

Internationalisation through Digitalisation

Interreg DigitSME

Manual workshop series 2 Social media, newsletters and inbound marketing

It pays for companies to be digitally well positioned and internationally active. "Digital competence and international strength"
This initiative was launched by the partners in the Euregio Meuse-Rhine, Hogeschool Zuyd, Agence du Numérique, Basse-Meuse Développement, Voka Kamer van Koophandel Limburg, IHK Eupen and IHK Aachen.
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How do you develop an international social media strategy?

1. Social media marketing

You can purposefully place eye-catching campaigns with social media and position yourself in the competitive environment. Public relations and network expansion are at the forefront in social media. You generate leads and acquire new customers with postings, paid promotional campaigns and influencer marketing. The TOP 3 social media channels in Germany are Facebook, YouTube and Instagram.

The POEM concept

- Paid media:** Paid advertisements on Instagram, Facebook, Pinterest, Google; influencer cooperation, etc.
- Owned media:** Own social media channels, e.g. TikTok, Facebook, YouTube, LinkedIn
- Earned media:** Recommendations, shares, comments, mentions, discussions, etc.

Global-local-strategy for social media

“65% of the users prefer commercial content in their mother tongue, even if they are proficient in English.”

International marketing often fails due to factors and connotations of language. Addressees, channels, messages, design, and language should therefore always be analysed and selected against the backdrop of geographical markets. Proceed as follows:

- 1 Define global and local goals
- 2 Determine target groups
- 3 KPI: Measure success
- 4 Probe the channels and networks
- 5 Develop and draw up editorial strategy
- 6 Define messages, language, design
- 7 Design and place paid and organic social media content
- 8 Manage community

How to start? Where to start?

Outline your mission and the central values of your organisation and derive from it what you would like these to achieve by use of social media. Note down, which players should be involved in the conceptualisation and enquire with all the persons involved the expectations from social media.

You can gain in-depth knowledge with a SWOT analysis. You can then define the significance of different channels for reaching your goals based on the research on social media usage behaviour and online media consumption.

Dos:

- Take into account multiple social media profiles
- Create the structures for a global team
- Prepare central wording lists with translations
- Coordinate the different editorial plans
- Consider the national and local holidays
- Prepare a tonality briefing
- Put localised posts and plan in local time zones
- Keep a track of the analytics

Paid contents (paid)

Short term
Targeted
Budget control
Target group placement

Organic contents (organic)

Long-term
Dependent on algorithm
Frequency obligation
High control loss

Spotlight on LinkedIn: International HR communication

In 2020, the number of conversations conducted on LinkedIn rose by 55%. With over 810 million members, LinkedIn is the largest of these networks worldwide. Articles with images get 2 x more commitment. 80% of the commitment is made with content using mobile terminal devices. 27% of LinkedIn traffic comes about through mobile terminal devices.

Pages

Free
Well-suited for social SEO
High organic commitment
PDF uploads possible
Publication of articles
Creation of surveys
LinkedIn advertising possible

Premium pages

Chargeable
Add-ons available, e.g. Life tabs

Dos:

- Short copies with image, video, or link
- Start long texts sharply, paragraphs and emoji for structure
- Upload videos natively and provide subtitles
- Show face (“Personality”)
- Work with photographs
- Support figures with graphs
- Place localised LinkedIn advertising and organic content

Spotlight on Instagram: Awareness by visual contents

Used by over 1 billion active users worldwide; approximately 28 million of them are from Germany. Brands can enhance their reach on the visual platform, pursue image cultivation, open up to “younger” target groups and even acquire new fellow campaigners through free business profiles. 65% of the Gen Z prefers to use Instagram the most, closely followed by YouTube at 63%. Instagram videos generate 2x more commitment than photos. Instagram reels get 22% more commitment in comparison to the normal videos on Instagram.

Dos:

- Take some time for the set-up and get to know the features
- Create a central image pool
- Define the feed headings and develop recurring formats
- Create templates in Corporate Design (CD)
- Use the (local) hashtags
- Create (interactive) stories
- Use reels with Instagram songs
- Follow the relevant accounts
- Integrate with your community
- Consistent feed
 - Regular posts
 - Emotional imagery
 - Short and long captions
 - Hashtags and locations
- Create reels and guides
- Links to the website in the stories
- Create story-highlights with cover images in corporate design

Check list: Design static feed posts

Is wrapped according to size & square or 4:5.

The caption has a perfectly understandable structure and begins "concisely"

Links are placed in the bio and/or presented through service provides such as Linktree (please inform with respect to GDPR [General Data Protection Regulation])

Hashtags and location information are used

Each slide works for itself in carrousel postings.

