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A NEW APPROACH TO B2B MARKETING

DEVELOPMENT OF A B2B MARKETING STRATEGY
AND ITS ACTUATION IN AMT COMPANY

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Executive summary

The thesis work starts from my passion for digital marketing deepen during the specialization in Management Engineering focused in “Digital Business and Market Innovation”.

To apply what studied during the master degree in POLIMI I had the opportunity to do a stage in a company near Milan: AMT S.R.L., a company that commercialized steel tubes and try to find the best product specifics according to the requests of the client.

Arrived in AMT company I have analysed the situation about their communication effort, and I have thought about a way to improve it. The main market of AMT is the B2B one, so first to start the operative work I have studied the contest where the company operates seeing that the B2B marketing is still bound to an old conception of the sells and the purchases between company.

To go in dept with this analysis I use the Robinson, Faris and Wind model and first I have defined each B2B buy and purchase classes and then I proposed an interpretation of each according with the new approach that the digital tools give to the marketing.

Through the academic path I had the opportunity to study the B2C acquisition funnel so in order to apply the new interpretation of the B2B marketing in the new digital world, I thought to modify it taking into consideration the different environment and the different need. Simplifying the number of steps in three stage: engagement, consideration and purchase I have associated to each one of them an activity that the company can perform in order to build a sort of wall to discourage the client company to get out from this; the three activities are: Branding, Direct marketing and Sales. The other big difference between the B2c and the new B2B funnel is the last goal, in fact if for the first one is the single conversion (purchase or subscription) for the second one have to be the customer retention, cause of the bigger effort do during the acquisition phases.

To link the theory to the practice I searched the best way to run the funnel and so the marketing strategy in a B2B company, and I found that the best tools to starts, at a cheaper and walkable way, are the social media channels; but they are many and each one with different characteristic and

different prices to perform advertising campaign, so one analysed I found the best alternative in the Facebook platform (that include Facebook, Instagram and WhatsApp applications) because it is not too much expensive as LinkedIn and it has the biggest audience.

Once designed the program and the way of act I set with more specifications the problem of AMT company: the completely non-existence of the digital technologies in its business and above all the non-existence of a digital communication.

The operative work in the company it is started from the optimization of the new web site, in order to prepare it for publication and in order to set-up with a search engine optimization that will push the performance of it in the search engines. A really high attention during the work has been given to the regulatory aspects both the privacy (GDPR regulation) one and of photos copyright one. All the technical aspect to permit the migration between the old and the new site are being covered.

Finished the job on the website, I've developed some example to start the operative social media strategy showing some mock-up of Facebook and the respective target of people at which they should be addressed; in fact the strategy suggested follow step by step the funnel developed and involving the different three activities for each step: branding in the first phase, to be conveyed to the biggest groups of people (example "motoring enthusiasts"), and then direct marketing and sales respectively to be addressed at who have interact in the previous phase with the posts published.

To evaluate the performances of this last operative part AMT could use some KPI exposed and divided according with three category: conversions, economic perspective, numeric perspective.

Concluding, also if the experience in the company has been performed in distance modality I had the opportunity to learn a lot about the way to work in a structured company also if small; of course, as exposed, this work is only a starting point to achieve the objective of the implementation and that not all the aspects are been covered but I am sure that with this research both the parties (me and the company) have had the opportunity to learn a lot about this "new world" of the digital marketing.



1.0 Introduction

The work starts the explanation of the actual situation of B2B marketing, and I explain the Cons of it giving at the same time an alternative way to see the mode of selling in this market. The result of this analysis is that the world of B2B market is stopped at the view of many years ago, putting at the centre of all the product and its specifics never taking into account the behaviours that characterize the actors who make choices within companies.

The thesis continues with my redesign of the classic marketing funnel adopted in the B2C world, adapting it to the B2B market and so giving a new instrument to AMT to rebuild and maybe definitely starts a structured communication strategy. My redefinition of the funnel has two assumption that I kept from the analysis of B2B world: first the necessity to build a solid brand with clear values and then the change of the final objective of the funnel, in fact if typically for the B2C the last objective is the purchase of the product/service instead for the B2B have to be the customer retention.

The main tool that AMT could use to access to this redesigning of his marketing strategy are the social media channels, and in the fourthchapter I'm going to describe the best ones that fit the company needs.

The explanation of them starts from the definition and conclude with the operative characteristic of them taking into account the goals that the company could achieve with each of them.

Finally the last chapters are focused on the company work, starting with a description of the business of AMT, going on with the operative steps done and an proposal of marketing implementation for the company to follow in the next months.



2.0 A new approach to B2B marketing

2.1 Introduction

The affordability of digital marketing has led to an exponential increase in the amount of advertising impulses that the potential consumer is exposed. Add to this the further amount of data at which the human brain is exposed through mobile technologies have changed a lot the behaviours of the people.

The attention of the user is a thing increasingly difficult to have. If this is already a great threat for companies in the consumer market, in B2B the issue becomes even more serious and puts the survival many companies at risk, virtuous on the production side but silent on the communication side.

In this chapter we will analyse the last trends on the last years investigating the way of taking the decision in the B2B company and trying to see them in another way; to do that we will ask the help of the buy model framework of Robinson, Faris and Wind.

2.2 The transformation of the market from the twentieth century to nowadays

About the B2B side the twentieth century is characterized by company without a division dedicated to the marketing, because the competition was very low and so they didn't need it; all the orders between company has as drivers the material specifics of the product or the performance of the services. The fact is that for many years this way of proceeding of the sector has worked.

The phenomenon of globalization was an unknown concept or recently appeared for the first times and the quantity of the flow of information to which the potential consumer was exposed was low.

The companies that did superstar marketing were mainly those known since the early 1900s that competes between them only increasing the amount of money spent in advertising.

All the rest of the companies, both B2C and B2B, limited themselves to communicating in some way in the point of sale, participating in sector fairs or broadcasting a commercial on the local radio depending on the type of product or service or the market which they were part of.

But with the born of the internet and the exponential diffusion of it , all it's totally changed: we can said that digital marketing has been the real change in this sense, as it has led to a further epochal transformation It has made most of the tools that characterize it available even to those who do not have developed marketing strategy in its company.



The massive availability of digital marketing tools has thus triggered some reactions of the inter-linked markets:

1. B2C businesses of any size have begun to do marketing and communication, even if often in an amateur way, even challenging the big names in their respective sectors;
2. Large companies, for their part, have increasingly structured themselves by increasing the quantity and quality of marketing;
3. The amount of information has increased exponentially, subjecting the human brain to constant overload, bombarded by communication made in B2C and by the dopamine addiction produced by the mobile use of social networks, search engines and applications.

The consequences for B2B companies, that ignore the danger of these effects of this trends, are the invisibility to the consumer's eye, poor brand awareness and almost no brand equity and the difficulty of emerging from competitors. A typical mistake of the companies that decide to approach branding is to confuse the tool with the strategy and, thus, often we see very expensive videos that are technically perfect but which continue to leverage the approach of last century, imagining the situation of purchase twenty years ago: maybe they shown only the technical features without touch the aspect of the symbolic usage of the good.

2.3 The mechanical engine of the B2B Marketing

Typically, all of us think that the human brain decides to buy an object or a service guided by the rationality and the needs of the person but the last B2C marketing literature teach us that this thought it's not totally correct; even if the needs and the rationality play a key role in the decision making often irrational and unconscious aspect are the best drivers that influence the process of buy.

If these aspects are a solid bases from which B2C market starts, in the B2B one this are totally forgotten and the typically approach is an exclusive rational approach.

In B2B common marketing strategy the centre of the sales actions are the quality, the technical details, the assistance and the price of the products/services.

So the symbolic values associated to the brand and also the brand awareness are totally set aside. This approach that we can compare with a machine that analyse only numbers and rational dataset has consequences of the not optimization of the volume of sales and of the contribution margin for the big and structured companies, or a missed opportunity for the smallest ones.

2.4 The B2B not rational purchase process: the car example

The not effectiveness of the only rational approach are clear if we think about the decisional process that is before the purchase and taking into account that under the decision of all the companies there are people with an irrational emotions like all.

An effective example could be the process of purchase of a company car: we are sure that the purchase of a car in a firm is only linked with the price, the car performances or the post-purchase assistance? Maybe the decision maker is convinced that the security it's the most important aspect in the purchase of a car so he will chose a Volvo or the he it's an ecologist so he will choose an electric car, or the most significative insight: the necessity of the affirmation of the status of the recipient of the vehicle.

Of course, in this last situation, the chosen of an Audi or Mercedes it's not totally guided by the rationality of the way of thinks of the company.

2.5 Modelling of the B2B purchase process

In 1967, the Canadian, American and Israeli marketing researchers, Robinson, Faris and Wind, introduced the buy grid framework as a generic conceptual model for buying processes of organizations. They saw industrial buying not as single events, but as organizational decision-making processes where multiple individuals decide on a purchase. Their framework consists of a matrix of buy classes and buy phases.

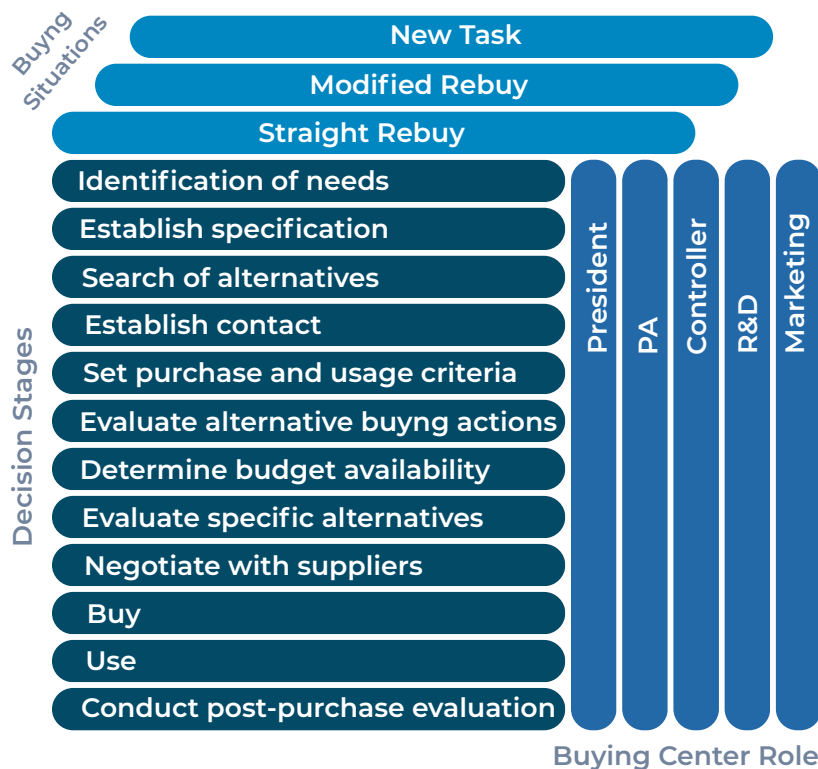


Figure 1: Robinson, Faris and Wind model.



