



# DIGITAL MARKETING PLAN GIANLUCA GENTILE



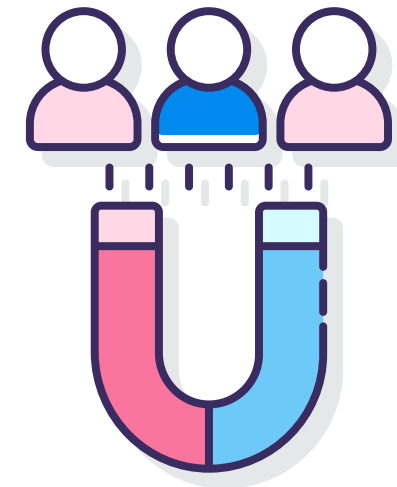
# WHY A DIGITAL MARKETING PLAN

A digital marketing plan is a solution to

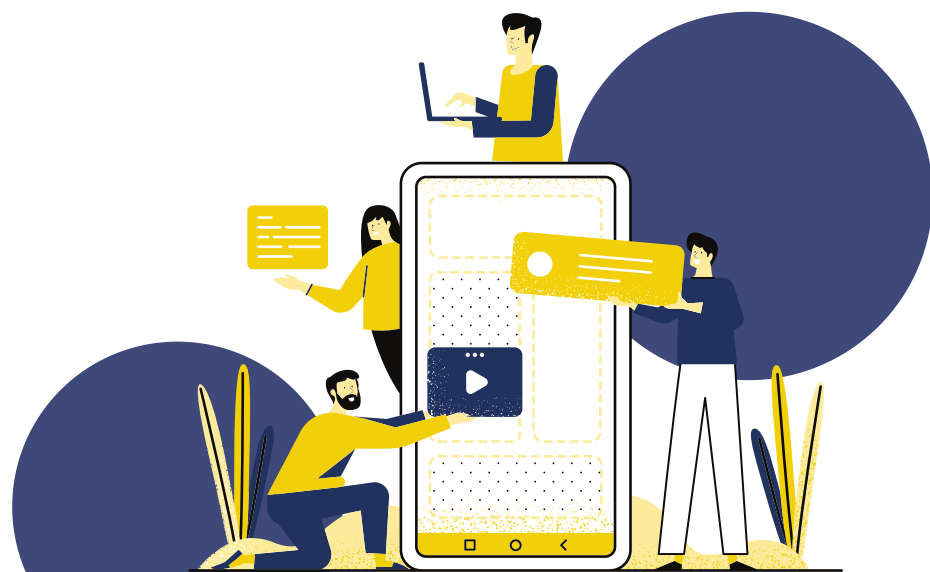
acquiring new customers.



generating new leads



The plan will be discovered through this document until it summarizes the strategy to be implemented.



