



**Planning a digital marketing strategy for a small B2B company**

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<p>This study investigated the development and implementation of a digital marketing strategy for Filmlike, a small business-to-business (B2B) video production company. The objective was to address the challenges faced by Filmlike in transitioning from traditional marketing methods to digital approaches within the dynamic media production industry.</p> <p>A project management approach guided the research and strategy development, employing the SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) framework to ensure a comprehensive and actionable digital marketing plan. Additionally, a customer experience (CX) framework was incorporated to understand and optimize Filmlike's customer journey. The research also identified the need for an improved Customer Relationship Management (CRM) system and process to effectively manage client interactions and foster stronger relationships. While this methodology effectively identified critical areas for improvement, the outcome highlighted a gap between Filmlike's current operational capacity and the proposed marketing strategies. This discrepancy underscores the need for realistic planning and readiness assessment in future projects to ensure strategies are closely aligned with the company's capabilities and resources.</p> <p>The research focused on the specific needs of small B2B businesses like Filmlike, recognizing their limitations in resources and marketing expertise. To enhance Filmlike's online visibility and expand its market reach, the study proposed actionable strategies such as content marketing, search engine optimization (SEO), and social media engagement.</p> <p>The findings emphasized the cost-effectiveness and sustainability of outsourcing digital marketing tasks. Outsourcing allows access to a marketing agency's expertise and network, potentially opening doors to new revenue opportunities. Additionally, a dynamic pricing strategy was recommended to manage potential business growth and fluctuations in demand.</p> <p>The study concludes by recommending that Filmlike outsource its digital marketing efforts and adopt the proposed dynamic pricing strategy. For successful implementation, clear communication with the chosen agency is crucial. Developing professional marketing materials and strengthening Filmlike's online presence through robust branding are also recommended to attract a broader client base.</p>
<b>Keywords</b> Digital marketing, SME, SEO , Sostac, SWOT, ROI Customer Experience (CX), Customer Relationship Management (CRM)

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# 1 Introduction

In the evolving landscape of business-to-business (B2B) interactions, digital marketing has emerged as a crucial tool for companies seeking to enhance their market reach and operational efficiency. This is particularly pertinent for small businesses in the media production industry, which traditionally rely heavily on personal contacts and face-to-face interactions for business acquisition. The advent of digital technologies offers unprecedented opportunities to these small firms to leverage online channels for business growth. However, the transition from traditional methods to digital strategies presents significant challenges, especially given the complex market structure of the media industry, characterized by intense competition for content, creators, and market access.

## 1.1 Background

Despite the growing importance of digital marketing, many small B2B businesses in the media production sector struggle to effectively harness digital channels. Their challenges range from a lack of expertise and resources to the absence of a strategic framework tailored to the intricacies of the media industry and its digital consumption patterns. As a result, these businesses often fail to achieve optimal visibility and engagement with their target corporate clients online.

This research aims to fill a gap in the current understanding of digital marketing in the B2B media production sector. By providing a tailored digital marketing strategy framework, the thesis will not only benefit the case company but also offer valuable insights to other small businesses facing similar challenges. Furthermore, the international perspective of the study will enrich the existing literature by integrating global digital marketing trends and best practices into the strategic framework.

## 1.2 Project objectives

This thesis aims to develop a comprehensive digital marketing strategy for small B2B businesses that currently rely on personal contacts for business acquisition, with the goal of increasing their online visibility and expanding their reach within their target markets.

The outcome of the thesis was a tailored digital marketing strategy framework. This framework provides small B2B businesses with a step-by-step guide on how to establish and execute an effective digital marketing strategy. It also provides some practical recommendations, as the thesis offers actionable insights and recommendations for implementing the digital marketing strategy, which can be applied by the case company and other similar businesses facing similar challenges.

The international aspect required by the degree program of all theses is covered by the comparative analysis of digital marketing strategies employed by small B2B businesses in different international markets, highlighting best practices and global trends in B2B digital marketing.