2.5.1 The B2B buy classes

a. New Tasks

The first-time buyer seeks a wide variety of information to explore alternative purchasing solutions to his organizational problem. The greater the cost or perceived risks related to the purchase, the greater the need for information and the larger the number of participants in the buying centre.

b. Modified Rebuy

The buyer wants to replace a product that the organization uses. The decision making may involve plans to modify the product specifications, prices, terms or suppliers as when managers of the company believe that such a change will enhance quality or reduce cost. In such circumstances, the buying centre proved to require fewer participants and allow for a quicker decision process than in a new task buy class.

c. Straight Rebuy

The buyer routinely reorders a product with no modifications. The buyer retains the supplier as long as the level of satisfaction with the delivery, quality and price is maintained. New suppliers are considered only when these conditions change. The challenge for the new supplier is to offer better conditions or draw the buyer's attention to greater benefits than in the current offering.

A new approach to the B2B marketing have to start from this classes, that are an objective vision of the scenarios within the companies, but from this static view of the classes we have to change our point of view: the companies have not to adapt their marketing strategy to this classes, but they have to modify the type of classes with the marketing instruments. The objective have to be:

- reduce the perception of the risk and the uncertainty of the purchase with the affirmation of the brand;
- the straight rebuy has to become a serial purchase like a love brand mechanism in B2C.

Another objective to achieve regards the Modified Rebuy, the company have to try to reduce the loss in case of the product offered does not comply the new request of the customer firm.

Returning to the car example in case of the reduction of the budget of



purchase, if first the customer buy Volvo (for the security of the cars) it not goes to another brand but maybe chose a different model of Volvo.

2.5.2 The B2B purchase phases

Based on field research, Robinson, Faris and Wind divided the buyer purchase process into eight sequential, distinct but interrelated buy phases:

1. Recognition of the organizational problem or need
2. Determination of the characteristics of the item and the quantity needed
3. Description of the characteristics of the item
4. Search for and qualification of potential sources
5. Acquisition and analysis of proposals
6. Evaluation of the proposals and selection of suppliers
7. Selection of an order routine
8. Performance feedback and evaluation

The most complex buying situations occur in the upper left quadrant of the buy grid matrix where the largest number of decision makers and buying influences are involved. A new task that occurs in the problem recognition phase (1) is generally the most difficult for management.

The buying process can vary from highly formalized to an approximation depending on the nature of the buying organization, the size of the deal and the buying situation.

The relationship between the buyer and seller is initiated in phases 1 and 2. Assessing the buyer's needs and determining gaps between the current and desired situation is important. Buyers need assistance in forming realistic perceptions of both the current and the desired situation. Need gaps create the motive behind any purchase.

The relationship needs to be developed during phases 3 to 7. A salesperson must be aware that a buyer not only has functional needs, but psychological, social, knowledge and situational needs as well. These components should be addressed in meetings in order to obtain commitment. The purchase can be a onetime transaction of a repetitive nature. When there are multiple deliveries, the supplier and buyer must agree on an order routine.

As buy phases are completed, the process of 'creeping commitment' occurs and reduces the likelihood of new suppliers gaining access to the buying situation.

During the performance feedback and evaluation phase, the relationship between the seller and buyer can develop into a longer-



term engagement. Buyer loyalty and customer satisfaction are primarily determined by the sales activities during this last phase.

We can use these stages to understand the process and understand how leverage the symbolic and the rational driver of the decision; so now we will explain them and contextualized them in the new approach that the companies have to follow.

1. Recognition of the organizational problem or need

Analysing this stage with a rational point of view we can say that as for a consumer, also in the company the first phase of purchase is the ascertainment of the problem, which consists in the company rationalizing a specific need. This can be either a new purchase or a simple or modified repeated purchase. The need, as always, would arise from external factors, from customer needs or from simple rational needs functional to the operation of the purchasing organization.

But again we are thinking as if the symbolic values of the asset and the related symbolic use value were non-existent when proceeding with a business purchase, so we can modify the process of recognition of the problem with the marketing that has the role of:

- it can increase the value and advantages perceived by the potential consumer through a distinctive positioning based on symbolic values of crucial importance for the consumer;
- increase the perception of the degree of necessity of a product thanks to the identification of specific symbolic use values of the good we offer to the market.

Concerning this last point we can make a question to understand the phenomenon: are we sure that the purchase of smartphones for the top management of a company depends on a rational observation of the problem with functional and rational need? Or is it more likely a benefit that must be satisfied through specific brands and models of smartphones? This is why a smartphone will be replaced with a much greater frequency than the real rational need, while other types of goods not equally strong in a distinctive positioning based on symbolic values will be exploited until they are actually unusable.

2. Determination of the characteristics of the item and the quantity needed

During the second phase of purchase - the general description of the need - the companies involved in the process establish the quantity of



goods needed and the time frame within which the need must be satisfied. Although this is a phase which is rightly very influenced by a real objective need with a high level of rationalization, but there are many types of product or service where the quantity purchased can be influenced by the adoption of a strategy that adopts symbolic levels. For example, the sale of flour at the pizza restaurant, the thrust on profound values connected to the health of the individual and the sense of territorial belonging has characterized the strategy of companies operating in the market. Consequently, it is changed the B2B landscape by expanding the portfolio of flours offered by the mills. This factor has profoundly influenced the volumes of flour demand thanks to due to the greater breadth of the portfolio of products offered and also thanks to the increase in demand from the final consumer. B2B companies can contribute to the manipulation of derived demand by studying the trends of the consumer market that generates it and making strategic choices of product management and branding strategies, that is by communicating symbolic values.

3. Description of the characteristics of the item

The third phase is that of the product specifications. It is at this point that the company resources involved in the purchasing process specifically configure the product or service to be procured both from the point of view of the technical characteristics and from that of the commercial conditions, also specifying terms of payment, type of assistance service required and etc.

Even in this phase, the balancing process between the symbolic and rational sphere can generate a strategic business and marketing approach that can greatly change the scenario.

At this point the way to take the new customer has already reached the end and the way we played has already affected the probability that the chosen product is the one in our portfolio. To configure the product it needs, must necessarily start from some concrete data and if we were the ones to get to the heart of the people involved in the purchasing process, there are many probabilities that the definition in the product specifications will partly reflect specific characteristics of our offer.

4. Search for and qualification of potential sources

During the fourth phase, the research and evaluation of potential suppliers takes place. There will therefore be a person in charge of this, who will use all the means available to him to collect the necessary



information. To date, the search engine, online and offline reputation and relations with suppliers are at the center of this phase.

In fact, according to research carried out in 2012 by the Corporate Executive Board's (CEB) Marketing Leadership Council, 60% of the purchase decision in B2B is carried out before the purchasing manager meets a seller and the negotiation begins.

5. Acquisition and analysis of proposals

If we have been able to the brain of the purchasing decision makers, phases 4 and 5 will merge into a single process during which:

- the search for the supplier who has taken the attention will be verified;
- it is usually necessary to select some other supplier to compare;
- requests for offers will be made;

6. Evaluation of the proposals and selection of suppliers

The sixth phase is the one in which the evaluation and selection of the supplier takes place. Practically it is the moment in which the selection and evaluation criteria previously established come to life and determine the purchase. Following the phases of the purchase process as we have re-structured it, the choice will most likely fall on the offer coming from our brand.

7. Selection of an order routine

Phase 7 consists of the order specifications, i.e. the actual purchase order in all its possible procedural configurations depending on the characteristics of the individual organization.

Clearly in this step, which is purely procedural, the purchase phases as we have rethought them will not have an impact on the way in which the order specification is structured, but this is irrelevant at this point since the process will be very probably aimed with the goal of purchasing our product or service.

8. Performance feedback and evaluation

This is a phase in which, especially in the B2B field, all the concentration is shifted on the quality of the product or service, on after-sales assistance and on customer relationship management. All fundamental aspects. But we could analyse a insight: typically in our



mind we tend to notice every single imperfection of a product offered by a company brand known for being unreliable and on the contrary we ignore the defects of products known for the great competence of the brand associated with them.

All this is to say that if we have a solid relationships with our new client, in this last phase all the positive feedbacks will be exalted and all the negative ones ignored or minimized however much possible.

2.6 Step to follow to start to rethink the marketing of a B2B company

We can conclude this chapter setting some point that could be done to approach the change of the marketing division of a B2B company:

- Analyse the purchasing situation of the products of the company with the help of the sales force (or from Google search control or from other tools like SEOZoom where you have the questions the consumer is asking) and identify where the attention is completely focused on the specifics of the products;
- Analyse product purchasing phases as much as possible, with the help of insights from the sales force and identify where are some trouble that make the client unsure of the purchase;
- Enter all the data in a survey and repeat the analysis and insight collection every six months.

3.0 A new funnel for B2B market

3.1 Introduction

First to start the explanation of a possible new model to describe the B2B marketing we have to focus on two concepts of the marketing of a company: the distinction between the concept of direct marketing and the concept of branding. These two aspects are really related with the B2C marketing strategy of most off all companies, but we have seen in the previous chapter that the dynamics of purchase of B2B and B2C have many common points that we must investigate. Then we will analyse the redesigned funnel adapted to B2B market.

