



Mockup - Donny's Dust Collectors

Marketing Strategy



Objective and Measurement Overview

Company	Donny's Dust Collectors				
Objective	Brand Awareness			Increase Revenue	
Digital Marketing Goal	Increase # Newsletters subscription	Increase traffic to the website : Paid Search Optimization	Increase # followers and user engagement	Increase # Newsletters subscription	increase # of purchase: Paid search
KPI	# Newsletters subscription	CPC - CTR	# followers # likes # shares # comments	# Newsletters subscription	# conversion and CVR CPC - CTR ROI
Target* (Timeline)	increase 3% (2 weeks)	Increase of 10% CTR (4 weeks)	increase of 10 % # Followers (4 weeks) increase of 5 % user engagement (6 weeks)	increase 8% (4 weeks)	Increase of 10% CTR (2 weeks) increase of 10% CVR (6 weeks) Increase of 20% ROI (6 weeks)
Measurement Segments	# visits # conversion	O&O vs Network Keywords Match type	Companies industry gender / age / interest / location	# visits # conversion	O&O vs Network Keywords Match type Keyword Category Keyword ACPC & Competition score
Source	Google Analytics Facebook	Google Analytics Google Ads - Shopping	Facebook Linkedin	Google Analytics Google Ads - Shopping	Google Analytics Google Ads - Shopping

*: targets are made up because of the lack of data

Marketing vocabulary

CTR = Click through rate

CPC = Cost per Click

CVR = Conversion Rate

ROI/ROAS = Return on Investment / Return on Ads Spend

CTA = Call to Action

1. Three discovery questions to ask on the introductory call with the company

1. What is your Budget and Timeline?

As we already know, the client objective is to *get integrated with ecommerce capabilities and to utilize our marketing professionals with the goal of finding new customers and driving online revenue.* and target *customer is any business whose equipment emits dust into the air and needs cleaning,* I would ask:

What is your budget and when are the first results expected?

Knowing the budget and the timeline will allow me to plan the budget according to the deadline. When the deadline is short, I would tend to spend more on the paid media because this is the quicker way to achieve the goals

	Budget <= \$50k	Budget > \$50k <= \$100k	Budget > \$100k
3 to 6 months	50% on the owned media 50% on the paid media	30% on the owned media 70% on the paid media	20% on the owned media 80% on the paid media
6 to 12 months	70% on the owned media 30% on the paid media	50% on the owned media 50% on the paid media	30% on the owned media 70% on the paid media

Owned Media and Paid Media Reminder

Owned media:

Showcase & communication: Website + emails

Pictures: Facebook - Twitter - Instagram - Pinterest

Video: Youtube - Tik tok

Paid media:

Marketplace: Amazon

Ads exchanges: Programmatic target publishers where the contents are more related to industrial dust collectors

Paid search: Google Ads - Bing Ads - Google Shopping

Influencer: Blogger

2. Upcoming Events

Do you have any upcoming events?

Knowing the new upcoming events/sale events or new product launches will allow me to organize the media planning accordingly.

3. Differentiator

What makes your product unique?

Knowing what make their product unique would help to build a better strategy around their differentiator.

2. Keywords Strategy

Keywords

1. Industrial dust collector
2. Industrial dust removal
3. Industrial dust cleaning
4. Industrial vacuum
5. Dust collector manufacturer

Tools to analyse the keywords

Google ad planner

- Keywords sourcing
- Min CPC and max CPC to be in the first page
- Monthly search
- Competition score

Spyfu

- Keywords sourcing

SemRush

- Keywords sourcing
- Looking at keywords of bigger companies in the same industry
- Look at the trendy keyword in the same industry
- Cost per click - monthly search

Google Search Console

- look at the queries used to go to the website

Internal tools (if available)

for example Ask has an internal tool where it was possible to:

- Look in the internal database for the best keywords with the categories needed - Keywords sourcing
- Criteria could be:
 - 1k+ monthly searches
 - 500+ impressions the last 2 weeks
 - CTR > 30% or 50%
 - Conversion rate > 25%
- Get the average CPC, the Competition Score and the Monthly Searches of each keywords, thanks to the API (Google Ads and Bing Ads)

Keywords Strategy

Thanks to the tools above I would select those criteria:

- 1000+ monthly searches
- High competition score
- Average CPC \$5+
- Trendy Keywords
- Keywords used by big competitors

Thanks to my previous experience, I noticed that the higher the CPC and competition score are, the better the performance is

If possible I would look at the keywords where:

- 500+ impressions the last 2 weeks
- CTR > 30% or 50%
- Conversion rate > 25%

3. Competition Analysis and Recommendation

3 Competitors

	Revenue \$ Millions (2020)	Monthly Visits	Monthly Visits Growth	Youtube # Subscribers	Facebook # Followers	Twitter # Followers	Linkedin # Followers	Instagram # Followers
Grizzly	\$222	1,767,348	-17.05%	19,600	133,188	3,404	1,923	77,100
Schenck Process	\$720	-	-	4,100	1,366	3,856	23,189	654
Camfil	\$863	40,525	-0.64%	964	14,261	1,744	2,293	121
Kemper America	\$5,206	-	-	29	174	379	710	56

These 3 competitors in blue were selected because they have a good revenue and they have a good presence in social media.