Project Objective (PO): Develop and implement a digital marketing strategy that enhances the online presence and business acquisition capabilities of the case company, a small B2B business operating in media production.

Project Tasks (PT):

PT 1. Prepare the theoretical framework for the project.

PT 2. Analyze and assess the current marketing practices and challenges faced by the case company.

PT 3. Research and evaluate customer experience and CRM (Customer Relationship Management) strategies.

PT 4. Customize and adapt the digital marketing strategy to the specific context and needs of the case company.

Table 1. Overlay Matrix

Project task	Theoretical framework	Project Management Method	Outcomes
Prepare the theoretical framework for the project	SOSTAC	Interview with the CEOs Research	2.1 2.2 2.3 2.4
Analyze and assess the current marketing practices and challenges faced by the case company.	SWOT	Research	3.1
Research and evaluate customer experience and CRM (Customer Relationship Management) strategies.	Customer journey framework	CRM research and benchmarking	3.2 3.3
Customize and adapt the digital marketing strategy to the specific context and needs of the case company.	Digital marketing planning	Linkedin Instagram	4.5

### 1.3 Benefits

For the commissioning company, the main business objectives are attracting a wider audience (prospects), converting more interested individuals into paying customers (leads and deals), and fostering strong relationships to retain their business (customer relations).

For the researcher the objective is to expand their knowledge and gain a deeper understanding of international marketing strategies specifically used in Finland. This involves analyzing successful campaigns, preferred communication channels, or cultural considerations relevant to the Finnish market.

### 1.4 Key Concept

**Digital marketing** can be defined as the marketing practices carried out by using digital channels such as internet, mobile, and interactive platforms. It provides cost advantage and competitive advantage for businesses through its distinctive features (Lahtinen, Pulkka, Karjaluoto & Mero 2023).

**Content marketing** stands out as a strategy for attracting a well-defined audience through the creation and distribution of valuable content. This approach ultimately aims to drive profitable customer actions (Content Marketing Institute 2018).

**Complex Market Structure of the Media Industry** The B2B media production landscape is particularly intricate. Media companies compete on multiple levels:

Content, Authors, and Markets: Securing compelling content, talented creators, and access to target markets.

Consumer Attention & Spending: Capturing the attention and spending of end consumers within the broader consumer market.

Corporate Marketing Budgets: Competing for advertising and sponsorship dollars from corporate marketing budgets.

This complex market landscape necessitates a strategic and well-defined digital marketing plan.

**SOSTAC® framework** provides a structured approach to navigate these complexities and achieve success within the B2B media production industry. In their book Aris and Bughin (2009) refer to the digital content as “perishable commodity” and the special aspects the media industry needs to pay attention to in terms of the complex market structure.

## **1.5 Case company**

Filmlike is a small video production company that caters to businesses in need of promotional videos or webinar streams. The company currently employs 8 people, and has no business development, or marketing team. So far, the business was solely dependent on word of mouth, personal contacts, and cold calling.

The objective is to implement a comprehensive digital marketing strategy to widen the company's digital presence and reach, subsequently driving higher sales. The approach will leverage various digital marketing strategies such as Content Marketing, Inbound Marketing, SEO, Email Marketing, and Mobile Marketing.

## 2 Digital marketing planning

This chapter investigates the process of building a digital marketing strategy. It begins by defining digital marketing and its significance in the current digital landscape, then the author explores content marketing's role in audience engagement and brand loyalty. Understanding the media industry's complex structure is crucial, so the author analyzes its dynamics. The chapter introduces the SOSTAC framework for structured planning, and the Customer Journey framework is examined, emphasizing how to optimize the consumer's path.

### 2.1 Defining Digital Marketing:

According to Philip Kotler, digital marketing is an extension of marketing management principles applied through the vast and ever-evolving digital landscape (Kotler 2022).