3.2 Direct Marketing

The Chartered Institute, that is the world's largest community of marketers, define the direct marketing as: "All activities that make possible to sell a good or service or to send a message by post, telephone, email or other direct means." The crux of the concept of "direct" is the absence of intermediaries, so get in touch with the customers without mediation.

Technology has drastically changed the way we do marketing and it's no longer a question of online channels vs offline channels, but a question of building relationships.

Creating relationships with customers is the best way to retain them: a person who feels involved in the history of the company will hardly leave it. The advantages for a company to do direct marketing are:

- The high level of personalization of communications. Building a target database and defining personalized messages are more fundamental today than ever;
- The ability to measure concretely. With this type of approach, we can know precisely how many people have answered to our communications and how many have performed the action we expected.

Of course, there are also downsides. It's easy to get carried away and overdo it with the number of communications, aggressive sales pitch, and other factors.

Precisely for this reason, the legislator has often intervened over the years to regulate this type of approach: the European legislation with the approbation of the GDPR put a milestone in the regulation.

Opposed to it there is the mass marketing, that have characterized all the advertising expenditure up the first decade of twenty-first century, and it is a simultaneous standardized marketing to a very large target market through mass media.



3.3 Branding

According to Professor Philip Kotler “Branding is giving products and services the strength of a brand”, so the branding is a marketing technique used by companies to create the desired image of a product or company in the consumer's mind.

Branding is a strategy devised to help people quickly identify and experience a brand and give them a reason to choose their products over those of the competition, making it clear what this particular brand is and isn't.

Branding is a fundamental part for the vast majority of companies, as it has direct effects on:

- Consumers. As discussed earlier, a brand provides consumers with a kind of shortcut to make decisions when they feel undecided about the same product from different companies.
- Employees / Stakeholders / Third Parties: In addition to helping consumers distinguish similar products, successful branding strategies add to a company's reputation. This asset can affect a range of people, from consumers to employees, investors, shareholders, suppliers and distributors.

3.4 The new approach

The digital world has changed the way to think of the people, but this phenomenon is still not arrived in the sphere of B2B marketing. Nowadays the brain of the people is bombed by a lot of messages and so take the attention of the person is getting harder; and in the other hand the extreme rationality of the B2B market that in the large part of the cases consists in companies convinced that the only way to be reminded by the client is to give them a product with the best technical performance and a good assistance.

This two phenomenon combined make the marketing of the B2B company really old.

A new approach for this kind of company could be the a strategic approach to the marketing with 2 paradigms: the presence of more than one dimensions and the integration of this dimensions.

The more important dimension that are integrated in this model are: the branding, the direct marketing, and the sales. Three factor that are not consider or little consider by the B2B marketing of nowadays.

So fundamental lacks of nowadays B2B approach to the marketing are:

- Branding, direct marketing and sales are not strategically, tactically and operationally integrated;
- The lack of a brand that could build solid link with the people that represents the client companies.

The proposed strategy has a specific mode to conceive a brand, it is based on the construction of the identity of a person.

Fundamental part on this model it is the new way to design the funnel: that have to underling the relation between the three principal dimensions (branding, direct marketing and sales).

3.5 A redefined Funnel

A sales funnel is defined as the marketing model used to describe and analyse the consumer's path to purchase, i.e. the different steps taken starting from the first contact with the company and knowledge of the product or service offered, to get to the conversion. The different steps inside the funnel are made up of various marketing assets aimed at leading to the sale.

Starting from that typically in B2C market the company use the funnel only for a one-shot sales or in any cases during the customer journey doesn't consider some aspect with a long term orientation. And this orientation with a long term perspective that have a key role in B2B contest;

to accomplish to this goal, as said before, not only the pure specifics characteristic of the product/service sells are enough: the creation of a brand identity from the first stage of the funnel will lead directly with the last goal: the customer retention.

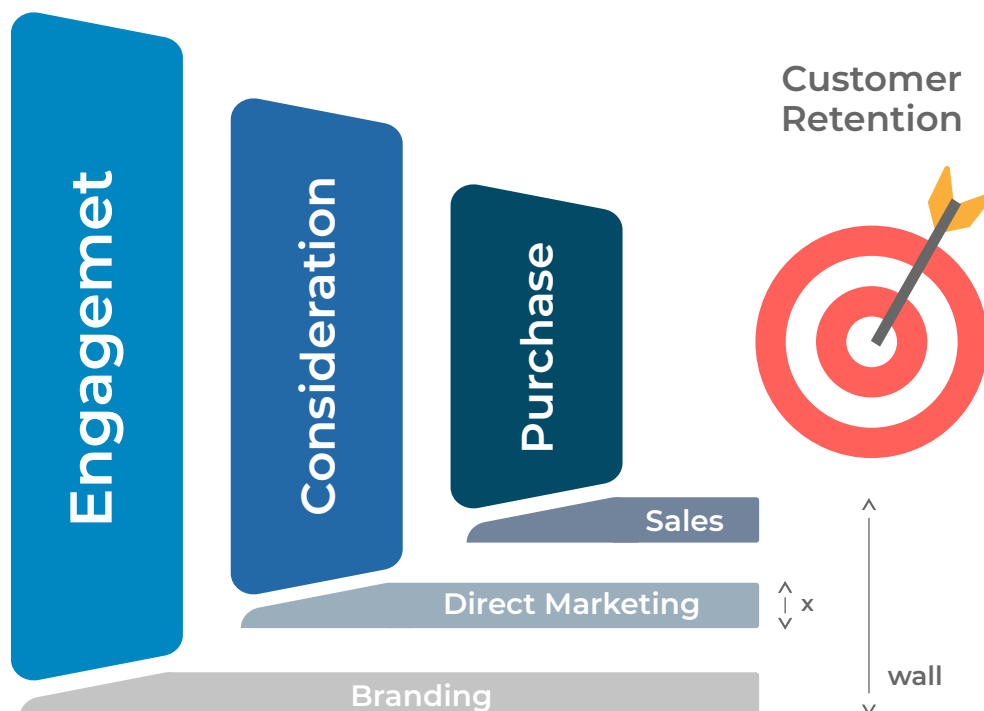


Figure II: New B2B acquisition funnel



In fact as shown in the image we have to redefine the typical draft of the funnel: for the B2B market the last goal it is not the conversion but the customer retention.

So if in the B2C market all the activities to increase the customer retention are external to the funnel in the B2B one have to be integral part of it;

the choice of putting the customer retention as the last goal of the path is that the effort to manage a B2B relationship is completely different and very more expansive respect to the B2C one.

To achieve this goal during interaction between the company and the brand first we have to build a wall of exit barriers in order to avoid the exit from the funnel of the people.

This barrier can help the firm not only in the process that bring the customer company to the purchase but also in to keep them within so increasing the brand loyalty. We have spoken about them before, and they are:

- Branding
- Direct Marketing
- Sales

Each of it has a own dimension that is influenced by the effort of the company in the theme, of course more will be the attention of the company more will be solid the “wall of the funnel”.

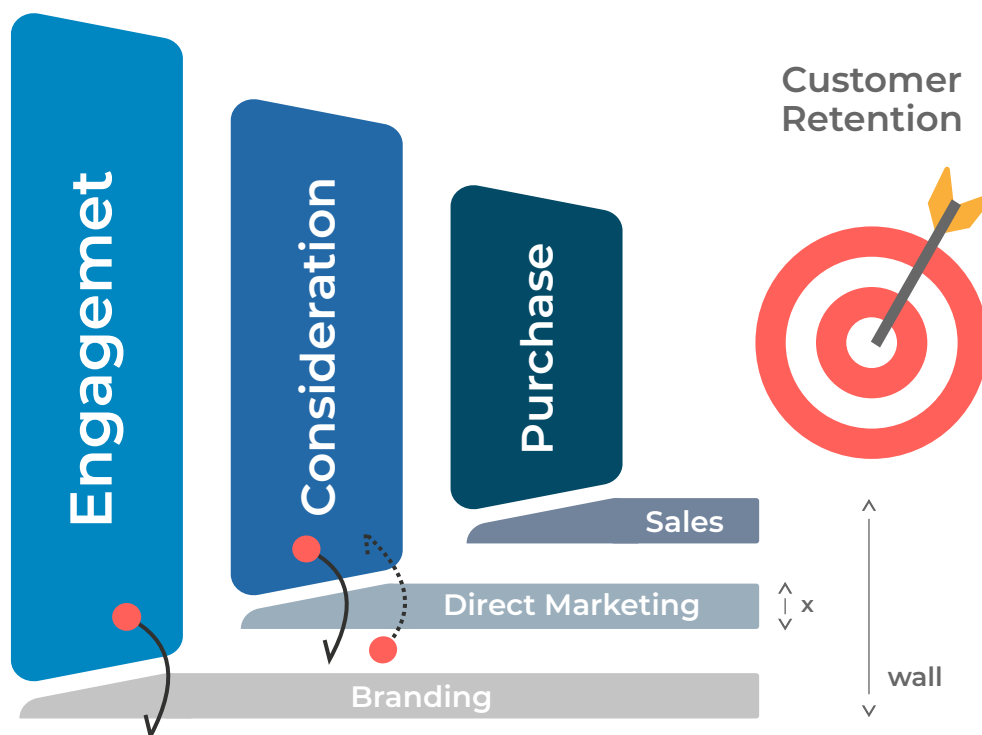


Figure III: B2B funnel - Customer behaviour



This accumulation of value, represented by the thickness of the wall, is a variable that greatly influences the results of the activities carried out within the marketing strategy and is composed of various elements of the company:

- brand value;
- quantity and quality of the contents made available online;
- knowledge of the market;
- marketing intelligence;
- effectiveness of the sales force.

These, day after day, settle, thus generating a growth in performance. Of course the integrated management of these activities increases their effectiveness and efficiency and generates a sedimentation of value in the categories listed above. The dimension of the funnel that represents this phenomenon, as we said, is the thickness x of each driver. This increases with the accumulation of value and helps to increase marketing and sales performance.

