

10th Newsletter



CROSS-INNO-CUT
Cross border implementation of
innovative cost cutting
technologies

Project Partners

***Federation of Industries
of Northern Greece***

***Aristotle University of
Thessaloniki
URENIO Research Unit***

***South-West University
"Neofit Rilski"***

***Industries Association of
Eastern Macedonia***

***Federation of Industries
of Rhodopi***

***Industrial Association of
Petritch***

***Union of Industry and
Manufacture of Xanthi***

***Industrial Association
Karjali***

***Federation of Industries
of Evros***

Action Planning – Marketing through social media

If you operate a small to medium manufacturing enterprise and if:

- you haven't attracted not enough new customers
- most of the marketing costs (above 80%) are used only for **printed materials and events participation**
- the **effectiveness of the key marketing initiatives is low**
- the marketing costs for **social media marketing** are less than 20% of the marketing costs – around 500 EUR per year

Then this article could help your company to improve its business performance and should assure a better **visibility and positioning** of the company among key markets and players.

Action plan objectives for the Case High Cost Marketing through Social Media

The immediate objective of the project is to enhance the company website, by adding additional electronic orders functionality, as well as to structure further and provide additional products information and specifications.

This contribution will be the first step in the overall goal, where on a later stage the company could further enhance its web-site, including additional functionalities, like marketing surveys, feedback and claim forms, electronic payments, delivery terms specifications etc.

The proposed Action plan put emphases on the following issues:

- **cost effective way to reach potential clients**, where the last could review in more details the company capabilities, products groups, products specifications and potential other client references
- **receiving orders quickly and precisely** with the lowest possible costs;
- **the ability to establish and maintain relationships with key preferential clients** (producers), with the minimum participation of intermediaries.

Additionally focusing on the identified high-cost area **“Marketing trough social media”**, the following key problems has been identified by the expert consultants:

- **Lack of effectiveness in marketing trough social media**, i.e. no Facebook profile, no Twitter, no company blog.
- **The web-site of the company** contains some key information about the company, products, and contact details, but the web-site is only a tool for **passive information presentation**. It is not used as a modern social media marketing tool. It is not supporting the company to create interest and attention around its products and to establish and maintain relationships with key clients and partners.

If the web-site of your company is of decent quality in terms of user friendliness and easy to navigate and it also lacks key information, as well as key functionality that could increase its usage and strategic importance for the company. Bellow are presented the technical specifications for solution of that problem:

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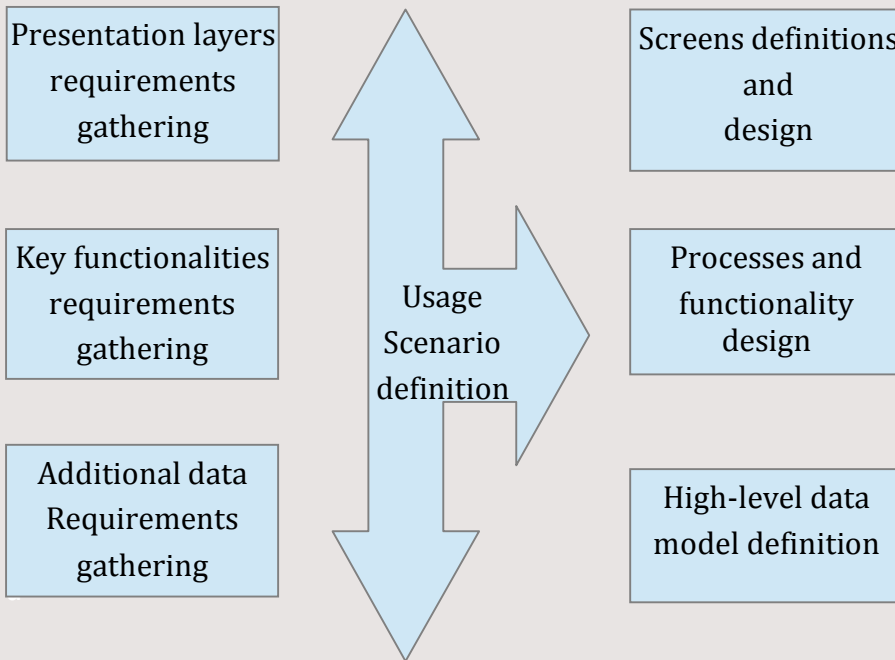
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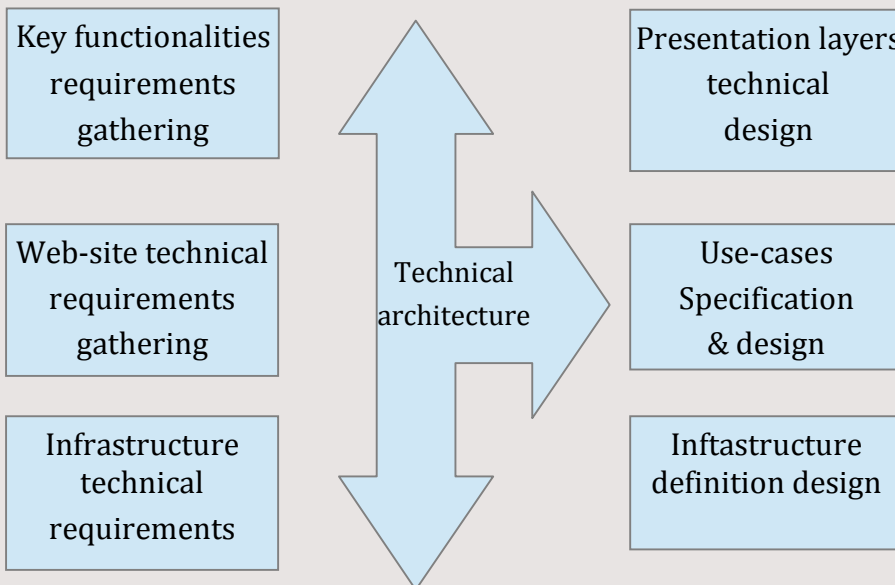
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A) Functional specification of the changes required



