Digital Marketing Plan

Grainger.com and Bosch Tools

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1. Executive Summery

Here is the final document prepared for the last course of digital marketing specialization from Illinois University on Coursera.org. After all we have learned in the previous courses, now we have put all of them together to present a digital marketing plan for Grainger.com and Bosch Power Tools.

We will first analyze the current situation of both clients and their status in the online world. Then we will study the problem and try to come up with two digital marketing campaigns, an email campaign and a display advertisement one.

First, we map the problem with the stages of consumer decision journey and will come up with business objectives and the ways to achieve them. We will define the data needed and the sources to collect that data and how to face the possible bias.

We will discuss the possible ways to analyze and report on the collected data along with the required tools to help the analysis. We will also suggest a test and control plan so that we can measure the success of our campaigns.

2. Client Analysis
1.1. About Grainger.com

Business model and strategy for growth

Grainger is a B2B distributor and supplier which purchases products directly from a manufacturer for resale to MRO industry. However, they kind of have a B2C relation with the final customer specially through their website.

Grainger strategy for growth is that it defines its target segment by a specific situation: when customers need products quickly and with no hassle. This target segment, which Grainger informally refers to as "speed and convenience," allows it to operate differently than other distributors and get superior results.[1]

Online presence

Their **Google search trends** reveals the following[2]:

1- Most search queries are from these locations: Wisconsin, Alaska, Illinois, Tennessee, South Carolina

According to **Alexa**[3], their website trends are as followed:

1- 88.1% of the traffic comes from US, then 1.5% from Canada, 1.2% from India and 1.1 from China
2- Website Bounce Rate is about 52.50%, Daily Page views per Visitor are 3.05, and Daily Time on Site is 3:21.
3- 49.9% of the visits come from google.com, 3.6% from amazon.com, and 1.9% from yahoo.com

Grainger on **Instagram** has only 5K followers, each photo post has about 25 likes and 1 comment, each video post has about 250 views.

Grainger on **Facebook** has 212K likes but the engagement is even lower than Instagram.

Granger on **LinkedIn** has about 107K followers with one showcase page which has 671 followers. There are 17k people who demand to be Grainger employees.

Grainger channel on **YouTube** has 4703 subscribers. Video views differ from 500 to 50K views.

Grainger on **Twitter** has 26K followers with about 9K tweets. Each tweet has been retweeted at least one time.

Grainger on **Google+** has 2163 followers. Each post has been shared at least 1 time. The likes for each post are hardly more than 10 so the engagement is low.

Customers

These are the demography data about Grainger.com from Alexa[4]:

According to SEMRush.com[5], Grainger.com has 1.4M unique visitors on April 2018 which 88% of them were from United States. They have 3M visits from organic results and 167K from paid results which is nothing compared to the organic ones.

According to Akin Tosyali, there are two main types of visitors. The procurement departments and the installers. The second group are the ones who only visit the site but make no purchases. They send the information to the first group and they make the purchase.

We can segment the customers according to these basis:

Basis	Type 1	Type 2
Amount of purchase	Large	Small
Size of business	Large	Small
Group of customer	Procurement department	Installer
Gender	Male	Female
Location	Inside US	Outside US

Trends in customer's purchasing patterns

According to Futuremarketinsights.com[6], these trends are changing the purchasing patterns:

- Power Tools Outpacing Hand Tools
- High Demand from Professionals
- China Dominates Power Tools Market
- Shift from Corded to Cordless
- DIY Trend Gaining Traction in Developing World
- Lithium-ion Batteries Replacing Ni-Cd
- Focus on Product Development
- Resurgence of Construction Industry in Emerging Nations