3.6 Branding, Direct Marketing and Sales Force as driver of the new funnel

To start the reorganization the first step have to be to build a recognizable brand, the company so have to involve different asset that will contribute to the formation of the brand equity, this assets are:

- awareness;
- loyalty;
- perceived quality;
- intellectual property;

Once the company has individualized a recognizable brand takes the field the role of the direct marketing that have the role to make more clear the context in which the brand operates.

An example of direct marketing could be an downloadable eBook: in the common view of B2B marketing an eBook have to speak about the catalogue of the company.

But lets try to think about a steel company, a person that seen a marketing campaign will have a stronger memory of a catalogue about the type of steel or in steel industry innovations in eco-sustainable plants and market trends? So if a image or video spot on the eco-sustainable industry could be a good way to do branding in the first phase, purposing a downloadable PDF on this could be a fantastic



direct marketing initiative.

Last but not least the sales force have the role to convince with the price and the proposal the client to first do the first buy and second to become a long term client of the company.

The role of the sales force will be more easy cause of the work done before and for the motivation that are exposed before, but remain a key point in the customer journey.



4.0 The role of social media in the process of innovation

4.1 Introduction

In this chapter we go in depth in the world of social media, this network have been the disruptive innovation of the twentieth century. We will analyse the ones that the B2B company could use for their marketing strategy and we will explain their rules and the goals that the companies could achieve with a good social media marketing strategy.

4.2 The first definition of social media

Social Media Marketing is a phenomenon born with the advent of the great mass media in the last decades of the second millennium and developed strongly in the last ten. To fully understand what this phenomenon is, it is appropriate to provide the main definitions of some analysts specialized in this subject, trying to dissect the many aspects and facets that this topic presents.

First of all it is good to start defining what social media is, identifying two definitions that best explain this concept

The first definition is proposed by professors Andreas Kaplan and Michael Haenlein, who affirm, that "Social Media are a group of Internet Based applications, built on the ideological and technological principles of web 2.0 that allow the creation and exchange of contents generated by 'user. The relevance of Web 2.0 compared to Web 1.0 lies in the fact that the contents are not produced by individuals but are modified by end users in a collaborative form".

The second exemplary and significant definition is provided by Eleonora Cipolletta, an expert in market analysis who argues that "social media are online spaces for conversation and sharing, in which it is possible to get in touch with other entities that may be people, companies, institutions, celebrities, or spaces where distances are eliminated and the time between one interaction and another is reduced".

4.3 Main characteristic of social media marketing

We can define some main characteristics of Social Media that have allowed the widespread diffusion, of which we are aware. Social Media are in fact:

- Accessible, as access is easy and free for everyone, since anyone with access to a connection is in a position to spread and create messages and content;



The role of social media in the process of innovation

- Easy to use, as no particular skills or specific prerequisites are required to take advantage of Social Media;
- Permanent, since any content that is published online remains in the historical memory of the web, even if it should be deleted by the same user who entered it;
- Fast, as they allow to have data and news available a few moments after their publication;
- Measurable, since everything that happens on the net is measurable and therefore it is possible to know data on the contents present on the web.

4.4 Social Media Marketing Goals

Social Media Marketing was born in order to create content through a sharing of intentions between business and consumer, trying to optimize the shopping experience for the customer and the sales experience for the business. The purpose of a Social Media Marketing strategy is to gain market share through Social Media not through simplistic communication and advertising of offers, but to acquire new customers through the reactions they have in front of a new proposal of the company or a new offer.

For this reason, it is necessary that the company's proposal is as captivating and original as possible, in such a way as to attract the attention of numerous users, with the hope that they can, as many as possible, share the appreciation to them, building loyalty, and creating a relevant data flow for the selling company. The mass communication campaigns that for years we have read and listened to in TV campaigns can still work but there is certainly a need to join them with an online communication, in which everything can be commented on and the company's statements have as much weight as those of consumers. With and through the Internet, we have passed from the season of sites on which brochures were transposed, to the emergence of search engines and social media, and the future that faces us sees an increasingly stronger integration of the Internet in offline experiences. The biggest change that digital marketing has brought is in having contributed significantly to the opening of a new way of relating and communicating between companies and people. People are not only recipients of corporate messages but protagonists of a two-way dialogue, social media have allowed all parties to find themselves in front of infinite possibilities of producing personal content generating a sense of collective participation, this new dimension becomes a fundamental concept for entrepreneurs who are starting to change the concept of marketing and advertising. The value of a company can be transmitted through the telling of stories and traditions, craftsmanship,



The role of social media in the process of innovation

projects and excellence thanks to social media that facilitate the dynamics of ideal relationships.

Knowing of their customers, with the possibility of personalizing the responses to their needs, is a prerogative of small industries also to remain competitive and survive the crisis and social media allow to renew a dimension of direct contact.

4.5 Social Media Marketing Tools

The tools used by Social Media Marketing allow companies to "socialize online" through the use of social media, listening, exchanging opinions and information with users. Establishing relationships with users through social media may seem unprofitable as there is only an abstract and non-physical contact with the potential customer, however social communication, even if done through digital platforms, allows us to establish authentic relationships with consumers. Social Media Marketing is a process of promoting brands, products, services using Social Media platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube. There is a common underlying strategy to all these Social Media, however there is a sales psychology that varies for each platform. The company strategy evaluates which of these social networks is the most interesting to get closer to its target of customers. The most used social networks from the firms to structure their marketing strategy are:

- a) Facebook, with over 2.7 billion subscribers;
- b) YouTube, with 2 billion subscribers;
- c) Instagram, (owned by Facebook) with 1 billion subscribers;
- d) LinkedIn, with 760 million subscribers.

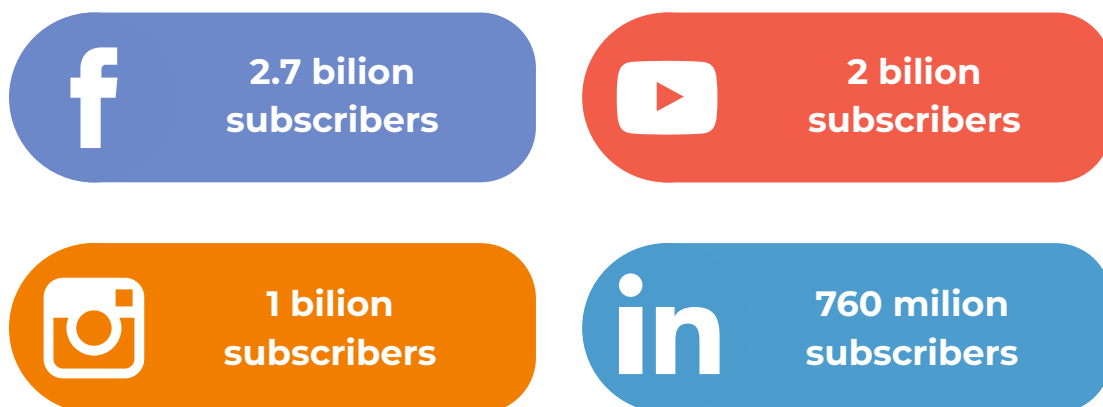


Figure IV: Social media dimensions



a) Facebook

Facebook is the most famous social network in the world. Registration is free and it is necessary to create a personal profile with data and photos and other information that the user can optionally provide. Companies can also take advantage of the service that this platform offers by creating an identification page of their company that they want to advertise. You can create and share published content, possibly regularly, in order to keep your followers linked to the page. Facebook allows companies to advertise their brand through targeted advertising, involving a specific target that you want to reach by identifying subjects with preferences that resemble those of existing followers.

A fundamental add-on of Facebook that permit to optimize the Facebook advertising campaign is the Pixel; it is a code snippet that you insert into the website. Its function is to collect data with which you can measure conversions from your Facebook ads, optimize them, create your target audience for future campaigns and retarget users who have already performed an action on your website. It works by activating cookies that have the task of monitoring user interactions on your website and in your Facebook ads. The Facebook pixel allows you to follow the interactions of users on your website after they have viewed your ad on Facebook and can monitor customers on all their devices so as to understand if they prefer to view ads on mobile to maybe switch to the desktop at time of purchase.

b) Youtube

Youtube is the largest online video sharing platform with well over a million subscribers. The remarkable opportunity that this platform provides is the possibility that a video content becomes viral and can therefore touch a really relevant number of users. Anyone wishing to view the videos on the Platform is free to do so, otherwise, for those who want to publish online content, it is necessary to register and create their own YouTube channel where you can upload the videos. YouTube is a very powerful Social Media Marketing tool as companies can enhance their brand or specific product through video in order to increase its popularity, trying to reach their target users by inserting appropriate tags.

c) Instagram

Instagram is a social network based on the sharing of photos and videos that is used via an application that can be downloaded on a smartphone. The sharing of photos can take place following the



The role of social media in the process of innovation

creation of a private or business profile, accompanied by hashtags (keyword) that refer to the content of the photo. Instagram has the highest percentage of interaction with content among all social networking platforms and has great commercial potential as it is relatively easy to show products through engaging images or videos.

d) LinkedIn

LinkedIn is a platform dedicated to professionals whose purpose is to establish business relationships. Fundamental to the success of the primary purpose is to complete your personal profile in as much detail as possible, specifying your training path, in order to be attractive to a company. It is essential to make connections with people you know who can confirm the skills written in their resume. Companies have the opportunity to create a company profile, to present themselves by describing their activities and their products and services offered.



5.0 An application on a real case study: AMT company

5.1 Introduction

In this chapter it is going to be describe the context of company where the strategy will be developed, first with a description of the company and then with an analysis of the specific market and so the setting of the problem.

5.2 About AMT company

AMT is a small iltalian enterprise that operates in the sector of metal tubes, it join the demand of customers that search for a specific, and perfectly suitable to their needs, tubes with the large and not so much customized production of the industries that produce this kind of products.

A key success factor of the company is the ability to ensure its customers product and service choices that represent the best solution at the most competitive conditions.

We can say that AMT does not sell only tubes, but products associates with the service of supplying the perfect tube for the specific needs of the customer in the quantity that the customer wants.

The custom made precision steel tubes are used in the manufacturing of plain and spline hollow shafts, diesel engine rocker shafts, plain and splined sleeves, and couplings, threaded rings, gears, power take-offs, cylinder body and piston rod for shock absorbers and hydraulic cylinders, trucks, tractors, and motorcycles and go-kart, motorcycle chassis and more.