# OVERVIEW

## SEO OPTIMIZATION

E-A-T

Kewyords

Link Building

Device Optimization



## PAID CAMPAIGN

Google ads

Linkedin ads



## EMAIL NEWSLETTER

Segmentation

Topic clusters



## LINKEDIN

Content Marketing

Sales Navigator

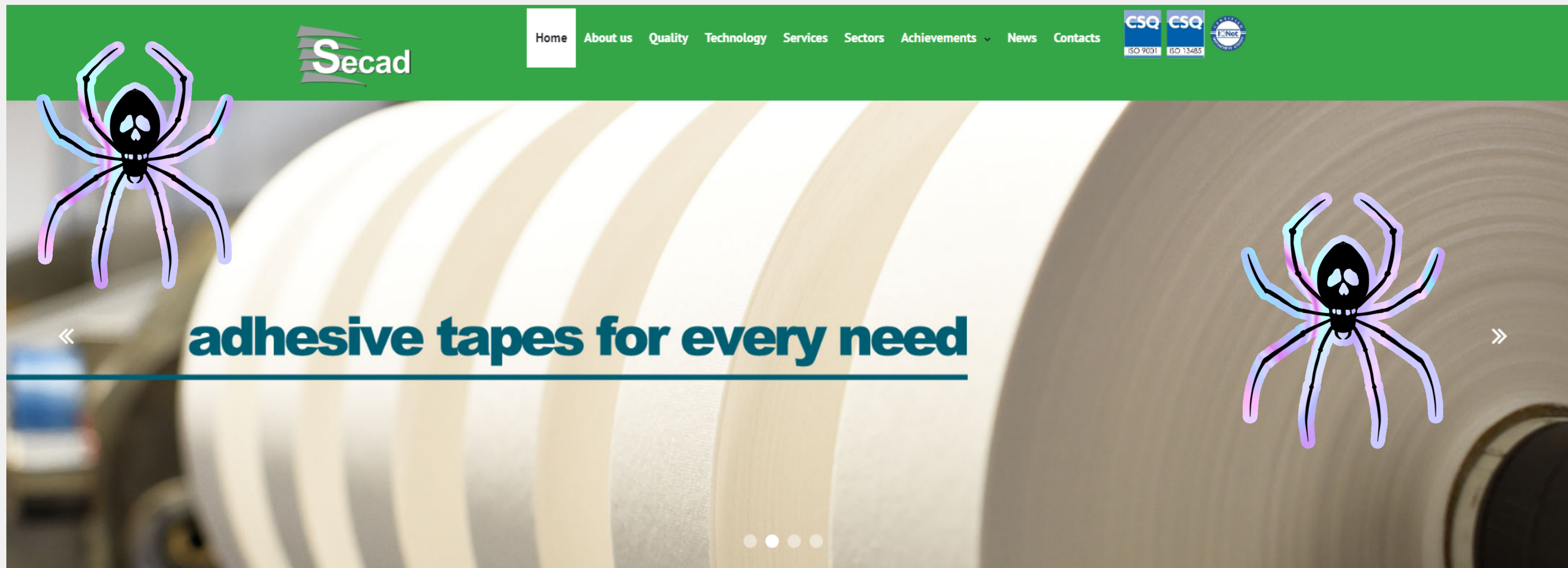
Social Proof



# WEBSITE OPTIMIZATION



SEO stands for **Search Engine Optimization**. It refers to the practice of editing and adjusting every component of your website to rank as high as possible in the **SERP- Search engine result pages**.



Search engines use web crawling tools that like spiders crawl and analyze your website.

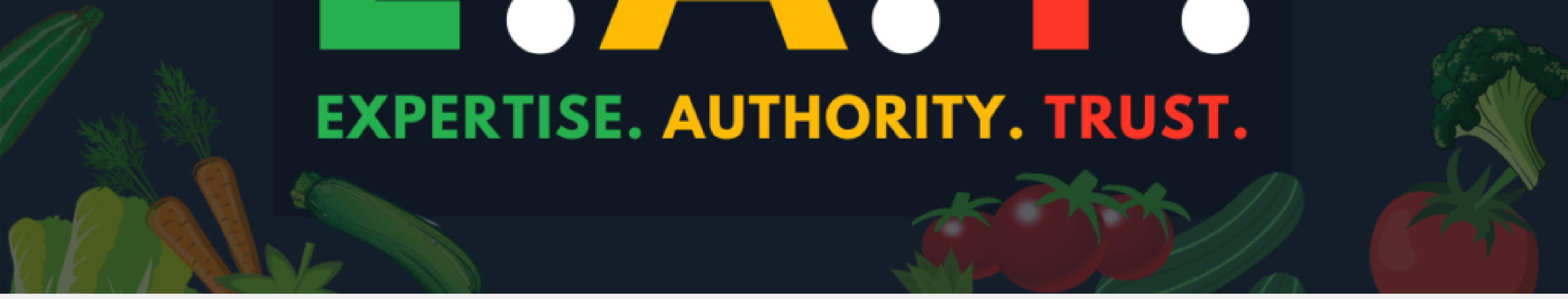
# BUILD E-A-T

EAT is an acronym that stands for the **top three considerations** that Google uses to determine the **quality of a website** and how high it should rank on the result pages.

Google

**E** . **A** . **T** .

**EXPERTISE. AUTHORITY. TRUST.**



# KEYWORDS OPTIMIZATION

Keywords optimization is the practice of including specific keywords and phrases that will allow your website to rank higher in **SERP** and drive relevant traffic.