1.2.   MRO industry in the North American region

The overall MRO market in this region is projected to represent $124.8 billion over the five years. However, the overall MRO growth in North America is expected to decline at a -1.5% CAGR because of a strong fleet replacement factor.[7]
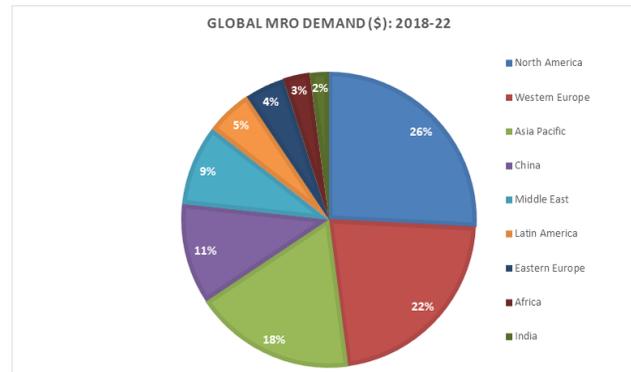
Over the last four years, MRO providers have been increasingly focusing on enabling their customers to purchase goods through their online e-procurement platforms. This allows for quick and paperless transactions, saving time and capital for both the buyer and the supplier. This trend has skyrocketed post-2009 among major global MRO providers, mainly distributors who provide multiple brands and categories, thus enabling MRO buyers to consolidate their current suppliers. Large distributors now make as much as $2 billion annually through their e-procurement platforms.[8]

Competitive market landscape

The MRO market is fragmented and suppliers are operating in a highly competitive environment, which compels them to differentiate themselves from the competition by providing services at short notice and at competitive prices. However, the industry is witnessing consolidation due to an increase in demand for integrated service providers. Suppliers are involved in mergers and acquisitions to enhance service portfolios and become one-stop solutions, as well as to expand their geographical presence. Suppliers are enhancing their portfolios inorganically so that they can offer after-sales maintenance services and one-stop solutions to buyers.[9]

Top five suppliers of MRO services:

1- **Sonepar**
2- **Wolseley**
3- **Rexel**
4- **Wurth Group**
5- **W. W. Grainger**

1.3.   Bosch Power Tools

The Bosch Group is active worldwide in automotive technologies, industrial technology, consumer goods and building technologies, spread over three main sectors and 15 sub-sectors.[10]

The Bosch Power Tools, a division of the Bosch Group, is one of the world's leading providers for power tools, power tool accessories and measuring tools. In 2016, its roughly 20,000 associates generated sales of 4.5 billion euros, about 85 percent of which outside of Germany. The core success factors are innovative strength and pace of innovation. The division generated about one third of its sales in 2016 with products that have been on the market for less than two years.[11]

The primary / secondary customers

Primary customers: There are mainly two groups of primary customers for Bosch power tools. The professionals and the home-users (Do it yourself group). Bosch has special focus on both groups. The marketing strategy would be different. The professionals need strong and heavy tools as it is their job to work with these tools. The cordless tools trends are their favorite. The home-users need lighter, easy-to-use tools as they may use their tools once in a while and they shouldn't have difficulty using the tools.

Secondary customers: For the professionals, the procurement people are the secondary customers. They influence the professional's decisions by providing their own interests. The easier the purchasing process, the more satisfied the procurement people would be. For the home-users, their friends, their family and in some cases the salesmen are the secondary customers.

Trends among the primary/secondary customers

The top trends mentioned in the power tools market are:

1.Product Innovation and After-Sales Service to be the Key Drivers to Success

2.Demand for Cordless Power Tools to Outpace that of Corded Ones

3.Innovations in Do-It-Yourself Tools to Drive Consumer Demand[12]

Existing perceptions of the Bosch power tools

Bosch power tools are the professionals' first choice as long as I can remember. My father would never think twice about buying a Bosch power tool. Bosch's products are also very well made with high quality. All my father's Bosch collection still work fine like the first day. The fact about Bosch tools is that they cost more than their competitors and the fee can be a draw back when it comes to home-use.

SWOT analysis of the brand

Here is a SWOT analysis of the Bosch brand:

	Strengths	Weaknesses
Internal	1- Strong brand name 2- High quality products 3- Innovations	1- Product prices 2- Low social media engagement
	Opportunities	Threats
External	1- Use of E-Commerce 2- Digital marketing channels	1- Changes in the industry 2- Millennials

Assumptions regarding overlaps between Bosch and Bosch Power Tools

One of the most powerful branches of Bosch group is its power tools and the brand is mostly known for these products. The main characteristic of Bosch products is their high quality.