Even though Grizzly has the lowest Revenue, they have the strongest presence on social media (we can see the highest numbers in red) that's why this company was selected.

Kemper America was not selected because even though they have the highest revenue, they don't have a strong presence on social media.

Grizzly has a very strong number of monthly visits to the website, but the monthly visit growth is negative (-17.05%). This can be due to the website itself because the design of the website is old and the logo is not the same as the logo on all other social media. The logo is red and the code color of the website are yellow and red, in the eyes of the user it looks like cheap products. As a result the user can be afraid of the quality of the products and the website can be confusing for the users coming from other media.

Youtube

	Slogan	Subscribers	Color	# video	Frequency
Grizzly	None	19,600	Green	273	Weekly to monthly
Schenck Process	"We make processes work"	4,100	Dark Turquoise	155	Weekly to monthly
Camfil	"Clean air Solution	964	Green	214	Weekly to monthly

Grizzly use green as their brand color on all social media as opposed to their actual branding colors on the website (red and yellow). They have the highest number of subscribers (over 19600), it can be due to the strategy there are mostly showing the machines and how to use them safely.

Schenck Process is mainly highlighting the machines and there are experts explaining the advantages of the machines.

Camfil is mainly highlighting the air filtration, health care and safety due to covid-19. They are aligned with the latest news.

Facebook

	Slogan	Followers	Likes	Checked	Color	Post Frequency	# Video - Frequency	CTA	Interesting information	Common information
Grizzly	None	133,188	126,408	264	Green	2-3 weekly	250 - Weekly	Shop Now	Description has the slogan "Quality Machines, Great Prices." Send Message "Typically replies within a day"	Map 1 or 2 Descriptions # Likes # Followers # checked Website link Phone number Email address Send Message Industry
Camfil	"Extreme Performance with Sustainable Results - Proven to Significantly Reduce Energy, Labor and Waste"	14,261	14,164	193	Green	2-3 weekly	26 - Weekly up to 7 month ago and not very active now	Contact Us	Description has CTA to connect on social Price range \$ (affordable) Business hour	
Schenck Process	"We make processes work"	1,366	1,468	302	Dark Turquoise	5-6 weekly	25 - Monthly to quarterly	Send Email	Linkedin Link	

Facebook explanation

Grizzly has the highest number of followers (133188), some of the reasons could be:

- The CTA (call to action) "Shop Now"
- In the description there is the slogan "Quality Machines, Great Prices."
- On the field "Send Message" it says "Typically replies within a day"

Those elements can be reassuring for the users and thanks to the CTA the users know he can shop directly on the website.

Camfil has a slogan: "Extreme Performance with Sustainable Results - Proven to Significantly Reduce Energy, Labor and Waste"

- The CTA is "Contact US"
- In the description there is a CTA to connect on the other social media
- The field "Price range \$" shows the user that the prices are affordable

Those elements can be reassuring for the users and can create curiosity

Schenck Process has a slogan "We make processes work", the CTA is "Send an Email" the CTA might make the difference for the users.

Twitter

	Slogan	Followers	Tweet Frequency	Color	Interesting Info	Common Info
Schenck Process	"We make processes work"	3,856	More than weekly	Dark Turquoise	-	Short Description Location Date joined Website link
Grizzly	None "Extreme Performance with Sustainable Results - Proven to Significantly Reduce Energy, Labor and Waste"	3,404	More than weekly	Green	-	
Camfil		1,744	More than weekly	Green	Facebook link	

Schenck Process and Camfil have the same slogan as they do on Facebook

Schenck has the highest number of followers 3856, the reasons can be that they are highlighting their machines and showing the improvement of their new products

Linkedin

	Slogan	Followers	Company Size	Post Frequency	Video Frequency	Color	Common I fon
Schenck Process	"We make processes work"	23,189	2 000 - 5 000	Daily	Monthly	Dark Turquoise	Description
Camfil	"Clean Air Solutions"	2,293	1 000 - 5 000	More than weekly	None	Green	Website link
Grizzly	None	1,923	200 - 500	Not really active 2 posts total 1 week ago	None	Green	Industry Company size & info - Specialties

Schenck Process has the highest number of followers (23189), there are multiple possible reasons:

- They have a higher number of employees who can help share the posts
- They are really active in creating posts (daily)
- When people apply via LinkedIn, they are automatically opt in as followers if they don't opt out
- Camfil is not active in term of videos posting, Grizzly is not active at all for posting videos and posts, Grizzly website doesn't have a link to LinkedIn