So, Secad should :

- Develop **customer personas**
- Define **specific needs** for each persona for each stage of the sales funnel
- Use **Google Analytics** to find out which keywords have relevant search volumes

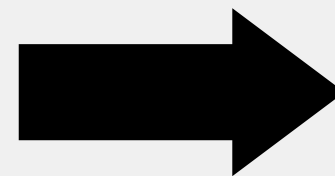


Google Analytics

# LINK BUILDING

Link building is the practice of developing numerous and relevant **backlinks** and **internal links**.

- Backlinks are **links to your website placed on a different website**.
- Internal links are **links to different content or pages on your own website**

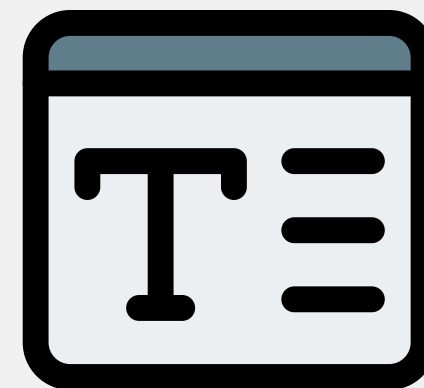


# DEVICE OPTIMIZATION

- Mobile-friendly sites show up higher in Google's search results
- Mobile searches make up more than half of all searches on Google
- If your site isn't mobile-friendly, visitors are more likely to leave

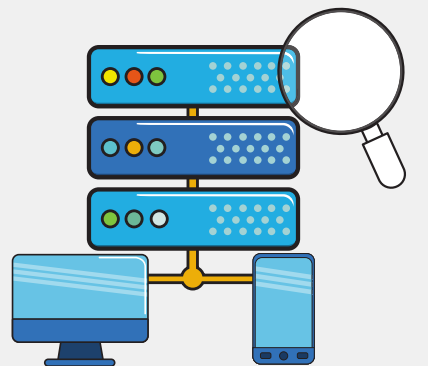


- Improve your website's loading time (how long it takes to load the page)



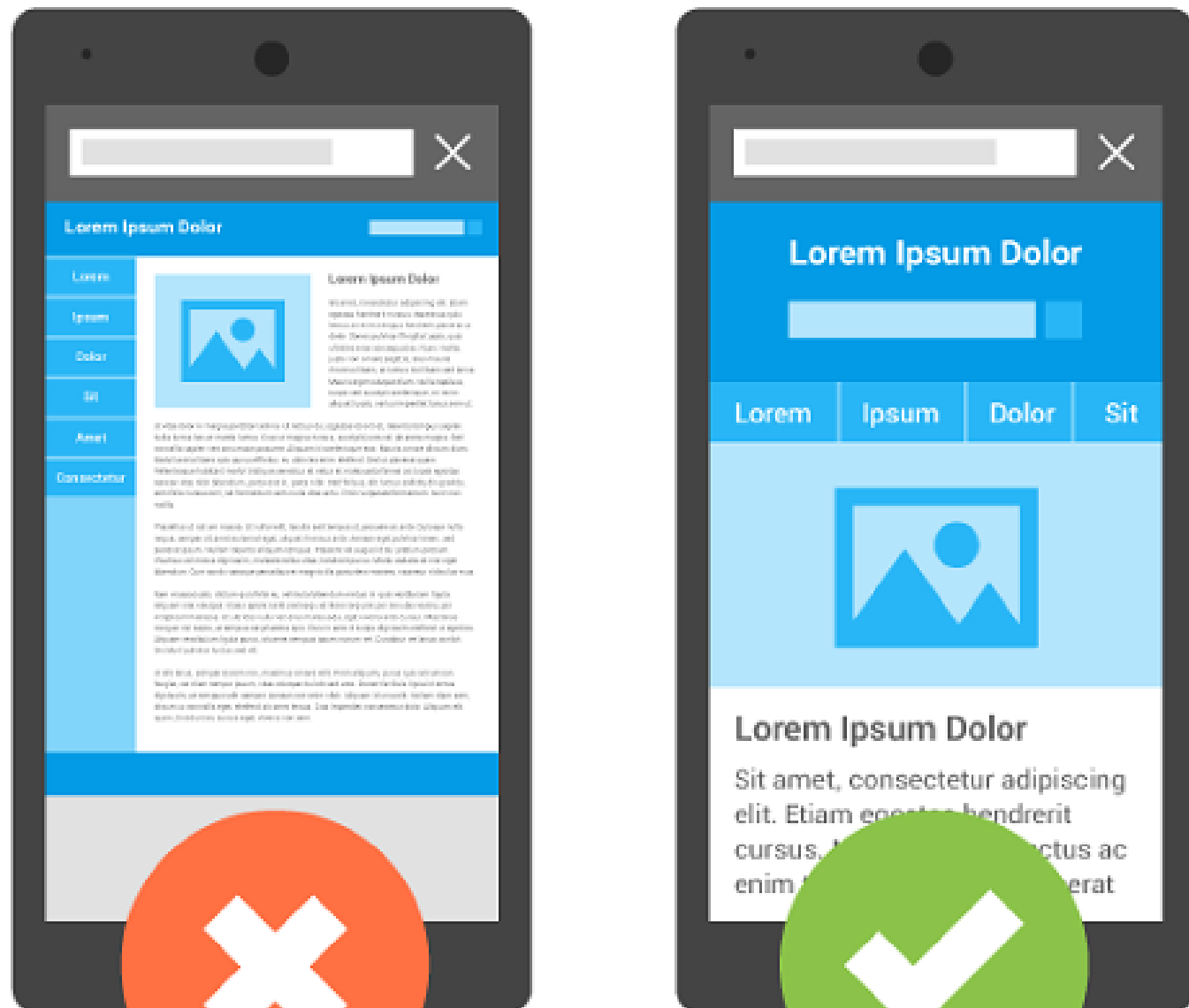
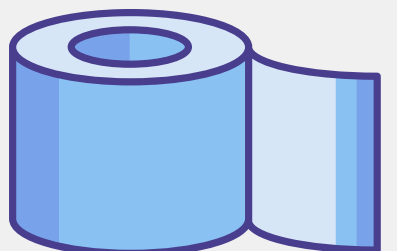
- Use large font sizes