Bosch's Power Tools online presence

Bosch Power tools **Google search trends** reveals the following[13]:

2- Most search queries are from these locations: Illinois, New York, Oregon, California, Texas

According to **Alexa**[14], their website trends are as followed:

4- 49% of the traffic comes from US, then 6.5% from Canada, 3.3% from India and 2.8 from Australia.
5- Website Bounce Rate is about 47.10%, Daily Page views per Visitor are 3, and Daily Time on Site is 2:51.
6- 46.4% of the visits come from Google search engine, 3.2% from amazon.com, and 2.3% from YouTube.com

Bosch Power tools on **Instagram** has 88.7K followers, each photo post has about 500-1000 likes, each video post has about 1500-3000 views.

Bosch Power tools on **Facebook** has only 7K likes and each post has about 80-120 likes and 2-4 shares.

Bosch Power tools on **LinkedIn** has about 7K followers and each post has about 50 likes. There are 1480 people who demand to be Bosch Power tools employees.

Bosch Power tools channel on **YouTube** has 7K subscribers. Video views differ from 1K to 9K views.

Bosch Power tools on **Twitter** has 32K followers with about 5K tweets. Each tweet has been retweeted at least 2 times.

Bosch Power tools on **Google+** has 1069 followers with only 2 posts.

3. Problem Statement

To design a multi-channel digital marketing campaign for the client, Grainger, as they target a sales increase of Bosch Power Tools by 10% on Grainger.com. The client wants the campaigns to focus on display advertising and email for this project.

Grainger is a firm that supplies MRO (Maintenance, Repair, and Operation) products. They provide anything that a firm may need which may not become part of the final product. The supplies can be procured through Grainger.com, from 370 branches across the USA, or over the phone. They are a business-to-business (B2B) company and have a global footprint with many subsidiaries in different countries across the globe. Even though Grainger is a B2B firm, it is actually very similar to a B2C firm, where they market to the end consumer as well. Traditionally, Grainger would have done marketing campaigns by itself over various platforms such as search ads, displays, social, etc. Recently, they have started looking at partnering with their big suppliers to conduct joint promotional campaigns. Bosch Tools is one such supplier. Bosch Tools, a unit of Bosch, supplies power tools to Grainger, and Grainger is one of the main B2B resellers of Bosch. Bosch Tools has several other B2C online partners and a few B2B partners as well.

Grainger and Bosch Tools are partnering together to explore ways to increase sales of power tools. They would like to increase sales by 10% by working more closely to sell more products to existing customers, find new customers, and sell across product categories as well. Boschtools.com is itself a consumer-facing website and has data on customer behavior, and Bosch is sharing this data with Grainger.

Here we try to present a campaign to the Grainger Digital Marketing team on how to increase the awareness and sale of Bosch power tools by 10% on Grainger.com. You will target the current and potential customers by focusing on display and email channels. Display advertising could be through Grainger.com or through programmatic display ad purchases. The email database is owned by Grainger and has users interested in the category of power tools.

This digital campaign strategy document will help answer the following prompts.

Question 1: How can Grainger increase sales of Bosch Tools power tools on Grainger.com to customers who first visit Boschtools.com? Consider the scenarios listed below.

Scenario 1: Audiences that visit Boschtools.com, look at a power tool (for example a drill), but do not visit Grainger.com

Scenario 2: Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the power tools category

Scenario 3: Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the plumbing category but not power tools

Question 2: How can Grainger cross-sell/up-sell more Bosch products from categories beyond power tools to its existing customers? You can assume that these existing customers have already bought Bosch brand tools on Grainger.com.

4. Consumer Decision Journey

4.1. Mapping Scenarios to CDJ state

We will consider the CDJ[15] state on these 3 scenarios:

Scenario 1: Audiences that visit Boschtools.com, look at a power tool (for example a drill), but do not visit Grainger.com

These audiences may be in one of the following 2 CDJ states:

1- Active Evaluation: They are just looking at their available options but have not decided to make a purchase. That's why they don't visit Grainger.com. This means the customer has felt a need for a power tool but hasn't decided what Brand or Model to buy. He/She is just gathering some information to see what best suits for him/her.

2- Post Purchase Experience: They have bought a power tool and they are looking for more information about it. Maybe a manual or a fact sheet. They may have lost the packed manual and they may have forgotten the usage instructions of the tool.

