

# Digital marketing guide for B2B start-up

## Case Circology

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<p>This thesis is a product-based study. The objective of this thesis is to create a digital marketing guide in the form of a handbook for the commissioning company - Circology and give them insights into different business concepts in modern business. The commissioning company is a construction start-up who is finalizing its product development phase and preparing to enter the market. After discussing with the founder of the start-up, it was decided that there is a need for this kind of a marketing guide.</p> <p>The project tasks are (1) establishing the knowledge base of B2B digital marketing, (2) presenting practical approaches and tips for different digital marketing platforms, (3) benchmarking relevant companies within the construction industry, (4) creating the digital marketing guide for the case company and (5) summarizing and evaluating the process.</p> <p>The knowledge base introduces to readers definition and trends of digital marketing in a business-to-business market. The presentation of practical approaches follows the structure of the knowledge base part, where the author applies case company's situation to most recent and authoritative guide in every digital marketing channels. Three construction companies were benchmarked by carrying out a desktop research and utilizing web analytic tools.</p> <p>The product of this thesis is a tailor-made handbook for the commissioning party, that covers detailed guidance at an intermediate level through different aspects of digital marketing: PPC advertising, display advertising, remarketing, email marketing, search engine optimization, mobile marketing, social media marketing and content marketing. The handbook can be used by the commissioning party in the future as a reference document when setting up and running its digital assets. And by doing so, the handbook helps the start-up to acquire new B2B customers and expand the business.</p> <p>The last chapter includes a summary of what has been discussed throughout the whole thesis, evaluation of the project and further recommendations in order to apply the thesis outcomes successfully from the author. This thesis was planned and executed between October 2017 and January 2018. The author recommends establishing a digital marketing strategy to use in accordance with the created handbook. This thesis strengthened digital marketing knowledge, research, and project management skills of the author significantly.</p>	
<b>Keywords</b> Digital marketing, B2B, paid media, social media, owned media	

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# 1 Introduction

This chapter is an introduction to the thesis. The chapter presents the background combining with case company introduction, main objectives and tasks to be completed for the thesis. The scope, international aspect, and anticipated benefits are also explained. Finally, the author presents the definition of key concepts to make it easier for the audience to understand while reading the thesis.

## 1.1 Background and case company introduction

The idea of this thesis came from previous internships and work experience of the author in digital marketing in different industries. The author wanted to systematize his knowledge learned from these internships and study more about it. While searching for a company to sponsor the thesis, the author came across Circology as it was looking for marketing employees in Helsinki.

Circology is a start-up founded in 2016, based in London. The start-up provides a circular economy platform for the built environment. The platform is digital and called LOOP-Hub, or in short, LOOP. According to their LinkedIn page, the start-up helps reducing waste and inefficiency by finding reusing, sharing and recycling opportunities. Consequently, material assets of construction projects will be optimised. (LinkedIn 2017a.)

In April 2017, the start-up applied successfully for grant funding from Newcastle University (LOOP, 2017). In July 2016, Circology won the prize of £30,000 from IC Tomorrow competition, which rewards for pioneering companies contributing to the sharing economy. The company formed a powerful partnership with Crossrail, Europe's biggest construction project. This partnership not only gives Circology valuable feedback from big players in the industry but also works as a case for future real business clients. (Lo, 2016.)

The company is new and it does not have any marketing plan yet. In September 2017, the author had his first meeting with the founder of the start-up. After discussion, we decided that there is a need for a digital marketing guide since the company was finalizing its product development phase and preparing to enter the market. The focus is on digital marketing, but not the overall marketing; because the product is a digital platform, digital marketing would be more effective and cheaper for a start-up. In addition, the author chooses digital marketing as his specialization and future career.

## 1.2 Objectives of the thesis

The objective of this product-based thesis is to create a B2B digital marketing guide for the case company. By providing the company a marketing theory framework and a digital marketing guide, the aim is to strengthen marketing knowledge of the responsible person; to help to form a marketing strategy and to increase brand awareness.

### **Project Task 1: Establishing the knowledge base for digital marketing.**

The purpose of this task is to explain different terms that will be used in the thesis, divide digital marketing into categories and analyse the importance of digital marketing for B2B businesses. After that, this task gives insights into different media channels and how to approach them.

### **Project Task 2: Presenting practical approaches and tips for different digital marketing platforms**

This task is a continuation of project task 1 but with a more practical approach. By re-researching most recent practices and most updated tips, this task explains step-by-step of how to implement successfully each channel in digital marketing.

### **Project Task 3: Benchmarking relevant companies within the construction industry**

The purpose of this task is to find out what other relevant companies have been doing and from there forming key business takeaways.

### **Project Task 4: Creating the digital marketing guide for the case company**

This task is to create the digital marketing guide, based on key findings, professional knowledge and the case company's needs and requirements.

### **Project Task 5: Summary and Conclusions**

This task evaluates the whole process of the thesis together with the outcome. Recommendation is also included. Table 1 below presents the theoretical framework and project management methods for each project tasks.

Table 1. Overlay matrix

Project Task	Knowledge base	Project management methods	Task outcomes
Project Task 1: Establishing the knowledge base for digital marketing.	Theories about digital marketing and its media channels	Desktop studies	Definition, importance and relevance of digital channels
Project Task 2: Presenting practical approaches and tips for different digital marketing platforms	Latest reports and articles from credible sources about digital channels	Desktop studies	Practical steps and tips for each digital platform

Project Task 3: Benchmarking relevant companies within the construction industry	Benchmarking methods Competitor analysis theories.	Benchmarking	Competitor analysis and key takeaways
Project Task 4: Creating the digital marketing guide for the case company	Outcomes from Project Task 1 and 2.	Working MS PowerPoint and design software where applicable	The digital marketing guide – appendix 1
Project Task 5: Summarizing and evaluating the project	Outcomes from Task 1, 2 and 3.	Summarizing the outcomes, analysing the whole process and further discussion	Evaluation of the project and recommendations

### 1.3 Scope, structure and reading instruction of the thesis

The scope of the thesis is to conduct a B2B digital marketing guide for the case company. The thesis focuses on digital marketing methods that are suitable for the case company's purposes. The thesis analyses and explains the right way to use each method. The thesis emphasizes on start-up industry, British market area, and construction industry, where applicable, since this is the request from the case company. The plan does not include traditional marketing methods or digital marketing methods that the author does not consider as suitable for the case company. The thesis does not include situation analysis, monitoring and control methods but only highlights important factors. If the case company decides to apply the guide into real business context, the implementation and its results are not included.

The thesis has three main parts: an introduction, the content of the digital marketing guide and a conclusion. In the introduction part – chapter 1, there are insights about objectives and scope of the thesis, key concepts that might be useful for the reader, the relevance and practicality of this paper and information about the case company. The content part is divided into three main sections with smaller sub-sections. The first section in the content part – chapter 2, presents the theoretical framework of paid media, owned media, social media, mobile and content marketing. The second section - chapter 3, demonstrates practical approaches towards these areas. The third section, chapter 4 - benchmarks relevant companies within the construction industry to learn key business takeaways from them. Finally, there is a conclusion to wrap up the whole thesis.

The thesis covers many areas of digital marketing, thus results in introducing a large amount of information and the reader might become bored if keep reading chapters after chapters. The author recommends two effective ways to read and capture this thesis. First, if the reader knows which subject wanting to learn about, the reader can head straight to it through the table of content. Second, if being unclear of which area to read, the author recommends reading each sub-chapter in chapter 2 at a time. Remember that there is a continuation in chapter 3 for each area in chapter 2. To make it easier for the reader to keep track, there is a summary of content and learning objectives at the beginning of each chapter.

#### **1.4 Benefits to the stakeholders**

At the end of this project, the case company has a ready-made and tailored digital marketing guide when it starts entering the market. Other B2B start-ups can also have the guide as a reference document when forming their own digital marketing strategy. In addition, this project is purely about digital marketing, which benefits the author since marketing is his specialization and potentially his future career.

#### **1.5 International aspect**

Platform LOOP is digital and open for every company in the world. Circology aims to start its business in London but it is not hiding the intention of expanding internationally, as it is already looking for partners and employees in Helsinki even before finishing the product development phase.

#### **1.6 Key concept and abbreviation**

**Digital marketing:** the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives (Chaffey and Ellis-Chadwick, 2012).

**B2B marketing:** business-to-business marketing, sometimes referred to as “BtoB”, “B2B”, “business marketing” or “industrial marketing”, is the practice of individuals or organization marketing products or services to other companies or organizations (Hall, 2017).



**Paid media:** also known as bought media, a direct payment occurs to a site owner or an ad network when they serve an ad, a sponsorship or pay for a click, lead or sale generated (Chaffey and Ellis-Chadwick, 2012).

**Owned media:** different forms of online media controlled by a company including their websites, blogs, email list and social media presence (Chaffey and Ellis-Chadwick, 2012).

**Content marketing:** “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action” (Content Marketing Institute, n.d.).

Abbreviation:

Ad = an advertisement

B2B = Business-to-business

B2C = Business-to-consumer

PPC = Pay per click

ROI = Return On Investment

SEO = Search Engine Optimization

SEM = Search Engine Marketing

SMEs = Small and Medium Enterprises

SERPS = Search Engine Result Pages

## **2 Digital marketing and its importance for B2B**

Digital marketing at its core is no different from traditional marketing; companies are still trying to provide customers the information they need in order to get them purchase their product (Miller 2012, 6). What differs digital marketing from traditional marketing is the ways in which companies communicate the message. According to Chaffey and Ellis-Chadwick (2012, 10), digital marketing can be simply defined as achieving marketing objectives through applying digital technologies. Such technologies can be the Internet, mobile phone, interactive TV, Internet Protocol TV and digital signage. These technologies expand the way we reach potential customers. With digital marketing, firms can reach customers via email. They can reach customers via websites. They can reach customers via podcasts and videos. They can reach customers via blogs and social media channels. There are many more ways to reach customers that traditional marketing methods could not offer.

This chapter first explains the buying process in industrial (B2B) trading and the importance of digital marketing for this process. After that, the author provides a deeper look at each type of online media that is suitable for the case company. After reading this chapter, the reader should be able to understand the definition of different digital channels and evaluate the importance and relevance of these channels to marketing.

### **2.1 B2B buying process**

In order to effectively apply digital marketing, it is crucial to understand its buying process. There are six steps in B2B buying process as demonstrated in figure 1. The first step is problem recognition. B2B problem recognition is far more complex than in B2C. In B2C, a purchase decision is made to satisfy the need of replacing a failed product (for instance, buying a new phone because the old one is broken). In B2C, the sought product is usually an integral element of either another product or a manufacturing process. In addition, the time for this recognition might be several years before the sought product is used to make a finished product (for example, Boeing imports wings from Japan, doors from France, engine from U.K. to assemble the finished aircraft). The second step is to develop specifications for the required product/service that solve the problem. This can be as simple as the colour for company uniform but also can be as complicated as components of a rocket. The third step is to search for products or suppliers. The rarity of the products determines the difficulty of this stage. The more complex the product is, the fewer suppliers there are. The fourth step is to evaluate products and suppliers. One-time buyer would normally require less digging than those who make repeat purchases, like subscriptions. Relationship

assessment will also happen during this stage. Next step is to make the purchase. This stage includes different negotiations on terms and conditions. The last step is after-sales service. Any form of after-sales service – warranty, maintenance or replacement - greatly influence on repeat customers. (Charlesworth 2014, 173.)

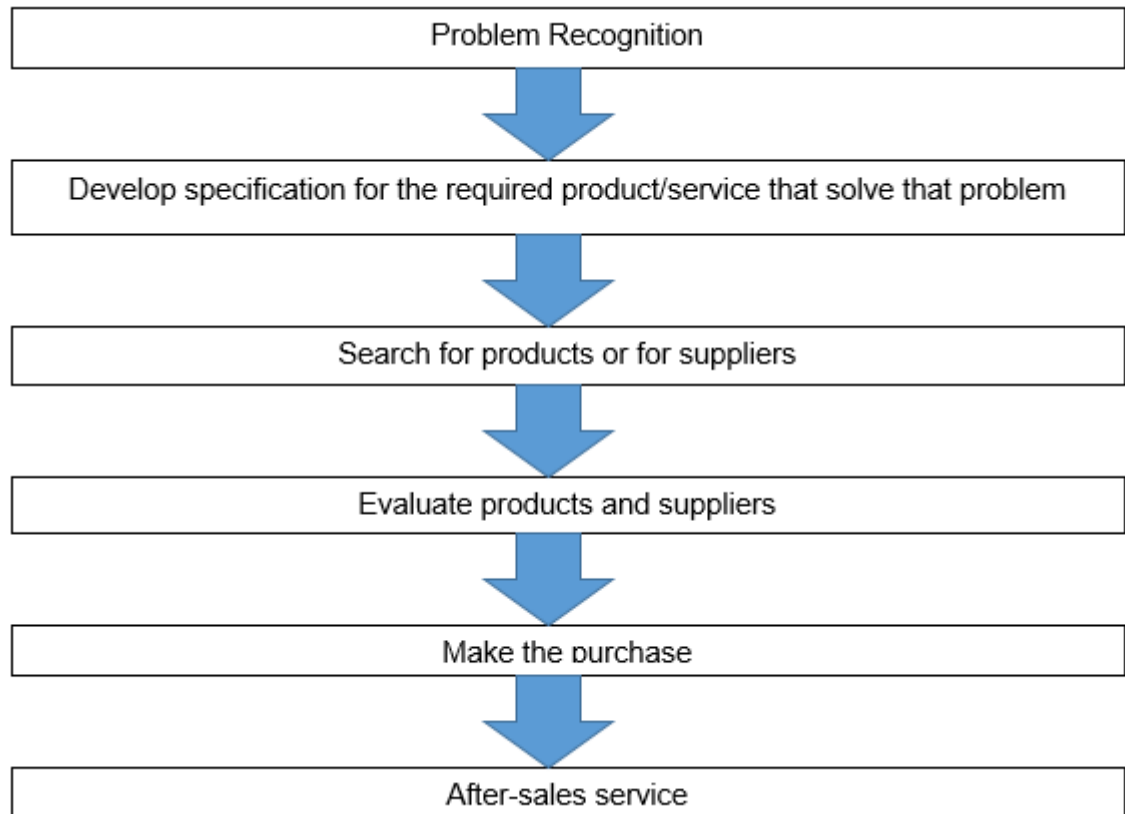


Figure 1. An example of a B2B buying process (Charlesworth 2014, 173)

It is important to emphasize that this process can vary depending on the nature of the product, the market and the industry. After assessing this process, digital marketer can have the answer for two questions as (1) who is the potential customer and (2) what kind of information they seek and how they want it to be presented.

## 2.2 The importance of digital marketing for B2B

B2B marketing has been doing just fine long before the appearance of digital media in the mix. This fact raises questions like why make things more complex or why create more work to do. Miller in his 2012 book *B2B Digital Marketing*, listed a few reasons of why diving into digital marketing as soon as possible is a smart move.

**First, he thinks digital marketing keeps a business competitive.** He argues that a business should start digital marketing before its competitors finishing building their own

campaign because when they finish, they will be in places where it is not. And there is nothing worse than being second in reaching a new customer base. In addition, recent statistics show more and more B2B customers are going online to research for new purchases. According to the second annual B2B procurement study in 2014 from Acquity Group (now acquired by Accenture), 68% of B2B buyers now purchase goods online, up from 57% in 2013. Regarding product research behaviour, 94% of B2B buyers say they conduct some form of online research before purchasing a business product. Therefore, if a business does not sell its B2B product online, it might still need to be there since most of the B2B customers will dig for information online. And it is better to have the information provided by the company itself rather than from some third-party websites, or even worse, from its competitors. (Miller 2012, 7.)

**Second, he believes digital marketing is becoming more prevalent.** The next question is how much should a business spend on digital marketing to remain competitive? There is a fact that B2B marketers have been slower than their B2C cousins in applying digital tools into their work. The reasons might be because of being cautious, having a limited budget or even unsuitable market condition. Whatever the case, the caution period seems to be over and even the most conservative B2B companies are embracing digital marketing strategies. (Miller 2012, 8.) “2017 State of B2B Digital Marketing” annual report from Demand Wave, based on a survey of approximately 200 U.S. B2B marketing professionals, from marketing managers to C-level executives, has pointed out some insights in B2B budgeting trends. First, confidence in digital channels remains strong. Approximately half of the respondents plan to raise their digital marketing budget this year. Less than 6% are expecting a budget cut. Second, confidence in digital becomes even more apparent as 38% of marketers spend an enormous 60% or more of their marketing budget online, as contrasting to offline marketing investments. In fact, over half of B2B marketers (55%) dedicate 41% or more of marketing spend to digital channels. Finally, over half of marketers are planning to grow investment in paid search this year, just slightly edging out social media and marking a two-year winning in a row. Most channels’ budget increases stayed comparatively stable, except for display advertising, which saw approximately 35% growth. (Demand Wave 2017, 6-7.)

**Finally, digital marketing improves customer relationships.** As mentioned above, digital marketing works in a way that traditional marketing cannot. Here, it improves customer relationships by creating a two-way and one-to-one connection with clients and prospects. This direct connection is particularly beneficial to B2B companies since the audience is typically smaller and more influential. This kind of connection can be achieved by using

PPC advertising, blog marketing and especially social media marketing. The similar relationship can never be established using traditional print or broadcast media. (Miller 2012, 9.)

Before going into detail of digital marketing, it is important to understand its structure and components. Figure 2 below presents the intersection of key media types in digital marketing. Generally, digital media can be divided into three main categories, depending on its characteristics. Paid media is where investments are made in return of visitors, reach or conversions through channels such as paid search, display ads or affiliate marketing. Owned media is the media owned by the company. These channels can be the company's website, social media presence, blogs, email list and mobile app. Earned media refers to the reputation generated from social media marketing, chats between people in social networks, influencers' blogs and other online forums. (Chaffey & Ellis-Chadwick 2012, 11.)

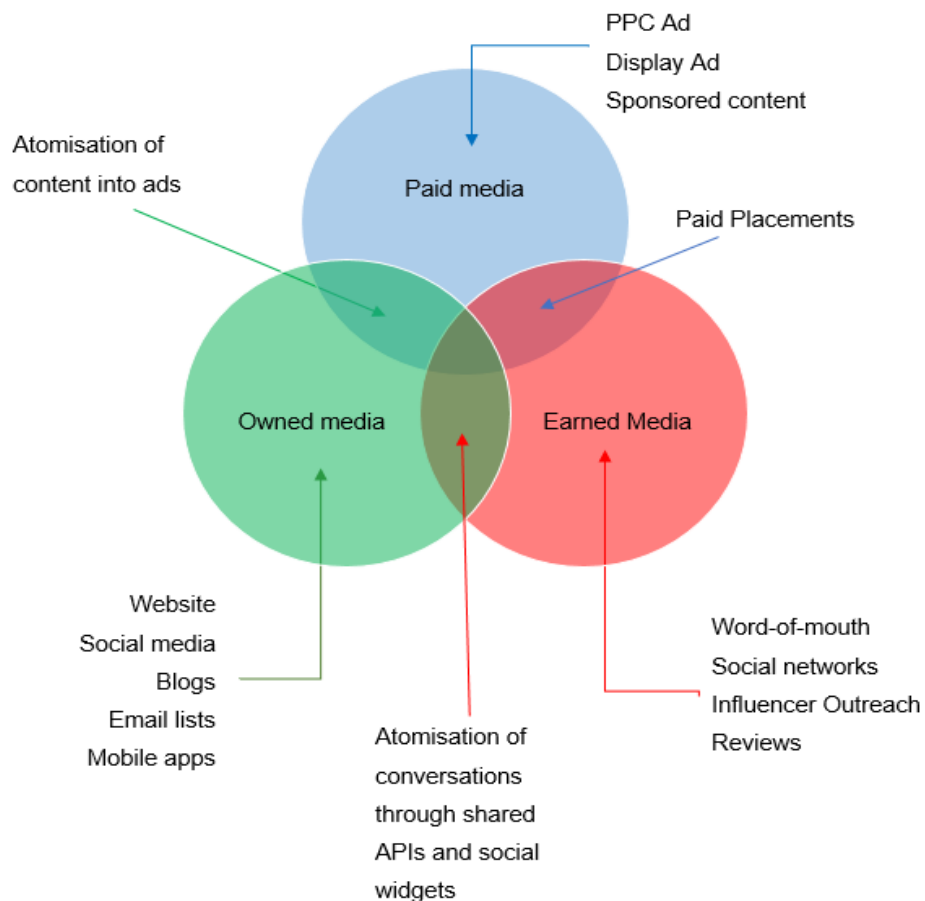


Figure 2. The intersection of the three key online media types (Adapted from Chaffey & Ellis-Chadwick 2012, 11)

Next, the author is going to discuss more about paid media in section 2.3 and owned media in section 2.4. Since the case company has not entered the market yet, there are not any significant earned media that need to be analysed. Social media will be discussed in section 2.5 as it represents a mixture of paid and owned media.

