

Graduation Presentation



Driving Sales Growth in Greece: Leveraging
Marketplaces and Search Engine Advertising (SEA)
Campaigns

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Content

1. Purpose of the research
2. Professional product
3. Recommendations
4. Implementation plan
5. Feedback about professional product

01.

Purpose of the research Medisol

- **Introduction:** Medisol's expansion plan 2023.
- **The objective of this research:** To develop a strategic approach for Medisol's success in Greece.
- **Specific goals:** To identify challenges and opportunities in the Greek market, develop professional products to enhance marketplace presence and collaboration, and provide actionable implementation plans for driving sales growth.
- **Importance:** This research is crucial for Medisol's expansion efforts as it provides insights, strategies, and recommendations tailored to the unique market dynamics of Greece.



02.

Professional Product

01: Marketplace (Skrouzt)



PARTNERSHIP WITH SKROUTZ

Highlighting the significance of using Skrouzt



KEY ACTIONS TAKEN

Surveys, Market Research, Competitor Analysis, Product Research, Interviews



02.

Key Findings

01: Marketplace

Conducted surveys

- High level of familiarity with Skrutz
- Important purchase factors: convenience, trust and price
- Target audience predominantly prefers shopping online
- Credit/debit card payments



Market Research

- Skrutz the No.1 Marketplace in Greece
- Analyzed the competition on Skrutz
- Alignment with Medisol's target audience
- Credit/debit card payments



Product listing and pricing

- Medisol positioned itself favorably in terms of pricing for Primedic Heartsave and Zoll AED's
- Medisol should lower their prices for the Mindray and CU Medical
- Medisol should explore the possibility of obtaining Heartsine (most popular) AEDs with the right configuration panel

02.