Scenario 2: Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the power tools category

These audiences are in the Moment of Purchase state. They have made their decision to buy from Bosch and they know the specific power tool they want. So now they are looking for the place to buy it. They still may not make the purchase as the prices and buying process may make the consumer quit.

Scenario 3: Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the plumbing category but not power tools

These audiences are in Initial Consideration state. They know they need something but they are not sure what the best solution is. That's why when they visit Grainger.com, they go to the plumbing category instead.

4.2. Describing customer's concerns:

Now we identify customer's concerns in each state/scenario above. The data is shown in the following table:

Scenario	CDJ state	Customer's Concerns
1	Active Evaluation	Looking at Products' Specifications Reading Testimonials and Reviews Checking for Prices
1	Post Purchase Experience	Looking for Product's Manual and How-to videos
2	Moment of Purchase	Finding the lowest Prices A simple buying process
3	Initial Consideration	Looking for products' features and benefits

4.3. Identifying Analysis:

According to the table above, we have 7 set of scenario/phase/concern combinations. The possible analysis to address these combinations are as below:

Scenario/Phase/Concern	Analysis to perform
1 / Active Evaluation / Looking at Products' Specifications	Search phrases used to reach the page
1 / Active Evaluation / Reading Testimonials and Reviews	1. Search phrases used to reach the page 2. Referral traffic
1 / Active Evaluation / Checking for Prices	Visitors who come from Google shopping
1 / Post Purchase Experience / Looking for Product's Manual and How-to videos	1.YouTube channel traffic 2. Manual downloads 3. User's purchase history
2 / Moment of Purchase / Finding the lowest Prices	1. Visitor's search history 2. Google shopping referrals
2 / Moment of Purchase / A simple buying process	Visitors devices
3 / Initial Consideration / Looking for products' features and benefits	Search phrases used to reach the page

5. Data Analysis Plan
5.1.   Identifying Business Objectives and key questions

We will identify a business objective for each of these 3 scenarios and determine the key questions for each:

Scenario 1: Audiences that visit Boschtools.com, look at a power tool (for example a drill), but do not visit Grainger.com

Business objective: Influence Consideration

The key questions can be:

1. Do our products satisfy the consumer?

For this question, we will need data such "Consumers' feedback" which can be gained by analyzing our social media pages and reading the consumers' comments.

2. How are we doing online?

To find out we may look for our site's impressions on Google search results using the Google Search Console[16] and our impressions on social channels using that social channel analytics tool.

Scenario 2: Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the power tools category

Business objective: Improve the Sales Process

The key questions can be:

1. What is happening on the sales tunnel?

We can measure that by num. of clicks on "add to cart" button and the num. of visitors who have visited "Order Complete" Page, both of them through Google Analytics[17]. We can also look for num. of successful purchases which can be found on the website's data.

2. How is the sales process on mobile devices?

The num. of visits using a mobile device can be found using Google Analytics. We may also want to determine how we are doing on mobile using Google test my site tool[18].

Scenario 3: Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the plumbing category but not power tools

Business objective: Build Awareness

The key questions can be:

1. Do consumers recall my brand?

We can look for search volume in the Google Trends[19] tool. Our social media engagements would be another good data which can be looked for on our social media pages.

2.   How visitors end up here?

We may want to know from where our visitors are coming to our site using Google Analytics and the searched keywords using the Google Search Console.

5.2.   Documenting the Plan:

Objective	Key Questions	Data → Source(s)
Influence Consideration	Do our products satisfy the consumer?	Consumers' feedback → Social channels analysis
	How are we doing online?	Impressions on Google → Google Search Console Impressions on Social channels → Social channels analysis
Improve the Sales Process	What is happening on the sales tunnel?	Clicks on "add to cart" → Google Analytics "Order Complete" Page visits → Google Analytics Num. of successful purchases → Website's data
	How is the sales process on mobile devices?	Mobile visits → Google Analytics Mobile page Speed → Google test my site tool
Build Awareness	Do consumers recall my brand?	Search volume → Google Trends Social Engagements → Social pages
	How visitors end up here?	Visitors' sources → Google Analytics Searched keywords → Google search Console