- Use a reliable web host



- Keep the website's design simple

- Communicate clearly where to find specific information

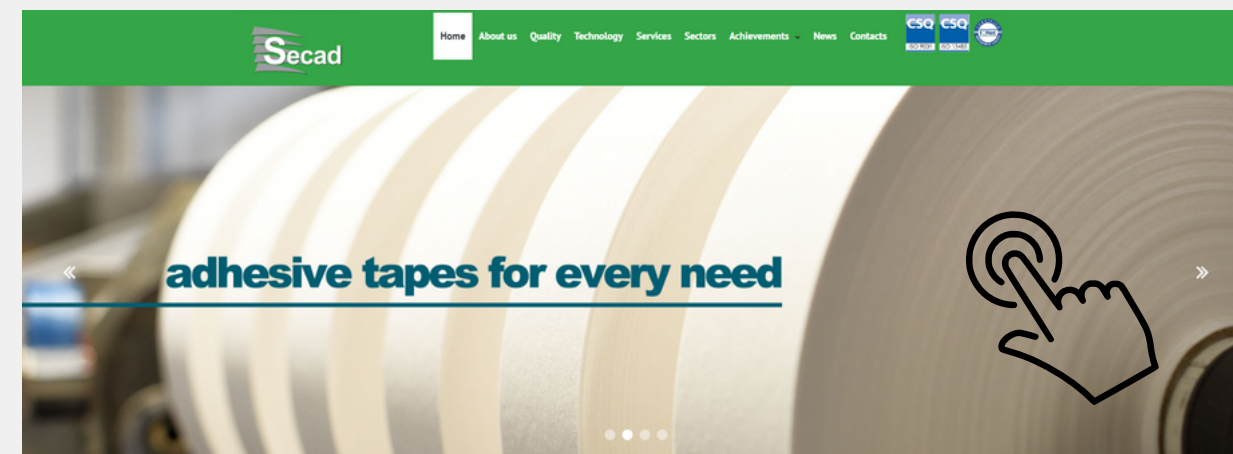
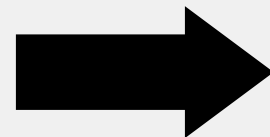


# PAID AD CAMPAIGNS

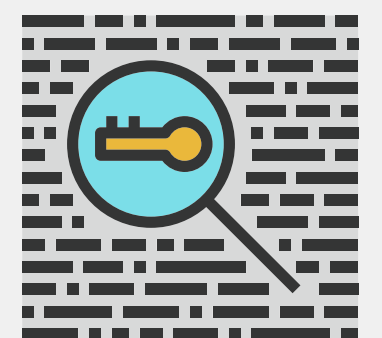


"Paid ad campaigns" are advertisements on one or more platforms for a fixed period of time. There are 2 main benefits :