## 2.3 Paid media

This chapter presents the core knowledge of some useful paid media platforms for B2B start-ups. In paid media, the one with the biggest budget wins normally. However, this does not mean start-up should not try paid media. With the right optimization and approach, low-budget businesses are still able to acquire B2B clients through this channel.

### 2.3.1 PPC Advertising

Pay-per-click (PPC) advertising is a model of internet marketing where advertisers pay a fee each time someone clicks on their ads. Search engine advertising is one of the most popular forms of PPC. In search engine PPC, a relevant text ad with a link to a company website is showed when the searcher types a specific phrase (Chaffey & Ellis-Chadwick 2012, 491). Image 1 presents an example of a PPC ad.

The image shows a Google search interface with the query 'cement mixer second hand'. The search results are divided into two sections: 'PPC Ad' and 'Organic results'. The 'PPC Ad' section includes three ads: 'Solid Mixers Horizontal - High performance mixer - bachiller.com', 'Concrete Mixers For Sale - Wholesale Suppliers Online - alibaba.com', and 'Cement Mixers | eBay'. The 'Organic results' section includes two results: 'Cement Mixers | eBay' and 'Cement Mixer | eBay'. The ads are marked with an 'Ad' icon and include details such as ratings, reviews, and product descriptions.

Image 1. Example of a PPC ad (Google search result on December 5<sup>th</sup>, 2017)

Paid search listing, like all other advertising methods, comes with pros and cons. Dave Chaffey and Fiona Ellis-Chadwick wrote a comprehensive list about this in their 2012 book “Digital Marketing. Strategy, Implementation and Practice”, which is showed below. Main advantages of paid search marketing are (Chaffey & Ellis-Chadwick 2012, 502):

- It only costs the advertiser when someone click the ad.  
As explained above, the fee the advertiser paying is not for the ad to be displayed but only when a visitor clicks on the link and directed to the website. This method minimizes the wastage comparing to traditional advertising.
- It is highly targeted.  
The ad will only be showed by the search engine when someone types in a specific word or phrase. Therefore, wastage is much lower than other media.
- Accountability.  
The ROI for each keyword can be calculated to measure effectiveness.
- More predictable and technically simpler than Search Engine Optimization (SEO).  
PPC position is based on the combination of the bid amount and quality score, which is controllable, hence giving more stability and easier to predict result. Whereas SEO requires complex work on page optimization, site re-structuring and link building
- Remarketing.  
Google remarketing displays ads to visitors who have been to a specific website or used a specific mobile app. When people leave the website without making any purchase, for example, this service helps the site’s owner reconnect with them by showing relevant ads across their different devices (Google AdWords, 2017)
- Speed.  
It only takes one or two days to get PPC ads listed. SEO results can take weeks or months to be achieved.

Main disadvantages to be managed are (Chaffey & Ellis-Chadwick 2012, 502)

- Competitive and expensive  
Since PPC has become popular, come big companies might start a bidding war that raise the cost to an insane level. According to Word Stream, the most expensive keywords in Google search engine in 2017 falls into “business services” category. Keywords like “data room”, “factoring company” and “network security monitoring” has the average CPC of \$58.64. The runner-up are phrases from “bail bonds” category with average CPC of \$58.48.
- Time consuming  
In order to stay competitive, PPC requires daily or even hourly checks on the bidding.
- Irrelevant  
As it is become more and more popular, many search users do not click on these sponsored ads because they do not trust the advertiser. Researches need to be done before every PPC campaign to avoid investing a large amount of time and money yet low ROI.

### **2.3.2 Display**

Display advertising or banner advertising is when an advertiser paying for an advertising slot on a third-party site or social networks. They are visual and usually presented in the

form of banner or video. These ads encourage interaction from the viewers, for example to complete an online form or to click on the ad for more information. (Chaffey & Ellis-Chadwick 2012, 520.) Deepak Agarwal (2012) – senior director of engineering at LinkedIn presented an image of a display advertising example in his SlideShare publication as showed below.



Image 2. Example of display ads (Agarwal, 2012)

When an advertising placement is purchased, it is either purchased on a specific site such as *Daily Mail* or *The Sun*, or it is purchased across several sites, which are known as an ad network. Display advertising is paid for a specific period of time for an entire site, a part of a site or according to keywords entered from a search engine. (Chaffey & Ellis-Chadwick 2012, 521.) Normally the display advertising cost is calculated in thousands and the term for price is CPM (cost per mille – mille is thousand in Latin). The formula to calculate CPM is

$$CPM = \frac{\text{Total advertising cost}}{\text{Number of impressions}} \times 1000$$

For example, if the CPM for a banner is 10 euros, for 2000 euros a company would receive 200 000 impressions (an impression is when an ad is being shown to the visitors).



During early implementation of display advertising, the advertisement usually is irrelevant to the context of the website. This has resulted in the situation called “banner blindness”, where the website users become sceptical of the ads they see (Stec, 2017). Luckily, more sophisticated methods were born and allowed advertiser approach website visitors in a more contextual way. As Chaffey and Ellis-Chadwick (2012, 525) explained in their book, nowadays there are many ways to target display ads: site particular targeting, user’s profile targeting, time of day or week targeting and behavioural targeting.

Despite this promising evolvement, display advertising is still facing a large number of challenges. The current trend is against display ads. There are now 198 million active Ad-Block users worldwide, with 12 million in the UK – a 82% growth during 2015 (PageFair, 2017). Over half of internet user do not click at ads because they mistrust them (banner-snack, 2017). 60% of banner ad clicks on mobile are accidental (Frederick, 2016). There are many problems to be considered when starting a display ad campaign. Mastering this technique has been an ongoing challenge for many businesses, and it would be even more difficult for start-ups.

### **2.3.3 Remarketing and retargeting**

Remarketing and retargeting both serve the same goal: to return customers who have taken certain actions on a website but have not done any purchased. Remarketing concerns the issue of visitors abandoning their shopping cart (going checkout step but never actually finish it). With 43% of UK consumers having this kind of behaviour (Whisbi, 2013), it is safe to say that it is worth trying to bring them back through remarketing. Usually, if a customer reaches to that step, the store should have their email address and sends an email commenting on the abandoned basket. These comments vary from “did we do something wrong” question, through reminding and giving an expiring date to buy those items, to offering discounts or vouchers to complete the payment. (Charlesworth 2014, 151.) Remarketing is especially effective with start-ups that has a payment platform embedded to their website.

Retargeting is slightly different. A consumer visited a site but has not done any purchased, retargeting shows ads relevant to his actions on the site when he surfs the net (Charlesworth 2014, 255). For example, a person chooses the size and colour for a shirt on an online store but only stops there and does not go any further. That person will soon see that shirt again in some other websites in the form of an advertisement. This technique is available thanks to cookie-based technology that use the JavaScript code to track visitors to a specific website. Retargeting works well for both PPC ads and display ads. However,

this method sometimes can be intimidating and annoying for the audiences as they see the ads too many times. Not only they would never make that purchase but the brand image might also be affected. Therefore, retargeting should be used with caution.

Google AdWords (2017) has listed the benefits of using Google remarketing as a component to an advertising strategy, but many of these benefits are the same for any other providers:

- Approach to customers at the time they are potential to buy: AdWords users are able to reach customers who've had some interaction with his business. It's possible to advertise start-up's products or brand to them when they are in the middle of searching, visiting other websites or using mobile apps.
- Create lists focusing in each ad: Creating a remarketing list for each specific case is advisable. For instance, a list focused on customers who abandon their shopping cart.
- Large-scale reach: Reach customers on remarketing lists via their devices when they access more than 2 million websites and mobile apps.
- Set price efficiently: Efficient and smart pricing can help create high-performance remarketing campaigns with automatic bidding. With no extra cost using Google's auction, real-time bidding calculates the optimal bid for a customer when he/she views the ad, this helps to win the ad auction at the best possible price.
- Simple ad creation: Design text, image, and video ads at no cost with Ad gallery. Users can combine a remarketing campaign with Ad gallery layouts to enhance dazzling ads across each and every single product or service.
- Campaign statistics: Reports that record the process of how campaigns are performing, where ads are appearing, and at what price the users are paying.
- Support customers to find one business easily: Display ads to previous visitors who are eagerly searching for that business on Google.

As a summary, remarketing and retargeting is extremely powerful for start-ups because it targets customers who already show interests in their products. Therefore, the conversion rate is theoretically higher. Furthermore, it is also cost-effective because there is no need to gain awareness from these customers because they already know the brand.

## **2.4 Owned media**

In this chapter, the author introduces some owned media platforms that B2B start-ups might take advantage of. On the contrary with paid media, owned media does not require that much of financial capacity to run and maintain. Therefore, it is usually more popular in terms of usage within the start-up industry.

### 2.4.1 Email marketing

Email is said to be the heart of many B2B marketing programs (Miller 2012, 179). Statistically, email continues to be the number one tool for a second straight year, in terms of generating leads and driving revenue, comparing to other digital tools. (Demand Wave 2017, 10-11.)

Email marketing is many things. It is direct marketing because the aim is straight at a specific customer or a group of customers, instead of mass marketing like web advertising. It is similar to putting flyers in a mailbox, except that the recipients agree to the mailing (unless the case is spamming), which means that they are more open to marketing messages and the response rate can be higher. Email marketing is data marketing. Before sending an email, senders are not only working with customers' name and email address but also dealing with customers' purchase history, past communication and what they saw on the website. Email marketing is proactive marketing. Instead of waiting for customers to find out the business (like in search engine marketing or social media marketing), businesses bring the messages to customers' base. The company also gets to decide which strategy to approach them, when to approach them and at what speed. Finally, email marketing is inexpensive. There are costs to maintain data systems, either with or without outsourcing. Polishing the email might cost some more, but it is usually a one-time cost. But there is no expense for paper or ink, there is no need to pay for someone to get it delivered and access to people's information does not need to be bought. Finally, it does not make any difference in term of expense for sending out one email or one thousand emails, once a day or once a week, because the costs are nearly the same.

The concept sounds irresistible to try, but what is it used for? Miller listed some purposes that email marketing can serve in his 2012 *B2B Digital Marketing* book. First, email marketing can **increase reach**. Usually, emails are only sent after the business makes the first contact with customers. However, email can still be used in this phase with the right way. Sending email without the permission from the recipient is the very definition of spam. But sometimes it can be avoided by buying or sharing the names of prospects who signed up for company's email lists and give permission for their names to be shared with other companies. This method is only effective by choosing partners carefully, who has the same demographic or target customers. Buying a random list not only would result in poor response rate but also creates an undesirable brand image. Second, it can **improve acquisition**. This is an important step to turn a prospect into a solid lead. Brochure and catalogue are practical examples of activity in this step. Using for **conversion** is the next purpose. If the process goes well in reach and acquisition phase, prospects should have

become customers. In this step, asking questions, information and sending documents that need to be filled and returned can be done by email. Finally, **customer retention** is the most popular purpose when using email. Most of the email marketing in B2B are used in this step. In this phase, marketers send emails to existing customers, who have bought company's products and push for further engagement. Regarding types of email to send in this phase, newsletter, related products mailing, notification mailing and promotion mailing are some examples. (Miller 2012, 185-193.)

#### **2.4.2 Search Engine Optimization (SEO)**

As stated by Miller (2012, 123), "when it comes to achieving reach – that is, getting the attention of potential customers – nothing beats your friendly neighbourhood search engine." Search engine optimization has caught up with email to stay on top regarding the best digital tool to drive revenue. It is also at the second place in terms of generating leads. In addition, 91% of B2B marketers interviewed by Demand Wave said that organic search is a part of their digital marketing mix. (Demand Wave 2017, 10-11.) Those are more than enough to say that SEO is important for any B2B businesses.

Search results are called organic because they happen naturally (base on each search engine's algorithm) and no one can pay to be on top. Consequently, businesses need to find other solutions to push their ranking. Google and other search engines assess content, design and some more criteria of a website to determine its position on the SERP. To be on top, websites need to be modified to meet these requirements from the search engines. This process is called search engine optimization, or SEO. (Miller 2012,125.)

When a user types a word or a phrase, the mission of a search engine is to provide the most relevant results to its user, and the best answer to the user's query will rise to the top. But how can the search engines decide if a website is relevant or not? According to Miller (2012, 131-133), there are three main criteria that search engines assess, which obviously are also the things B2B start-ups want to optimize.

The first criterion is **keywords**. In order to know if a site is relevant to the search, search engines look for keywords. Keywords are words or phrases that are entered in the search query, or as a part of it. The search engine determines the importance of these keywords by noticing the position of these keywords on the site and the times they are used. Keywords are placed at the top of the page are ranked higher than those placed in the bottom. The same rule applied for usage frequency: the more a word being used on a page, the better position that page would be on the SERP. (Miller 2012, 131.)

The second criterion is **HTML Tags**. HTML is the standard coding language for creating web pages. HTML decides the structure of the web pages and informs that information to the browser. There are underlying HTML codes under every web pages. In Google Chrome, these codes can be found by open any web pages and press CTRL+U. Search engines look for the <META> tag and the <TITLE> tag in this HTML document. The <META> tag contains the site's name and content in the form of keywords. A typical <META> tag looks similar to this:

```
<META NAME="KEYWORDS" CONTENT="keyword1, keyword2, keyword3">
```

If this tag is properly written, search engines can get a good first idea about the site content. Apart from the <META> tag, search engines also seek for <TITLE tag>. Therefore, it would be wise to include some keywords into the page title. (Miller 2012, 132.)

The last criterion is **inbound links**. Inbound links are links that lead to a website. Google figured out that if a site has a considerable number of other sites linking back to it, it is probably because that site provides useful and relevant contents. The more high-quality links lead to the site, the more highly search engines rate. (Miller 2012, 133.)

Search engine optimization is one of the most powerful tools in B2B marketing. SEO can take up a large amount of time and the result does not come straight. It is also can become extremely technical in some parts that leave start-ups no option but to outsource the process to professionals. However, if the site manages to be on the top page of search engines, it will probably pay off all the hard work, considering everything nowadays start with an online search.

### **2.4.3 Mobile**

Mobile has taken over desktop over the past few years. The change started with B2C markets but now it has reached the B2B world and it is rising extremely fast. Companies and industrial clients are turning to mobile as a platform to conduct research, planning strategies and making purchases. In 2015, mobile commerce accounted for nearly a third of e-commerce in the US (Digital Commerce 360, 2014). Even though this statistic was for both B2C and B2B, it still demonstrates the fast-growing pace of this segment. Moreover, B2C and B2B are not that different in terms of mobile revenues. In 2015, B2B generated 19.4% of digital commerce revenue from mobile platforms, compared with 22.6% that B2C generated (Levy, 2015). In 2016, nearly 40% of B2B marketers experienced 21-40% of their site traffic come from mobile platforms. In addition, 87% of B2B marketers now have a mobile-friendly website, made an enormous growth of 53% compared to 2014. For

those who do not have a mobile-friendly site, 61% plan on investing in responsive design in 2017. (Demand Wave 2017, 20.) Within the UK, smartphones are now the hearts of many residents. There are 43.6 million smartphones in 2017 and fully 81% of mobile users will have a smartphone next year (Emarketer, 2017).

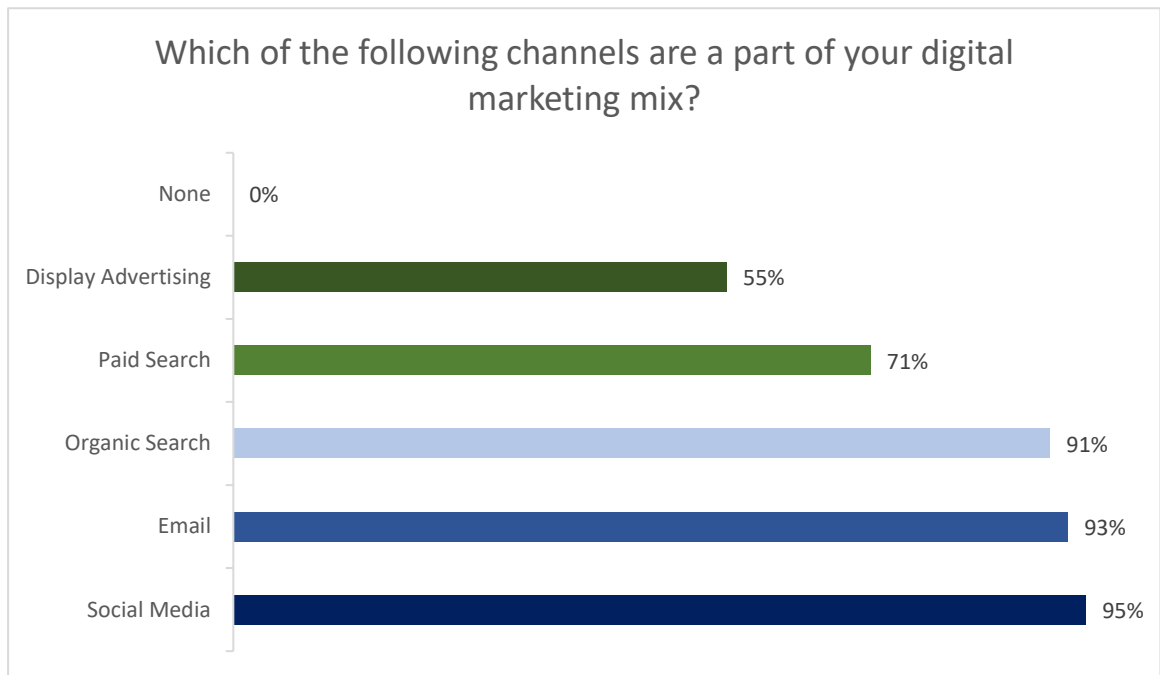
There are several marketing activities that happen in the mobile platform. Miller (2012, 276) listed six activities in his book that to engage and reach customers over the mobile platforms:

- Mobile website: the mobile version of the company website.
- Mobile search: similar to web-based search marketing, but more focus on location.
- Mobile email: research shows that more users use their phone to check emails than to make phone calls. Many marketers are learning to take advantage of this opportunity.
- Mobile advertising: ads purchased that are formatted for mobile screen. These ads are PPC ads.
- Mobile applications: building a mobile app for each brand has become more and more crucial for any businesses. Example of mobile apps from big B2B brands can be Google Analytics app, Hootsuite app, Salesforce app and many more.
- Mobile social networking: More Facebook and Twitter users are accessing the platforms from their smartphones than from desktops. Mobile marketers are exploiting this trend to implementing new strategies.

The opportunities of mobile marketing are endless and there is an increasing number of them waiting to be exploited. It is wiser for B2B start-ups to spend resources on mobile products and services than losing a client because of the poor experience on mobile.

## **2.5 Social media**

There is no doubt that social media has changed the way business communicates with customers. However, many people perceive social media to be more embraced by B2C companies than B2B. Recent researches have proved this is wrong. For example, Demand Wave (2017, 10) report shows us that social media is the most common channel in B2B, with 95% of respondents have it in their digital marketing mix. Furthermore, social media is also at second position in terms of budget growth with 50% of respondents agree that they will boost investment on this channel.