6. Data needed and the biases
6.1.   Describing the Key Data

We will describe the key data we will need in this project:

As we discussed in the previous week, we will need various data from various sources for any of our objectives. The data needed is listed as below:

- Consumers' feedback
- Clicks on Google search results
- Total Num. of shares and retweets
- Clicks on "add to cart"
- Num. of abandoned carts
- Num. of successful purchases
- Mobile visits
- Search volume
- Social engagements
- Visitors' sources
- Searched keywords

6.2.   KPIs for our three Objectives:

We will introduce SMART[20] KPIs[21] for each Objective separately:

| Objective	KPIs	Data
Influence Consideration	1. Amplification Rate on Social media 2. Yearly Feedback Survey Score 3. Click-Through Rate on Pages	- Consumers' feedback - Clicks on Google search results - Total Num. of shares and retweets
Improve the Sales Process	4. Cost Per Conversion 5. Website Conversion Rate 6. Abandoned Cart Rate	- Clicks on "add to cart" - Num. of abandoned carts - Num. of successful purchases
Build Awareness	7. Keywords in Top 10 SERP 8. Traffic from Social Media 9. Engagement Rate	- Mobile visits - Search volume - Social engagements - Visitors' sources - Searched keywords

Our major data sources are Google Analytics, Google Search Console and their own websites data. As you have guessed most of our data sources are not freely available to everyone but the Grainger and Bosch staff can have access to them. There should be some consumer's feedback, usually yearly. If not, they should plan and conduct one as soon as possible. They probably have Google Analytics or Adobe

Analytics services on their site. They can get most of our needed data from it. Finally, their sites should also have their own data like the Num. of purchases and Num. of abandoned carts.

To analyze the data, we will need some information from the firms, and we will need the data of at least 3 months to conduct some real analysis and get meaningful reports.

Just for an example of Twitter, an engagement rate of 1% is considered very high when an engagement rate of 0.02% to 0.09% is considered a good rate[22]. Or for the Awareness for instance, we should analyze our rank on the major keywords in compare with the competition.

As you can see Trends on Grainger is falling and it is not a good sign. They should work on the brand awareness and of course look for the competition.
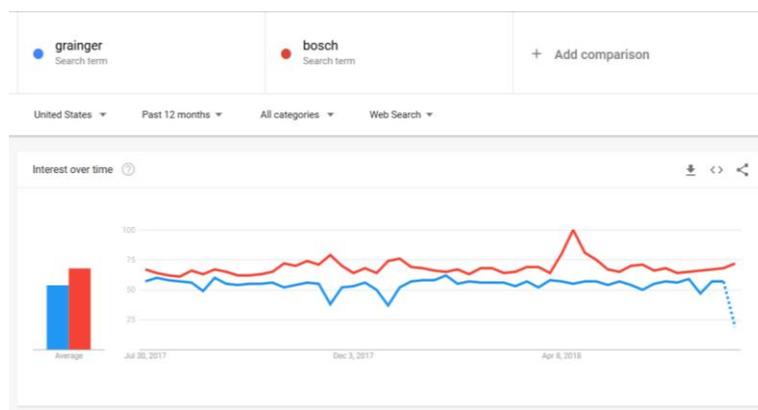
6.3.   Possible Biases and how to eliminate them:

1. **Questionnaire (Response) Bias[23]**: Only the 2nd KPI (Yearly Feedback Survey Score) may face this kind of bias. To avoid it, we can test the survey with our friends and get their opinion on the questions. We may also use an A/B test to see if the overall score differs in each version and then change the questionnaire due to the results.

2. **Sampling Bias[24]:** It is possible in the 9th KPI (Engagement Rate) as there are lots of fake and automated social profiles in each social media platform. These bots can follow, like and even comment under our posts but the numbers are not real. So we should take care to exclude these fake data so that it won't impact our analysis.

3. **Interpretation Bias[25]**: We may face this kind of bias in all our analysis, but in the 4th and 7th KPIs it is more likely to happen. There are some ways to avoid this kind of bias. One is getting assistance from other students on the discussions or involve internal customers whenever possible. We may also consider looking for the average rates on the net and make sure that our analysis is okay.