Professional Product

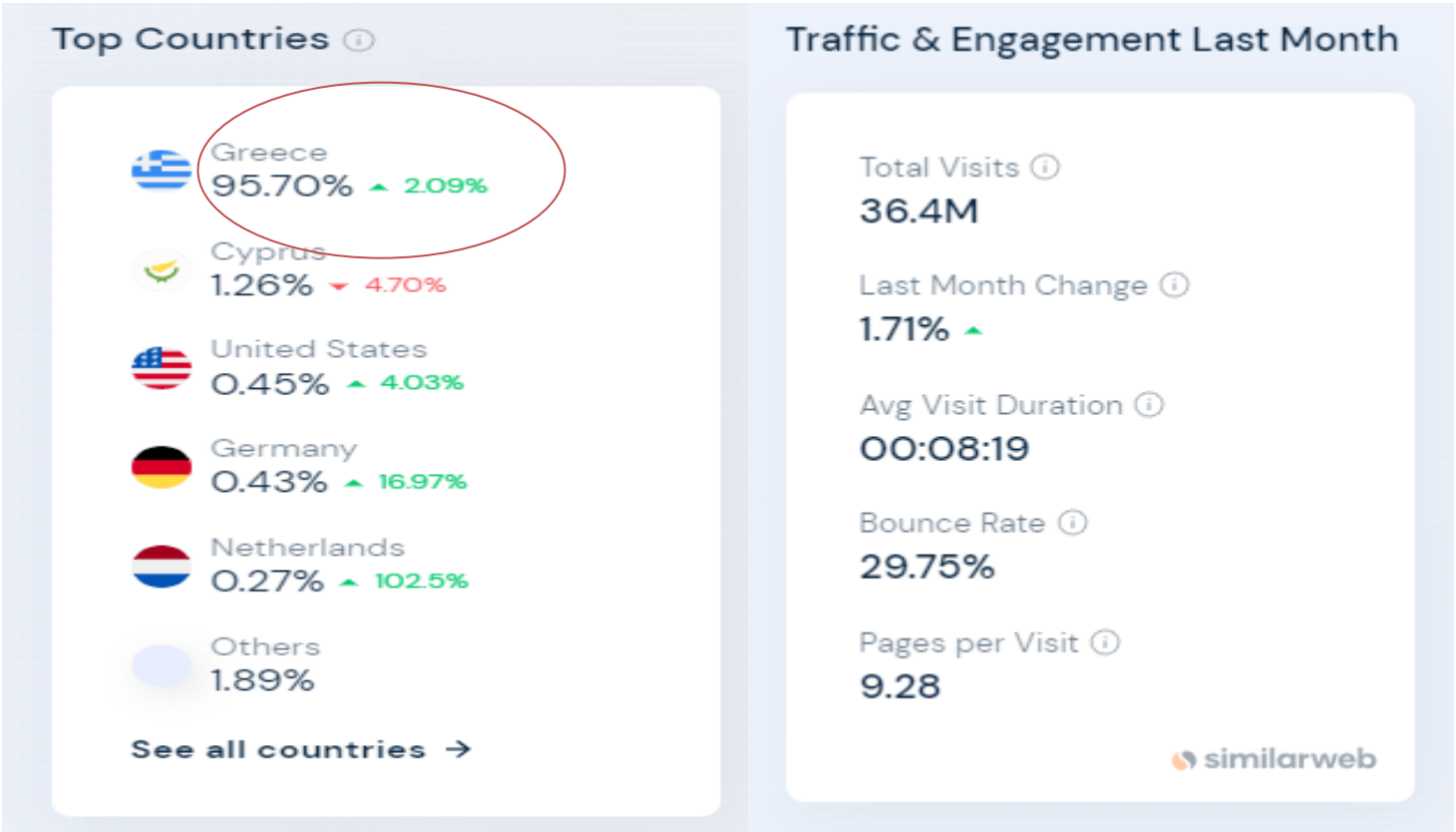
01: Marketplace

How can Medisol develop sales through Skroutz?

- 1. Wide Customer Reach
- 2. Trusted Platform
- 3. Targeted Advertising Opportunities