Digital marketing encompasses a wide range of marketing practices carried out through digital channels like search engines (SEO), social media platforms, email (email marketing), and mobile apps. These channels offer B2B media production companies cost-effective ways to reach their target audience, which could include marketing agencies, advertising firms, or industry-specific publications. However, the B2B media production landscape is highly competitive.

Companies vie for attention not only in terms of content and talent but also within specific market segments (e.g., video production vs. animation) and for limited marketing budgets. This fierce competition underscores the need for a strategic digital marketing plan to showcase the value of often intangible services like creative storytelling and demonstrate a strong return on investment (ROI).

### 2.2 Content marketing

Content marketing offers advantages that extend beyond social media marketing. It can positively impact SEO (Search Engine Optimization), paid advertising efforts, and inbound marketing initiatives (Content Marketing Institute 2023). The key benefits of implementing a content marketing strategy are threefold: increased sales, cost savings, and fostering customer loyalty. In today's information-dense world, where consumers encounter a barrage of messages daily, a content marketing strategy allows a brand to differentiate itself by providing content that is more relevant and valuable to the target audience.

Gary Vaynerchuk, a social media expert, emphasizes the power of repurposing existing content rather than constantly creating new material (Vaynerchuk 2017). This approach not only saves time, but Vaynerchuk argues that sharing documented content about the business itself can be more captivating for audiences compared to entirely "created" content. He also recommends establishing a content calendar that incorporates themes, such as "Meditation Mondays" (Vaynerchuk 2017). Additionally, content can be leveraged across multiple platforms.

### 2.3 Complex Market Structure of the Media Industry:

The B2B media production landscape is characterized by complexity, with companies competing on various levels: content type, creative talent, target markets, consumer attention and spending, and corporate marketing budgets. This complexity underscores the need for a strategic digital marketing plan. Aris and Bughin (2009) describe digital content as a "perishable commodity" and highlight the unique aspects the media industry must address within this complex market structure.

Both Annet Aris and Jacques Bughin's "Managing Media Companies" and Dave Chaffey's "SOSTAC® Marketing Planning Model Guide" utilize the SOSTAC framework, emphasizing its structured approach to strategic planning, but they apply it to different contexts. Aris and Bughin tailor the model specifically to the challenges and nuances of media companies, likely focusing on

digital transformation and content management, while Chaffey provides a comprehensive breakdown of SOSTAC for digital marketing strategies across various industries

## 2.4 SOSTAC Framework:

To navigate these complexities, this thesis adopts the SOSTAC framework developed by PR Smith. The SOSTAC framework as shown in figure 1. (Situation, analysis, Objectives, Strategies, Tactics, Actions, and Control) offers a structured approach for developing a systematic digital marketing plan (Chaffey 2023). This framework will be the foundation for building a comprehensive strategy and is particularly valuable in the B2B media production industry due to its ability to address the complexities mentioned earlier and achieve success in digital marketing endeavors.

Chaffey's work is particularly detailed in its explanation of digital tools and metrics, which are crucial for the implementation of the model in modern marketing scenarios. In contrast, Aris and Bughin focuses more on strategic challenges specific to media such as audience engagement and platform optimization, showcasing how SOSTAC can be adapted to address industry-specific issues.



Figure 1. Sostac Framework (Chaffey 2023)

**Situation** Filmlike has skilled professionals, high-profile clients, and a diverse portfolio but lacks brand recognition and a marketing team. It faces intense competition and rapid technological changes.

**Objectives** Increase brand recognition and client base by 30% in a year. Establish a marketing and business development team in six months. Boost project capacity by 20%.

**Strategies** Leverage high-profile client success, implement targeted marketing, and form partnerships with influencers and complementary businesses to enhance visibility and service offerings.

**Tactics** Launch digital marketing campaigns, enhance the website, use CRM systems, and improve project management tools. Offer referral incentives and continuous staff training.

**Actions** Revamp the website, start marketing campaigns, implement CRM and project management systems, and build partnerships.