5. Data Analysis and Report
5.1. Describing the Analysis

We will describe the analysis we are going to perform on the data collected:

We talked about the data needed and the data sources. We also identified how we are going to collect and use the dada. Now we are going to describe how we are going to analyze each one separately:

- **Consumers' Feedback**: First the results should become clean data. We will sum up each feedback in a score from 1-10. Then we can have the average score of consumer satisfaction. Now we can compare the satisfaction score in various years and see if it has grown, dropped haven't changed.
- **Clicks on Google search results**: From the Google Search Console, we can see our click through rate. Analyzing the CTR through a period of time can show us if our influence has grown or not.
- **Total Num. of shares and retweets**: This is called Amplification rate. This can also show us how our brand influence has changed over time.
- **Clicks on "add to cart":** This is our CTR at our products' pages. This can show us if our Call to Actions are working fine or if we should consider redesigning them.
- **Num. of abandoned carts**: This compared to the previous data can show us if our sales process has problems in it because we were able to call the consumer to action but he/she didn't succeed in finishing the purchase process.
- **Num. of successful purchases**: This is our Conversion rate. This also shows us how our sales process is working and if we should consider improving it or not.
- **Mobile visits:** Compared to our total visits it can show us if we are doing good on mobile or we should improve our mobile friendliness.
- **Search volume:** This compared to our competition can show us if consumers recognize our brand and that how our brand awareness has improved over time (if so)
- **Social engagements:** The Engagement rate can also show us how our brand is doing on social media. As you know social media play an important part on each digital marketing process these days.
- **Visitors' sources:** How are visitors ending to our site? Is it through search or social medias? We can analyze the results and see where we have weaknesses on brand awareness.
- **Searched keywords:** What do people search to end up to our site? Do they search directly for our brand or it's another keywords helping us? Analyzing this concept over time can show us how our brand awareness has improved.

5.2 The Benchmarks:

Most of our analysis do not require external benchmarks as we are going to compare them to our own performance over time. For social data, we can use the benchmarks available at HubSpot[26] blog and Rivaliq[27] website. To figure out the competition we can use Google Trends[28] and Google Keyword Planner[29] tools.

5.3 Summarizing the Analysis:

Unfortunately, we almost didn't have access to any of data sources available or the data were too old. To summarize the analysis, we need fresh data collected. However, whenever the data is provided, the analysis is not a big challenge.

6. Channel and Content Strategy
6.1. Email and Display Campaigns

We will suggest Email and Display campaigns separately for each audience category

Audience Category 1:

New Users landing on Grainger.com directly

Email Channel: As we don't have their email addresses we can't include them in our email campaigns but we will design a clear CTA[30]s to capture their email addresses whether it is newsletter signup or their first purchase.

Display Channel: We can use interactive banners specially designed for Bosch power tools. We will show the ads to visitors who has ended up in our website directly or from a related search query through search engines. The landing pages[31] should be designed with the Bosch power tools in focus and clear CTAs to urge the visitors to make a purchase or at least sign up for our newsletter.

Current Grainger customers

Email Channel: We have a data base of our existing customers. We will design two kind of emails to be sent to a group of them conducting and A/B test[32].

The subject line will be personalized with the customer's name. The content itself will be kind of invitation with a special offer and a clear CTA to attract the reader.

After analysis the results of our A/B test (Open rate, CTR, Conversion rate[33]) the better option will be used for the remaining customer base.

The **landing page** should be a page with 3 to 4 Bosch tools with special offer on it. It shouldn't be loaded with lots of products as it may confuse the visitors.

Display Channel: We can use retargeting technics to target our existing customers in our website or on other websites to attract them to purchase again. The CTA should be a clear one along with a special offer.

The landing page will be like the one in our emails.

Audience Category 2: Users landing on Boschtools.com first

As we have discussed earlier, we may have 3 scenarios. However, the fact is that when someone visits the Bosch website we can't predict in which scenario he/she belongs. That's why our strategy in both Email and Display Ad will be the same for each 3 scenarios in the first impression.

When a visitor lands on Bosch website, we will show him/her a relevant ad using the visitor's source[34]. For example if the source is a search engine, we will show an ad relevant to the search query. If the source is social media or other websites we will show an ad relevant to the source content, and if he/she have come directly to Bosch websites, we will show him an Ad relevant to the page he/she is viewing.

