Analytics Amazon - Rakuten Alibaba - Elikia Advertising	thetradedesk rubiconproject openx - Google Analytics



Marketing Strategy

- SEO
- SEM
- Social Media
- Digital Marketplace
- Programmatic



SEO

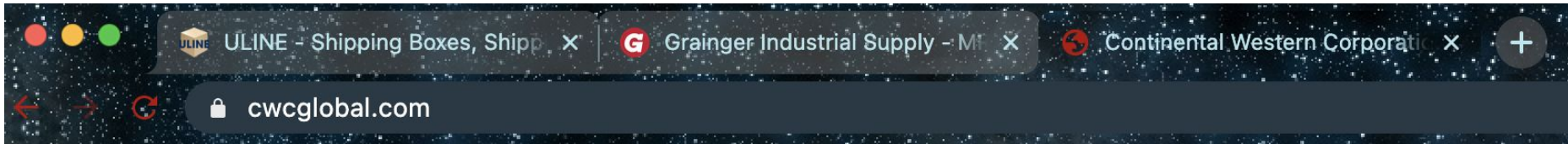
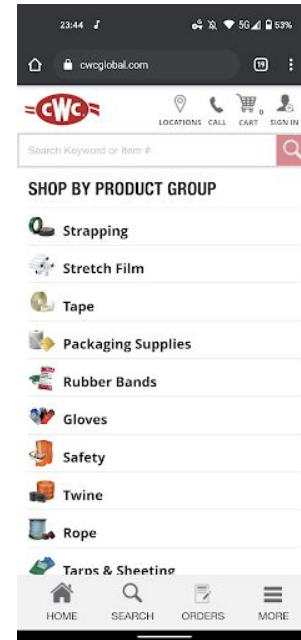
Mobile version is great

Make the desktop version more modern and trendy

Add meta description relevant to the page for:

- Contact page
- Location page
- Request for quote page

Add CWC Icon on the tab on the browser



SEO Home page: keep only important information

- Products** ▾
- Strapping
- Stretch Film
- Tape
- Packaging Supplies
- Rubber Bands
- Gloves

STRETCH FILM

Many types, styles and sizes of stretch film that suits all your wrapping needs.

[SHOP ALL](#)



TOP SELLING ITEMS

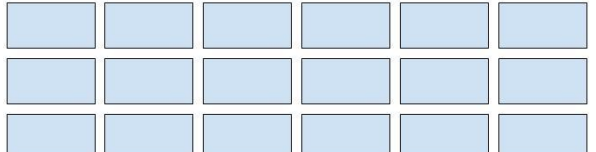
Logo Company name

Search barre

- [About Us](#) [Quick Order](#) [Special offers](#) [Contact](#)

- Products list**
- Product 1
 - Product 2
 - Product 3
 - Product 4
 - Product 5

Carrousel : highlight main product



SEO Contact us: combine location and request for quote

CONTACT US



CWC CONTACT INFO

Corporate Address:

Continental Western Corporation

2950 Merced, Suite 200

San Leandro, CA 94577

[View Branch Contact Info>](#)

Phone:

(510) 352-6142

Fax:

1-800-292-0494

Email:

HELP & SUPPORT

Send us a message and we will email you!

Name *

Email *

Company

Your Message *

CWC Contact information

Contact Form

Request for quote form

Map

Other locations



SEO: About page

ABOUT US



Fast Shipping

Our high-speed shipping and reliable product availability mean you can stock less and trust CWC to provide your products.



Easy Ordering

At CWC, we make ordering easy. Place your order by phone, fax, online or in person with your representative.



Friendly Customer Service

Our highly-trained and knowledgeable staff is ready and waiting to answer your questions, provide quotes and recommend products.



Industry Support

CWC has over 60+ years of experience supplying a host of industries from Agriculture, to Heavy Marine, to Warehousing.



Extensive Product Lines

We offer a huge range of products to suit your need. From protective packaging products to high performance rope, we have what you're looking for.



Locations

We have 8 strategically placed distribution centers throughout the United States to ensure you get your products quickly & efficiently!

Give detail:

Tell a story about the company history and culture

Testimonials

INDUSTRIES WE SERVE



Agriculture



Construction



Lumber



Utility



SEM: Structure

Google Ads structure:

- 3 Accounts:
 - Account 1: exact match type
 - Account 2: phrases - broad modifier
 - Account 3: broad
- Keyword segmentation by ACPC and competition score (category of applicable)
- Ads extension
 - Structured snippets
 - Callout
- ETA

Bing Ads structure:

- 6 Accounts:
 - 3 accounts for O&O
 - Account 1: exact match type
 - Account 2: phrases - broad modifier
 - Account 3: broad per account
 - 3 accounts for Network
 - Account 4: exact match type
 - Account 5: phrases - broad modifier
 - Account 6: broad
- Keyword segmentation by ACPC and competition score
- Ads extension
 - Structured snippets
 - Callout
- ETA



SEM Findings

- CWC doesn't appear on any of the keywords paid or organic
- Only Uline is spending on Google shop and paid search
- Amazon (1-3rd place) and Home depot (1-7th place)have a good organic rank
- Uline and grainger appears organically but at the +5th place



Social Media

	Uline	Grainger	CWC
Website	TRUE	TRUE	TRUE
Facebook	TRUE	TRUE	TRUE
Twitter	FALSE	TRUE	TRUE
Instagram	FALSE	TRUE	TRUE
Youtube	TRUE	TRUE	TRUE
Linkedin	TRUE	TRUE	TRUE

Uline:

- Youtube and Facebook: mainly promoting the product and demonstration
- Linkedin website link is different

Grainger:

- Facebook, Twitter, Instagram, Youtube, Linkedin: mainly safety, customer focus, highlight front line heroes during the pandemic and testimonials

CWC:

- instagram icon is missing from the website
- On Instagram and Youtube the last post was +5 years ago
- promote products, highlight the team and event participation



Social media recommendation

- Use all social platforms (Instagram and youtube) to get more exposure
- Use a strategy similar to Grainger, being more customer focus and highlight front line heroes and testimonials
- Launch a couple of paid social ads



Digital Marketplace

	Uline	Grainger	CWC
Amazon	TRUE	FALSE	TRUE
Rakuten	FALSE	FALSE	FALSE
Alibaba	FALSE	FALSE	FALSE
Elikia	FALSE	FALSE	FALSE

Why use digital marketplace?

- Get a bigger exposure for the products
- Amazon has a good organic rank on Google
- Rakuten has a direct link to the brand website
- Elikia is responsible for the the marketing strategy generate leads to purchase and with your account you can create your own website and highlight your products



Programmatic: Ads exchange DSP

Why use programmatic ?

- Get Exposure the more relevant publisher
- Impression are more relevant to the campaign, localisation and browser behavior
- Target the desired audience and flexible audience (in case the audience change behavior)
- Schedule in specific moment of the day like peaks
- KPI are available