\* Respondents were asked to select all that apply.

Figure 3. Most used digital marketing channel (Adapted from Demand Wave 2017, 10)

Social media marketing is monitoring and facilitating customer interactions to encourage positive engagement with a company and its brand. These interactions can occur on online channels such as company's website, social media platforms or other third-party websites. (Chaffey & Ellis-Chadwick 2012, 535.) By having a strong presence in social media, a B2B start-up can achieve many benefits. DeMers (2014) have listed top ten benefits in his article published on Forbes:

1. **Expand brand recognition**  
Social media are different channels for to spread a brand's voice and contents. This is important as it simultaneously make it easier to reach new customers and more recognizable for existing customers.
2. **Improve brand loyalty**  
Bell (2013) from Texas Tech University concluded through his report that "Companies should take advantage of the tools social media gives them when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal."
3. **More opportunities to convert**  
Every content published on social media platforms is an opportunity for customers to convert. A company has access to new, recent and old customers at the same time and it also get to interact with them.
4. **Higher conversion rates**  
Interactions through social media makes brands become more humanize. This leads to more trust and credibility and in the end, improve the conversion rates.
5. **Higher brand authority**  
When people want to discuss a product or service, either complimenting or to blaming it, they usually go to social media. A brand will seem more respected and

authoritative towards new users if people talk positive things about it on social media. In addition, if budget allows, start-ups can hire influencers on Facebook or Twitter to write about them to skyrocket their online visibility.

6. Increase inbound traffic  
Inbound marketing is to attract customer through relevant and helpful content. Without social media, customers can only find a business through search engines. Now every post published is another path lead to the company's site. Better content quality leads to more traffic, which means more leads and conversions.
7. Cost-effective  
Kusinitz (2017) wrote on HubSpot that 66% of marketers see lead generation by spending as little as 6 hours per week. That is only around one hour a day. With a channel as big as social media, one hour a day is not much, yet still generating values.
8. Better Search Engine rankings  
SEO rules change all the time and it is not enough to frequently update blog, optimizing title tags and Meta description. Google and other search engines now also use social media presences as a factor to rank the results. Being active on social media can mean that a brand is trustworthy, legitimate and credible.
9. Richer customer experiences  
Communication with customers previously is only through phone calls and emails. But now businesses can react to customers' needs faster and enrich the relationship. For example, if a customer leaves a complaint comment on a Facebook page, companies can immediately ask for problems or apology publicly. This process could take days if done through email.
10. Improve customer insights  
Businesses can learn about their customers by monitoring interactions and behaviour with published contents. From there, product or service improvements can be made.

There are hundreds of social media platforms out there but not all of them should be used by B2B start-ups. In 2017, Facebook dominates the social media playground with around 2 billion active users monthly, accounts for 18% of market share. That is 7% more than its closest competitors, WhatsApp and Messenger, which are also Facebook-owned. (Chaffey 2017.) However, within B2B sector, Facebook is not the biggest player. According to the report from Demand Wave (2017, 16-19), LinkedIn holds the crown for the most used platform and the best in generating leads and revenues while Facebook comes at second place, with only a few percentage higher than Twitter, at third place. For a start-up with limited resources, it might be wise to only maintain three or less social media channels. Therefore, this report will only focus on these three most popular platforms.

**Facebook's** market is too big to ignore. As of September 2017, Facebook has 1.37 billion daily and 2.07 billion monthly active users (Newsroom.fb.com, 2017). Age 25 to 34 is the most common age demographic, which accounts for almost 30% of all users (Zephoria.com, 2017). Even though the users make Facebook relatively similar to a personal journal (especially since it released the Timeline feature) and people do not usually discuss work there, they are still here for other purposes. And you need to go where your



customers are. In fact, according to the Social Media Marketing Industry Report from Social Media Examiner (2017), Facebook slightly surpassed LinkedIn for the first time in the 9-year history of this annual study, to be the most important platform for B2B marketers.

In his article for PostPlanner, Ayres (n.d.) listed ten benefits of having a Facebook business page:

1. Spread the word to potential customers  
With a giant number of user, this is quite obvious.
2. Gather more leads  
Start-ups can gather leads in the form of emails by organizing minigames, contests, giveaways on social pages, just to be sure not to spam the fans with daily emails.
3. Cheaper  
Starting a Facebook business page costs financially nothing. Until starting to use the paid ads to gain Likes or boost posts, it is free to run the page. And even when using the paid advertising service, it is still considerably cheaper than traditional prints or TV ads, yet can reach the same amount of audience or more.
4. More targeted  
Similar to the fact that not all of us want to see a specific TV ad, not everyone on Facebook wants to like your page. When running a TV ad, you are not in control of who will see it, leading to the risk of wasting money on irrelevant audiences. When using the paid advertising, you can choose what kind of audience to show the ad to, based on their location, interests, and occupation.
5. Easier to track performance  
With the insight provided on every page, it is easy to track every statistic needed, from the number of likes, reach, engagement to fan demographic. Recently Facebook released Facebook Analytics that provide even more detailed statistics.
6. Build brand loyalty  
If you consistently create useful and valuable content, followers will stay loyal. In addition, if a page is responsive and there is engagement going on with posts, people tend to trust the brand more.
7. Increase web traffic  
By attach a link to the web in posts, a business can easily attract more traffic to its website. For example, a start-up can create a post introducing its newly-published article, and then attach the link at the end of the post.
8. Boost SEO  
Information and contents created on Facebook can be searched by Google. That is another way to be on top on Google!
9. Mobile-friendly  
On section 2.4.3, we have discussed the importance of being mobile-friendly. With Facebook, a page is already designed to be shown perfectly on mobile devices. However, there are certain differences that need to be noticed. For example, the information of opening hours, address, reviews and phone numbers are usually showed first.
10. Keep eyes on competitors  
Start-ups can compare the performance of their pages and their competitors'. If a start-up notices that its rival is getting a rising number of likes, it might want to check and learn good practices.

Facebook marketing is a powerful tool for any B2B company. For B2B start-ups, it is wise to establish a Facebook page as soon as possible. However, as mentioned above, it is

better not to have a Facebook page than having a poorly-managed one, as it would affect the credibility of the business. It is also advisable to take a look at pages from big brands in the same industry and competitors to see their strategy. From there, not only a start-up can have key takeaways but might also reveal important information that can benefit when forming a marketing plan.

**LinkedIn** is a social network founded in 2003 with the mission to connect the world's professional to help them become more productive and successful (LinkedIn, 2018). LinkedIn is said to be the Facebook for professional network and unsurprisingly, it dominates in B2B social media marketing. According to recent statistics from LinkedIn (2017) themselves, LinkedIn has become the heart in any B2B social media strategy: 80% of B2B leads come from LinkedIn, 92% B2B marketers leverage LinkedIn over all other social media platform and 94% of them use LinkedIn to distribute content.

With more than 500 million active professionals, LinkedIn is arguably the most popular social media platform in the B2B world. Similar to Facebook, it is free to create a company page on LinkedIn. Moreover, there is a free built-in analytic tool to help tracking progress and changes in the follower community. In addition, there are three main paid services: Sponsored Content: promote content to targeted audiences, Sponsored InMail: deliver personalized ads to each audiences' inbox and Text Ads: similar to PPC text ads – a short advert in the form of text that show up on the side of the main page.

The platform also supports targeted ads based on geography, industry, gender, age and job title. Remarketing is also available with paid services. LinkedIn also provides a learning hub where anyone can learn everything about LinkedIn, from basics like create a company pages to advance tips based on marketing objectives. Finally, LinkedIn provides different solution packages for different types of company, from enterprises, SMEs to agencies and non-profits.

LinkedIn should be used by every company. However, many companies, especially start-ups are not using it to its full potential. In addition to all the features above, LinkedIn is also a popular platform for recruitment.

**Twitter** is a social platform where users comment on what is happening at the time by an announcement (BBC 2012). This announcement is called "tweet" and was limited to 140 characters, before the update earlier this year, which doubled the length to 280 characters (Rosen 2017). Twitter is popular because of its simplicity but what grows it was its asynchronous nature. Users can follow any other users they want without permission. This

means that a company's account can discover leads without request approval. (Bodnar and Cohen, 2012.) Within the UK, Twitter is the second most popular social network in terms of user with over 20 million users (Social-media.co.uk 2017).

If you are sure that your prospects are not on Twitter, you should go there anyway because nothing assures that they would never create a Twitter account, considering the growth rate of Twitter is 8% next year – doubles the growth rate of Facebook (eMarketer, 2016). Besides, there are many other benefits that Twitter brings to a brand, especially for start-ups' brands, as described by Fitton (2009) – co-author of Twitter for Dummies, on her video published by HubSpot:

- SEO - Twitter provide a link to the company website, and it is also an updated source for the company's news and information.
- Generating content – firms can share their blog articles, post industry news updates to attract followers. Even if no one is following your account, you can still add a Twitter widget on your website, which enables to update live feeds from the Twitter account to the webpage, in real time.
- Research – Companies can do research by following their prospects, competitors, and partners. They can also research by actively asking questions to their followers.
- Word of mouth – With the retweet function, word of mouth spreads across Twitter has never been easier.
- PR gravity – If you provide quality content, there is a high chance that journalists will contact for credible sources. Publishers of industry newsletter always seek quality news as well. Therefore, focus on the tweets and you can get their attentions.

## **2.6 Content marketing**

The word “content” have come across many times throughout the previous chapters. It would not be a surprise if content is the key success factor for any digital marketing channels. For PPC and display advertising to work, content is behind it. No one would reply to an email if the email contains poor content that does not make any sense. Search engines reward businesses who have high quality and consistent content. And social media is all about publishing the right content to engage customers.

Content shows up under many forms. Content is the words you are reading right now. It is the blog you publish on your website, the tweet you write on Twitter, the image you share on Facebook. When we talk about content, we mean words, knowledge and information. (Jefferson & Tanton 2013, 24) Content marketing is the present and the future of marketing. According to Content Marketing Institute (n.d.), “Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent

content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.” Content marketing has been a trend in marketing for a few years now. In 2017, nearly 65% of surveyed B2B marketers considered their content marketing campaign was more successful than the previous year, while only 4% had the opposite opinion (Content Marketing Institute 2017).

While the tip of creating engaging contents depends largely on each channel, there are seven guiding principles for that can be applied in every situation, described by Jefferson & Tanton (2013, 38):

1. Put customers first  
Customers are not as interested in your product/service as you do. Therefore, if you want more of them to buy from you, the focus of resources should be on satisfying their needs and solve their problems, not yours.
2. Help, do not sell  
The purpose of marketing is to build relationships. If a brand can get people to know it, make them trust it, they might think of that business when the time comes to buy.
3. Give knowledge away, for free  
One valuable content marketing approach is to produce content that brings independent value to the audience, regardless of their buying decision. This approach raises many questions. But conceive it as “commercial karma”, the more knowledge being given away, the more reputation and referrals return.
4. Think niche  
If a start-up is able to know more about its area of focus than most firms, it will be able to provide value that is unique and more interesting. In this digital age, the one who wins is the one that has greatest relevance to their audience.
5. Tell a good story  
Good stories have always been the definition of good marketing.
6. Commit to quality  
Besides from having a well-written article, words need to be easy to read, websites need to be easy to navigate and the design needs to be pleasant.
7. Write sincerely  
The generated value has to be authentic. Customers can tell the difference between content that is paid to write and content that truly means it.

### **3 Execution**

The project execution has three main stages. The first stage is to find out the practical approach to each element of B2B digital marketing and apply them to the commissioning company's case where possible. This stage is presented from section 3.1 to section 3.8. The second stage is to benchmark competitors to learn beneficial practices and avoid mistakes. This stage is presented in a separate chapter: chapter 4. The third stage is to create the B2B digital marketing guide from the findings in the first and second stage. In this stage, the author decided to choose Microsoft PowerPoint to be the tool to create the product because (1) Microsoft PowerPoint has a wide range of options in illustration design and (2) in case the commissioning company wants to edit the guide in the future, it can easily do it without the need of knowing any other design software. The result of this stage is the Appendix 1.

In chapter 2, the focus was on introducing theories and explain different terms that the reader might encounter when managing a digital marketing campaign. In this chapter, the focus is on practical steps and tips on how to run a successful campaign, in every channel that has been mentioned. After reading this chapter, the reader should be able to run paid advertising campaigns on Google, Facebook and Twitter; to run email marketing campaign; to optimize search engine results at a basic level; to provide engaging contents for social media channels and to prepare marketing activities on mobile platform.

#### **3.1 Google AdWords**

According to StatCounter (2018), Google accounts for 91.81% of search engine market share worldwide. Within the UK, the difference is not significant as Google still dominates the market with 90.57% of market share. Therefore, it is safe to say that when it comes to search engine PPC, investing in Google would bring highest ROI.

The PPC Online advertising of Google is called Google AdWords. Before start creating an AdWords campaign, a few things need to clarify according to Rouhiainen (2017):

- Product to promote: the online marketplace. This is the target product to promote since it is the only product of the company.
- Target audience: Companies/individuals owning construction materials and equipment which want to reduce costs/earn extra income from renting or selling it. Geographical target: London. The start-up is based in London and it wants to start with London market first. In addition, the size of the market is smaller comparing doing it nationally or regionally thus makes the ads more effective.
- Offer: the offer here is that audience can sign up for free.

- Landing page: The landing page should be relevant to the ad.

Now that all information is set up, next step is to start the campaign. Following the procedure on Google AdWords website, there are at least five main steps as showed in figure 4 below:

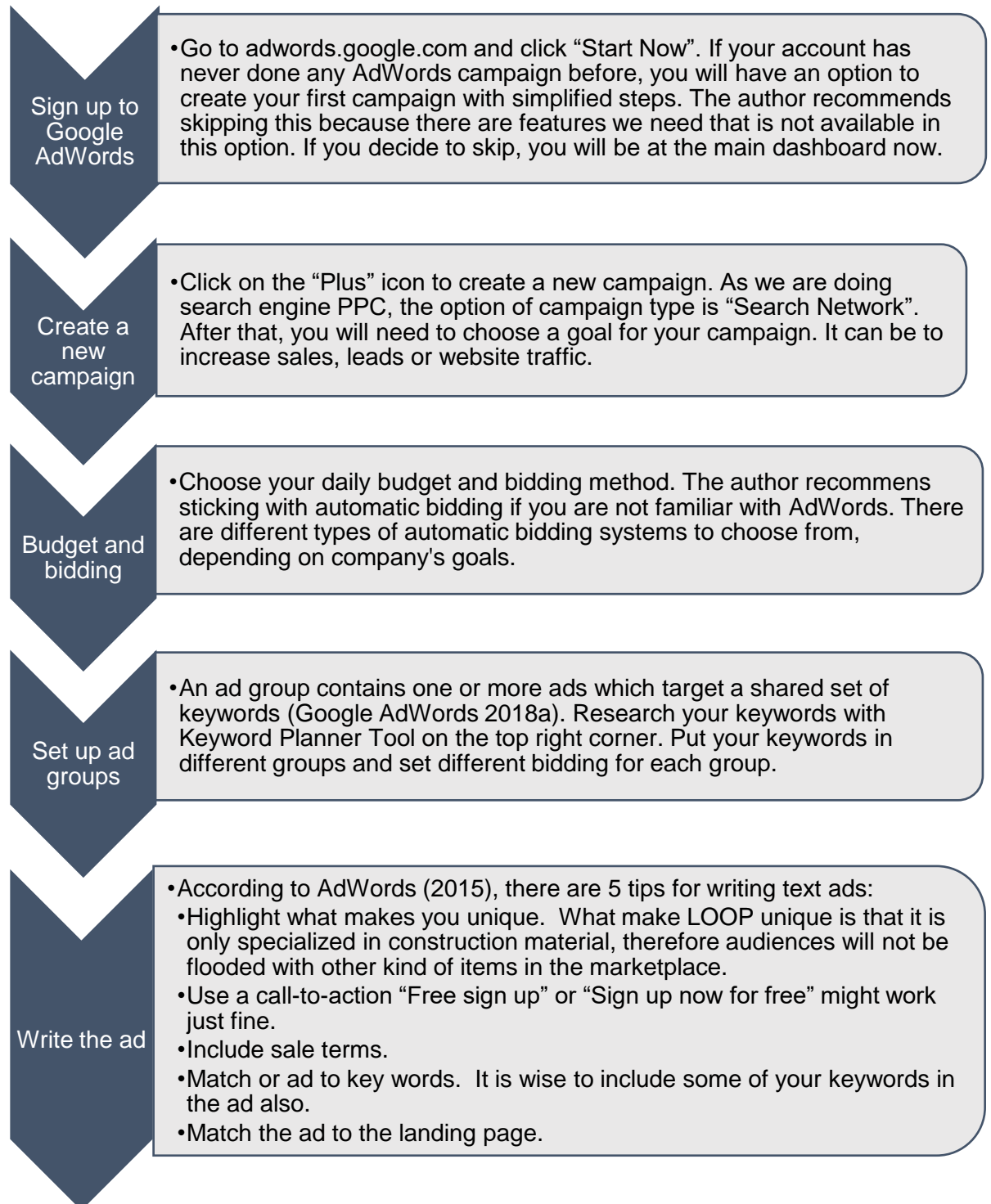


Figure 4. Steps to set up a Google AdWords campaign

Below is one sample of a Google Ad. Remember that it is possible to have multiple ads at the same time to try out which one works most effectively.

[London specialist marketplace - Loop-hub.co.uk](https://www.loop-hub.co.uk)

**Ad** loop-hub.co.uk

The Specialist Marketplace for Construction Materials. Free sign up!

Tracking and analysing results in an on-going work when running an AdWords campaign. The monitoring system is provided inside the tool already that makes it even easier for companies to use, especially for start-ups.

### **3.2 Google Display Network**

In chapter 2.3.2, the author discussed that when an advertising placement is purchased, it is either through a specific website or across several websites, also known as an ad network. Unless all of the target audiences are sticking to one website, it is wiser to purchase ad slots through a display network. The Google Display Network reaches over 90% of global internet users across over two million sites (Word Stream, 2017). Therefore, trusting Google in this matter is a wise decision.