2. Newsletter marketing

Mailing

- Limited in time or punctual
- Increase in sales
- Commercial background

Newsletter

- Regular
- Content-based
- Constant presence = customer retention

Design and send newsletter

Create trust

The newsletter sender should ideally be the first name and surname of a person in the company or the official company name. The subject is catchy and arouses the recipient's curiosity. The relevant brief information to the content is incorporated in a so-called pre-header.

A newsletter should not be overloaded and stimulate the reader to read further. At their best, the content have an additional value and give the recipients the feeling that the content was written just for them.

Avoid the suspicion of spam

Avoid capitalised words, double punctuation (e.g. "!!") and suspicious formulations.

Designing the newsletter

Creating a set of templates with the corporate design is very helpful. Insert a variable for the personal salutation. Put variations with short, mid-length and longer sentences to avoid monotony and keep the text short overall.

Refer the interested persons to the website or a separate landing page with a call-to-action. Pay attention to the regulations of data protection law and the obligation to provide imprint even in the newsletter.

Sending the newsletter

The time of sending depends on the subject and the target clientele. Follow the business hours in B2B contacts and ask yourself, when is the best time when your existing customers are reachable. Send the newsletter with a specialised newsletter program, in which you can also see the indices such as opening and clicking rates.

Understand the interested parties through data

3. Collect, understand, and use data

1 Find your own strategy

Develop a strong vision, and **example:**

Kosmetikfuchs is the leading, digitally positioned specialised skincare store for high-quality care cosmetics in Germany, which understands the customer and perfectly advises her.

Define your most important target groups, collect information about their purchase decision-making process and how they experience the individual stages in this process.

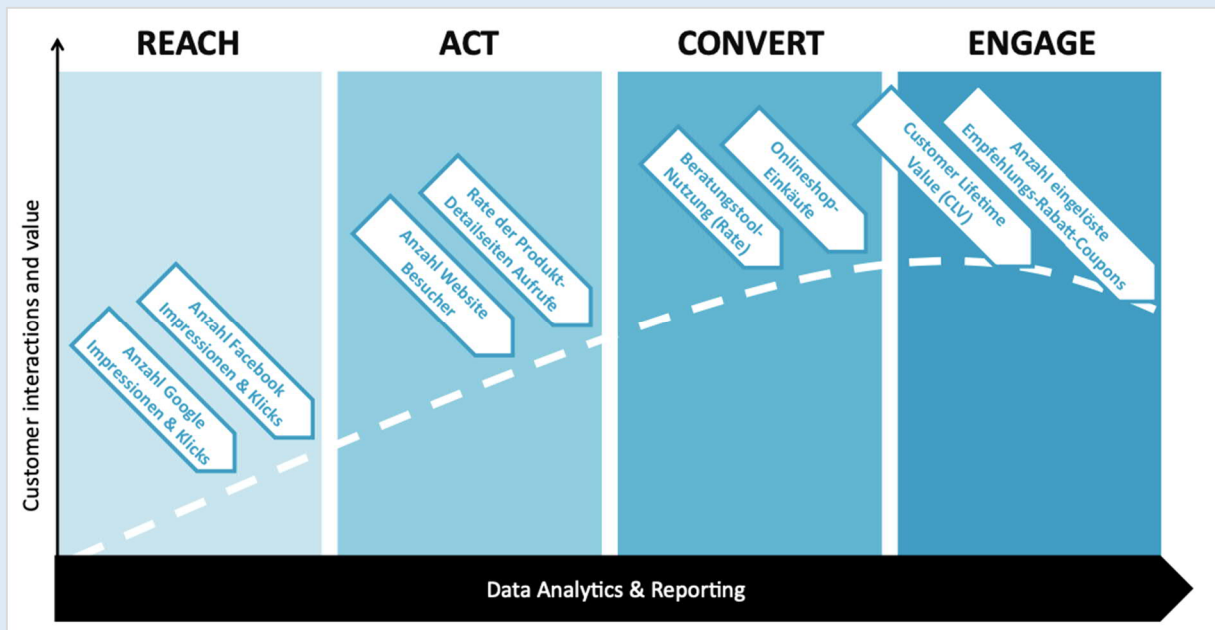
2 Define goals and indices

An index is a measurable value, which visualises and focuses on long-term success in the best possible way. Always define the desired goal in the context of the **S-M-A-R-T** rule, an **example:**

The number of posts put on Facebook should be increased by a factor of 10x by May 2022. It was 123,456 per month in May 2021. It should be 1,234,560 per month in May 2022.