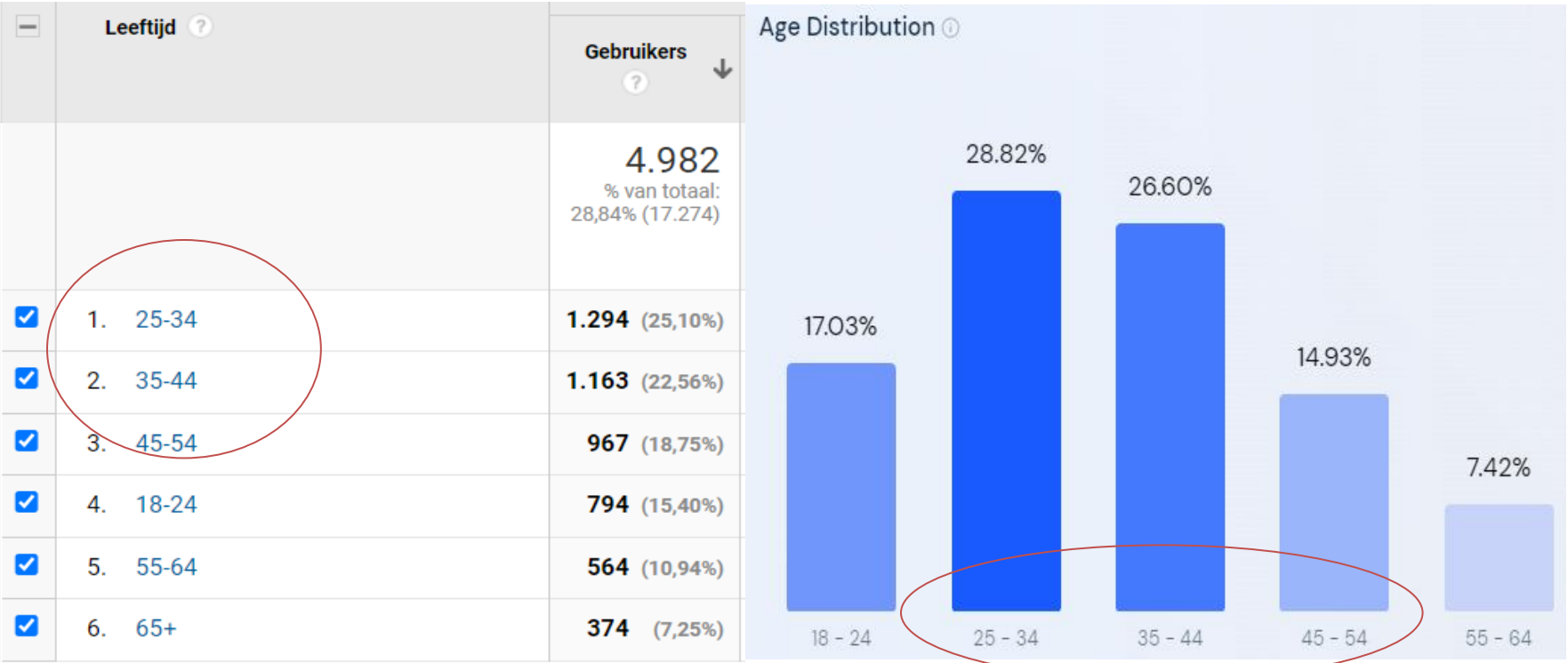
Benefits

- 1. Increased Visibility & Exposure
- 2. Trust and Credibility
- 3. Marketing Insights & Analytics



Source: Similiarweb (<https://www.similarweb.com/website/skroutz.gr/>)

Age distribution Medisol VS Skroutz



Source: Google Analytics (<https://www.analytics.google.com>)

Source: Similiarweb (<https://www.similarweb.com/website/skroutz.gr/>)

02.

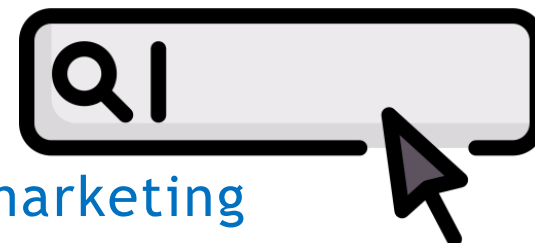
Professional Product

02: SEA



POWER OF SEA





The importance in digital marketing



KEYWORD SELECTION

Targeting the right audience

Χορηγούμενο :

 <p>Απινιδωτής Rescue Sam Full Automatic 1.150,00 € medical.gr Δωρεάν αποστολή Από Google</p>	 <p>Αυτόματος Απινιδωτής Smarty... 830,00 € Charitos Δωρεάν αποστολή Από Google</p>	 <p>ΠΙΝΑΚΙΔΕΣ ΣΗΜΑΝΣΗΣ... 2,25 € Epigrami.gr +7,00 € έξοδα αποστολής Από Google</p>	 <p>Πλήρως Αυτόματος Απινιδωτής Progetti... 865,00 € Charitos Δωρεάν αποστολή Από Google</p>
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<input type="checkbox"/>	Ζοekwoord (op relevantie)	Gem. maandelijkse zoekopdrachten	Wijziging over 3 maanden	Wijziging jaar op jaar
Zoekwoorden die u heeft opgegeven				
<input type="checkbox"/>	απινιδωτής	4.400 	+23%	0%
<input type="checkbox"/>	defibrillator	720 	0%	+22%
<input type="checkbox"/>	απινιδωτές	720 	+48%	+233%

Source: Google Ads (ads.google.com/keywordplanner)

02.

Key Findings

02: SEA

Keyword Analysis

<input type="checkbox"/> Zoekwoord (op relevantie)	Gem. maandelijkse zoekopdrachten
Zoekwoorden die u heeft opgegeven	
<input type="checkbox"/> απινιδωτής	4.400
<input type="checkbox"/> defibrillator	720
<input type="checkbox"/> απινιδωτές	720



<input type="checkbox"/> zoll	140
<input type="checkbox"/> zoll aed plus	90
<input type="checkbox"/> zoll aed	20
Suggesties voor zoekwoorden	
<input type="checkbox"/> απινιδωτής zoll...	20
<input type="checkbox"/> zoll online	10
<input type="checkbox"/> zoll aed 3	10
<input type="checkbox"/> aed zoll	10
<input type="checkbox"/> fechterschneck...	10
<input type="checkbox"/> zoll aed trainer	10
<input type="checkbox"/> zoll 3 aed	10

<input type="checkbox"/> philips hs1	20
<input type="checkbox"/> αυτόματος απι...	20
<input type="checkbox"/> απινιδωτής zoll...	20
<input type="checkbox"/> aed zoll	10
<input type="checkbox"/> aed philips	10
<input type="checkbox"/> schiller fred easy	10
<input type="checkbox"/> defibrillator zoll	10

- It is recommended to incorporate also more brand-specific keywords in the advertising strategy. This recommendation is supported by the keyword analysis, which indicates a significant surge in consumer interest in the **ZOLL brand**.