We will also add a CTA to our landing page for newsletter signup to capture the visitor's email address.

The rest of the plan will be different in each scenario.

Scenario 1: Audiences that visit Boschtools.com, but do not visit Grainger.com

Display Channel: Using cookies[35], we will show relevant ads on other websites to this group to attract them to make a purchase.

Email Channel: If our conversion efforts have been successful we will have their email addresses. An approach will be taken like the previous one and a relevant email with a personalized subject line and a clear CTA will be sent to them.

Scenario 2: Audiences that visit Boschtools.com, then visit Grainger.com, and visit the power tools category

These are the visitors with the most potential. We will not need any special effort unless they don't make the final action. We should just work on our landing pages specially our CTAs to attract them to make the purchase.

Scenario 3: Audiences that visit Boschtools.com, then visit Grainger.com, and visit the plumbing category but not power tools

Display Channel: Like the first scenario, we will use cookies to show relevant ads on the plumping directory they are visiting to attract them making a purchase.

Email Channel: As presented in the scenario, these visitors have a username on our site as they sign in so we have their email addresses. Therefore, we will send them special offers in emails with a personalized subject line and a clear CTA to make them take the final step.

6.2.   Content Strategy

Below, we will describe our content strategy for different audience categories discussed:

Audience Category 1:

New Users landing on Grainger.com directly

We will need a CTA for newsletter signup. A lot of companies find it beneficial to use calls-to-action to expand their email database and list of contacts[36]. The sign up form is simple (only the email address is needed) so that people can easily sign up on any device including mobile. There should be a clear two sentences message to invite visitors filling the form. The CTA should be viewable in any screen with the minimum need of scrolling.

We need an ad space on top or on the side of our pages for the target audiences with a picture of a modern power tool and Bosch brand focused. For a banner to achieve its desired effect it must enter the minds of the consumer[37] and that's how we are going to design the ad.

Current Grainger customers

It's important to ask what we want your audience to feel and think when they think of our brand. As we want to create a feeling of professionalism and reliability, a more scaled back, simple, clean concept may be the best fit.[38]

We will be retargeting our old customers who haven't made a purchase in a while using display ads. Why? Because people have already converted on our products and services, meaning we risk nothing by asking them to come back. We will do this on either AdWords or Facebook. Our efforts here will be focused on customers that haven't converted in a while or who haven't responded to marketing emails.[39]

Clarity is the key to our **landing page** copywriting, and nowhere is that truer than in headlines. The trick is to create a seamless funnel for people to click through. Like a grammatically flawless paragraph, a clear funnel—starting with the headline—will create a scenario that our visitors won't find jarring. Therefore, we will give our landing pages one distinct purpose and make it easy for people to figure that purpose out.[40]

Audience Category 2: Users landing on Boschtools.com first

We will use User Targeting which is type of targeting that helps us reach specific users, including behavioral (reach customers with specific online interests and actions) and geographic (reaching customers in specific locations).[41]

Targeted display technology identifies those users who are doing online research for a product or services and then shows them relevant ads as they surf the web, thus influencing their purchase.[42]

Promotional emails can be used in multiple ways. We can have a site-wide discount to tell our customers about. Maybe a new product line that we want to give our email list first-access to the goods, or maybe special offer incentives during the holiday season.

Conversion rates for the various email types in this category vary. Price decrease is the most successful, with a 1.04% conversion rate and a 9.68% click-to-conversion rate. Low inventory falls in second place, triggering the psychological impulse of scarcity, with .55% conversion rate and a 7.37% click-to-conversion rate. New merchandise emails have a good click-to-conversion rate (8.23%) but a lower conversion rate (.39%).[43]

We are going to design some click-through landing pages. These kind of pages (sometimes called jump pages) are designed as a conduit between a marketing ad and its final destination. The goal of a click-through page is to "warm-up" the visitor to the Bosch power tools we are trying to sell.