**Control** Monitor website traffic, client acquisition, revenue growth, and project delivery rates. Conduct monthly and quarterly performance reviews and adjust strategies annually.

## 2.5 Customer Journey Framework:

Understanding the customer journey is crucial in B2B marketing. This framework maps out the different stages a potential client goes through when considering the services Filmlike provides, from initial awareness to purchase decision. By understanding these stages, companies can tailor

their digital marketing efforts to address specific touchpoints and influence buying decisions (Lemon & Verhoef 2016).

The advent of digital technology has drastically improved customer engagement and satisfaction on a global scale. Digital platforms enable businesses to interact with their customers in real time, regardless of geographical barriers. Through social media, chatbots, and personalized email campaigns, businesses can respond promptly to inquiries, enhancing customer service. This continuous engagement not only boosts customer satisfaction but also strengthens relationships. Digital tools also allow for the collection and analysis of customer data, leading to more customized recommendations and experiences (Lemon & Verhoef 2016). By understanding customer preferences and behaviors, businesses can tailor their offerings, thereby enhancing customer satisfaction significantly.

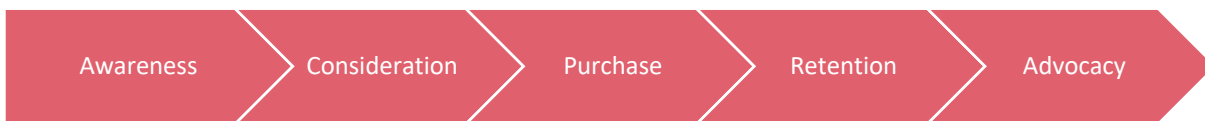


Figure 2. Customer Journey (Lemon & Verhoef 2016)

The customer journey framework as shown in figure 2. outlines the stages a customer goes through when interacting with a company, from initial awareness to post-purchase (Lemon & Verhoef 2016).

**Awareness:** The customer becomes aware of a need or problem and starts looking for solutions. This can be triggered by marketing efforts, word-of-mouth, or personal research.

**Consideration:** The customer evaluates different products or services. They compare options, read reviews, and seek recommendations to determine the best fit for their needs.

**Decision:** The customer makes a purchase decision based on their evaluation. This stage involves choosing a product, selecting a vendor, and completing the transaction.

**Retention:** Post-purchase, the focus shifts to ensuring customer satisfaction. This includes onboarding, customer support, and follow-up communication to encourage repeat business.

**Advocacy:** A satisfied customer becomes an advocate, sharing their positive experiences with others. This stage involves encouraging testimonials, reviews, and referrals.

### 3 Digital marketing plan for Filmlike

This chapter outlines the development process behind planning a digital marketing strategy for Filmlike. The plan itself aims to elevate Filmlike's brand recognition, cultivate customer engagement, and ultimately drive sales. This chapter serves as a roadmap, detailing the rationale behind the chosen tactics and the metrics used to measure their success.

#### 3.1 Situation Analysis

##### Strengths

Filmlike is powered by a team of skilled professionals with specialized expertise in various aspects of media production, enhancing the company's capability to deliver diverse and high-quality projects. The presence of team members with a journalism background in single-camera settings contributes a unique storytelling perspective and a focus on quality content creation. This attribute is complemented by the company's association with high-profile clients such as Nokia, Telia, and Google, which not only adds credibility but also showcases Filmlike's capacity to handle complex projects. Moreover, Filmlike boasts a diverse portfolio that demonstrates its adaptability across different industries, supported by its commitment to maintaining state-of-the-art equipment and technology to ensure high production values.

##### Weaknesses

Despite its successes, Filmlike faces challenges related to its brand recognition, which remains limited outside of its established client base. Additionally, the company's small team size may restrict its ability to simultaneously manage multiple projects or expand its services rapidly, potentially impacting its scalability and flexibility in responding to market demands.