02.

Professional Product

02: SEA

How can SEA boost the sales in Greece?

1. Increased Online Visibility
2. Targeted and Relevant Reach

Benefits

1. Increased Website Traffic
2. Improved Conversion Rates



02.

Professional Product

03: Collaboration between Marketing and Sales

Establish regular meetings

1. Improving communication
2. Fostering collaboration
3. Achieving shared goals

Define clear roles and responsibilities

1. Continued progress
2. Fill the resource gap

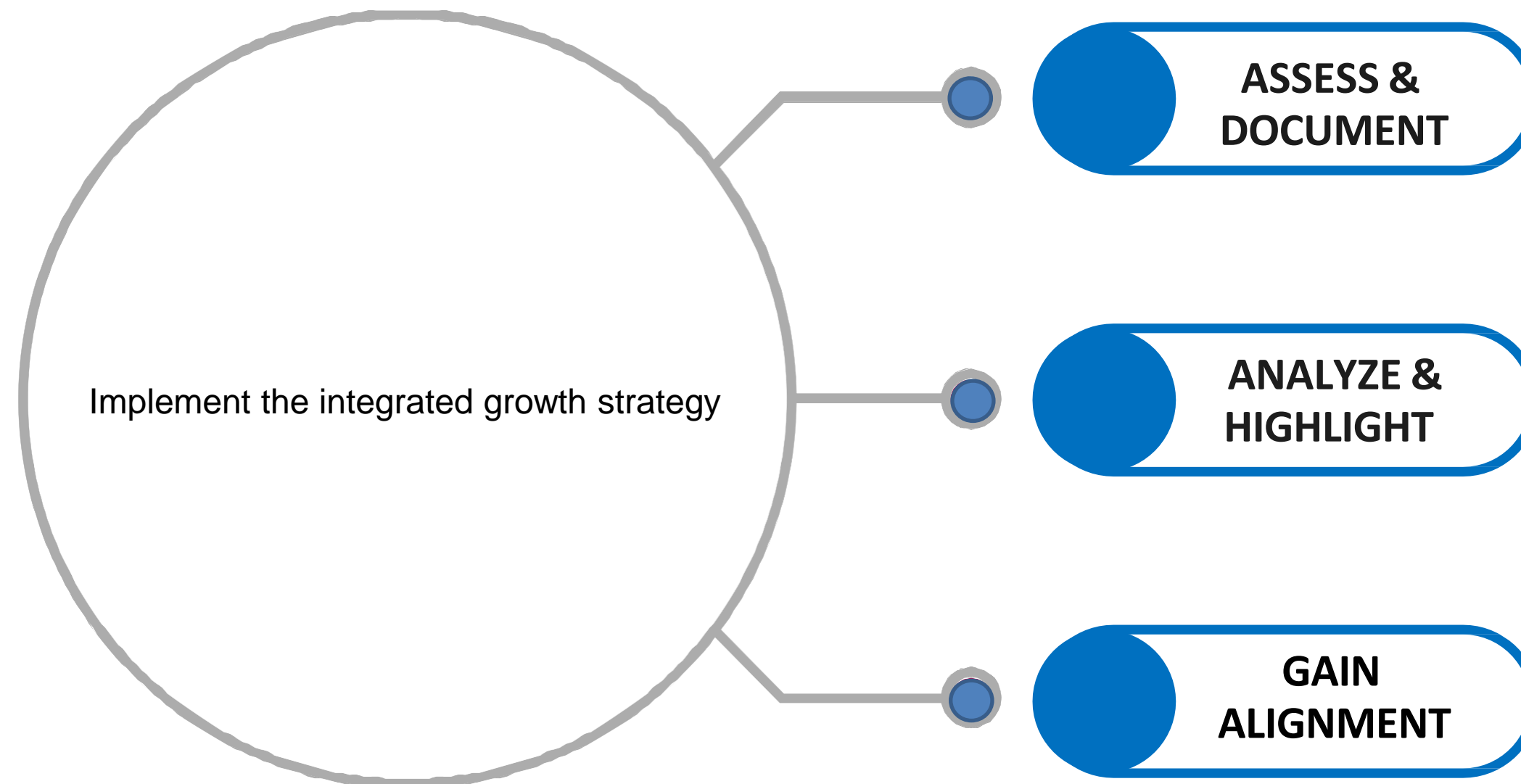
Next Steps

Aspects	Details
Meeting Arrangements	- Shared responsibility between Marketing and Sales teams - Designated coordinator/team lead can arrange the meetings
Frequency	Monthly
Attendees	Representatives from Marketing and Sales teams (managers, team members)
Meeting Duration	1-2 hours, depending on agenda and discussion needs
Fixed Agenda Items	- Upcoming marketing campaigns - Market trends and insights - Customer feedback - Sales goals and strategies
Roles and Responsibilities	Clear definition of roles and responsibilities within Marketing and Sales teams (no HR involvement needed)
Efforts from both teams	Setting up performance metrics and tracking systems

03.

Recommendation

Unleash the Potential: Empowering Medisol's Sales in Greece for Future Growth



Why?

Measure the strategy effectiveness to facilitate continuous improvement.

Why?

Sales and Marketing see a lot of opportunities in the new markets.

Why?

Medisol recognizes the tremendous potential and places a high priority on developing sales in the new market.

04.

Implementation plan

Marketplace

01

Strategy

- Building a presence in Greece
- Sponsored posts

02

Listing & Optimization

- Product listing
- Relevant keywords
- Optimizing pricing

03

Budget & Time

- Duration: 2 months
- Managing: 3 hours a week
- Registration fees: €400/year
- Marketing agency: €120/hour
- Advertising costs: €200/month

04.

Implementation plan

Marketplace

04

Day-to-day Activities

Tasks	Monday	Tuesday	Wednesday	Thursday	Friday
Pricing/Product Optimization	✓				
Sponsored Posts	✓				
Analyzing outcomes					✓
Customer Engagement	✓	✓	✓	✓	✓
Competitor Analysis					✓
Predictive Analysis					✓

04.

Implementation plan

SEA

01

Strategy

- Conversion-focused marketing strategy
- Shopping ads / search ads

02

Ad creation and copywriting

- Keyword selection