The process of setting up a display advertising campaign through Google's Display Network is more or less similar to Google search PPC. One thing to remember is at the select campaign type step, choose "Display Network" instead of "Search Network". In addition, there are a few tips from Word Stream (2017) that might help B2B start-ups to run the display campaign smoothly:

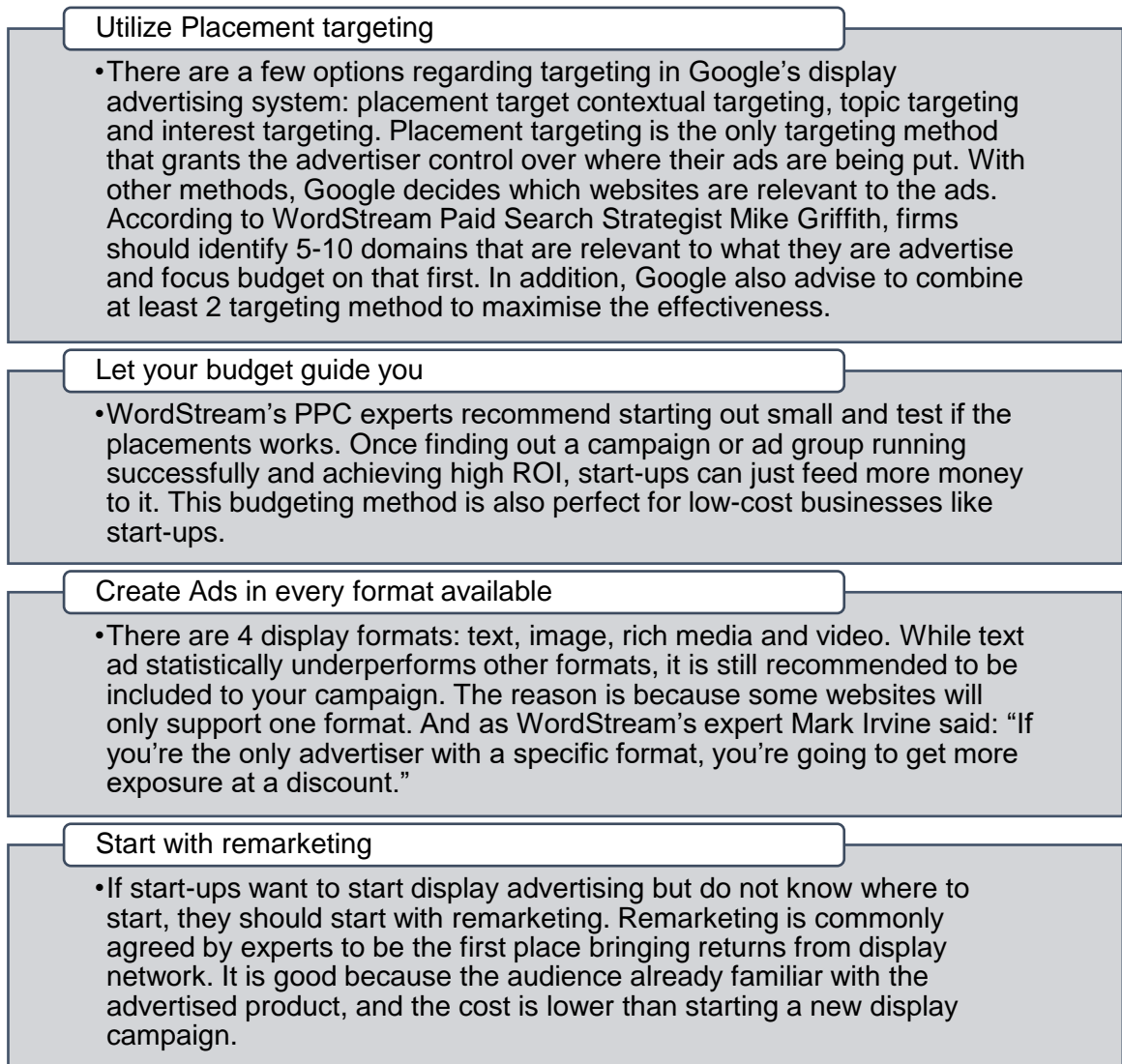


Figure 5. Tips to run a Display Network campaign

Similar to Google AdWords, the monitoring system of Google Display Network is also provided within the platform and there is no need to come up with an external or third-party tool.

### 3.3 Remarketing and retargeting

#### 3.3.1 Remarketing with Google

There are two types of remarketing with Google: remarketing for search ads and display remarketing.

Remarketing for search ads shows ads to users who previously visited a website and continue to search for what they need on Google Search. In order to do this, a remarketing list



needs to be set up and add a code called a “remarketing tag” from AdWords to the site. This code collects cookies from site visitors and adds it to the remarketing list. After that, you add this list to the current digital marketing campaign and raise or lower bids for customers on the remarketing list. (Google AdWords, 2018b.)

Display marketing shows ads across Google Display Network in front of customers who have visited a site. Google AdWords (2018c) guides users through several steps to set up a display remarketing campaign:

- Sign in to AdWords and start a “Display Network” campaign
- At the “Marketing Objectives” option, choose "Buy on your website."
- Choose a campaign name, bid strategy, and budget. Click Save and continue.
- Enter an ad group name and bid.
- Under "Choose how to target your ads", click Interests and remarketing.
- In the "Select a category" menu, select Remarketing lists.
- Choose Set up remarketing to start the creating a remarketing tag and lists:
  - Step 1: AdWords will create the remarketing tag for you. Add this tag to the website.
  - Step 2: AdWords will create an "All visitors" list to get you started, so you do not need to create this list yourself. The "All visitors" list includes everyone who has visited tagged pages on the website. You can later create new custom lists depends on specific needs.
- Enter an ad group name and bid.
- Click Save and continue if you want to create your ads, or Skip ad creation if you want to do this later.

### 3.3.2 Remarketing with Facebook

Similar to Google remarketing, Facebook remarketing show ads to customers who have shown interests in a business, both within Facebook and beyond Facebook. Facebook does not provide a guide for remarketing, but the process is simple and easy to follow:

- First, log in to Facebook Ads Manager at [facebook.com/ads/manager/](https://facebook.com/ads/manager/) and select “Audiences”  
“Audiences” is in the dropdown menu on the top left-hand side of the screen, under “Assets”.

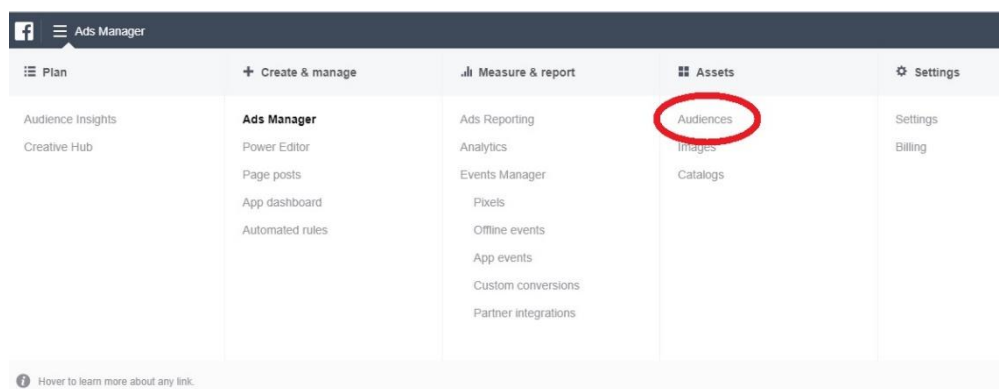


Image 3. Position of “Audiences” on Facebook Ads Manager

- Select Create a Custom Audience  
For retargeting, select Custom Audience, which will allow to set up a campaign that reaches people who visited a website.
- Select “Website Traffic”  
There are several options here, but for remarketing, the focus is on website traffic to reach people who the site.
- Select target audience from the dropdown menu. The following options are available:
  - Anyone who visits the website
  - People who visit specific pages
  - Visitor by time spent
- Get the pixel code
  - Select Pixels tab from the drop-down menu in the top left corner, under Measure & report/Events Manager.
  - Click “Click Set up Pixel”. Facebook has integrations with many platforms such as BigCommerce, Shopify, and Wix. If websites are not built using these platform, the code will need to be added manually. Facebook provides detail guide of how to add this code into the website even for users without any technical background.

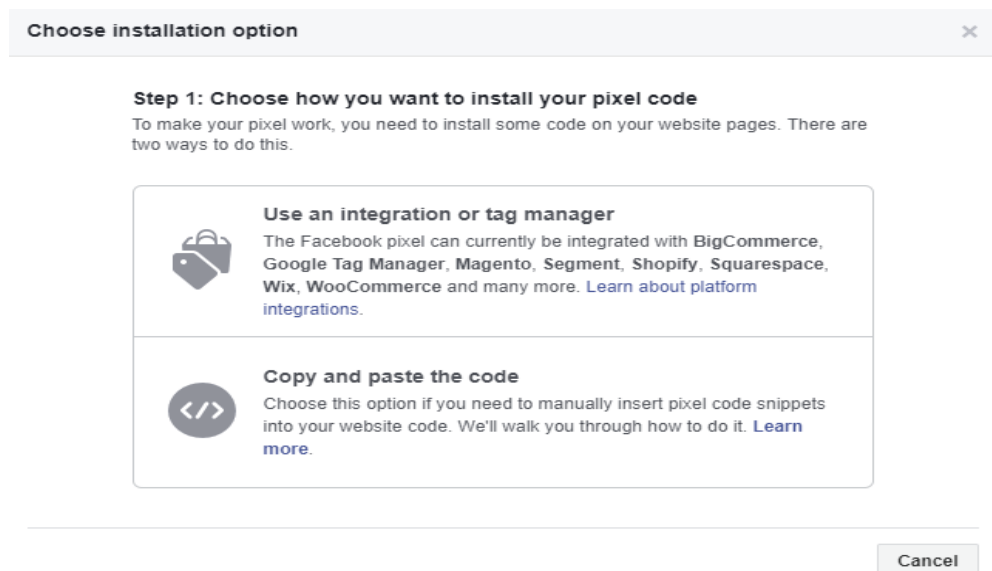


Image 4. Ways to install Pixel code

### 3.4 Email marketing

The author mentioned in section 2.4.1 that email is the most powerful digital tool to generate leads. But not every email can do that, especially nowadays nobody likes email because everyone receives way too many of it than they can handle. As most recently reported, spam email accounted for 59.56 percent of email traffic worldwide (Statista 2018). That means for every two emails sent, there is at least one that is spam! Campaign Monitor – an email marketing agency specialised for SMEs shared their guide with five vital steps to start an email marketing campaign.

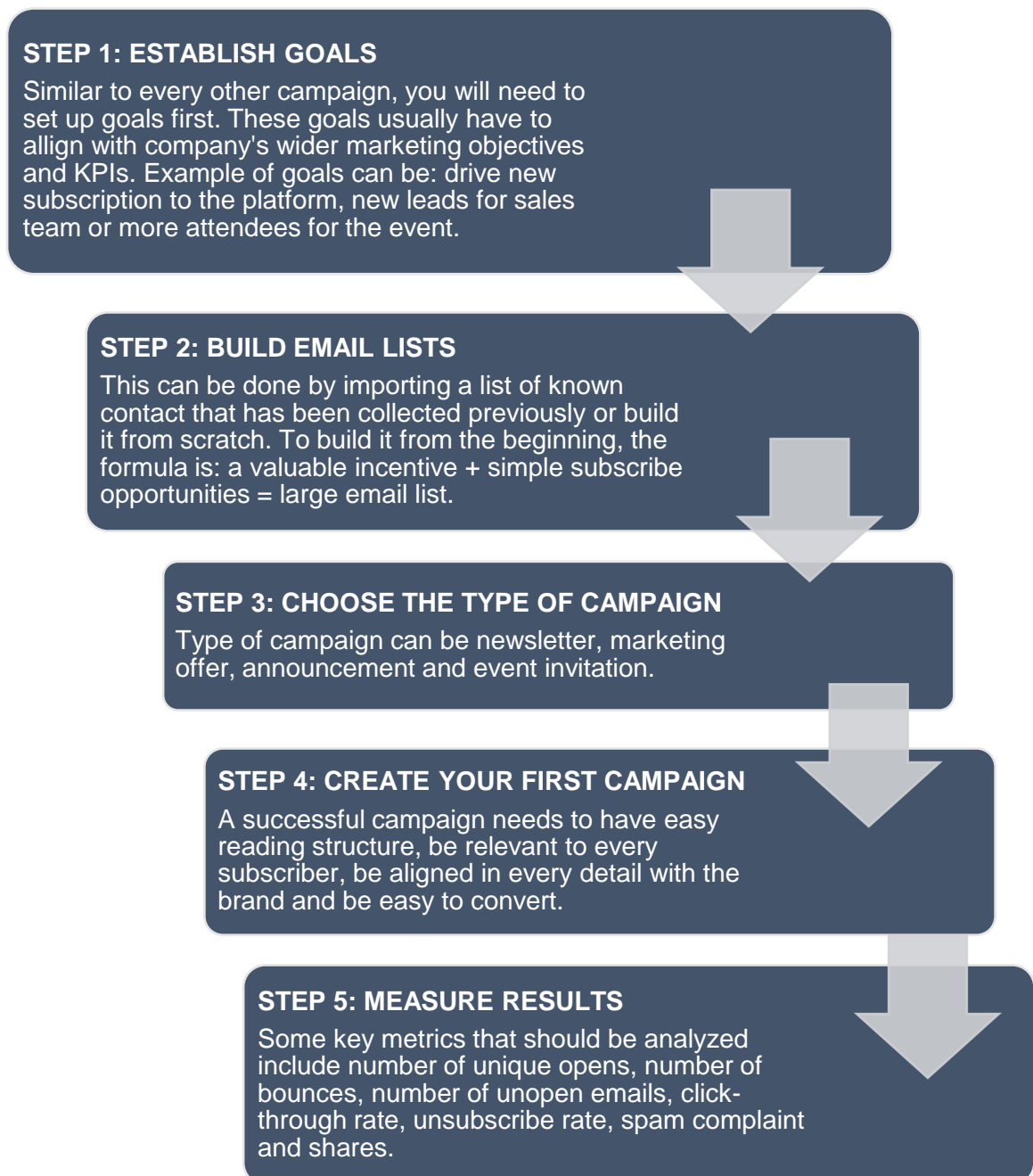


Figure 6. Steps to start an email campaign

Bodnar and Cohen (2012, 145-148) present twelve ways to get more leads out of email, which can be found in the Appendix 1. In addition, people usually think that email is usually about the conversation only between the sender and the receiver. In fact, there are many ways to add social experience to a prospect's inbox, so that the reach increases even more! Bodnar and Cohen (2012, 149-150) describe four of them, which are in Appendix 1. Monitoring and control emails is a very important part whenever running an email marketing campaign. If a start-up uses an email marketing service (like MailChimp), a tracking system should come together with the service. Otherwise, an email tracking

and planning template adapted from Kolowich (2017), published by HubSpot, can also be found in Appendix 1.

### 3.5 Search Engine Optimization

There are over 200 factors that Google uses to rank websites before delivering a final result to a user after a search query (Adams, 2016). On section 2.4.2, the author discussed the most important criteria in SEO, which are keywords, HTML tags, and inbound links. Now the author is going to expand these criteria. Keywords and HTML tags belong to on-site optimization, which is optimizations that happen with the web itself. Meanwhile, inbound links belongs to the off-site category, which is optimizations that occur outside the parameters of the site. (Charlesworth 2014, 203.)

#### 3.5.1 On-site optimization

As mentioned in section 2.4.2, in order to find out if a site is relevant to the search query, search engines will seek keywords, both within the content that is visible to the visitor and the source code underlying the site. Keywords, content and source code are also the main three categories of on-site optimization that B2B start-ups need to pay attention to.

**Optimizing keywords** is the key part in SEO because no matter how fast a website loads, how many other pages are linked to the site, visitors can never find a business if that business places the wrong keywords. The first step is to research keywords. The best keywords are the ones that are relevant to the website and at the same time are commonly searched by target customers. According to Charlesworth (2014, 202), there are a few options to identify these keywords:

- Guess  
A start-up can ask itself and put itself in the place of the customer. The chances are that you can come up with a dozen of keywords. This option is usually ineffective because what you think your customers might use can be largely different than what they actually use.
- Ask your customers  
This is the most effective way and can be done by simply asking a regular customer. This process can be either online or offline and can be a part of an official research campaign. However, it is important to keep in mind that conducting research can be hugely expensive and will take weeks, even months, to have the final result.
- Use technology  
This is the most common ways of generating keywords. Several companies provide keyword research tools that collect data over time on search engines and analyse keyword search statistics. Google provides an extensive volume of keyword

for free in Keyword Planner Tool, that is available in AdWords platform. It makes sense to start researching here as Google handles most of the search traffic on the internet. If the purpose is only to get the information about search volume and competition level of some keywords, Keyword Planner Tool is the perfect place to be. However, if the aim is to generate keywords suggestion, AdEspresso's SEO expert advises using paid tools. Most popular and comprehensive tools are SEMrush ([www.semrush.com](http://www.semrush.com)), Moz ([moz.com](http://moz.com)) and SpyFu ([www.spyfu.com](http://www.spyfu.com)) (Gotter, 2017). These tools can cost from \$50 to \$100 per month.

Next step is to differentiate keywords. One challenge of B2B sites is to filter out B2C visitors. If a B2B site is full of non-business traffic, companies would end up wasting time answering requests from visitors who will never become their customers. One way to avoid this is to distinguish your keywords so that only business customers can find you. These keywords should be unfamiliar terms to general consumers. It is better to be exclusive than inclusive. (Miller 2012, 137.) For example, with the case of platform LOOP, Circology wants to provide a sharing and reuse platform for construction companies. Keywords like "second-hand material" or even more specific like "used tractor" would result in ending up alongside eBay, Alibaba or Gumtree because that is exactly what B2C consumers seek. What Circology needs to do is to use keywords that not many consumers know, for example "circular economy platform" or "recycling assets solution". It will probably take time to try with a large number of word combinations until figuring out the right one. But SEO is all about constantly trying to find a better keyword because due to frequent change in Google algorithm and customer search trend, no keyword stays at top spot forever.

The final step in optimizing keywords is to write keyword-oriented copy. This means to combine writing an engaging and readable content with including all necessary keywords. If you find it difficult to combine these two, go for readability first and then incorporate suitable keywords. One way to improve these both criteria is to break a copy into smaller sections and put heading for each section. As the author will discuss shortly, search engines look for keywords in heading HTML tags, so this will help start-ups score a point with the search engine, yet do not affect to the flow of the content. Another tip is to put keywords at the first and last paragraphs. Not only search engines tend to search there more often but audiences do that as well. This step can be considerably easier with a professional copywriter in the team, but if there is not, practice makes perfect.

**Content** is king when it comes to SEO and improves search ranking (Miller 2012, 133). Besides creating accurate, relevant and authoritative content, the content also should be presented in a SEO-friendly way, so that search engines can notice it. Here is a list of things that companies can do according to Miller (2012, 135) and Robinson (2017)

- Use words for important information  
Despite an increasing number of rumours that Google Search can read text in image, there is little evidence about it. In fact, Gary Illyes, a webmaster trends analyst at Google, answered no when being asked if Google can recognize texts embedded in images (Illyes 16 March 2016). It is advisable to present important content in text rather than pictures, videos or animations.
- Include keywords in the content and repeat them naturally
- Use headlines and sub-headers
- Put important information in first and last paragraphs
- Unique and original content
- Content length: anywhere between 500 and 2000 words, but not compulsory

**Source code or HTML tags** is another part to optimize. By inserting keywords and phrases into these tags, search crawlers can find a website easier, thus improve its ranking.

According to Miller (2012, 140-143), here are some HTML tags that B2B start-ups need to pay attention to:

- <TITLE> tags  
<TITLE> tags should be no longer than 60 characters and the aim is to form from three to ten words in total. The tag should include the name of the business. Keywords should also be included but not repeated.

The current <TITLE> tag of LOOP platform has 73 characters, which is longer than advised. Consequently, the website title will show up on Google with three dots at the end. In addition, there are unnecessary words that can be replaced or removed like “the”, “to” and “and”. A better <TITLE> tag can be

<TITLE>LOOP – Marketplace for surplus construction materials</TITLE>

That is 53 characters and 6 words, including the brand name and two main keywords: marketplace and construction materials.

```

166 <title>LOOP - The specialist marketplace to buy and sell equipment and materials</title>
167 <meta content='LOOP - The specialist marketplace to buy and sell equipment and materials' property='og:title'>
168 <meta content='LOOP - The specialist marketplace to buy and sell equipment and materials' name='twitter:title'>
169 <meta content='LOOP' name='author'>
170 <meta content='specialist, marketplace, sell, equipment, materials' name='keywords'>
171 <meta content='https://loop-hub.co.uk/' property='og:url'>
172 <meta content='https://loop-hub.co.uk' name='identifier-url'>
173 <meta content='LOOP' name='copyright'>

```

Figure 7. <TITLE> tags and some <META> tags in the LOOP website (Screncap on loop-hub.co.uk at 7 January 2018)

- <META> Tags  
There can be multiple <META> tags in the documents, but there are two <META> tags that are important for SEO. The first one is the description tag, which looks something like this:  
<META NAME='DESCRIPTION' CONTENT='write the description here'>

Within the descriptive text, it is advisable to put as many keywords and phrases that fit naturally. Try to avoid repeating keywords because Google will recognize it as spam and the website will be penalised.