##### Opportunities

The media production industry is marked by a growing demand for high-quality video content, which is increasingly sought after by businesses and organizations for marketing, communication, and online engagement. Filmlike is well-positioned to capitalize on this trend and can further expand its client base by leveraging its strong reputation and existing client relationships. Opportunities for collaboration with industry influencers also present a viable avenue for enhancing the company's visibility and attracting new clients.

##### Threats

Filmlike operates in a highly competitive environment where it contends with numerous other companies offering similar services. This competition, particularly from larger, more established companies, poses significant challenges. Furthermore, the rapid pace of technological advancements necessitates continual investment in new technologies to remain competitive, while evolving industry trends and client preferences demand agility and adaptability from the company.

#### 3.1.1 Competitor Analysis and Market Segmentation

To refine its competitive edge, Filmlike must conduct thorough analyses of the target market, which includes corporate clients needing video content for various communication purposes, advertising and PR agencies looking for creative video campaigns, event agencies, venues, entertainment companies, and educational institutions requiring multimedia content.

##### Target Market:

1. Corporate clients seeking video content for marketing and communication purposes.
2. Advertising & content & communication & PR agencies in need of creative video campaigns.
3. Event agencies
4. Entertainment companies looking for production support for films, TV shows, or web series.

5. Educational institutions or e-learning platforms requiring multimedia content for training or educational materials.

### 3.1.2 Branding and Positioning Strategy

To strengthen its market position, Filmlike needs to develop a robust brand identity that reflects its values, expertise, and unique selling proposition. Positioning the company as a trusted partner is crucial, emphasizing its ability to deliver exceptional media production solutions that are tailored to meet the specific needs of its clients. This strategic positioning will help Filmlike differentiate itself in a crowded market, attract a broader client base, and navigate the competitive challenges more effectively.

### 3.1.3 Marketing Material

The author was commissioned to create professional marketing materials that align with the company's branding and messaging, such as:

Brochures and flyers highlighting services and portfolio.

Showreels and demo reels showcasing the company's best work.

Pitch decks for client presentations.

Email newsletters to keep clients and prospects updated on industry trends and company news.

This resulted in creating the idea of a fun “talking head” video, to be published on social media channels explaining the competencies and the life cycle of creating a video. The video however, was never created due to time constraints and lack of human resources.

## 3.2 Customer experience

While CRM (Customer Relationship Management) traditionally focuses on managing customer data and interactions, customer experience management (CEM) takes a broader view. As Bernd H. Schmitt argues, CEM looks at the entire customer journey, aiming to create positive interactions at every touchpoint. This focus on the complete customer experience can ultimately strengthen CRM efforts (Bernd Schmitt 2010).

The primary aim of this plan is to assess and enhance the customer experience associated with Filmlike services. By leveraging insights from Pipedrive regarding leads, campaigns, conversion rates, and customer behaviour, the aim is to refine the marketing strategies, optimize campaigns, and subsequently enhance overall marketing performance. This data-driven approach will allow to align the operational procedures closely with customer expectations and satisfaction, leveraging this satisfaction to further promote Filmlike’s work and reputation.

Through these strategies, Filmlike aims to elevate the customer experience, ensuring that every interaction and outcome not only meets but exceeds client expectations, thereby fostering lasting relationships and a strong market reputation.

### Enhancing Customer Engagement and Satisfaction

Digital technology has significantly reshaped key performance indicators in global business operations. Today's immersive customer experiences are created through the integration of multiple companies' services via APIs, allowing businesses to enhance their offerings without building extensive infrastructure. The integration of digital tools has not only enhanced efficiency and productivity but also increased customer satisfaction. These tools have streamlined operations, cut costs, and increased output (Zavery 2020).

Digital marketing strategies have boosted sales and revenue through more precise targeting and broader audience reach. The application of data analytics and real-time feedback has equipped businesses with critical insights, enhancing strategic planning and decision-making. Overall, digital

technology has positively influenced performance indicators, driving growth and success in the international business landscape, acting like a powerful accelerator for performance.