Instagram

	Slogan	Followers	# Post + Frequency	Logo	Color	Infos
Grizzly	"#grizzlytools"	77,100	722 - More than weekly	Yes	Green	5 stories with 5 icons Highlights: Machines and tools How to use the toots and machines Finished product that was created Working in a fun environment
Schenck Process	"#wemakeprocesseswork"	654	412 - More than weekly	Yes	Dark Turquoise	3 stories - 2 celebrate the graduates, 1 highlights the quality Highlight: Job offers
Camfil USA	None	121	61 - Quarterly to yearly	Yes	Green	Invitation for a webinar in the presentation Highlights Holiday celebrations Health care highlighted
Campfil India	"Clean air - A Human Right!" Translated from French	240	40 - Monthly	Yes	Green	Link to a Forbes article - to breathe cleaner air Ecology is highlighted for a better air Health care highlighted
Camfil France	"World leader in premium air filtration solutions" Breathe clean air, a fundamental right"	192	85 - Bi weekly to monthly	Yes	Green	Link the website for an article for safety during winter Safety is highlighted Health care is highlighted

Instagram Explanation

Grizzly has the highest number of followers (over 77100). Here are some possible reasons:

- They are pretty active in term of posting
- The mention #grizzlytools which is easier to share for the users
- The highlights:
 - How to use the tools and machines
 - Finished product that was created
 - Working in a fun environment thanks to the posts and stories
- The story also shows that they care about the future generations to come (children involved)

For Camfil the number of followers is more spreaded around the countries, they have an account per country. For some accounts they translated the account to the country language for example French.

Other Media

Amazon: Grizzly is the only company using Amazon

Tik Tok: Grizzly is also the only company who is using Tik Tok probably via sponsoring influencers like @Proper.customs, @hach_clay_woodcraft or @legacywoodco to show how to use the machines and the result of their new creations. They would use those mentions #grizzlyindustrial #grizzlytools in their posts

Google shopping: Grizzly is really active in Google shopping. For most of the keywords related to “dust collector”, there are several Google shopping results

Recommendations

In general the companies have been consistent with the code color green to dark turquoise on all their media. Almost all websites are modern and respect the same color code except for Grizzly website (they need improvement by creating new modern design and changing logo to respect the same code color in all social media.)

Here are my recommendations for Donny's Dust Collectors:

- Transform the website into e-commerce by enabling online payment on the website.
- Create a modern website probably with green or turquoise color because the competitors are using green to dark turquoise colors.
- Green represents safety, reliability, environment, stability, growth and many other qualities, those qualities represent well the company culture and business

Take advantage of the owned media (showcase: Website, Pictures: Facebook - Twitter - Instagram - Pinterest and Videos: Youtube - Tik tok) by creating efficient content if possible different theme per media.

Depending on the budget, use paid media (Marketplace: Amazon, Ads exchanges: Programmatic or Paid search: Google Ads - Bing Ads - Google Shopping, or influencers).

4. Marketing Strategy - Three possible marketing channels to drive traffic to the website

Facebook - LinkedIn - Paid Search

- **Facebook** has the highest number of followers (see Grizzly), ie. people interested by the products
We can showcase the products and the advantage of using our products with posts or videos and highlights more CTA so the users might be interested in learning more about us.
- **LinkedIn** has a high potential of followers (see Schenck Process). The audience is also more professional.
- **Paid search and Google shopping** to surface our products in place of the competitor's. Paid search is quick way for users to find us more easily

Paid search example

Adcopy:

- **Headers:** Industrial Dust Collectors - Energy Efficient - Leading Products & Servicing

Industrial Dust Collectors

- **Description:**

Industrial dust collection system custom built, installed for your site. We provides many types of dust collectors depending on your facility's needs. Boost efficiency today. Design, Build, Install

Callout:

- Request a Quote
- Ask About Custom Solutions.
- Contact Us Today

Structure snippets:

More Listings, Dust Collection Equipment, Industrial Dust Collectors

5. The KPI's/metrics to track
for this campaign - ROAS
forecast - Tactics

Media - KPI's

Facebook: Brand Awareness

- **# Followers:** our goal is to get more followers
- **User engagement** (#checked, #like, #share, #comment): the number of user engagement will allow us to know what we can improve and if a post was successful
- **Newsletters subscriptions:** the number of subscriptions will show that people are interested by our products
- **#CTA (Call to action) and conversion rate:** the call to action (conversion rate) will show if the users were interested to learn more or to shop on our website

LinkedIn: brand awareness

- **# Followers:** our goal is to get more followers
- **User engagement:** (#like, #share, #comment) the user engagement will allow us to know what we can improve and if the posts were successful or not

Paid search and Google Shopping: Brand awareness and increase sales

- **Contribution and ROAS:** the contribution (Revenue - cost) will allow us to see if we are profitable or not, the ROAS will allow us to see at what percentage we are profitable
- **# Sales and conversion rate:** the conversion is the number of sales and conversion rate will allow us to see how often a sale happens
- **#Newsletters subscriptions:** the number of subscriptions will show that people are interested by our products
- **CTR:** the click through rate is a great indicator of the ads performance
- **CPC:** Knowing the cost per click will allow us to know how much we are spending per keyword

ROAS Forecast - Tactics

The expected ROAS is over 150%

Marketing strategies:

- Targeting audience
- Remarketing

Improve the organic experience for the users:

- A/B testing with different landing pages and keep the most performing pages
- Improve the content on the owned channels with different theme content per media
- Make sure the colors and graphic design are the same in all media