Click-through pages provide enough information to inform the buyer, making them ready to purchase, before pushing them further down the funnel – probably to a shopping cart or checkout.[44]

A click-through landing page typically consists of a combination of the following things:

- An attention-grabbing headline
- A sub headline that expands upon why the user is here
- A product image or screenshot, or an embedded video
- Feature touts that highlight the best reasons users should be interested in the product
- The aforementioned call-to-action button, in the right place and big enough to be noticed immediately
- A reinforcing customer quote

Another important aspect is a great-looking, well-spaced out design. Having a poorly-designed, cramped landing page will most certainly decrease our conversion rate, so we will get sure to design our landing pages properly (and test the designs to determine which ones lead to higher conversion rates).[45]

7. Research and Test

7.1. Research Objectives

There are many different definitions of marketing objectives. For our purposes, here's the definition we'll use:

"A marketing objective is an overarching goal that directly impacts business outcomes."

Marketing objectives are the endpoints of our marketing strategy. They give our team a direction and a goal to work towards. They also help show what's working by giving us something concrete to measure our progress against. Finally, establishing clear objectives is important for determining which specific marketing tactics and tasks we will execute to achieve them.[46]

We will clearly define our objectives and the outcomes we expect from our market research, as unclear objectives lead to conflicting expectations and irrelevant data[47]. We tried to set SMART objective so that they will be Specific, Measurable, Attainable, Relevant and Timely[48]. These are our 3 main research objectives:

We want to find out if our campaigns have resulted a 10% grow on these 3 metrics in a 3 months period:

A. Number of visitors of Grainger.com from Bosch website (Influence Consideration)
B. Total num. of Grainger.com Power tools section's visitors (Build Awareness)
C. Power tools sales volume on Grainger.com (Improve the Sales Process)

To see if we have reached our objectives, we will need to use an array of primary and secondary research methods that include the collection of qualitative and quantitative data in order to have more accurate insights and predictions of the campaign and the results.

7.2. Primary and Secondary Research

Primary research is one that involves the gathering of fresh data, i.e. when data about a particular subject is collected for the first time and it is based on **raw data**, then the research is known as primary one. On the contrary, **Secondary research** is a research method which involves the use of data, already collected through primary research and it is based on **analyzed and interpreted information**[49].

Three tools that we'll use to collect **raw data** would be bulk downloads, the ability to download big volumes of data, API's that we'll tap and then web pages that we'll scrape[50]. We will use the data gathered from Grainger and Bosch websites, along with the data from various analytics tools we discussed in the previous modules.

After all our data got collected, we will begin the secondary research. Most of the time it becomes easier and faster to analyze the information by undertaking secondary research as compared to primary research as the information is already gathered[51].

We will use data analysis tools to structure our raw data so that we can analyze it and make decisions based on our research.

We will heavily rely on secondary research and quantitative methods related to statistical data from Google Analytics related ROI, ROAS, and so on. It is also important here to conduct surveys and questionnaires that are considered to be primary research tools in order to have more qualitative data in this matter.

The primary and secondary research that will be adopted could be as following:

- Google Analytics in order to have structured data (secondary research) to gain insights in term of user behavior before, during and after campaign.
- Google Alerts in order to have more data and insights in terms of brand sentiment.
- Customers' surveys and questionnaires to have more primary quantitative data about them.
- A/B tests and experimentations in order to gather more primary data on consumer's behavior.
- Secondary data related to email marketing effectiveness such as open rate, CTR and Conversion rate that can be considered quantitative and secondary in type.

7.3.   Test and Evaluation

We will be using Successive Approach Model (SAM) used in instructional design especially in its test phase where it goes through four stages of testing that are respectively:

- Decision proof: A prototype of the campaign will be applied to sample of customers to gage their interactions, expectations as well as their feedback. It is necessary here to send in this decision proof the sample of the campaign to all related stakeholders such as designers, digital marketers, instructional designers and any related stakeholders even if it's outside their discipline since they can provide valuable data.
- Alpha phase: Comes after receiving feedback from decision proof and making the necessary modifications. Here the campaign should contain all the necessary elements such as rich media, videos, and other related assets.
- Beta phase: Now the campaign will be fully-fledged as it should be in the real world and should have already applied the modifications suggested in the Alpha stage.
- Gold phase: This is the actual launching of the campaign while keeping an eye on KPI that were agreed before in order to adapt when necessary.

(6500 words)

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