The main income for this company comes from the Go Karts sector since it is one of the main suppliers in the world and keeps a stock of these tubes in its warehouse while for the other typology adopt an supply to order approach also because the needs of the customers are very variegates and different.

Summing up AMT provide a sort of consulting service in the supply of tubes based on its experience in this market.

5.3 Set of the problem

The AMT company operates mainly in the B2B market, in its history we can say that it never does consolidated marketing campaigns to attract clients. In addition to this we have to focus the attention on the sector where the company operates, AMT sells mainly steel tubes, so a really old sector characterized by an almost nonexistence of the new digital technologies in its business.



An application on a real case study: AMT company

The perseverance in this way to work could be a very dangerous aspect for the company, in this world surrounded of many stimuli the no-active presence of AMT on the digital channels could completely obscure its business.

On the other hand in first analysis, with the non-consistence presence of the company online, a common person could think that the firm could be a simply re-seller of stell tube, this meaning totally devalues the work of the engineer Fornengo and of the entire AMT structure, that doesn't simply re-seel tubes but solve the issue of the customer giving the best solution to accomplish the needs and the product application of the client.

Summing up the problems to solve are two:

- To start a digital marketing strategy of AMT building a consistency company brand;
- To convey to the public the message that AMT is not just a pipe dealer but it provides a consultancy service to solve customer problems.



6.0 Operative strategy application in AMT Company

6.1 Organization of the work

As we've seen in the previous chapters a rethinking on B2B marketing strategy it's an absolute for boost the company performance. Even if AMT is not an one hundred percent B2B company the biggest part of their revenue comes from the business to business market, and as consequence all their approach of business is based on this market.

In the fourth chapter we have seen also that a good and cheap way to perform the changes in the perspective of the marketing is to use the social media channels; to perform on them we have to start from the website of the company that will be the first stage where a potential customer/company will land after have seen a marketing campaign on the social network.

So we've started to set as better as possible the web site, taking a particular consideration the regulation of the online display such us GDPR and image copyright.

After that I will propose in this document a beta marketing strategy with some examples that the company could adapt in the next month, taking into account also the insight kept by some tools about the previous version of the company web site.

Finally I will set a way to work for the marketing division of the company that could follow to achieve the building on the new kind of funnel that I propose before.

6.2 Preparation work of the web site

To set and develop a digital marketing strategy a key pillar is the web site of the company where the potential customer will visit to know more about the services offer by the organization.

AMT initially has online a web site developed in 2005, with a really old graphical setting and without the nowadays security protocol implemented, at the same time the company has a modern website developed in WordPress located in an AWS server that will substitute the oldest one.

To do this migration process the last website needed some adjustment in terms of SEO (Search engine optimization) and compliance with the new European rules about the processing of personal data (GDPR compliance).



6.3 Image selection and their regulation

A key point of the success of AMT company it is the very high attention given to the law and regulation in all the firm's activities. About that the chosen of the images of the site has been a long and accurate process, in fact first we have done a google searching and we have uploaded them on the site.

Then asking to an advocate specialized in copywriting she says us that this way to procedure could cause some issues, so we opted for another way.

In order to be compliant with all the regulations we have downloaded the images from sites specialized in the selling of images, the main two used are:

- <https://elements.envato.com/>;
- <https://www.freepik.com/>.

6.4 Search Engine Optimization

SEO is the set of strategies and practices aimed at increasing the visibility of a website by improving its position in the rankings of search engines, in the unpaid results (Organic results).

Since Google is by far the most used search engine in the world, most of the SEO activities concern the study of the Google algorithm and its periodic updates, and the related actions to make the sites more "welcome" to this algorithm.

To practice any SEO activity first of all it is necessary to understand how a search engine works. A search engine operates mainly (in summary) in the following ways and in the following order:

- analysis of the field of action (crawling) through the use of robots;
- indexing of the material obtained;
- sorting (ranking);
- response to user requests (SERP).

For the success of an SEO campaign, a key factor are the keywords selected to put into the pages of the website that have to be not too generic, otherwise will be very difficult or even impossible to achieve good results in good time, but not too specific, since, if they are little sought, they consequently generate little or no traffic at all sites.

Each website is made up of an HTML source code that is read by the browser and presents the site in the way we see it. The optimization of the code is therefore the activity of optimizing the parts "invisible" to



the user, but which affect the ranking of the site.

A particular importance have some tags that make up the code, such as the title tag - which may be visible at the top of the browser.

For this tag to be optimal, it must make both users and robots clearly understand the topic on the page, so it must include the keywords we are targeting (the ones we think users type to find the company). It is also advisable to provide different titles for each page of the site, to optimize each page for a single specific topic. So in each page of the company web site are be implemented the title tag.

Although the Meta tag description does not directly affect search engine rankings, it is extremely important to obtain click through rates (the ratio between the number of views and the number of clicks) from search engine results pages (and therefore indirectly can influence the ranking). It must therefore contain a clear message, consistent with the content and captivating, to entice users to click on your link rather than on those of the competition. Also this description are added on the AMT web site.


Regarding images, a fundamental tag is the alternative text (alt) robots cannot read the text contained in images, so it is important to add this attribute to make search engines understand what the image represents.

Risultato per i dispositivi mobili Risultato per il desktop

3.121.113.178 › assali-kart

[Assali Kart - AMT s.r.l](#)

Giu 12, 2019 - **Fornitura** di compnenti tubolari per **Kart - Assali Soft** , **Assali Semi-soft**, **Assali Medium**, **Assali Hard**, **Assali Super Hard Axel**.



Titolo SEO Insert variable

Assali Kart **Pagina** **Separatore** **Titolo del sito**

Slug

assali-kart

Meta descrizione Insert variable

Fornitura di compnenti tubolari per Kart - Assali Soft , Assali Semi-soft, Assali Medium, Assali Hard, Assali Super Hard Axel.

Figure V: SEO setting of the Kart page



It is also important that the URL (Uniform Resource Locator - colloquially called web address) of the images also contain an indication of the page content for the same reason exposed before.

To actualize all these roles on AMT website all the images was re-uploaded with a correct name that expose their content and to set all tags also following the best syntax role of the search engine it was used a WordPress plugin called Yoast SEO.

6.5 SEO Zoom toll

As we said SEO is the discipline that deals with the optimization of websites, that is, the set of techniques that lead a website to reach a considerable user traffic, up to reaching the top positions for a given search. Hence, it is a valuable marketing tool to make yourself known to potential customers.

To do this, the help of programs that allow you to analyze, optimize and manage the editorial plan is invaluable.

There are several programs to do optimization in a professional way: Seozoom is the first Italian suite, SEMrush is one of the most used programs by SEO Specialists together with another giant that is Ahrefs. The most relevant features within the tool are:

- **Keyword:** in this section can we find the keywords, then the ones you want to position with the related data, the position you occupy at the moment, the previous one, the variation and the volume;
- **Contents:** here you have an overview of the contents with some tables with data relating to the performance of the individual words, the site contents that have potential and therefore can grow and the related suggestions on what to improve within the page;
- **Competitor:** to view the performance of your competitors and the performance of your site in relation to them.
- **Backlink:** a complete overview of the sites linking to your site and the quality of the links divided by very low quality, low quality, medium quality, high quality, very high quality. This factor mainly depends on the domain authority of the sites that within SEO Zoom is called Zoom Authority.

6.5.1 SEOZoom analysis

The most important and therefore most used feature of the SEO zoom SEO suite is site analysis.

In fact, this provides important information about the website such as:

- The keywords positioned, therefore the number of keywords for which the site is positioned (main words, related words etc.);



Operative strategy application in AMT Company

- The monthly traffic, therefore the theoretical number of monthly users who visit the website in question;
- The value of the traffic in economic terms, this depends above all on the average cost per click (CPC) of each single word (keyword) placed;
- The zoom authority, that is the authority that the domain has acquired over time, the values range from 0-30 easy, 31-60 medium, 61-100 difficult. This is a value that is calculated on the basis of various factors such as traffic from search engines, the trust that Google shows in the site, stability, that is, how much the site's positioning remains stable and the opportunity for growth over time.

In AMT we performed this analysis of the old site, the documents of it are attached, follow the analysis of the results:

SEOZoom report analysis

In the first part it presents the trends regarding the visits that the site receives monthly, also analysing the variations, these viewed the low numbers do not give a meaningful interpretation of the trends.

In the second part are analysed the backlinks, and even here the numbers are modest but in any case considering the dating of the site they are quite explanatory: in particular it can be seen that between July 2020 and January 2021 five domains have mentioned the AMT site on their portals.

In the next table it is specified that the backlinks are present not on the main page of external sites, which have talked about you, but on internal pages (which can be articles or other pages that are not the homepage), which is absolutely normal and happens obviously almost always (it is very difficult for someone to link to other external sites on the homepage).

Subsequently, the analysis presents a very interesting statistic regarding the nation of the sites that mention you, it should be noted that in the first places there are foreign countries (in first place the USA).

Unfortunately for privacy reasons it is not possible to know the identity of these domains.

The analysis continues with the analysis of the keywords, in the table there are the best ones, the most important descriptive column is the one with the variation that explains "current trends".



SEOZoom report analysis

This part is of fundamental importance because it explains how the contents of the site are positioning themselves on Google through keywords and therefore "the impact on users". The goal is to gradually insert content on the site that amplifies the improving keywords, important for the company's business and at the same time supporting those that are going down (always if the company has an interest in them). Finally, the competitors of the company are described, about them given the low current traffic the results are based only on the competition for the homonymy of the company header and not on the content of the site.

The data provided by SEOZoom are very relevant because they suggest insights that in the first analysis are not so intuitive (eg "amt vacuum cleaner") and that if interesting they can be exploited both in terms of conversions and in terms of site traffic.

6.6 GDPR - General data protection regulation

The GDPR is a new European Regulation on the Protection of Personal Data and aims to harmonize the rules on the collection and processing of personal data.

Following the application of the new rules of the GDPR (therefore starting from 25 May 2018), in all European Union countries the rules on data processing will be uniform and this means that there will no longer be national differences but there will be same rights for those who buy and the same duties for those who sell.