The second one is the keywords tag, which looks something like this:

```
<META NAME='KEYWORDS' CONTENT='keyword1, keyword 2, keyword 3'>
```

Keywords are separated by a comma. Companies can add as many keywords as wanted here and capitalization does not matter. One useful tip is to include common spellings of words. For example, if you use “assets”, it might be beneficial to include “assests”, “assesst” or “asesst” as well.

LOOP website has both of these two tags and they are well-written. However, the author encourages to keep testing for better alternatives, as LOOP does not show up anywhere near top SERPs when looking for certain keywords and phrases.

- Header tags  
Headers are headings or subheading in a body text. The HTML standard allows users to have six levels of headings, from <H1> to <H6>, in descending order. A header tag looks something like this:

```
<H1>Here is your text.</H1>
```

In order to utilize headers, the first step is to divide the text into smaller paragraphs. After that, try to introduce each paragraph with a heading and include there as many keywords and phrases as possible, as long as it makes sense for readers.

### 3.5.2 Off-site optimization

Beside inbound links, off-site optimization also has one more key element: website history (Charlesworth 2014, 209). Generally, websites with its domain newly registered are ranked lower because it still has to prove its validity. This does not mean that a ten-year-old site is far better than a five-year-old one, but it has a small advantage. New websites under one year are the ones having the most disadvantages when it comes to this criterion. This is not a problem for LOOP because even though the website is new, the domain is three years old, which is good enough.

Back to **inbound links**, we already know that the more links connect to a site, the better rank Google will give that site. But quality is as important as quantity. For B2B, quality links are links from suppliers, distributors, and customers. They can also be links from other sites within a specific industry, including blogs and social groups. Main tips for getting inbound include writing attractive content, spreading the word and making link request. (Miller 2012, 146-147.) HubSpot (2017) provides a large number and more detail “white hat” ways that start-ups can establish these links for their website, which can be found in Appendix 1.

### 3.6 Mobile

In section 2.4.3, the author stated that there are six main marketing activities on the mobile platform: mobile website, mobile search, mobile email, mobile advertising, mobile applications and mobile social networking. Even though for B2B start-ups, most of the activities are more or less the same with the desktop version, there are several differences to be noticed, especially in terms of mobile website.

Regarding mobile search, there are two significant things to be noticed. First, Google Search on mobile delivers more location-oriented results than on the desktop. Therefore, if a start-up is locally based, it would be wise to put the location of the business on the keywords in the Meta tags or write the location on its websites. Second, when using the mobile paid search, make sure to link the ad to the mobile version of the site, not the desktop version.

Regarding mobile email marketing, there are three aspects worth to be considered. First, the subject line should be shorter, because mobile devices tend to show as few as 25-30 characters, instead of 60 characters like in desktop version. Second, images within the email should be taken care of. Not all devices show images properly, some do not show at all to save mobile data. Therefore, keep most important messages in text. Finally, keep call-to-action buttons centred and leave some clicking room around the button because human fingers are clearly bigger than the mouse cursor. (Campaignmonitor.com, 2015).

Regarding social media marketing on mobile, the differences are mostly on photo-based platforms such as Instagram and Pinterest. These platforms do not need to be focused for B2B start-ups, at least not at the early stage. Besides, Facebook and Twitter already customized contents to fit its mobile app. For LinkedIn, the content on the LinkedIn app is also optimized, in addition to the fact that most of LinkedIn users use their platform on desktop version (Beck 2014).

Finally, mobile website is the activity that every business has to focus on. All other activities will eventually lead to a website, and all the hard work would go down the drain if the website is badly shown. According to Rowles (2017, 58-60), there are three options of making a mobile site to choose from: "one size fits all" mobile site – creating one site that fits both desktop and mobile, "dedicated mobile site" – creating a specific site only for mobile platform and "responsive design" mobile site – creating one site that will display suitably on each device the site is viewed on. Rowles (2017, 63) also listed a few things that need consideration when building a mobile site, which can be found in Appendix 1.



One final activity that might come across is a mobile application. Unless the company product or service operates on an app, building an app is not emergent, but recommended. In the case of Circology and platform LOOP, it would be beneficial to have an app for the online marketplace, like eBay app or Amazon app. However, the focus of resources at this early stage should be on other business aspects.

### **3.7 Social Media**

In chapter 2.5, the author has introduced the basis of social media, its important for B2B start-ups and advantages of having it. In this chapter, steps of setting up Facebook and Twitter Advertising will be explained in detail with illustration. In addition, a collection of tips to build communities on these platforms and an editorial calendar template can be found in the Appendix 1.

#### **3.7.1 Facebook Advertising**

In this sub-chapter, the readers will go through the preparation process, cost, bidding tactics and some optimizing tools regarding Facebook Advertising. Tips and content ideas for Facebook Page that are not relating to Advertising can be found in Appendix 1.

#### **Preparation**

The first step is to choose advertising objectives. There are many goals to choose but in the case of Circology or most of the start-ups, objectives will be all or either of the following: increase brand awareness, reach (deliver ads to the maximum number of people in the chosen audience), website traffic and lead generation (collect lead information, such as email addresses, from people interested in the business).

Next step is to choose an ad format. The most suitable ad formats for Circology and start-ups are Single Image, Single Video, Carousel, and Slideshow. More about this and examples can be found at Facebook Ads Guide. It is important to keep in mind that having a good image for the ad is crucial for the success of the campaign. Canva is a useful tool to create visual content in case you do not have a designer in your team.

The third step is to choose the audience. There are five options to form a target audience: location, demographics, interests, behaviour, and connections. Below is one example of forming target audience base on Circology's objectives:

The image shows a screenshot of the Facebook targeting interface. At the top, the 'Locations' section is set to 'Everyone in this location'. Below this, a map shows a circular area centered on London, England, with a radius of 40 km. The map includes labels for various cities like Luton, Aylesbury, Oxford, Reading, Slough, London, Romford, Chelmsford, and Maidstone. Below the map, there are filters for 'Age' (23 - 65+), 'Gender' (All, Men, Women), and 'Language' (English (All)).

Below the location filters, the 'Detailed targeting' section is set to 'INCLUDE people who match at least ONE of the following'. This section lists several categories and sub-categories:

- Demographics > Work > Industries
  - Cleaning and maintenance services
  - Construction and extraction
  - Farming, fishing and forestry
  - Installation and repair services
- Interests > Business and industry
  - Construction
  - Engineering
  - Small business

At the bottom of the detailed targeting section, there are links for 'Add demographics, interests or behaviours', 'Suggestions', and 'Browse'.

Image 5. Example of choosing target audience on Facebook

The last step is to choose ad placement. There are different ways of making an ad through Facebook. Ads can be created right through the page or through Facebook's creative hub.

## Cost

There is no set answer for the cost of a Facebook ad campaign because there are several factors influencing it. One of the most major factors is the target audience. For instance,

Circology is targeting a person who runs a small construction company and any individual with interests in buying, selling or renting construction materials. But this person is also loves fishing, eating Asian food, buying cheap electronic equipment and a comic geek. Therefore, our ad will have to compete with other ads not only within the construction industry, but also from outside. The broader audience, the more cost. Another factor is the ad quality. The relevance of an ad also affects the cost. Every ad will be ranked by Facebook from 1 to 10. The higher the score means the more relevant the ad is, and the less cost company will have to pay. Time of the year is another factor. Black Friday and holiday sales are busy periods of the year. Big brands spend big money for Facebook ads, which will raise the cost for everyone.

Facebook gives users two budgeting options:

- Daily budget – Facebook will try to deliver the ad to as many people as possible with this sum every day during the Facebook campaign.
- Lifetime budget – Facebook will divide the total budget evenly across the campaign dates.

The author recommends setting a daily budget and an unlimited campaign duration, so that budget size can be easily controlled and campaign duration can be paused whenever necessary.

## **Bidding**

Facebook Advertising works as an auction. As there are hundreds of thousands of ads everyday but the space on the News Feed is limited, the highest bidders will acquire the most impressions from the audience. There are two ways to bid: manual and automatic bidding. The author recommends using automatic bidding for start-ups as it does not require any previous knowledge about the average bids and the average cost-per result.

There are several bidding tactics:

- CPM Bidding  
CPM (Cost Per Mille) bidding is a bidding method where the bidding amount is the maximum amount that the payer is willing to spend to deliver 1000 ad impressions. Big brands with big budgets might use this because it will deliver a great number of impression across the web. However, start-ups might want to stay away from this as they might end up spending a huge amount of money without any results.
- CPC Bidding  
CPC (Cost Per Click) allows bidding for clicks. This means that bidders will only have to pay when a user clicks on their ads. Facebook refers CPC bidding as “link clicks” — the clicks related to certain ad objectives. In Circology’s case, clicks to visit another website. If you decide to use this bidding method, there is one thing worth keeping in mind: because Facebook wants to maximize profits, if your ad has a low relevance score and few clicks, Facebook will soon stop showing it.

- Bidding on Conversions  
When bidding on Conversions, Facebook will deliver ads to the target users who are most likely to convert. Conversion types depend on the objective of the advertising campaign. If the goal is to increase page like, then every page like is a conversion.

Bidding on Conversions is most likely the most suitable bidding method for start-ups to the best campaign results, as Facebook will deliver the ads to people who are most interested in the offer. It is also possible to set a fixed price for every conversion by using manual bid. When the conversions that happen on an external site (for example, bidding to enhance the number of website visits), remember to have Facebook Pixel installed. Otherwise, Facebook will not be able to gather results and optimize ad delivery. Guide to install Facebook Pixel can be found in Appendix 1.

### **Tools to optimize Facebook ad campaign**

There are a few tools to optimize Facebook campaign with A/B Testing option on the Internet. The most popular ones are Qwaya and AdEspresso. Both platforms are moderately similar with minor differences in features. Michael Teitelman, CEO of Trapica.com – has a short comparison between these two tools:

“If you are looking for a simple solution that will create your ads in a quick timeframe, Qwaya is probably the answer. However, AdEspresso has been designed for those who need more analysis and optimization over the course of days and weeks. With Qwaya, the focus is considerably on clean interfaces with opportunity to create a significant amount whereas AdEspresso is more towards beginners and early tips.”

Both tools provide 14-day trial without credit card information. After that, cheapest package of Qwaya is \$149 per month, for AdEspresso is \$49 per month.

### **3.7.2 Twitter Advertising**

In this sub-chapter, the author introduces steps to set up a Twitter advert. Tips for building a better and more engaging Twitter account can be found in Appendix 1.

First, advertisers need to go to ads.twitter.com to start. After logging in, there are steps as follow. The first step is to choose the objectives. In the case of Circology, website clicks and conversions is the right one.

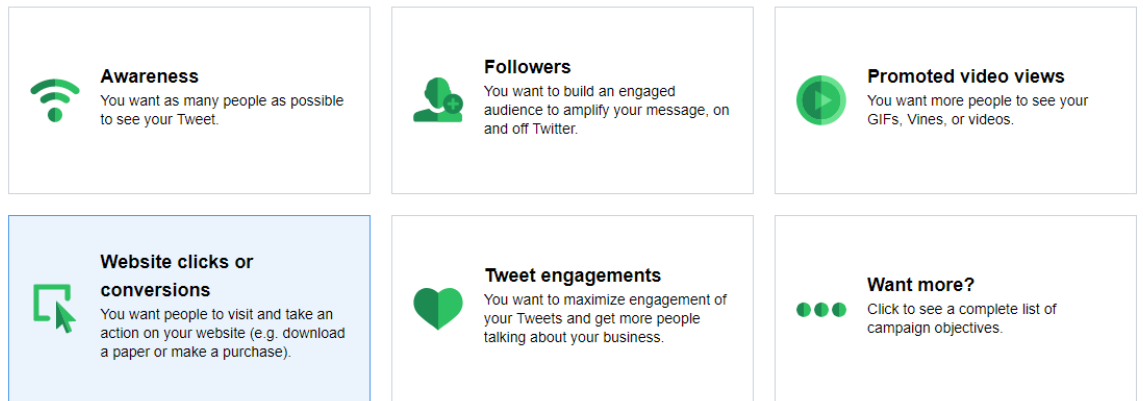


Image 6. Example of selecting objectives

Next step is to choose creatives. This is where to compose the promoting tweet. Description, Website URL, image, headline and a call to action is needed to make. Below is an example of how to do it in Circology’s case.

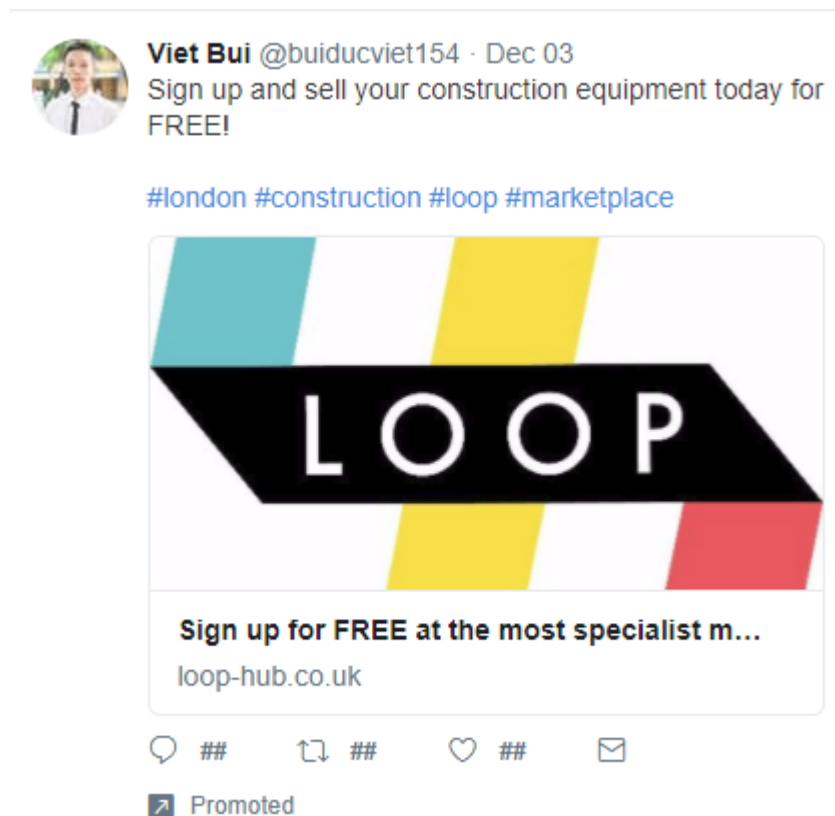


Image 7. Example of making creative

The third step is targeting. Our targeting is the same as in Facebook Advertising. Below is one example of how to do it in Circology’s case.

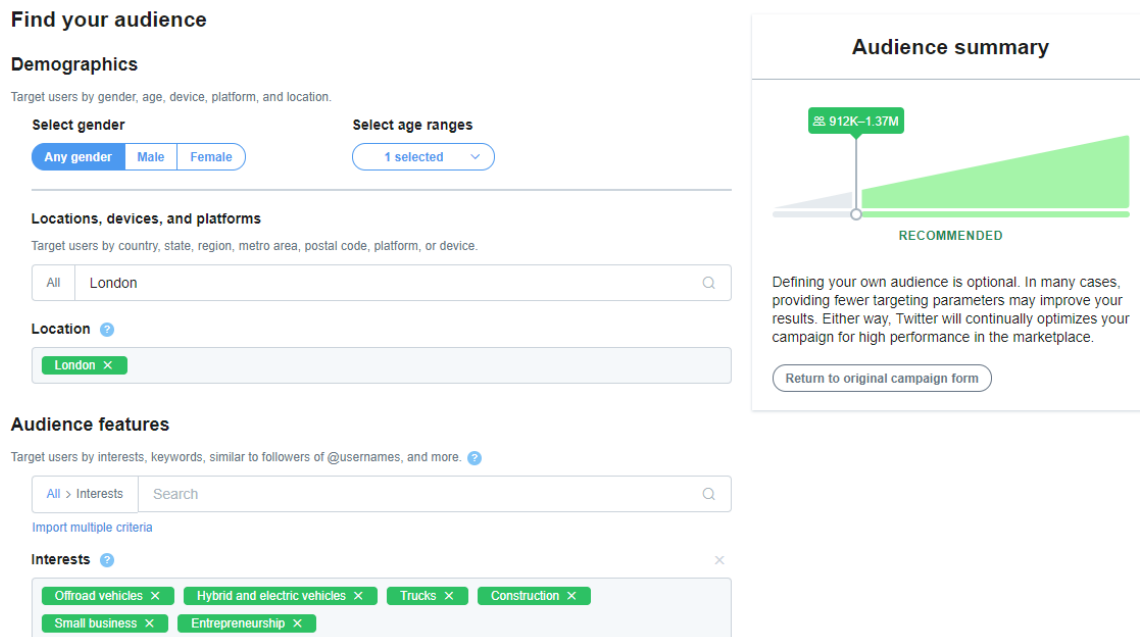


Image 8. Example of choosing target audience on Twitter

### 3.8 Making valuable content

There are three key aspects to consider to be successful with writing content, whether if it is an e-book, a newspaper article or a Facebook status. First is to know the audience, because that is the main driver of the content. Second is to pick the right subject. If a writer publishes articles about topics customers do not care about, that copywriter can never be successful no matter how perfect the content is. The last thing is to use the right tone of voice. There is no general tone of voice that can apply to every business. However, it is recommended, especially for B2B businesses, to start with speaking, not writing. This means that the words you write would be similar to the words you speak as if they are sitting in front of you. Companies should use the terms that everyone uses and fully understand. (Jefferson & Tanton 2013, 178-181.) If start-ups do not have someone specialized in making content, they can try Dragon Dictate, a free app to help with blog drafts.

No good content comes effortlessly. Readers can recognize if a writer put time and effort into his writing or not. Therefore, you should make time for writing. Bryony Thomas, the author of Watertight Marketing, spends half a day every week for content creation. That is a realistic aim to work for because half a day is enough to have worthwhile content and there is have time to do the normal work. Having a notebook to write down ideas every time they come across your mind is also recommended. Furthermore, it is beneficial to set up a specific time of the day where you will make the content. Depending on each person,

this time can be in the afternoon, evening or even midnight, as long as it is the sharpest and most focus time. (Jefferson & Tanton 2013, 186.)

Guiding principles for making content has been mentioned in section 2.6. The author also just mentioned about key aspects of a successful piece of writing as well as time-related issues. Now comes the practical part where you actually start put your fingers on the keyboard. The first stage is to structure the writing to avoid being discursive. Jefferson and Tanton (2013, 186) recommend dividing a 400-word blog article into three parts: 100 words for introduction, 250 words for contents where 50 words are for introducing the other 200 words and 50 words to sum up. Next is to write an attractive title for the article because it is a vital part deciding if the audience would click on your writing or not. For making an engaging content, the aim is to write less and say more. Detail tips for both aspects can be found in Appendix 1. Finally, it is crucial to spend time looking through everything to make sure it is ready. In order to do this easier, Jefferson and Tanton (2013, 187) create a checklist of five things to do before pressing “publish”, as shown below.






-  Is it on target?
-  Have you missed any words out?
-  Have you repeated words?
-  Is it spelt right? Is it the right word?
-  Is the grammar right?

Figure 8. Five things to do before pressing “publish” (Adapted from Jefferson & Tanton 2013, 187)

## 4 Competitor benchmarking

Competitor benchmarking is an analysis of an organization's digital approaches, with the aim to identify threats, explore opportunities and enhancing own performance by learning innovative solutions from non-competing companies (Chaffey and Ellis-Chadwick 2012, 94). Because the case company has not entered the market, it is beneficial to have a look at what competitors are doing and from there, the commissioned company can learn effective practices and avoid mistakes.