- **Exposure and recognition**
- Ads can drive **high conversion rates**



- **Pick the platform**
- Decide the **type of customers** you are targeting
- **Set a budget**
- **Choose the keywords** or product/service you want to target
- Choose the **geographical area** you want to target



# GOOGLE ADS



Google ads run on a **Pay-per-Click model**. You only pay when a customer lands on your website. The ad will show as a snippet connected to your website at the top of the SERP.

[Nastri adesivi e biadesivi | Soluzioni B2B personalizzate | Linea di prodotti specifici](#)  
Annuncio <https://www.secad.it/it/>

Fornitore leader di un'ampia gamma di servizi di adesivizzazione su diversi materiali Trova la soluzione che fa al caso tuo e contattaci per una consulenza gratuita

- Create a Google Ads account and connect it to your website.
- Choose which area you want to target
- Monitor how your campaign performs.
- You might need to adjust the area covered or the keywords chosen.




# LINKEDIN ADS



For LinkedIn ads, you need to create **one or more pieces of content that you want to advertise**. These can also be private messages to users. Another difference is that while Google ads are paid per click, LinkedIn ads are **paid per impression**. That is every time the ad is shown.



Ad Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CP
1 selected ad	-	\$108.64	-	-	7,325	157	2.14%	-	\$14.83	\$0.69
<div><div><div>Secad is now the sole third-party manufacturer of SSA - Soft Skin adhesives in Italy and one of very few in Europe! But what are SSA? Soft Skin adhesives are</div><div>Creative name: 170545854 Campaign: Boost_Post_Website Visits_Apr 21, 2022, 12:24:55 Creative ID: 170545854 · Sponsored Content · Single Image</div></div><div><div></div><div><div>...</div><div>Active</div></div></div></div>		\$108.64	157 Engagements	\$0.69	7,325	157	2.14%	-	\$14.83	\$0.69

LinkedIn lets users **target customers on a bigger set of criteria**.

In fact, on LinkedIn you can set the **industry, location, level of seniority, and job title** of the users to your ads will be shown.



It leads to a **higher chance of your ads being relevant to the audience**.

# LINKEDIN



LinkedIn is a social platform **used by professionals and businesses.**

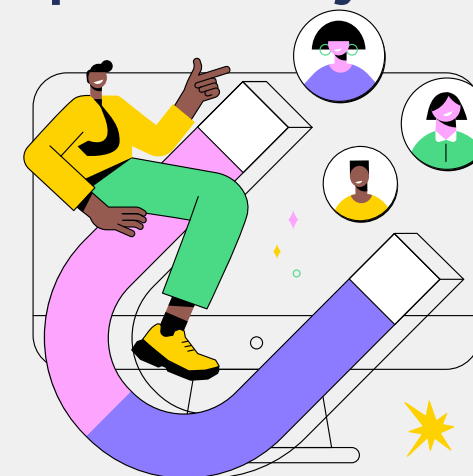
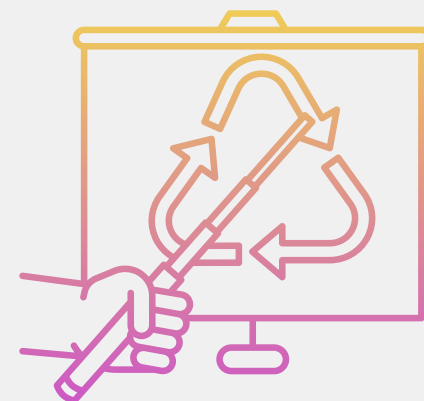


Currently, counts over 740 million members with over 55 million companies.

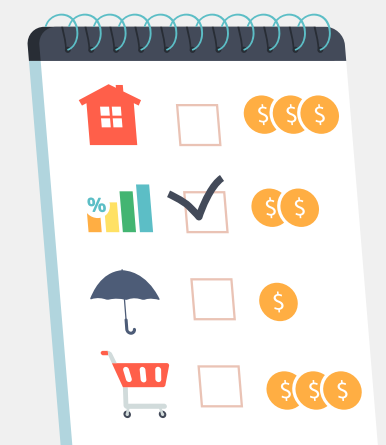


**B2B marketers** report that 80% of their social media leads come from LinkedIn

The objectives are to both **educate potential customers** on complex subjects, and to **generate quality leads** from the platform.