#### Streamlined the Inquiry Process

The inquiry process was designed to be straightforward and easily accessible. We established multiple channels for inquiries, including a dedicated email address and an online form. All inquiries received prompt responses, ensuring potential clients felt valued right from the initial contact.

#### Customized Proposals

Personalized offers were created for each customer based on their specific requirements. Proposals clearly outlined the scope of work, pricing, and any additional services or options available, providing transparency and tailored solutions to meet individual client needs.

#### Effective Communication

Throughout the project lifecycle, we maintained open and transparent communication. A dedicated project manager or account representative was assigned to each client to provide regular updates, address any concerns, and respond promptly to client queries, ensuring a seamless communication flow.

#### Collaborative Script Development

Customers were actively involved in the script development process. Their input and feedback were sought to ensure the final script aligned perfectly with their vision and objectives, fostering a collaborative and client-centric approach.

#### Efficient Shooting Process

The shooting process was planned and executed efficiently. Schedules, locations, and necessary resources were coordinated effectively to minimize disruptions and ensure a smooth production experience for the customer.

#### Post-Shooting Edits and Revisions

A clear process was established for clients to review and provide feedback on the edited video or webinar. A reasonable timeline for revisions was set, and client feedback was incorporated appropriately to ensure the final product met their expectations.

#### Quality Control and Assurance

Rigorous quality control measures were implemented at every stage of the production process. Technical aspects such as audio clarity, visual quality, and overall production value were thoroughly checked to ensure the delivery of a polished final product.

#### Timely Delivery

Realistic timelines for project completion were set and communicated clearly to clients. Efforts were made to deliver the final product on or before the agreed-upon deadline, demonstrating reliability and respect for client schedules.

#### Post-Production Support

Post-production support was offered to assist clients with any technical issues or queries following the receipt of the final product. Guidance on how to best utilize and distribute the video or webinar was provided to help clients achieve their desired outcomes.

#### Feedback Collection

Active feedback collection was pursued at the project's conclusion. Surveys, follow-up emails, or phone calls were utilized to gauge client satisfaction levels and gather suggestions for further improvements.

#### Continuous Improvement

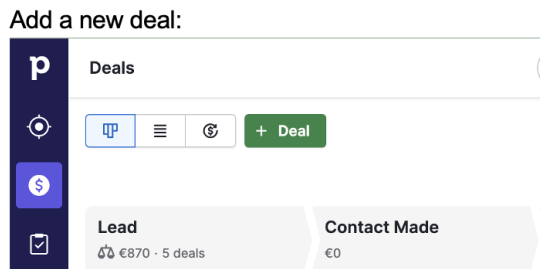
The production processes, client feedback, and industry trends were regularly evaluated to identify areas for improvement. Changes necessary to enhance customer satisfaction and maintain a competitive edge were implemented diligently.

### **3.3 CRM Setup**

CRM as a business process was defined as “a macro-level (i.e., highly aggregated) process that subsumes numerous sub-processes, such as prospect identification and customer knowledge creation” (Rababah, Mohd & Ibrahim 2011). To help the commissioning company, a step-by-step process was implemented to help the employees of Filmlike make the best of CRM usage. Pipedrive

was chosen to be the CRM for the company because of what it offers in terms of integrations with other tools the company would need for conducting business.

This was aimed to be integrated with another tool to help see what the available equipment in the inventory in order are to avoid clashes or double bookings.  
as shown in the picture below:



In the Deals section, you will see a list of existing deals. To create a new deal, click on the "Add Deal" button, typically located at the top-right corner of the page.

Enter deal information: A new window or form will open, allowing you to enter the details of the deal. Fill in the relevant information, such as:

a. Deal Name: Provide a descriptive name for the deal that helps identify it easily.

b. Deal Value: Enter the estimated or actual monetary value of the deal.

c. Pipeline and Stage: Select the appropriate pipeline and stage from the dropdown menus.