The focus of the analysis is on companies' website and social media channels. Beside assessing by viewing every channel, the author also uses free analytic tools where applicable. Website Grader is a tool released by HubSpot that helps companies explore SEO opportunities by analysing performance, mobile readiness, SEO and security (Demers 2018). Twitonomy is a Twitter analytics tool that provides insights into any Twitter profiles in many aspects such as tweet analytics and followers analytics (Twitonomy.com, 2018e). Simply Measured is a social analytics tool that exposes social media's total impact, from conversations to conversions. The report made by Simply Measured is done using the data from latest 2 weeks (Simply Measured, 2018a) – in this case from December 30, 2017 to January 13, 2018. (Simply Measured, 2018b.)

As Circology's initial target market is London and the United Kingdom, competitors within this geographical area are prioritised. Recipro UK Ltd and Enviromate Reuse Ltd are both based and operates within the UK. Their product is similar to Circology's – a platform where users can buy and sell surplus construction materials. (Recipro-uk.com, 2018; Enviromate.co.uk, 2018.) One international competitor is also taken into consideration as the aim of the case company is to expand internationally in the near future. EquipmentShare is a US start up that provides a platform where users can rent and lend construction equipment (Equipmentsshare.com, 2018).

### 4.1 Recipro

The website of Recipro ([www.recipro-uk.com](http://www.recipro-uk.com)) has a simple design. As the company provides an environmental-friendly platform, the use of green as the theme colour throughout the whole website create a good impression for the visitors. The header of the website includes call-to-action buttons, navigation panel along with a search bar which makes it easier for visitors to navigate and search for what they need. The homepage uses a repeating slideshow showing what values the company generates, following with the instruction of



using the platform and a call-to-action button. The footer has some even more call-to-action buttons, links to other pages on the website and a Twitter feed plug-in. The website is well visible on mobile platform. The overall experience surfing on this website is fast and easy.

The online marketplace is included in the same domain, under a different tab. The marketplace shows a photo of the selling item with a short description, quantity, price, and location. Users can also sort items using different criteria such as category, postcode, location, quantity, and price. Even though the website is an online marketplace, it is also used as content hub. There are hundreds of blog entries available to access right on the website. The content is interesting and relevant to the industry. They are also sorted into many categories. However, the blog is not updated. The most recent blog entry is one and a half year ago. Besides blog entries, the company also posts community projects they are currently involving in.

The SEO results from Website Grader rate this website average. The site receives 57 points out of 100 points with plenty of improvements needed on the technical part. Some significant mistakes are no page titles, no meta description tags, no sitemap, too many HTTP requests (make the site slower) and JavaScript and CSS are not properly compressed. (HubSpot, 2018d).

Currently, there are no official Recipro Facebook Page. There are two Recipro Facebook pages based on their local office, which are ReciproCity Wirral and Recipro City Swansea. This thesis analyses the one which has more likes only – Recipro City Wirral. The page has more than four thousand likes. During the last two weeks, post frequency was 0.6 posts per day. The only type of content Recipro produced was photos. The posts received a large number of engagement with 242 engagements. The engagement rate as percentage of fans was 5.9%. The average response was 13 likes, 12 comments and 6 shares per post. (Simply Measured, 2018b.) Looking through the Facebook page, it can also be seen that Recipro filled all possible information and detail on a Facebook business page.

Recipro Twitter profile has almost 3500 followers and the same amount of following. Recipro has tweeted almost eight thousand times with more than three thousand times in the last five years, with the average of 2.03 tweets per day, using averagely 0.45 links per tweet and 1.38 hashtags per tweet. However, the frequency in 2017 has dropped dramatically with only 16 tweets for the whole year. The most used hashtags are #reuse and #reduce with around 700 times each. The results are not engaging with only 1.32 retweets and 1.2 favourites per tweet on average. (Twitonomy.com, 2018c.)

Recipro LinkedIn profile has 69 followers. The company has a short description along with basic information but there is no post on this platform. The company claims to have between 2-10 employees and there are six users on LinkedIn saying Recipro is their employer. (LinkedIn.com, 2018.) This is advantageous as it increases the visibility of the company on LinkedIn.

## **4.2 Enviromate**

Similar to Recipro, Enviromate also chooses green as the theme-colour for the company. This colour dominates the website and gives audiences the impression of the environmental-centric element in their mission. Enviromate also starts their homepage with a repeating slideshow showing different things like mission, call-to-action button and product introduction. The marketplace is in the same domain and user can access it right from the homepage. Links to other pages on the website is placed at the bottom of the page, which makes it more difficult for visitors to navigate. In addition, there are no social media links or feeds on the website, which can limit the website traffic.

The online market place shows a photo of the items along with its price. Users can also classify the items by different criteria. However, users cannot combine the criteria like Recipro. Enviromate also uses their website as a content hub for publishing blog entries and information about community projects. Since established in 2016, the website has published thirty-four blog entries, averagely more than 2 entries per month. The blog is well-written and highly relevant to the industry.

The SEO results from Website Grader rank this website good. It receives 79 points of out 100 points. Mistakes are minor such as missing sitemap and missing the use of heading tags. The website has a fast speed of 2.9 seconds loading, light weighs (only 671kb) and displays well on mobile platform. (HubSpot 2018b.)

Enviromate Facebook page has over ten thousand likes. It posted eight posts during the last 15 days, that is 0.6 posts per day. Seven posts were in visual, while one post was video. The posts received low engagement with only 41 engagements. The engagement rate as percentage of fans was 0.4%. The average response was 3 likes, 2 comments and 1 share per post. (Simply Measured, 2018b.) But most of these engagements were for one specific post on January 11, with 22 likes and 30 comments. Other posts during the past 2 weeks barely received any engagement. (Simply Measured, 2018b.) Similar to Recipro, all company information on the page is filled carefully.

The Twitter profile of Enviromate has over 3300 followers and roughly the same number of followings. Since joined Twitter in May 2014, it has tweeted 2122 tweets, that is 1.59 tweets per day. It used on average 1.73 hashtags and 0.37 links per tweet. The hashtag it used the most are #reuse with 700 times and #construction with 500 times. The results are excellent. There are almost five retweets and five favourites per tweet. (Twitonomy.com, 2018d.)

Enviromate does not have an official LinkedIn profile. There is a company page that LinkedIn automatically created based on the occupation of eleven users who claim to work at Enviromate.

### **4.3 EquipmentShare**

EquipmentShare's website is unified under the theme-colour – orange and dark grey. The homepage starts with a big banner containing the company's slogan and a call-to-action button. The header includes different tabs to navigate to different pages on the site. The online marketplace is on a different domain. The marketplace shows items under many categories and sub-categories. However, there is no search bar. Social media channels are not linked on the website either. EquipmentShare does not use the website as a content hub. The website only shows business-related information and there is no blog or articles published. The blog of the company is on another domain, belongs to the secondary product of the company.

The SEO results from Website Grader rank this website excellent. It receives 94 points out of 100 points with maximum points on mobile, SEO and security aspects. The only improvement that can be done is to make the page size slightly lighter. (HubSpot 2018c.)

EquipmentShare Facebook Page has over eight hundred fans. It published seven posts between December 30<sup>th</sup>, 2017 and January 13<sup>th</sup>, 2018. That is 0.5 post per day on average. Out of seven posts, four were link-based, two were visual and one was in video format. These posts received 79 engagements in total, account for 9.4% of the total fan. Averagely, each post received nine likes and two shares, but zero comment. (Simply Measured, 2018b.)

EquipmentShare joined Twitter on October 2014 and has tweeted 867 tweets so far. That is 0.72 tweets per day. It used on average 0.94 link per tweet and rarely use any hashtag, only 0.27 per tweet. The most used hashtags are #construction and #constructiontech. This has resulted in 1.34 retweets and 1.4 favourites per tweet, on average. In the past six

months, the company has raised the frequency of tweets to roughly five tweets per day, but the engagement remains low. (Twitonomy.com, 2018a.)

On LinkedIn, EquipmentShare has almost six hundred followers, with more than 100 users recognizing the company as their employer. The company has published 79 updates with the frequency of two to three updates per week. The most popular type of content is status with an attached link to the company's blog. The engagement is consistent with around ten likes for each update.

#### **4.4 Circology and platform LOOP**

Circology's websites and marketplace platform are under development, therefore there are not much to analyse. However, it is still beneficial to have a quick look using the same tools applied to previous companies.

Circology's homepage contains the company's slogan and a call-to-action button. The header includes different tabs to other pages on the site. The website does not seem to have a theme-colour, even though the author has a feeling the theme-colour is red and black. The homepage also demonstrates different services and partners. At the end of the page, the footer contains links to social media channels: Twitter and LinkedIn.

The marketplace is in another domain. It displays items with a photo together with the price. Users can filter item based on categories, price range, and location. There is also a search bar at the top of the page. Circology also uses the website as a content hub by publishing blog articles and case studies. However, these contents are not categorized.

The SEO results from Website Grader rank Circology's main website average. It receives 64 points only. There are rooms for improvement regarding website performance, SEO and security. Main issues are slow page speed, too many HTTP requests, missing meta description and sitemap and missing SSL certificate. (HubSpot 2018d.)

Circology's Twitter account has over three hundred followers and almost four hundred followings. The company is still relatively inactive until recently. The average tweet per day for the last one and a half year is only 0.2. The frequency is also unstable with more tweet distributed during November – January and April – July. The remaining months are inactive. The company rarely uses hashtag with less than one hashtag per tweet on average. Despite all of that, the engagements look positive with averagely 2.71 retweets and 4.11 favourites per tweet. (Twitonomy.com, 2018b.)

There is a LinkedIn page of Circology under the name of the platform – LOOP Hub. The page has 22 followers and 4 users work here according to their profile. The page has basic information about Circology together with the link to its website. However, there is no article or update that has been published here.

#### 4.5 Results of the benchmarking and key takeaways for Circology

Table 2 below represents data about SEO and social media channels from Recipro, Enviromate, EquipmentShare and Circology side-by-side.

Table 2. Digital media channels comparison

		Recipro	Enviromate	EquipmentShare	Circology
Facebook	Likes	4071	10897	845	N/A
	Content type	Visual	Visual and Video	Visual, video and links	
	Post per day	0.6	0.6	0.5	
	Total engagement	242	41	79	
	Engagement rate	5.9%	0.4%	9.4%	
Twitter	Followers	3495	3346	533	303
	Tweet per day	2.03	1.59	0.72	0.2
	Hashtag per tweet	1.38	1.73	0.27	0.67
	Average retweet /tweet	1.32	5	1.34	2.71
	Average favourite /tweet	1.2	5	1.4	4.11
LinkedIn	Followers	69	N/A	555	22
	Content type	N/A	N/A	Links to blog	N/A
SEO score		57	79	94	64

From the table above and section 4.1 – 4.4, it is clear to see that Enviromate has the best performance on Twitter, while Recipro is doing better than the rest on Facebook and

EquipmentShare has the best website and LinkedIn content. From here, Circology can have some key learning takeaways.

Regarding website structure, it might be a better idea to select a theme-colour and align the website's colours to it. Having a company colour also benefits in the long run as it would become one of the company's signature. In addition, adding a few more call-to-action buttons at the header and the footer might drive more leads. In terms of content, the blog should be updated more often and blog entries need to be categorized.

Regarding SEO, moving the marketplace to another domain is preferable to accelerate site speed. Other tips learned from other companies in terms of increasing speed is to combine files on the site and to put less heavy files like photos or videos. Furthermore, adding meta tags is crucial to be on top of search engines. Finally, adding a SSL certificate to the site can prevent it from cyber-attack and make visitors feel safer when surfing.

Regarding social media, Circology should establish a Facebook business page as soon as possible. With tens of thousands of customers already follow competitors' pages, Circology is missing out. The most popular content on Facebook is visual, while a combination of video, photos and links also deliver effective results. Posting once every two days seems to be the ideal frequency. In terms of Twitter, posting more tweets up to 2 tweets per day and using more hashtags should drive better results. For LinkedIn, Circology should start building its LinkedIn page by distributing contents there. With none of the UK competitors are having any activity there, Circology can attract all the traffic in the industry to their page.

## **5 Summary and Conclusions**

This chapter provides a brief summary of the thesis. An evaluation of this product-based thesis is also provided, together with some recommendations and learning outcomes of the author.

Before going into detail, it might be beneficial to repeat the aim of this thesis is to create a digital marketing guide in the form of a handbook for the case company – Circology. The purpose is to strengthen digital marketing knowledge of the responsible person so that the start-up is well-prepared when entering the market. The company can use the guide as a how-to document whenever it starts a digital campaign. In order to create the guide, the theoretical framework for each aspect of digital marketing was presented, followed by practical steps and tips specifically designed for the commissioning company or B2B start-ups in general.

### **5.1 Summary**

Regarding the importance of digital marketing, every business should put the focus on it, including and especially B2B start-ups. With digital marketing, start-ups can reach a larger pool of clients in a shorter time, with less cost. It also improves customer relationship and competitiveness.

Paid media refers to online marketing activities that require monetary investments to work. These activities include PPC advertising, display advertising and retargeting. PPC advertising shows adverts when clients seek related information. Google AdWords is the most popular platform for PPC advertising. Display advertising shows visual adverts to targeted customers when they surf the web. Google Display Network is the most popular network to distribute adverts this way. Retargeting and remarketing bring back customers who previously visited a site but have not done any purchases, by showing adverts to them across the web. Retargeting with Facebook and Google are the most popular form when talking about this method. If financial capacity is not a big problem, it would be wise for start-ups to start with paid media because it is easy to see the ROI and also the benefits come a lot faster than owned media. It is also not that expensive for niche markets and start-ups can always control their spending by setting up a daily budget.

Owned media refers to channels that belong to the company. These channels include email marketing, SEO, and mobile. Email marketing is the heart of many B2B campaigns as it is superior in terms of generating leads and driving revenues. Not only that, email

marketing can also increase reach, improve acquisition, conversion and customer retention. SEO means to optimize a website so that it can get on top of the search engine result page. Search engine plays such an important role nowadays when it comes to sales circle that every company put plenty of efforts into it. SEO can be complicated, expensive and time-consuming especially in competitive markets. For B2B start-ups, it is the best to have a SEO expert on the team. If not, there are some basic steps to optimize on your own without costing too much money. Those are optimizing keywords, contents, HTML tags and inbound links. Mobile has become more and more prevalent. Online marketing activities on mobile are relatively the same with on desktop, only with an important notice on screen size. A mobile app is also becoming a necessity when it comes to mobile marketing.

Social media channels are great ways for B2B start-ups to spread its messages to clients. Social media improves almost every factor needed to be successful: brand recognition, authority and loyalty, conversion rates, inbound traffic, and customer insights. It also decreases costs, either in terms of time or finance. LinkedIn, Facebook and Twitter are the most popular and useful channels for B2B start-ups to use. While LinkedIn is a must to have, having Facebook and Twitter is hugely beneficial because behind every company decision there is an ordinary human being who uses social media, and B2B start-ups should go where their customers are.

Content marketing is king in digital marketing because each of its aspects can only be successful with high-quality content, from paid advertising, email, SEO to social media. The key to create valuable content is to write it from your heart, to truly provide something worthy, to actually solve audiences' problems. Without interesting and compelling content, no digital marketing campaign can be successful.

## **5.2 Project evaluation**

The thesis process followed the project task order as stated in section 1.2. This project was planned from October to November and executed during December and January. Clear communication before and within the process with the commissioning company has helped this thesis to be completed within four months.

The challenge while making this thesis mostly come from the wide scope of the topic. For each aspect of digital marketing, there has to be a series of book to capture every detail. And when creating a general guide for a B2B start-up, the author cannot go into too many



specifics as the guide should be kept on a general level. The guide also has to be as simple and clear as possible because the start-up does not have a business background. Another challenge is to select and decide the most relevant and authoritative source. Despite the subject of the thesis is familiar, there are tons of new information available because of the rapid growth and evolution of technology. Literature used in books a few years back might not be accurate at the moment this thesis is being written. This challenge leads to another challenge, which is how to authorize non-academic sources. The knowledge from companies reports and journals was compared to other similar sources and assessed whether it demonstrated the common characteristics of the mentioned subject.

### **5.3 Recommendations**

The product of this thesis focuses on representing practical steps of using each digital marketing tools. In order to implement these tools successfully, there is a need for a digital marketing strategy with detail analytics, careful monitoring, control and evaluation. Applying this guide without putting it into a bigger picture might result in a waste of resources and an unorganized marketing mix.

When applying digital marketing into a business context, it is necessary to understand that it might take some time before seeing the actual results, especially with content marketing. There is no “must” in terms of choosing online marketing channels and tools, but rather to keep testing options and adapting to the constant-changing environment.

Finally, it is worth to repeat that even though the knowledge used in this thesis are most recent, does not mean it will be accurate in the future due to the nonstop evolution of digital marketing. The commissioning company, other start-ups, and audiences need to keep in mind to search for most updated information, especially regarding practical steps and tips.

### **5.4 Reflection on learning**

During the making of this thesis, the author has deepened his knowledge of digital marketing in different aspects. He has simultaneously learned a huge amount of new information regarding most recent practices. Research skills are very much required from the author since digital marketing evolves at a fast pace and the changes it made are so rapid that books sometimes are not up to date and suitable anymore. Therefore, the author's ability to evaluate information has been sharpened to ensure the authority of the result.

Project and time management skills are also developed within the tight schedule. Another important learning is to have a constant-learning attitude towards digital marketing because innovative can happen any minute and no industry leader would afford to miss a step in keeping up with the trend.

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## **Appendix**

Appendix 1. Digital marketing guide for B2B start-ups

# Digital Marketing Guide for B2B

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# 1. PAID MEDIA



# PAY-PER-CLICK – GOOGLE ADWORDS

When to use?



In need of immediate results



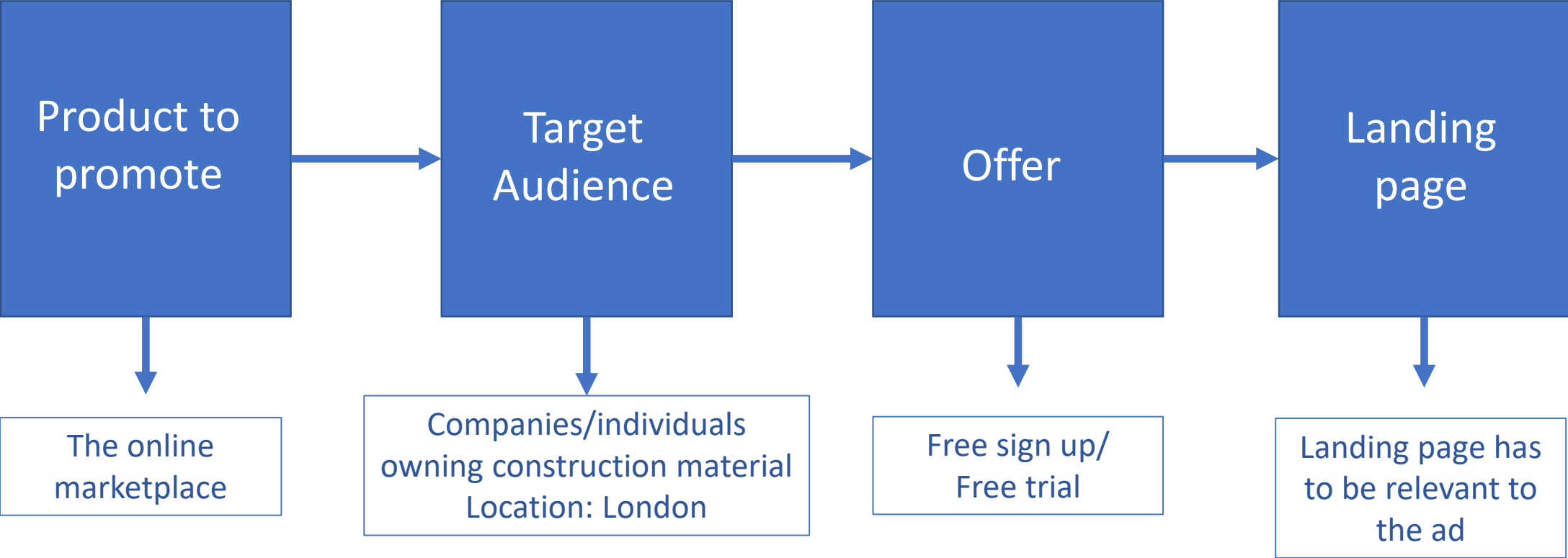
Highly targeted traffic is sought



Promoting a time-sensitive offer

# PAY-PER-CLICK – GOOGLE ADWORDS

## Preparation



# PAY-PER-CLICK – GOOGLE ADWORDS

## Running the campaign

### Write the ad

- Highlight what makes you unique (specialized in construction industry)
- Use a call-to-action - “Free sign up” or “Sign up now for free”
- Include some of your keywords in the ad
- Include sale terms

### Set up ad groups

Research your keywords with Keyword Planner Tool on the top right corner. Put your keywords in different groups and set different bidding for each group.

