

CASE STUDY

# B2B industrial sector - Facade automation

## BEST PRACTICES FOR DIGITAL POSITIONING

### SITUATION

Incorrect positioning of the brand on digital channels due to the poor indexing of the company website and the lack of LinkedIn as a communication channel.

### SOLUTION

Competitor analysis on two levels:

- Online performance - exploit the winning trends to increase visitors on the website
- Communication - identify the ways to promote the brand on different targets and understand the types of content that generate greater engagement.

### IMPACT

The analysis led to the identification of the keywords on which to position the website correctly in order to increase the volume of user traffic. The best communication strategies used on the market have been identified to provide a complete background.

**Thanks to the analysis, the opportunity was identified to implement a functional branding strategy to:**

- Increase brand awareness on online channels**
- Create of a fully digital business strategy**

CASE STUDY

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800 NEW PROFILED BUSINESS CONTACTS

### SITUATION

Intercept a new specific target of potential customers to expand their sales channel

### SOLUTION

Opening of a fully digital commercial contact acquisition channel through LinkedIn supported by the profiling of new prospects to target and a communication strategy with indexed contents.

### IMPACT

800 hyper-targeted prospects were identified on which indirect communication was carried out through ad hoc social content and direct communication thanks to specific funnels that cultivate each new commercial relationship.

Among the potential customers, we identified the...

51%

HAVE ENCOUNTERED THE BRAND

10%

OF THE CONTACTS WHO ENCOUNTERED WITH THE BRAND HAVE REQUESTED A CALL