Pipelines represent your sales process stages, and you can customize them to fit your specific workflow.

d. Close Date: Set the expected or target closing date for the deal.

e. Deal Owner: Assign the deal to a specific team member responsible for managing it.

Depending on your Pipedrive configuration, you may have additional custom fields or options to fill in. Provide the required information accordingly.

Add associated contacts: In the same deal creation window, you can associate contacts with the deal. Click on the "Add Contact" button or the contact field to select or create a new contact related to the deal. You can link multiple contacts to a single deal.

Add additional details and attachments (if applicable): Scroll down or navigate through tabs (if available) to provide additional information about the deal. This may include custom fields, deal description, attachments (such as documents or proposals), or any other relevant details that help track and manage the deal effectively.

Save the deal: Once you have entered all the necessary information, click on the "Save" or "Create" button to save the deal. It will now appear in your list of deals within the specified pipeline and stage.

Add the offer invoice to the document deal once you have it.

Picture 1. CRM process setup for Filmlike

## **4 Implementation Plan**

Customer-centric strategies necessitate adapting implementation frameworks in response to the shift from mass marketing to digital personalized marketing. Marketers face daily challenges due to evolving technologies and changing customer behavior, requiring continuous improvement in their outreach and conversion methods (Boufim & Barka 2021).

This implementation plan lays out a structured and strategic approach to enhancing Filmlike's digital marketing efforts, ensuring that each stage builds upon the previous to maximize effectiveness and achieve targeted outcomes.

### **4.1 Month 1: Initial Review and Analysis**

The first month was dedicated to a comprehensive review and finalization of the existing marketing plan, complemented by any pending research or analysis. This stage involved assessing the current marketing strategies to evaluate their effectiveness and identifying areas for improvement, thereby setting clear objectives for the marketing plan. A competitive analysis was also conducted, pinpointing key competitors in the media production industry, analyzing their marketing tactics, and understanding their strengths, weaknesses, and unique selling propositions. A target audience analysis was carried out to define segments for Filmlike, considering factors such as industry, company size, and geographical location. Market research was initiated to gain insights into the preferences, needs, and pain points of the target audience.

### **4.2 Month 2: Branding and Content Development**

The second month focused on developing a strong brand identity and messaging. This involved refining the company's brand positioning, unique value proposition, and core messaging, along with updating brand guidelines that encompass visual elements, tone of voice, and key messaging points. A content strategy and calendar was also developed, identifying themes and formats that resonate with the target audience and scheduling content such as blog posts, videos, case studies, and behind-the-scenes content. Furthermore, the company's website and online presence was optimized through a website audit to ensure alignment with the brand identity and to enhance user experience, alongside optimizing website content, meta tags, and keywords for improved search engine visibility.

### **4.3 Month 3: Social Media and Thought Leadership**

During the third month, the focus shifted to establishing a strong social media presence. This included setting up and optimizing social media profiles on platforms relevant to the target audience, such as LinkedIn and Instagram, and developing a social media content strategy that aligns with the brand messaging and content calendar. Concurrently, thought leadership content was developed, leveraging the expertise of team members with journalism backgrounds to create insightful articles and industry reports, which was planned to be published on the company blog, LinkedIn articles, and relevant industry publications. Targeted advertising campaigns were also planned to be launched on platforms suitable for reaching the target audience to generate brand awareness and drive relevant traffic.

### **4.4 Month 4: Engagement and Monitoring**

The fourth month involved engaging with high-profile clients to create case studies or testimonials, showcasing successful collaborations on the company website, social media, and marketing materials. Participation in relevant industry events and conferences was also planned to take place to showcase expertise and build connections with potential clients or partners. Marketing performance was monitored by tracking key performance indicators such as website traffic, social media engagement, lead generation, and conversion rates. Analytics tools were utilized to gather insights into audience behavior, content performance, and campaign effectiveness, which will

inform data-driven decisions for future marketing initiatives.