### Sign up to Google AdWords.

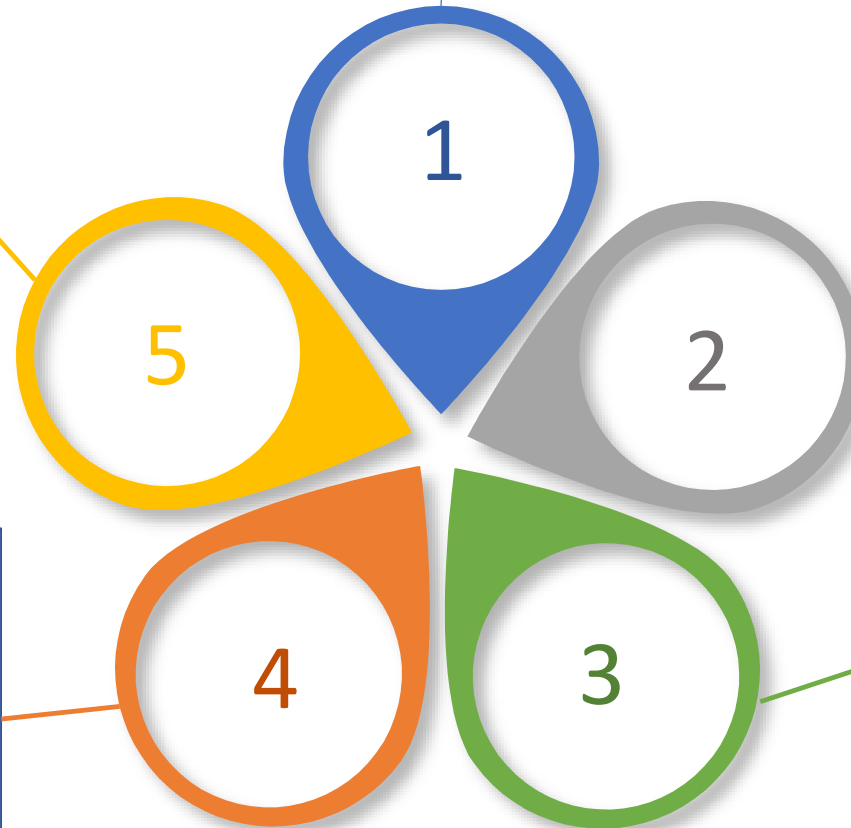
Go to [adwords.google.com](https://adwords.google.com) and click Start Now. Skip the “Create your first campaign” screen and go straight to the main dashboard.

### Create a new campaign

Click on the “Plus” icon and create a new campaign. Choose Search Network campaign type. Then choose your goal.

### Budget and bidding

Choose daily budget and select bidding method. Stick with automatic bidding if you are not familiar with the tool.





# DISPLAY – GOOGLE DISPLAY NETWORK

When to use?



More suitable for experienced AdWords advertiser



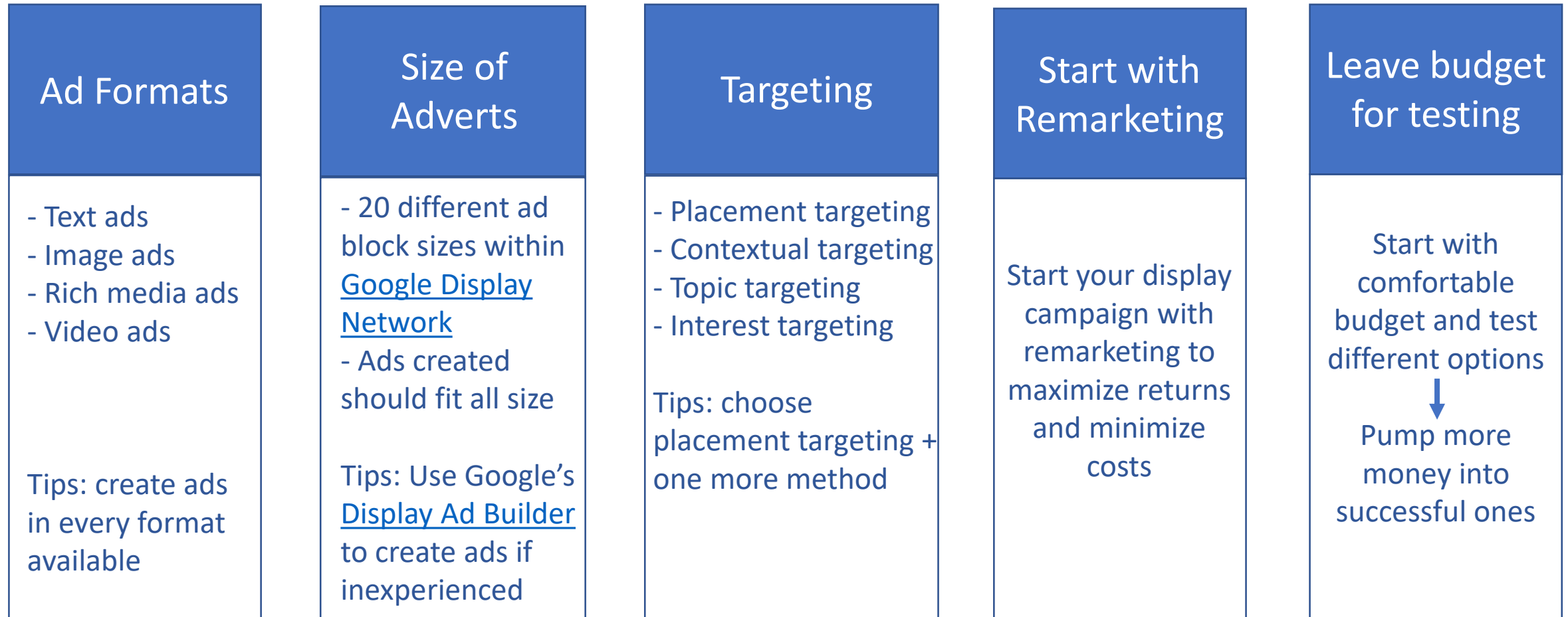
Increase reach when customers browsing online



Building awareness across large audience

# DISPLAY – GOOGLE DISPLAY NETWORK

## 4 tips to make your display campaign run smooth



# REMARKETING

## Definition

To put your ad in front of audience who previously visited you website, when they browse around the Internet.



## When to use?

Whenever you are having an active paid advert campaign, either through Google or Facebook

# REMARKETING

## Set up a remarketing campaign with Facebook

Log in to Facebook Ads Manager and select **Audiences**

- “Audiences” is in the drop-down menu on the top left-hand side of the screen, under “Assets”.

Click **Create Audience** and select **Custom Audiences**

- “Custom Audience” allow to set up a campaign that reaches people who visited a website.

Select **Website Traffic**

- There are other options here but choose “Website Traffic” to focus reaching people who visited a website.

Select your target audience from the drop-down menu

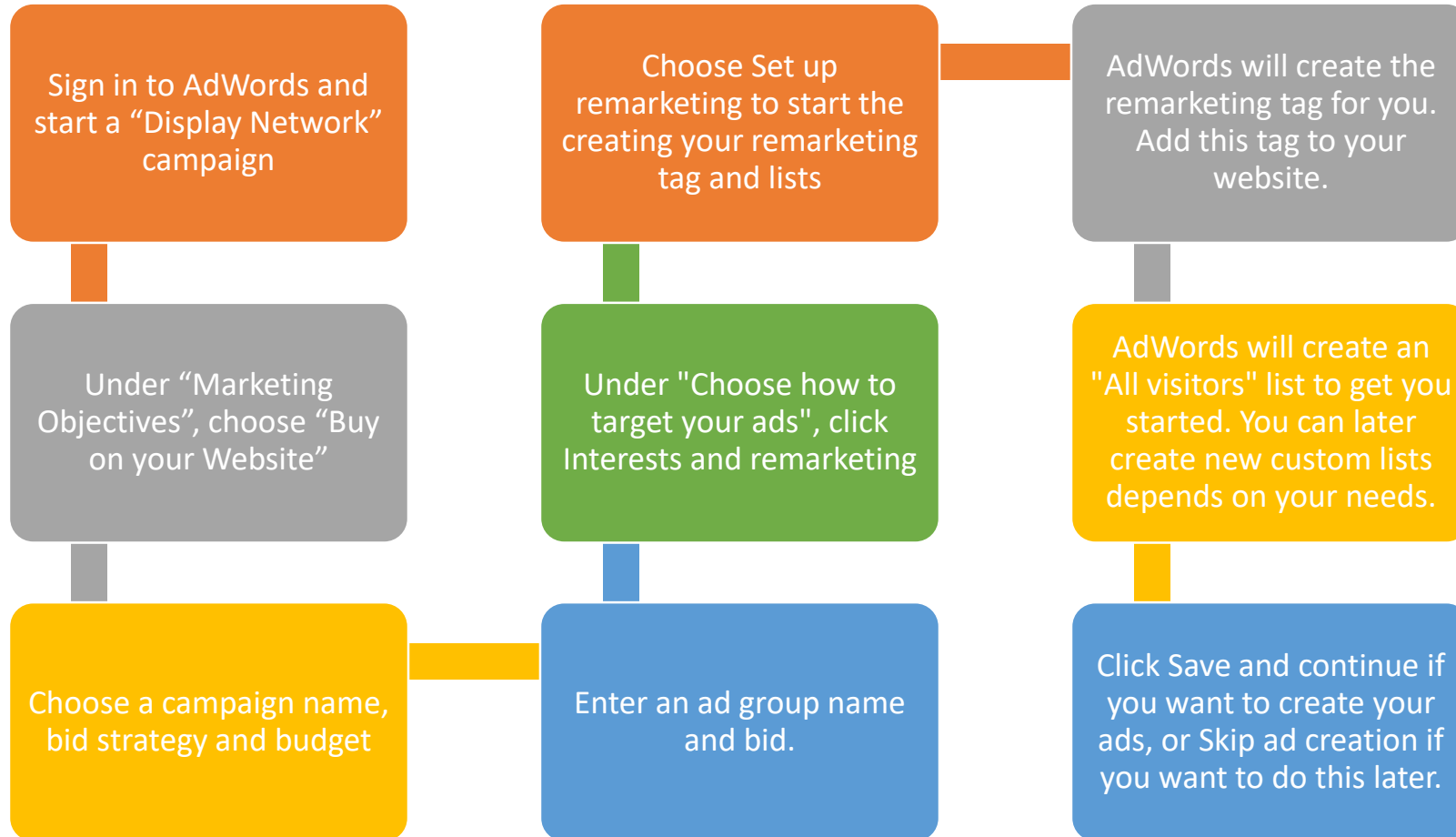
- There are 3 options to choose: anyone who visits your website, people who visit specific pages and visitor by time spent.

Get your **Pixel code**

- Select Pixels tab from the drop-down menu on your top left corner, under Measure & report/Events Manager. Click “Click Set up Pixel”. Get the Pixel code and paste it to your site. Technical guide is provided by Facebook in this step as well.

# REMARKETING

## Set up a remarketing campaign with Google



## 2. OWNED MEDIA



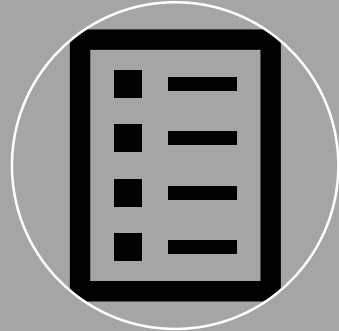
# EMAIL MARKETING

## Five steps to start an email marketing campaign



### STEP 1: ESTABLISH YOUR GOALS

- Have to align with your company's wider marketing objectives and KPIs.
- Example of goals can be: drive new subscription to the platform, new leads for sales team and so on.



### STEP 2: BUILD YOUR EMAIL LIST

- Import a list of known contact you have collected previously or build it from scratch
- Formula to build it from the beginning: a valuable incentive + simple subscribe opportunities = large email list.



### STEP 3: CHOOSE THE TYPE OF CAMPAIGN

Type of campaign can be newsletter, marketing offer, announcement, event invitation and so on.



### STEP 4: CREATE YOUR FIRST CAMPAIGN

A successful campaign needs to have easy reading structure, be relevant to every subscriber, be aligned in every detail with the brand and be easy to convert.



### STEP 5: MEASURE YOUR RESULTS

Some key metrics that should be analyzed include number of unique opens, number of bounces, number of unopen emails, click-through rate, unsubscribe rate, spam complaint and shares.

# EMAIL MARKETING

## Twelve ways to get more leads out of email

Personalize your email with name and title

Be specific with subject lines

Clear and compelling offer

Optimize landing page

Nurture leads throughout the buying cycle

More testing

Put more links in your emails

Email has to be relevant to the recipients

Send more emails with relevant and quality content

Optimize emails for mobile devices

Create an ongoing plan of relevant content-based offer

Send simple and lightweight text emails





# EMAIL MARKETING

Four ways to socialize a prospect's inbox

- 1 Include social media profile links in your outgoing emails
- 2 Include social media Share buttons in your offers
- 3 Include email Share buttons on blog posts
- 4 Include email Share buttons in eBooks

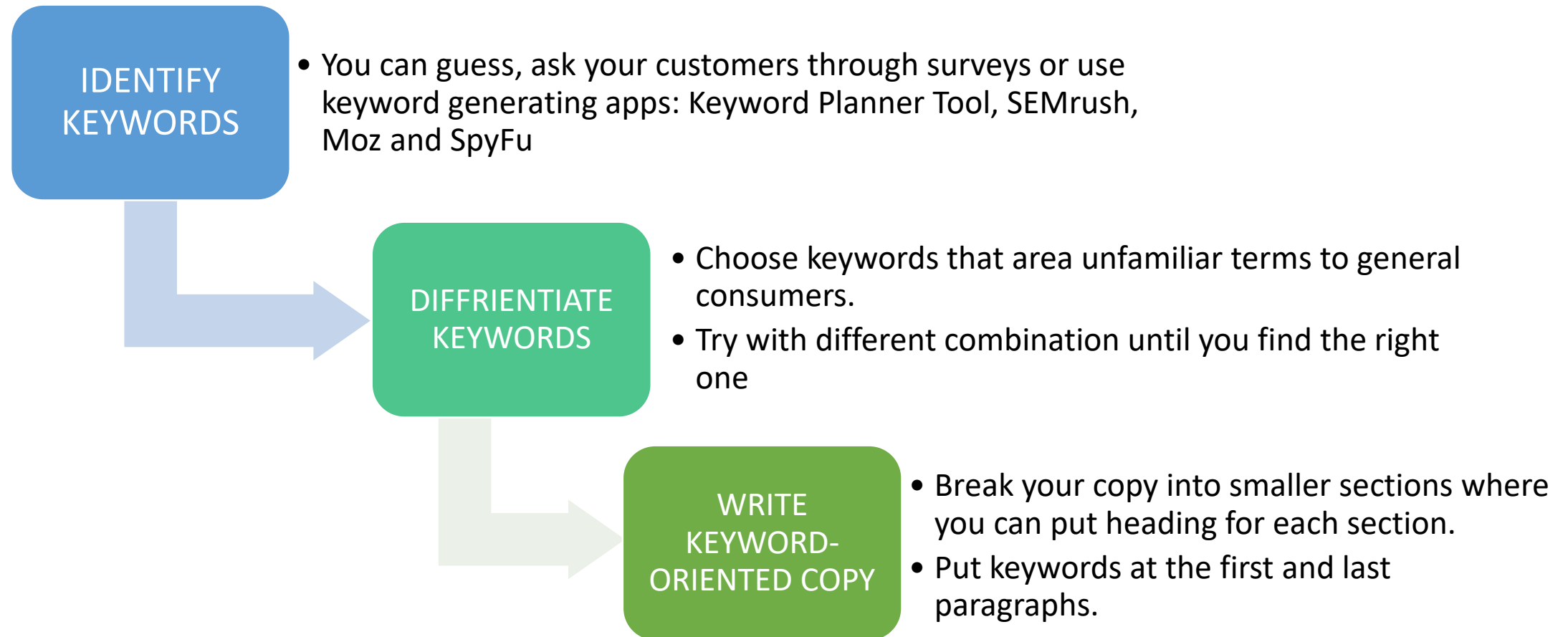
# EMAIL MARKETING

## Email planning and tracking template

Week of Month	Week 1			
	Email sent date	Email sent date	Email sent date	Email sent date
Email Topic				
Owner				
Status				
Subject Line				
Email Draft Link				
Goal				
Target Segment				
Send List				
Link to Landing Page(s) or Other Assets				
Mail to Link				
Social Share Links				
Total Emails Sent				
Total Emails Delivered				
Total Emails Opened				
Total Clicks				
Deliverability				
Open Rate				
Clickthrough Rate				
Leads Generated				
Other				

# SEARCH ENGINE OPTIMIZATION

## On-site optimization – Optimizing keywords



# SEARCH ENGINE OPTIMIZATION

## On-site optimization – Optimizing contents



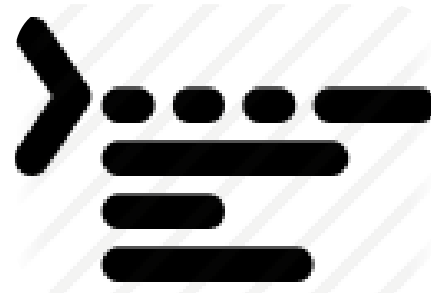
Use words for important information



Include keywords in the content and repeat them naturally



Use headlines and sub-headers



Put important information in first and last paragraphs



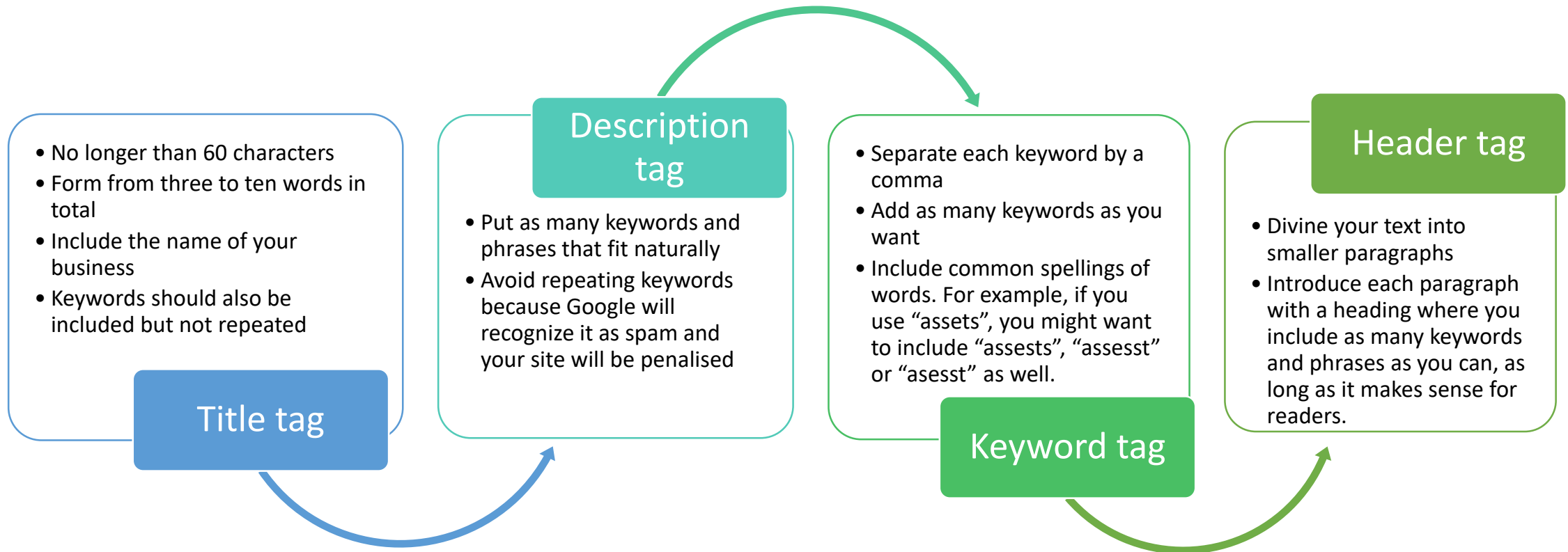
Unique and original content



Content length: anywhere between 500 and 2000 words, but not compulsory

# SEARCH ENGINE OPTIMIZATION

## On-site optimization – Optimizing HTML tags



# SEARCH ENGINE OPTIMIZATION

## Off-site optimization – Optimizing inbound links

### Give away

- Create free tools
- Conduct free webinars and post archived copies online
- Create sharable templates
- Give away free trial and sneak peeks of your products
- Sponsor or become a speaker at an event
- Create and publish useful resource lists