- Product selection
- Ad description
- Campaign setup and configuration

03

Budget & Time

- Duration: 2-4 weeks
- Managing: 2-3 hours a week
- Advertising costs: €300/month

04.

Implementation plan SEA

04

Day-to-day Activities

Tasks	Monday	Tuesday	Wednesday	Thursday	Friday
Campaign Review					✓
Keyword Analysis	✓				
Bid Adjustments		✓			
Ad Copy Updates			✓		
A/B Testing					✓
Performance Analysis				✓	
Budget Management				✓	

05.

Feedback about professional product 1

Proof of SAF(e)

"The research provides a good foundation for the implementation plan of marketplaces. Thanks to the plan, we know which marketplace is most used in the Greek market and how to deploy it. The implementation planning is in a logical structure for getting started with marketplaces. It takes into account not only how to set up an account on Skroutz, but also how to proceed with growth. Different perspectives were considered, making the plan complete and practical to use."

Marjolein Luijk
Senior marketing specialist

"I appreciate the time and effort you have put into your invaluable research, you have done an amazing job and should be very proud of yourself! I am particularly excited about the Skroutz platform and look forward to sell on this marketplace. I hope to see more of you at Medisol in the future, you would be an asset to the company!"

Candy Johnson-Brown
Sales consultant – International Market

05.

Feedback about professional product 2/3

Proof of SAF(e)

The Board of Directors fully supports the plan to explore the Greek market, demonstrating their firm belief in the immense potential this market offers. They have indicated their eagerness to tap this market and have great confidence in the success of Medisol's efforts. Their enthusiastic support and commitment to this venture reflect a strong belief in the opportunities Greece offers to expand the company's reach and achieve significant sales growth.

Board of Directors

“The professional products are very useful for our marketing department. These products provide a foundation for further growth. The products are now focused on just the Greek market. But we can certainly reuse them to build a foundation for other ‘new’ countries/markets”.

Marjolein Luijk
Senior marketing specialist

Thank You for Your Attention!

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