

Digital Marketing Strategy

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Secad's challenges



Generating new Leads

Without a digital presence, Secad relied exclusively on Word of mouth to find new customers.



Mobile-friendly approach

The website was developed only for Desktops. This made it impossible to visit from a phone.



Driving relevant traffic to the website

Because no activity was undertaken, Secad's website had reduced traffic in 2021



Lack of a effective strategy

The activities undertaken online with the Newsletter and website lacked coordination and a specific end goal.

Solutions

- ✓ **Optimize the website**
- ✓ **Build a Linkedin Company profile**
- ✓ **Create weekly newsletter**
- ✓ **Monitor and optimize**



Website optimization

We created a sitemap and optimized for Keywords. On selected keywords, we improved the ranking on Google from the 7th page to the 2nd.



Secad on LinkedIn

We built a profile and grew a community by creating relevant content.



Weekly newsletter

We built a content creation schedule and wrote weekly newsletter for a foreign and a an Italian list.



Implement data feedback

We analyzed the results. Producing more of the content that performed best and understood why some content performed poorly.



How We started

First meeting to develop a digital plan

Nov, 2021

Purchased software and developed a content creation schedule

Jan, 2022

Secad agrees on the developed plan

Dec, 2021

**Received our first quotation
requests and engagement**

Apr, 2022

**Grew a 350+ people community on
Linkedin and doubled the traffic to
the website**

July, 2022

**Created our first Linkedin post
and newsletter**

Feb, 2022

**Received price quotations for over
2 million euros!**

Jun, 2022



What we achieved



Created a network on LinkedIn



Built engagement and awareness with the newsletter



Created a better experience on the website

Thank you!