B) Technical specification of the changes required



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Impact of Direct Marketing

Impact of technical solution through Marketing and Social Media

Product promotion

E-commerce enhances promotion of products and services through direct, information-rich, and interactive contact with customers.

New sales channel

E-commerce creates a new distribution channel for existing products.

It facilitates direct reach of customers and the bi-directional nature of communication.

Direct savings

The cost of delivering information to customers over the Internet results in substantial savings to senders when compared with non-electronic delivery.

Major savings are also realized in delivering digitized products versus physical delivery.

Reduced cycle time

The delivery of digitized products and services can be reduced to seconds.

Also, the administrative work related to physical delivery, especially across international borders, can be reduced significantly, cutting the cycle time by more than 90 percent.

Customer service

Customer service can be greatly enhanced by enabling customers to find detailed information online. Also, intelligent can answer standard e-mail questions in seconds and human experts' services can be expedited using help-desk software.

Corporate image

On the Web, newcomers can establish corporate images very quickly.

Corporate image means trust, which is necessary for direct sales.

Traditional companies such as Intel, Disney, Dell, and Cisco use their Web activities to affirm their corporate identity and brand image.

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When considering the benefits of Direct Marketing and Social Media, combined with the company's objective to improve its visibility and access to key markets and clients, enhancing the functionality of a web-site would achieve the following dimensions:

- **Potential clients attraction** – this could be combined with Search
- **Potential clients detailed information provisioning** – providing easier access to company and product information (including technical specifications), will increase the chances of additional orders for the company
- **Client orders with minimum interaction** – making easy for the client to submit specific orders without human interaction, by utilizing the functionalities of the web-site, will increase the effectiveness of the orders, may improve the effectiveness, as well as may reduce the risks of mistakes
- **A tool for quick and cheap marketing survey** – increased interest and usage of the web-site may generate additional key information about the clients' behaviour. Additionally, the company could consider initiating some short surveys via its web-site, in order to gain additional key information, as well as to promote further its channel.
- **Improving the knowledge about current and potential clients, their preferences, questions, demands and preferred ways of interaction** – with the time a lot of valuable client information will be gathered that will be a crucial base for exploring customers behaviour and preferences, in order to offer more customer-friendly services and products.

The proposed solution is highly-recommended

The expected **benefits from this action plan implementation** are:

- Leverage and utilization of the currently available technology (current company web-site)
- Cost-effective solution that will be focused on enhancing current functionalities with providing electronic orders.
- Improved customer experience making the site-more intuitive, easy to navigate and to find additional information

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