For all procedures in which personal data are collected, explicit consent must be given to the processing of personal data (which can be revoked at any time) and the service provider must specify which types of personal data are collected and for what purpose they are used.

This information must be included in the privacy legislation and the data processing agreement.

According to the new rules of the GDPR, therefore:

- companies need to specify what type of data is collected, why and how it is used;
- it is necessary that visitors or customers of the site consent to the collection and processing of data (always having the option of being able to change their mind and withdraw consent);



Operative strategy application in AMT Company

- the customer or user must be able to download all the data entered into the system;
- the customer or user can request that the data entered be permanently deleted according to the right to be forgotten.

So to to be compliant on the new website of AMT it was crated a page that shows all the Cookies and Privacy information (<https://www.amtsrl.it/privacy/>) it has been set a banner for all the new visitors of the site in order to permit them to choose the cookies that the site can record and the ones not. On the Cookies and Privacy page, as rule impose, the user can edit his preferences when he wants.



Figure VI: GDPR Banner

To set the banner and to perform a continuous check of the cookies used by the website we used a plugin called CookieBot that scan the site every month and update the list of the cookies that the site could record (available in Privacy and Cookies page).

6.7 Other technical implementations

The main four actions done to get ready the website are the translation, the setting of the Apache Server, the installation of the SSL certificate and the creation of robots.txt file and the website sitemap.xml.

The site has been translated with the help of the tool WPML (WordPress Multilingual) that has a direct integration with the Wordpress software used to develop the website (Elementor Pro).

Then the information for the migration are been provided to the server (Apache server) in particular telling that the official domain (www.amtsrl.it) has to use the main folder htdocs both.

```
# Bitnami applications installed in a Virtual Host
<VirtualHost *:80>
    DocumentRoot "/opt/bitnami/apache2/htdocs/"
    ServerName amtsrl.it

    <Directory "/opt/bitnami/apache2/htdocs/">
        AllowOverride All

        Order allow,deny
        Allow from all
    </Directory>

    KeepAlive On
    MaxKeepAliveRequests 100
    KeepAliveTimeout 15
</VirtualHost>
<VirtualHost *:443>
    DocumentRoot "/opt/bitnami/apache2/htdocs/"
    ServerName amtsrl.it

    <Directory "/opt/bitnami/apache2/htdocs/">
        AllowOverride All

        Order allow,deny
        Allow from all
    </Directory>

    KeepAlive On
    MaxKeepAliveRequests 100
    KeepAliveTimeout 155
</VirtualHost>
```

Figure VII: Apache scripts



Operative strategy application in AMT Company

Finally, regarding the security of the site and to permit the indexing of the website on Google on the site it is installed a security certificate (SSL - Transport Layer Security) with the help of the plugin WP Encryption and adding a TXT Record in the DNS configuration to verify the propriety.

To let Google know the structure of the site, and to insert it in its database, with the help of the YoastSEO plugin the robots.txt files and the XML file, that describes the whole structure of the site, have been created.

The last step now to put online the site it is to change the DNS point of the official domain from the last site to the AWS server that host the newone.

7.0 Proposal of B2B new funnel application in AMT

7.1 Introduction

Once the process of optimization of the web site explained in the previous chapter is ended, during my experience in the company I've started to think a way to implement ad actualize the funnel that I designed in AMT.

So in this chapter I will explain how the company could structure the marketing strategy and which tools and social media can adopt to perform it.

In fact, as explained before, the best tool that AMT could adopt are the social media channel, so the fulcra of the implementation is the managing of the Facebook platform.

The chapter is divided according with the structure of the funnel analyzed in the second chapter of this work, at the end are presented some KPI that the company can use to monitor the performance of the work that their will done.

7.2 Branding

The first step to achieve the objective of the funnel is the engagement, as we've saw the activity that the company can perform on this stage is a branding activity.

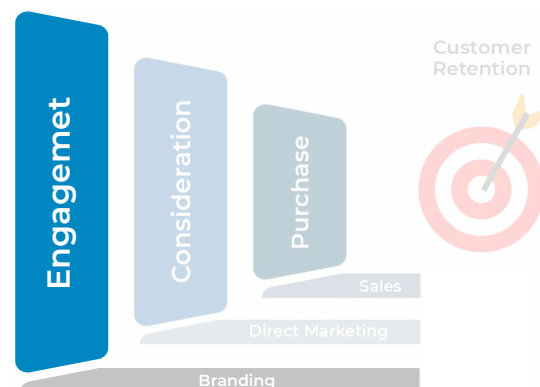


Figure VIII: Engagement

7.2.1 Set-up of the Facebook Page

We will start the work on the social media platform that has the best possibility to do this at an affordable price in case we want to do some paid campaigns: Facebook.

The first step is the creation of the company page, putting all the company information.

In this step two aspect have to be take into account:

- avoid to put the name of the company in the logo image, this can cause a not clear and repetitive visualization in the feed of the users;

Proposal of B2B new funnel application in AMT

- try to fill all the information that Facebook ask about the company: more accurate we will be more will be the Facebook trust of the page.

Once done the Facebook page we have to done the Instagram one that will be linked with the first Facebook and any media content shared on Facebook will appear also on Instagram.

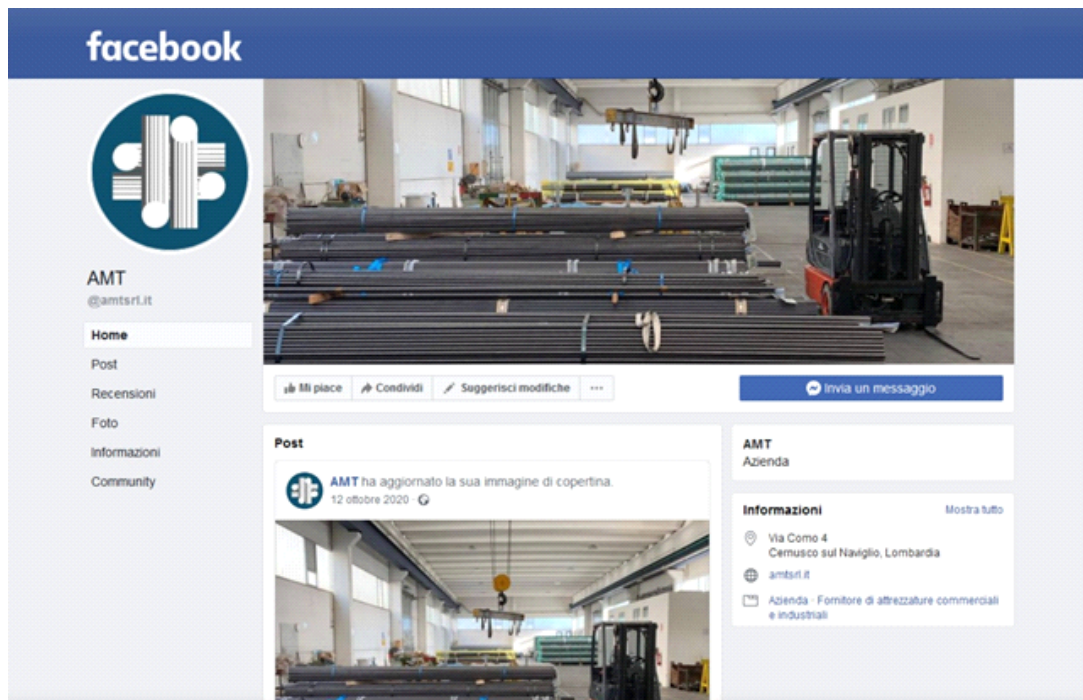


Figure IX: AMT Facebook page make-up

7.2.2 The content

At the beginning of this script, we have talked that the communication of the B2B companies have to leave the focus on the product and have to concentrate the attention on some specific values on which to build the marketing strategy.

For this reason, looking in the AMT business I found that the value of the safety could be the best one to start the communication of the company, especially in this last period the safety it is common value that join more less all sector.

So my proposal to start the communication it is with an epic event happened in the car racing in 1991, this event was told me by the CEO on AMT Ing. Claudio Fornengo, that told me the importance of this tragic event in the history of the safety of the racing cars.

The video of the accident is capable of making people understand, without deepening, the sector in which the brand operates (in this case one of the most important: the kart and the automotive one), but

imbued with profound values to excite and generate a specific memory of the brand (good quality of the component make the safety of the car and of the people that drive it).

To keep the attention of the people on the social network an extraordinary importance has the structure of the post, let us examine the proposed one:

- the first think is the visual impact, the use of the emoji to clarify to the user the structure of the post it is fundamental;
- in the no conversion campaign, as the ones did in the branding phase, the first part have to be the as common said “CTA”: call to action; it is a key point to involve the public in the message that we are trying to convey and at the same time to push the iterations on the posts so as consequence the audience of it; in fact the Facebook platform rewards with more visibility the post that provoke more like comments or iteration like in this case the vision of the video.