Another main advantage is that Secad can promote the company at **very limited expenses.**



# CONTENT MARKETING

On LinkedIn, Secad's aim is to generate leads both directly and indirectly. To generate leads indirectly the company should **position** itself as an **expert and trusted partner in its niche**.



On the left, you can see a sample LinkedIn content marketing template. market.

Secad should commit to creating and sharing valuable content that gives information and guidance to potential customers on:

- What are the business problems they are trying to solve

- Why the problem exists

- How can Secad solve these problems

- The notorious customers that had their business problems solved by Secad

# SALES NAVIGATOR

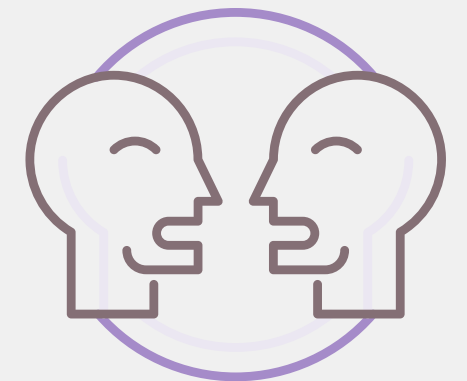
LinkedIn Sales Navigator is a tool designed for professionals to **monitor and track their potential customers**. This tool has different features that can empower professionals by **targeting** and monitoring in a more efficient way.

The screenshot displays the LinkedIn Sales Navigator dashboard. At the top, a dark blue navigation bar includes the LinkedIn logo, 'SALES NAVIGATOR', and tabs for 'Home', 'Account lists', 'Lead lists', 'Messaging', 'Referrals', and a user profile icon. Below this is a search bar with a magnifying glass icon and the text 'Search'. To the right of the search bar are buttons for 'Lead filters +', 'Account filters +', and 'Saved searches'. The main content area is divided into two columns. The left column features a 'Highlights for you' section with a 'Unilever activity has been trending.' alert, followed by a 'Bookmarked alerts (0)' section with a search bar and a 'Sorted by: Relevance' dropdown. Below these are two post previews: one by David Miller (CEO & Owner of Red Brick Road) and another by Brian Liebler (Director of Brand Partnerships at Cooler Screens Inc.). The right column is titled 'My priority accounts' and lists three companies: Workscope (Software Development, Borehamwood, England, United Kingdom), (MALIN+GOETZ) (Personal Care Product Manufacturing, New York, New York, United States), and Drayton Bird Associates (Advertising Services, United Kingdom). Each company entry shows employee counts and a 'View decision makers' link.

You can look for any company and add it to your lead or account list.



You can monitor many aspects of these companies such as headcount growth, new executive roles hire and company growth.



Sales Navigator enables you to message directly the decision-makers in the companies you target.

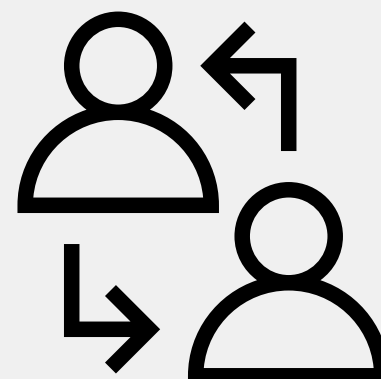
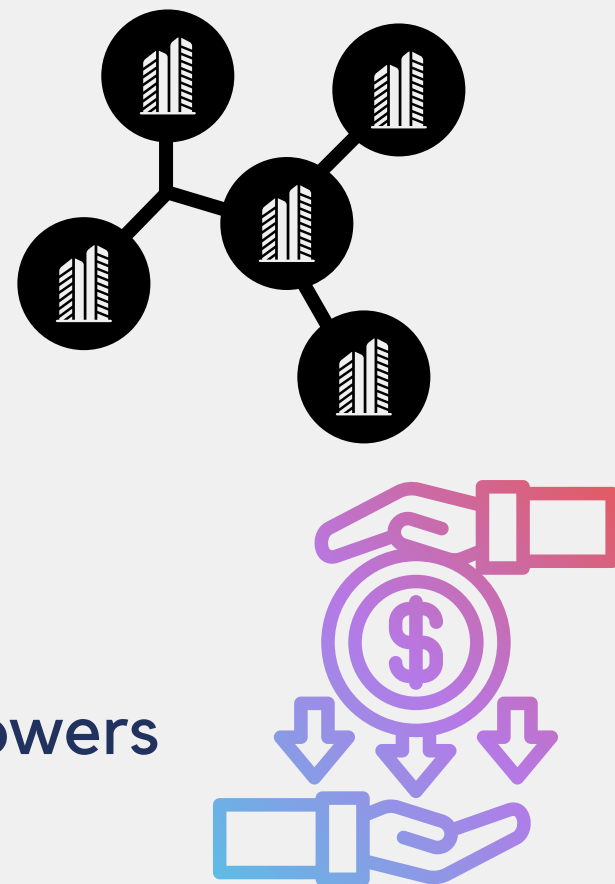
# BUILD SOCIAL PROOF