### Collaboration

- Send out joint press release when incorporation with other companies
- Partner with companies in the same industry
- Create co-marketing partnership
- Befriend with other webmasters in real life
- Do expert roundups to build relationships

### Background work

- Consistently maintain blog with great content
- Link to other blogs on your blog
- Search and monitor mentions of your brand
- Search and monitor inbound links of your competitors
- Install social sharing widgets in your posts
- Volunteer to be the subject of a case study

### Content for media

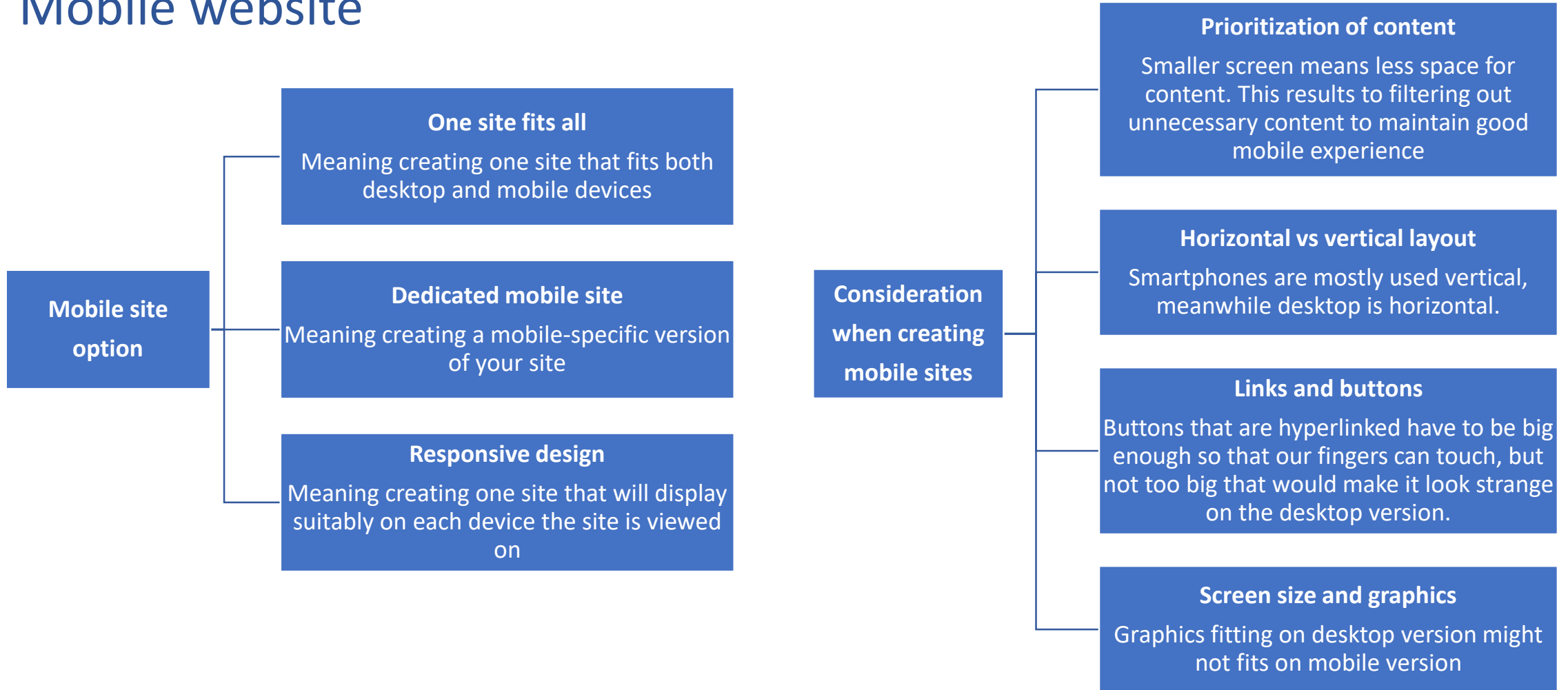
- Write press release about exciting company news
- Making guest blog posts for media outlets
- Do media outreach when you have big news
- Set up press requests alerts and look for opportunities to send quotes

### Other content ideas

- Write posts relating to news
- Write case studies about your most notable customers
- Administer surveys
- Write book reviews
- Make infographics and other form of visual content
- Make SlideShare presentations
- Make funny content once in a while
- Ask for reviews

# MOBILE

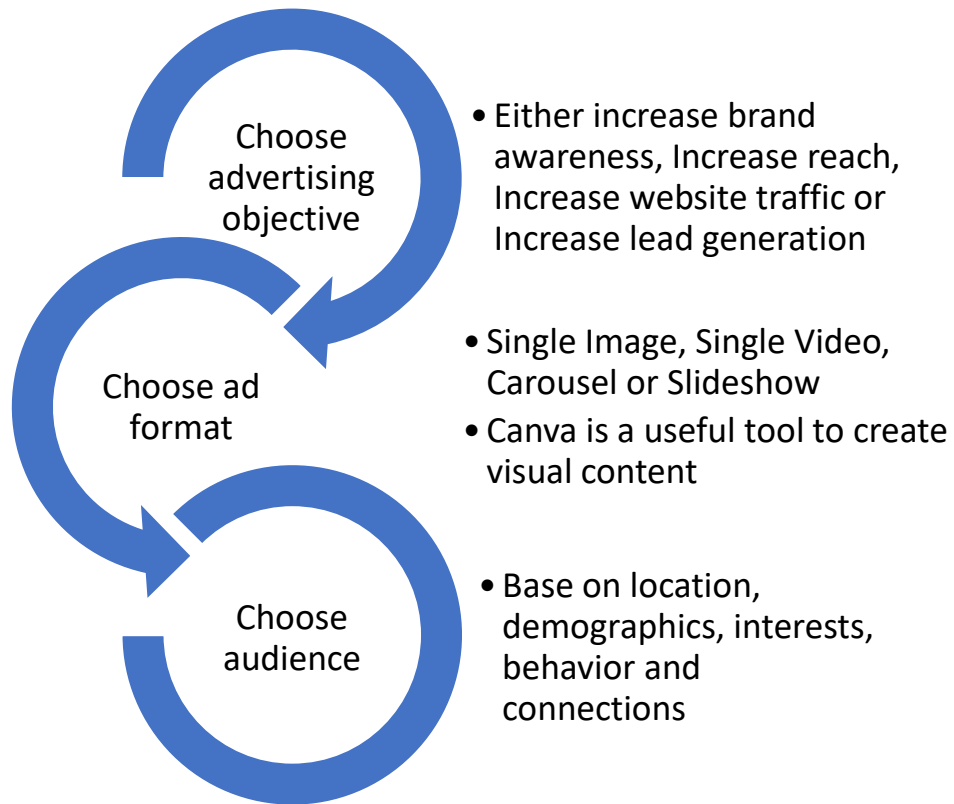
## Mobile website



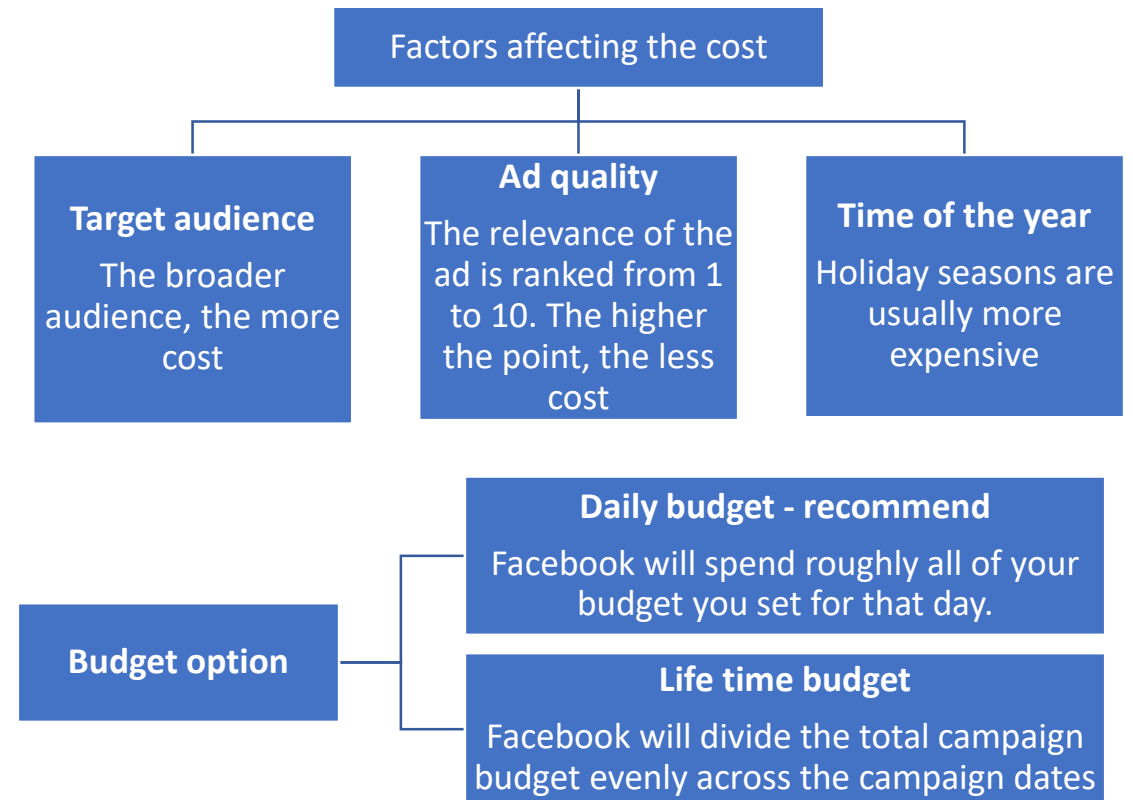
# SOCIAL MEDIA

## Facebook – Facebook Advertising

### Preparation



### Cost





# SOCIAL MEDIA

## Facebook – Facebook Advertising

### Bidding

#### CPM Bidding

- The amount you're bidding is the maximum you want to pay to deliver 1,000 ad impressions
- Unpredictable, not recommended

#### CPC Bidding

- Bid for clicks, only pay when a user clicks on your ads
- Key to effective CPC bidding: The higher your Click-through-rate, the lower your CPC

#### Bidding on Conversions

- Facebook will deliver your ads to the target audience who most likely to convert
- Bring best campaign results, recommended

### Tools to optimize the campaign

#### Qwaya

- Create ads in a quick timeframe
- Focus on clean interfaces
- 14-day trial
- Cheapest paid package is \$149 per month

#### AdEspresso

- Focus more on analysis and optimization
- Beginner friendly
- 14-day trial
- Cheapest paid package is \$49 per month

# SOCIAL MEDIA

## Facebook - Facebook Page

### Photo

- Behind-the-scenes photos
- Infographics
- Product photos
- Fan photos
- Meme
- "Caption this"
- Selfies

### Ask

- For input on your products
- For reviews
- For advice
- Questions
- For questions

### Status

- Quotes
- Fill-in-the-blank
- Holiday greetings
- Hold a debate
- Do a post series
- Weekly round up

### Share

- Statistics or data
- Favorite book
- Helpful resources
- Case study
- Work/life balance tip
- Other social media posts
- Industry news



### Video

- Interview with industry experts
- Livestreaming events
- New product video promo
- Teasers for new videos
- Testimonial videos
- Presentation

### Contest

- Photo contests
- Polls
- Fan of the month
- Giveaway
- Sneak peek

### Recommend

- A useful tool
- Favorite products
- A colleague on LinkedIn
- Someone else's sale (not competing)
- Free download from somewhere else

### Offer

- Free eBook
- Expert insights into a topic
- Demo
- Check-lists
- Cheat sheets
- How-to guide

\*these content ideas can be used for other platforms as well



# SOCIAL MEDIA

## Twitter – Twitter Advertising



**Viet Bui** @buiducviet154 · Dec 03

Sign up and sell your construction equipment today for FREE!

#london #construction #loop #marketplace



## # # #

🔗 Promoted



# SOCIAL MEDIA

## Twitter – Twitter profile

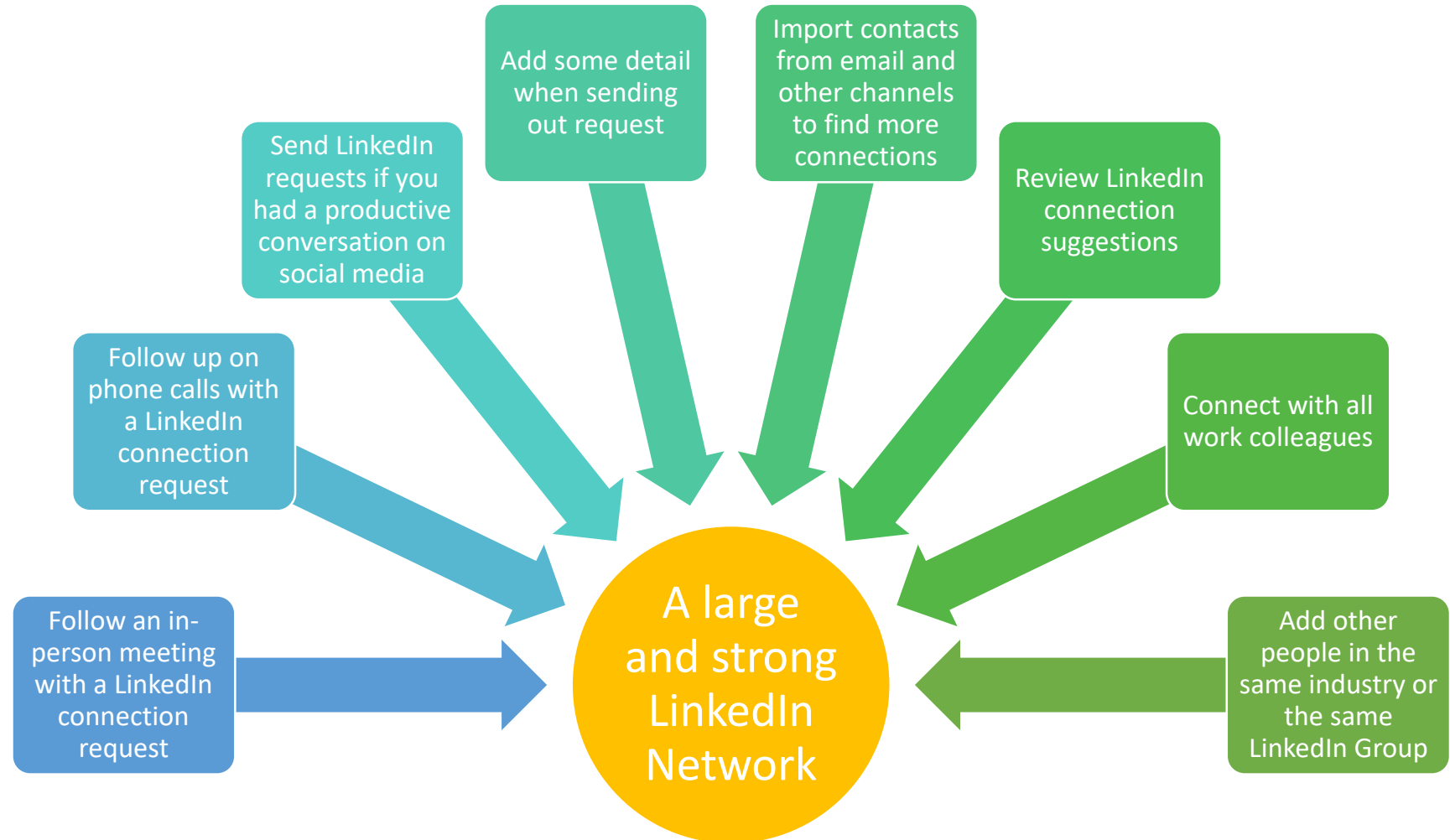
“For every 10 tweets with links to articles from third-party sources, tweet 4 times with company updates or blog posts and 1 link to a company landing page.”

The 10-4-1 rule of social sharing



# SOCIAL MEDIA

## LinkedIn – Grow network on LinkedIn



# SOCIAL MEDIA

## LinkedIn – Build a compelling LinkedIn Company Page

Building thought leadership by featuring your employees and giving followers an inside look into your company culture

Feature engaging, branded imagery that highlights an interesting stat or quote

Speak your audience's language by targeting messages by language and geography

Include a clear call to action

Ask thoughtful questions to involve your audience

Test to understand your audience

Create an editorial calendar, but react to timely events

Sponsor your best content

Feature your most valuable content by pinning an update to the top of your company page



# SOCIAL MEDIA

## A weekly social media schedule template

Week	Channel	Time	Content Type	Topic	Content detail	Link	Notes
WEEK 38					WEEK 38: MONDAY, 18		
	FACEBOOK						
	LINKEDIN						
	TWITTER						

# CONTENT MARKETING

## Make your writing valuable

### Know your audience

- The only thing drives the content you produce is your understanding of clients

### Pick the right subjects

- Only write about subjects your customers care about. Navigate them straight to the problems they are having and offer solutions

### Tone of voice

- There is no general tone of voice that suits every business
- Start with speaking, not writing. Use the language that everyone understand completely
- Vary sentence length for interest and readability

## Write less and say more

Focus on getting one message across at a time

Work on your grammar and sentence structure

Say “We make X” instead of “We can make X”

Be clear about the purpose of each section

Use active verb in present tense

Make time for editing

Write short sentence

Make it scannable

Use metaphors



# CONTENT MARKETING

## Making an appealing headline

### Be succinct

Summarize the points in your article as short as possible

### Use the keywords on the title

This is for SEO and the readers as well

### Put your reader first

Say exactly what your readers want to know

### Ask a question

“Why B2B businesses are seeking freelancer in 2018?”

### “How to” headlines

“How to boost your PPC conversion rate”

### Promise success

“Get more likes on Facebook with these tips from Facebook developers”

### Raise the specter of failure

“Five mistakes that everyone makes during early career”

### Offer some inside knowledge

“Secrets of writing content that will make you a professional copywriter”

### Number headlines

“Ten times you could have gotten richer but you didn’t”

### Get active

Use words like boost, drive, run, leap, hack and so on.

### Say something unusual

Use unexpected nouns or verbs

“Why Finland is the warmest country on Earth?”

### Capitalize Everything

Only use this when all other methods fail.

“Why Your Headlines Suck?”



Enabling the **circular** economy