#### **4.5 Month 5: Review and Optimization**

In the final month, a thorough review and optimization of the marketing strategies was conducted. This included evaluating the effectiveness of marketing efforts based on performance metrics and data collected, assessing the ROI of different marketing channels and tactics, and adjusting strategies and tactics as needed to optimize results and align with business goals. The marketing plan for the next period was refined based on the evaluation and feedback received, updating it with new objectives, strategies, and tactics.

## **5 Key Findings**

This chapter presents a thorough analysis of the research findings, translating them into actionable recommendations. It evaluates the effectiveness of the chosen project management approach and its corresponding outcomes and offers a reflective analysis on the learning experiences garnered throughout the project execution. This analysis considered a multitude of factors, including cost-effectiveness, scalability, and the capacity to manage fluctuations in demand associated with seasonal cycles.

### **5.1 Key findings**

The research determined that outsourcing digital marketing tasks is more cost-effective and sustainable for a company of this size compared to employing a full-time marketing specialist. Outsourcing reduces costs and provides access to the marketing agency's extensive network, potentially opening up new revenue opportunities through their partnerships. Additionally, scalability was identified as a crucial issue.

Given the limited size of the team, a sudden increase in business would require hiring additional staff or declining projects. To manage this, the researcher suggested a pricing strategy that adjusts for seasonal demand fluctuations. With the bulk of advertising requests occurring in the summer, implementing a dynamic pricing model could charge higher rates during peak times and lower rates in off-peak periods, stabilizing revenue year-round.

The author engaged in extensive discussions with both founders of the commissioning company, ultimately concluding that it was currently unsustainable for them to proceed with the implementation of the marketing plan.

### **5.2 Recommendations**

Based on the findings, it is recommended that the company proceed with outsourcing its digital marketing efforts to capitalize on the cost-effectiveness and scalability this option offers. The company should adopt the proposed dynamic pricing strategy to maximize revenue throughout the year, especially capitalizing on the high demand during the summer months.

The company should also consider establishing a clear contract and communication strategy with the chosen marketing agency to ensure alignment with business goals and transparency in processes. It is recommended that the company gradually integrate these changes, starting with a pilot phase to test the efficacy of the outsourcing arrangement and the dynamic pricing model. This phased approach will allow for adjustments based on real-world feedback and performance, reducing the risk of operational disruptions.

Developing professional marketing materials such as brochures, showreels, and pitch decks, as well as enhancing the company's online presence through a robust branding and positioning strategy, are also advised to strengthen Filmlike's market position and attract a broader client base.

### **5.3 Evaluation of project management and outcome**

The project management approach was effective in identifying critical areas through comprehensive research and discussions. However, the outcome highlighted a gap between the current operational capacity of the company and the proposed marketing strategies. This discrepancy underscores the need for realistic planning and readiness assessment in future projects to align strategies more closely with the company's capabilities and resources.

Future project management efforts could incorporate a more robust risk assessment framework and contingency planning to address potential challenges in implementation. This will ensure that proposed strategies are not only innovative but also feasible and sustainable within the company's existing operational framework.

#### **5.4 Reflection on learning**

This research project provided valuable insights into strategic planning and the practical aspects of marketing in a real-world context. The interaction with the company's founders offered a firsthand look at the challenges small businesses face in scaling operations. This experience underscored the importance of flexibility in strategy planning and the need for ongoing communication between all stakeholders.

The project also highlighted the researcher's growth in understanding market dynamics and adapting theoretical knowledge to practical applications, paving the way for more informed decision-making in future endeavors.

The author gained practical skills in project management, data analysis, and stakeholder communication, which are essential for future projects in the field of marketing and business strategy. These experiences will contribute to more informed decision-making and a proactive approach to addressing business challenges, ultimately enhancing their professional competency and confidence.

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