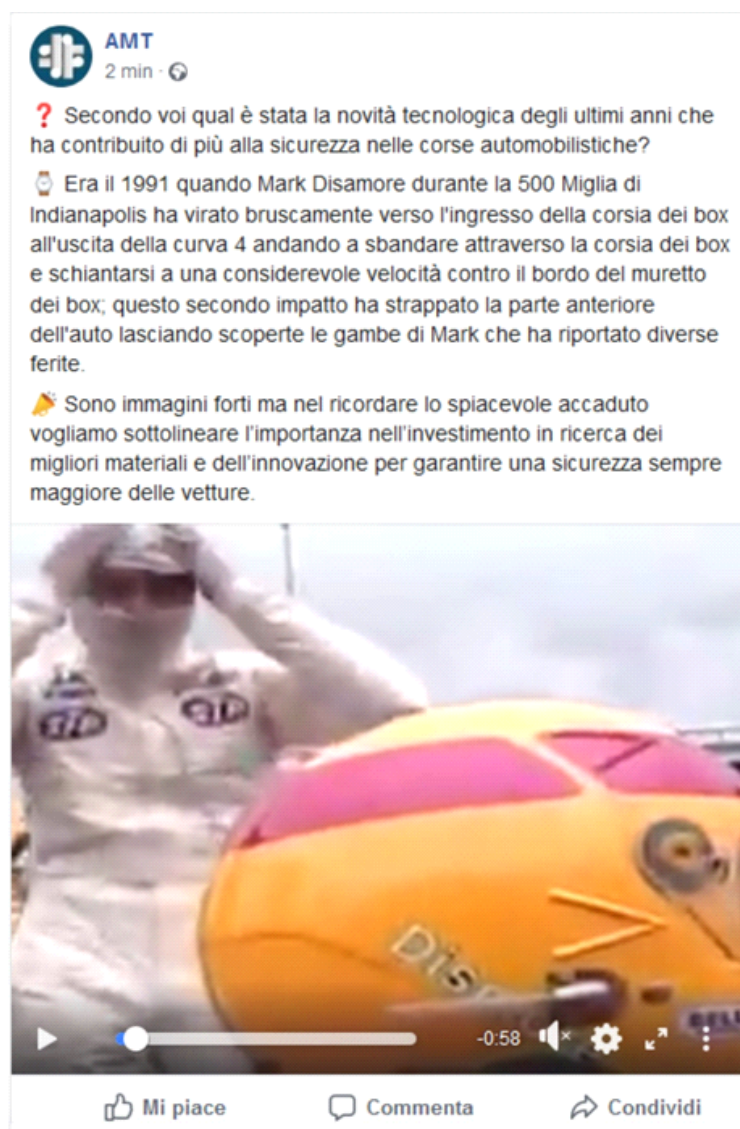


Figure X:
AMT Facebook
post make-up



Proposal of B2B new funnel application in AMT

To go on with this way to work the arguments of the posts could be also correlated to the insight that the report of SEOZoom regarding the web site give; this will also push the rank of the web site on the search engine.

The last important think to take into account in the elaboration of a Facebook editorial line is the periodicity of the post: it is very important for the social channel to have a periodicity in the publication and to respect it as possible also if sporadic (if we have in mind 4 posts for the next month in better one per week in a prefixed day and not 4 the first week and then nothing the rest of the month).

7.3 Direct Marketing & Sales

The last two steps to achieve the objective of the funnel are the nearest to the classic approach of the B2B marketing strategy. In fact, it is important at this point to introduce in the communicational editorial line the product that the company sells; the audience of this stage have to be the one that has already interact in the posts of the branding phase.

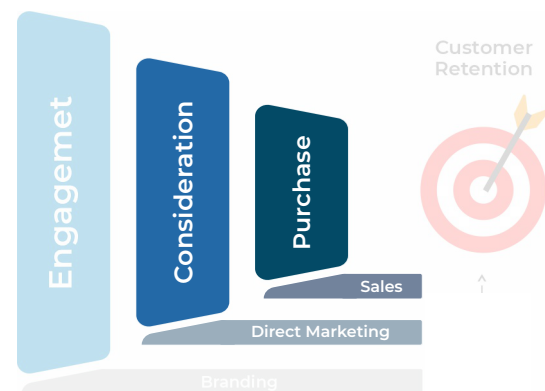


Figure XI: Consideration and Purchase

In this way we will sure that the people that will see the post already know the AMT brand.

The call to action during the direct marketing communication have to change respect to the previous page, in fact if before the goal was to intrigue the audience in this one the important thing is to understand who of this people are interested to the product/service of AMT.

The touch point with the sales phase is precisely the call to action inserted in the copy, that are going to be linked with the part of the website that collect the message.



Proposal of B2B new funnel application in AMT

amt s.r.l. *Gamma Di Vendita Applicazioni Info & Contatti La Qualità Materiali News Chi Siamo*

Advanced Metal Technology
Precision steel tubes

CONTATTI

Via Como, 4 20063 Cernusco sul naviglio (MI) Italia
+39.02.92.10.53.30
amt@amtsr.it

Nome
Email
Messaggio

INVIA MESSAGGIO

Figure XII: AMT Contact Page

Once the people have sent a message or have visit the contact page but they still not bought the product/service we can continue with a retargeting campaign on them.

This last campaign must have another page as destination of the call to action, that is even more specific: the request of quotation page, that ask to the interested person all the specification of the steel tubes.



Richiesta di quotazione

Nome

Email

Tipo di Acciaio

TUBI SENZA SALDATURA TRAFILATI - EN 10305-1
 TUBI SALDATI TRAFILATI - EN 10305-2
 TUBI SALDATI - EN 10305-3
 TUBI SENZA SALDATURA LAMINATI A CALDO - EN 10297
 INOX SENZA SALDATURA TRAFILATI
 TUBI SENZA SALDATURA LAMINATI A CALDO - EN 10297-1
 INOX SALDATI TRAFILATI
 INOX SALDATI
 SUPERLEGHE
 BARRE/TUBI CROMATI

Stato acciaio
 C (CRUDO)
 LC (SEMICRUDDO)
 A (RICOTTO)
 N (NORMATIZZATO)
 SR (DISTESO)
 Q+T (BONIFICATO)

Quantità

Diametro esterno tolleranza

Diametro interno tolleranza

Spessore tolleranza

Unità di misura

Lunghezza

Tipo di applicazione

Note aggiuntive

Allegati
 Nessun file selezionato

Figure XIII: AMT Request of quotation page



Proposal of B2B new funnel application in AMT

Summing up in the below scheme are reported the steps and the relative all to action that AMT have to put in the post of each stage, taking into account that the audience of each step is the one resulted with iterations on the previous one.

	BRANDING	DIRECT MARKETING	SALES
CTA	Question to involve the people	'Contact page'	'Request of quotation' page
Audience	According with the kind of the post. e.g. architecture or car enthusiasts	Who have interacted in the previous stage	Who have sent a mail in the previous stage

Figure XIV: CTA - Audience Table

7.4 KPI

The KPI that we could consider during the performs of the campaigns are different and could be grouped by their typology: the conversion rates, economic KPI and numeric KPI.

7.4.1 Conversion rates

The conversion rates are a vitally important category of KPIs as they are the foundation of marketing intelligence. These are figures expressed in the form of percentages that give us an order of magnitude regarding the effectiveness of marketing activities along the sales funnel. They are calculated by dividing the target reached in a given period of time by the KPI positioned lower in the funnel, by the target reached in the same period.

For example, if I wanted to calculate the conversion rate z from lead x to business opportunity y I would have to do:

$$z = y / x$$

The conversion rates tell us, for example, out of 100 leads generated by Facebook how many are actually compiles of forms carried out by target people, leaving us by difference the lead trash rate. At the other end of the funnel, they also tell us of those 100 Facebook leads how many have become customers.

Some conversion rates may vary according to the sales and lead management processes typical of a given company, but some exist in



any reality and are:

- percentage of rejected leads (trash ratio) because they have no business potential, according to a series of predefined reasons typical of the business/market;
- percentage of leads converted into commercial opportunities (lead to opportunity ratio);

The **trash ratio** is the first index of waste of economic resources. If a too high percentage of leads has no business potential, it means that there is an important gap between marketing strategies and messages and the reality of the market. Potentially the message is unclear, the keywords used are inaccurate, the audiences you work on are poorly defined, the media is the wrong one, and so on. Unless you are experimenting with new tools for a given market, this is a pretty serious symptom.

$$\text{Trash ratio} = 1 - \frac{\text{numbers of attributed leads}}{\text{number of iterations}}$$

The **lead to opportunity** ratio indicates first of all the level of interest, how much the customer need is satisfied through our offer it is felt to be more or less urgent at the time of filling out the online form and therefore how much the person who has decided to provide us with his data is really ready to purchase.

$$\text{Lead opportunity ratio} = \frac{\text{numbers of attributed conversions}}{\text{numbers of lead}}$$

Summing up the first one tell us if the message that we are conveying it is the one that the people expect by the kind of our communication the second tell us if the people that we are reached are really interesting to purchase or only curios about the sector. The first one is more meaningful in the branding stage instead the second on the direct marketing stage.

7.4.2 Economic KPIs

The Economic KPIs are useful for determining the unit cost incurred, for each source of leads, to generate a specific result. The calculation is made by dividing the total amount invested in a given period of time on a single source of leads by the amount of conversions generated in the same period. By doing so, the level of granularity with which it is possible to analyze the economic performance of one's own media mix



is absolute.

About them at least control of the following performance indicators must be maintained:

- cost per lead generated;
- cost per business opportunity generated;
- cost per sale made or per new customer acquired;
- cost per unit sold.

As in the case of conversion rates, better is the marketing activity, the more direct control we can have to improve the cost per lead generated. For this reason, to lower it we will be able to intervene on the various elements that contribute to the lead generation activity (audience, content, media, etc.).

$$CPL = \frac{\textit{amount spent}}{\textit{number of attributed leads}}$$

The optimization of this performance indicator will obviously also have an impact on the cost per **commercial opportunity**.

The **cost per sale** made indicates how much has been spent on acquiring a customer. This is a very important value because it allows us to exit from the evaluation of the sale as a simple process for its own sake and allows us to make evaluations of return on investment on the customer in the medium and long-term considering the logic of upselling, cross selling. and simple and modified repeated purchase of the same product or service.

$$CPS = \frac{\textit{amount spent}}{\textit{number of attributed sales}}$$

The **cost per unit sold** makes it possible to measure the economic investment necessary to sell a single unit of product or service.

7.4.3 Numeric KPIs

Numeric KPIs are the simple data, the number of conversions generated along the funnel. Those that should always be taken into consideration are:

- number of leads generated;
- number of commercial operations;
- number of sales made;
- number of units of product or service sold.



Proposal of B2B new funnel application in AMT

These performance indicators are the crudest data we have since they do not derive from calculations but are the basis for the calculation of the other KPIs.



8.0 Conclusions

The work experience conducted in regard to the objective of “design a marketing strategy in a B2B company” has started from a scenario analysis of the market in which AMT and more less all B2B companies operate.

On one side the main result of the theoretical research is the redesign of the B2C acquisition funnel in B2B perspective that is the base of the operating activities in the company.

On the other side the result of the operative perspective of the internship it is the development and the optimization of the web site that now it is one hundred percent ready to go online and to be viewed by the audience.