Social Proof is one of the **key influencers** that people use when **making a decision on whom to do business with** via the internet.

Social Proof **reinforces your value proposition** by **visualizing the results** that other companies have achieved by working with Secad.

Some ways in which Secad can build social proof on LinkedIn are:

- Posting company updates
- Contributing to industry groups
- Sponsor updates
- Engaging with comments and followers
- Sharing customer testimonials



# EMAIL NEWSLETTER

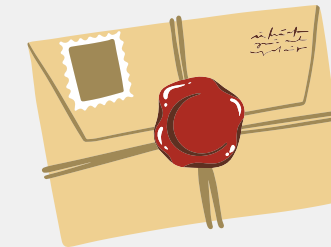


Email newsletters have a much **higher engagement rate** than other marketing tools.

Research shows that, on average, every \$1 spent on email marketing has a *\$44 ROI*.



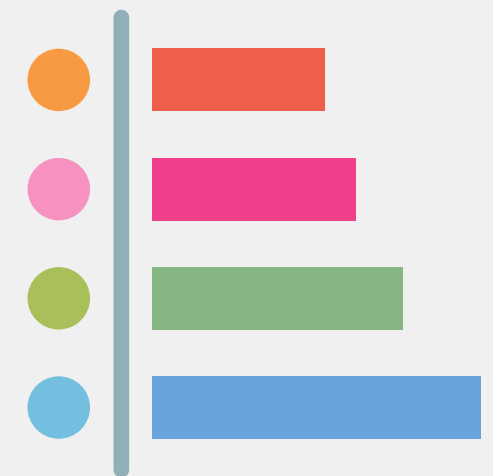
Secad can use email newsletters to **personalize its messaging**.



It is important to **remember that the users in your database have different needs and priorities**.



It is also important to **define the topics** you want to cover in your newsletters



# EMAIL SEGMENTATION

Segmenting your email database allows you to **deliver meaningful, detailed information**. Since Secad serves 12 different industries with its services. However, only 5 industries are seen as the main targets. **What could be useful information to a user can be totally irrelevant to the other.**

venerdi  
2022-06-03  
17:00  
[2 invii](#)

8 benefici sconosciuti degli adesivi a UV

ID 85 - IT

Tag -



237  
97,47%

venerdi  
2022-06-03  
17:00  
[2 invii](#)

8 Unknown benefits of UV-cured adhesives

ID 83

Tag -



2.087  
87,06%

**In the example,** we can see how Secad segmented the object of the email for the Italian and international audiences.

# TOPICS COVERED

Is important to be **consistent** and have a ready **content creation schedule** to follow.  
The schedule should cover the main **pain points** and **needs** of the potential customer and should explain how they **benefit** from working with Secad.