But as exposed in the last part of the thesis the work has also fix a starting point to implement the marketing strategy on the field and it also give some instrument to check if the mood of act is the right one or if the strategy has to be reviewed. Of course, not all the variables are being covered in the analysis and in the proposal, many of them in fact will come out during the running of the activities.

It goes without saying that the marketing strategy proposal it is not one hundred percent complete because it will have to be reviewed and edited step by step viewing the reaction of the audience and performing many tests to find the best optimization.

About the internship, also if the experience in the company has been performed in distance modality, I had the opportunity to learn a lot about the way to work in a structured company and from the Founder of the company I will keep in mind this phrase about the management of a firm:

“I therefore want to be very prudent and apply literally the definition that everyone should feel as their own when running a company: being a good family man.”

And he is the key person in the company and thanks of his broad vision of the market and his convincement that the future of the businesses well be based on the digital transformation that AMT maintains



important market shares in its sector and try to do the best to increase them.

I did another good and profitable work with Federica, the person in AMT that will be in charge to develop and take care of the editorial line in the next month, and with her we have studied all the important features of WordPress platform in order to be ready in any moment to intervene on the web site adding something or fixing some bugs.

Concluding I hope that my contribute will help the company to achieve the objective of digitalization and that in the next months the implementation of the marketing strategy proposal could improve the business and its customer portfolio.

Attachments

Attachment 01 - SEOZoom Analysis

seozoom®
LO STRUMENTO DI WEBMARKETING PIÙ EVOLUTO PER IL MERCATO ITALIANO
WWW.SEOZOOM.IT

Keyword **Posizionate**
www.amtsrl.it
54 (-7)

Traffico mensile
www.amtsrl.it
129 ▼

Valore Traffico
www.amtsrl.it
€ 15

Zoom Authority
www.amtsrl.it
20

www.amtsrl.it

	Volume medio mese	Variazione trimestre
UN ANNO FA	96	
9 MESI FA	60	-37,73%
6 MESI FA	58	-2,82%
ULTIMI 3 MESI	155	+165,69%
VARIAZIONE SUI 12 MESI		+60,77%

Trust
15

Stability
4

Opportunity
16

Info Backlink
www.amtsrl.it

TOTALE BACKLINK 34	DOFOLLOW 15	NOFOLLOW 19	LINK DA IMMAGINI 0	REFERRING IPS 3	REFERRING DOMAINS 18
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Aumento backlink ultimo anno

Aumento referring domains

Velocità acquisizione Link

Posizione backlink

0% 0 backlink	100% 34 backlink

Backlink TLDs

! Nessun backlink.

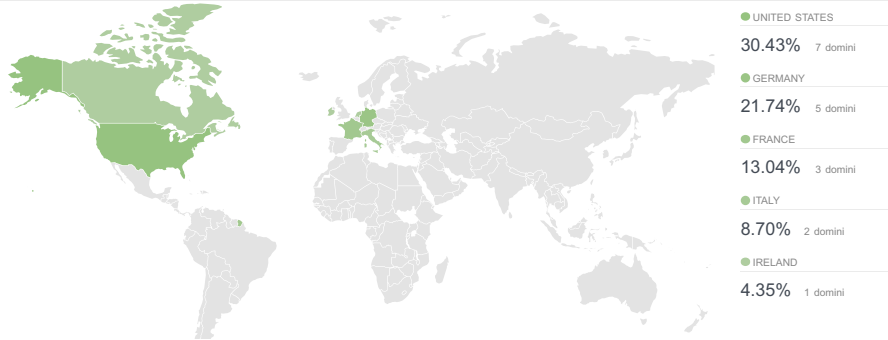
Report del: 10 Gennaio 2021
Dati report tratti dalla Suite SEOZoom
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WWW.SEOZOOM.IT

Provenienza Backlink



Anchor text

www.amsrsl.it

ANCHOR TEXT UNICHE

0



● Link Testuali

100%
34 backlink

● Link da Immagine

0%
0 backlink

Linked Pages

www.amsrsl.it

PAGINE LINKATE

0



● Link a Homepage

0%
0 backlink

● Link ad altre pagine

100%
34 backlink

Pagine più linkate

Pagine con più referring domain



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WWW.SEOZOOM.IT

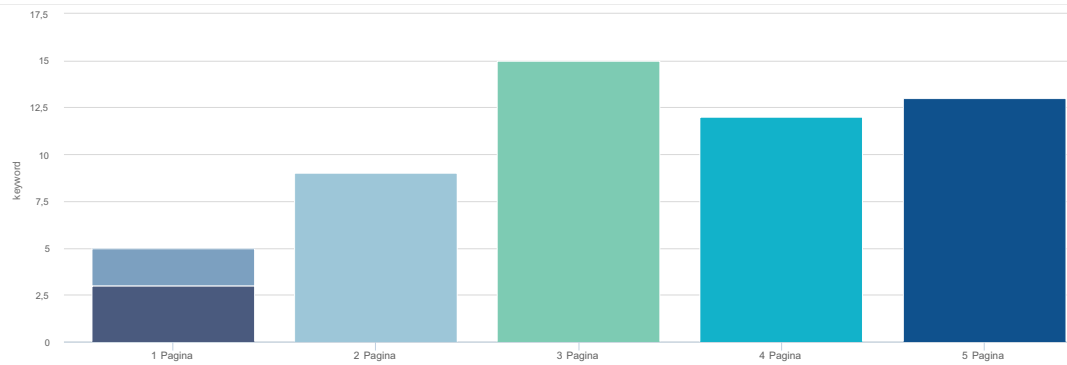
Andamento sito

www.amtsrl.it



Distribuzione keyword

www.amtsrl.it



Keyword migliori

www.amtsrl.it

Keyword	Pos	Var	Vol	KD
amt srl	1	0 ↕	210	35
a m t srl	1	1 ↕	210	33
tubi rettificati internamente	10	-1 ↕	20	9
amt aspiratutto	9	42 ↕	10	13
tubi inox rettificati internamente	7	0 ↕	n/a	7

Miglioramenti Ranking

www.amtsrl.it

Keyword	Pos	Var	Vol	Visite att.	Var. visite	KD
a m t srl	1	1 ↗	210	96	63 ↗	33
amt spa	40	10 ↗	70	n/a	0 ↗	33
tubo meccanico grosso spessore	23	28 ↗	40	n/a	0 ↗	14
tubi cromati esternamente	26	3 ↗	40	n/a	0 ↗	18
tubo trafilato inox	24	7 ↗	20	n/a	0 ↗	5
assali kart	22	5 ↗	20	n/a	0 ↗	19
tubi per cilindri oleodinamici	23	2 ↗	20	n/a	0 ↗	15
tubi rettificati	26	1 ↗	20	n/a	0 ↗	15
amt aspiratutto	9	42 ↗	10	1	0 ↗	13
tubi per cilindri	20	31 ↗	10	n/a	0 ↗	19
iso amt	23	28 ↗	10	n/a	0 ↗	26
acciai risolforati	21	10 ↗	10	n/a	0 ↗	12
costruire telaio go kart	23	4 ↗	10	n/a	0 ↗	50
tubi levigati	12	2 ↗	10	n/a	0 ↗	15
costruire roll bar	23	1 ↗	10	n/a	0 ↗	37

Perdite Ranking

www.amtsrl.it

Keyword	Pos	Var	Vol	Visite att.	Var. visite	KD
www.amt.it	30	-1 ↘	320	n/a	0 ↘	20
amt.it	16	-1 ↘	140	n/a	0 ↘	10
rettilinearità	46	-1 ↘	140	n/a	0 ↘	36
tubo cromato esternamente	40	-7 ↘	40	n/a	0 ↘	9
tubi meccanici grosso spessore	42	-1 ↘	40	n/a	0 ↘	13
tubo lappato	20	-10 ↘	20	n/a	0 ↘	7
dimensioni go kart	42	-9 ↘	20	n/a	0 ↘	34
tubi acciaio milano	36	-6 ↘	20	n/a	0 ↘	29
tubo cromato rettificato	43	-5 ↘	20	n/a	0 ↘	2
tubi rettificati internamente	10	-1 ↘	20	1	0 ↘	9
barre forate acciaio al carbonio	17	-1 ↘	20	n/a	0 ↘	26
www.amt.com	42	-15 ↘	10	n/a	0 ↘	14
traffilatura tubi acciaio	47	-8 ↘	10	n/a	0 ↘	17
acciaio saf 2205	47	-7 ↘	10	n/a	0 ↘	17
sstf	37	-5 ↘	10	n/a	0 ↘	40



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WWW.SEOZOOM.IT

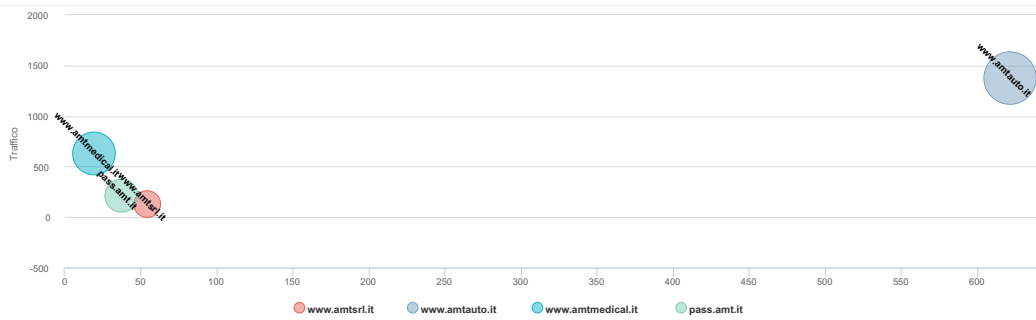
Competitor organici

www.amtsrl.it

#	Domaino	Competitività	ZA	Kwd competitor	Top Keyword in comune	Andamento	Vol. competitor	Il tuo volume
1	www.amtmedical.it	100	25	19	2		630	129
2	www.amtauto.it	100	33	621	2		1.376	129
3	pass.amt.it	50	22	37	1		212	129

Stima principali competitor

www.amtsrl.it





References

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