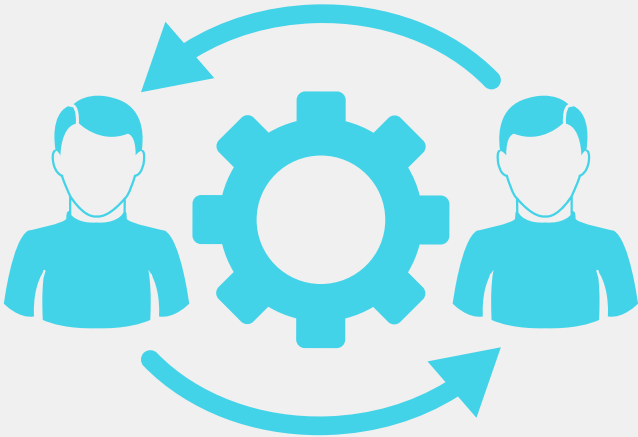
rdi 2-05-27 0 vii	7 features of aluminium tapes and how it can help you in your projects ID 79 Tag -
rdi 2-05-20 0 vii	Una guida su come facilitare lo sviluppo di una soluzione adesiva ID 78 Tag -
edi 2-05-19 1 vii	Guide: How to make the process of developing a tailor-made adhesive sol... ID 77 Tag -
edi 2-05-12 0 vii	Applicazioni della spalmatura adesiva nell'industria tessile ID 76 Tag -
edi 2-05-12 0 vii	Adhesive coating applications in the textile industry ID 75 Tag -
rdi 2-05-06 0	Cerotti medicali e cosmetici - il ruolo degli spalmatori adesivi ID 74 Tag -

Some of the topics touched on include:

- UV-curing coating



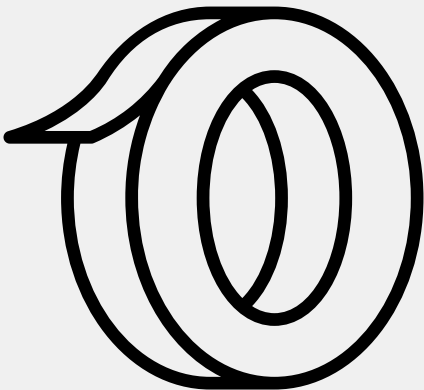
- How to reach synergy with adhesive researchers



- Applications in the textile industry



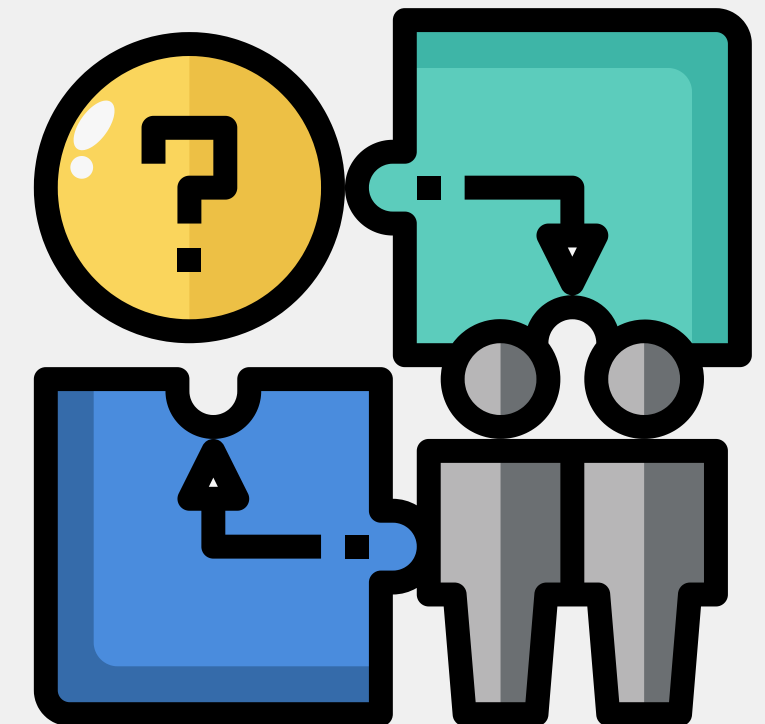
- Aluminium tapes and their features



# PROJECTED OUTCOMES

## Why should we implement this strategy?

- Increase brand awareness and recognition
- Nurture the relationship with existing customers
- Build expertise, authority, and trust
- Increase engagement through each channel
- Identify arising trends
- Identify the main pain points for potential customers
- Identify potential customers in different countries and markets
- Generate inbound leads



Questions ?





**THANK YOU**

*GIANLUCA GENTILE - DIGITAL MARKETING INTERN*