Potential **sources** for these indices are:

- Web analytics/app analytics
- SEO tools
- Google Search Console
- Google Analytics
- Google My Business
- Google Ads/Bing Ads
- Social Media Insights
- Competitor data



3 Safely implement and measure data

Data protection forms the framework for the measurement of data on the Internet. An implementation of web tools such as Google Analytics is always accompanied by an adaptation of the corresponding instructions in the data protection guidelines of the website. Larger companies work jointly with external data protection officers to fulfil all the regulations.

Do not underestimate the time expense for the measurement and plan in this time for projects right from the start.

4 Establish a data driven culture

Provide the entire team with selected indices and establish regular meetings where the development you discuss the development of these indices. Derive the future measures and while doing so, note who makes an impact on these figures with the daily work.

5 Implement improvements quickly and improve constantly

Idee	Hebel	Aufwand	Punkte
Idee 1: Chatfunktion anbieten	5	1	5
Idee 2: Navigation optimieren	3	3	1
Idee 3: Hauttypstest einführen	1	5	0,2

You can establish an idea pool to actively drive innovations. The idea with the most points wins. Always validate the expenses with those, who should implement the idea.

A/B testing helps in varying ideas in their implementation and gathering empirical values. Make sure that you always vary just one feature of your measure to be able to clearly measure the impact of this feature on the success.

You can achieve higher customer satisfaction in the different target groups by personalisation. You can use the data from the web tools for segmentation, e.g.: Demographic data, user behaviour, media behaviour.

Improve customer experience by using tools.

4. Tools and web tools

The following web tools are always implemented in the context of the latest data protection laws. Measure only those indices, which are relevant for you or your team members.

Google Tag Manager:	Use interaction data of the website users by implementing event triggers, e.g., clicks on a call-to-action button.
Google Analytics:	Information about the website users, e.g., traffic, page views, demographic data can be gathered using Google Analytics.
Google Looker Studio:	Dashboards with the relevant KPIs provide all the team members with an overview of the current state. Success measurement can be retrieved at any time.
Google Search Console:	You can initiate the indexing of your website at Google with GSC. Based on an error report, you can then carry out the relevant adaptation to your website.
Mouseflow/Hotjar:	Websites can be adapted and analysed individually for visitors using Hotjar.
SEO tools:	Paid SEO tools can be used have the visibility progresses shown and conduct keyword researches and competitor analyses.

5. Inbound marketing

Definition: Inbound marketing is a holistic, data driven marketing approach, which makes individual persons aware of your brand and converts them into permanent customers.

By publishing the right content at the right time at the right place, your marketing becomes relevant and helpful for your customers and does not have an interfering effect.

54% more leads can be generated by inbound marketing in contrast to the outbound marketing.

Inbound marketing is **61%** cheaper in comparison to outbound marketing. An average outbound marketing lead costs €346, whereas an inbound lead costs €135.

An lead is a person, who has shown interest in the product/service of your company. Lead generation is the process of recruitment, conversion of strangers and potential customers into persons, who show interest in the products/services of your company.

Best practice: Sale of swimming pools

The target group

An 38-50 year-old couple with two children in the age of 10 to 12 years. The family resides in Limburg, Belgium and owns a house with a garden. Since both the parents are pursuing a time-intensive job, they are looking for a simple option to relax with the family. They do not have time for service provider and price comparisons and want to avoid the “paperwork”.

The “bait”

Social media ads and Google Ads lead to Pool-Konfigurator and to registration with an email address

Following measures after registration

- Email based on the calculator results + call-to-action
- Email with testimonials, experience reports + call-to-action
- Email with discount campaigns for limited time + call-to-action

Following measures after order

- **Immediate:** Email with a video message from the director (“We take care of your pool”)
- **Three weeks before installation:** White paper by email with pool games
- Email **one week before the installation**, to introduce the employees
- **After completion of the installation**, you leave behind a gift (e.g. a pool-party box)
- Email **on the day after the installation** (“Did everything go well?”)
- Email **3 weeks after the installation:** “I hope you have a lot of friends at your pool. If you recommend us to a friend, you will receive...”



Potential channels for the first inbound step

- Facebook Instagram Google
- Stories
- TikTok
- Pinterest
- YouTube
- LinkedIn
- Website
- Pop-up on the website
- Events
- Trade fairs
- Physical shops
- Shops of a friend

Lead magnets for the following measures

- Check list
- Roadmap
- Info brochures
- White paper
- Templates
- Calendar
- Case study
- Trend report
- Lookbook
- Training
- Newsletter
- Email sequence
- Video sequence
- Course
- Survey
- Waiting list
- Slideshare
- Podcast
- Benchmark / comparison
- Webinar
- Online info session
- Voucher / discount
- Sweepstake
- Computer
- Tool / planner
- Quiz
- Chatbot
- Freemium product
- Free test
- Recommendation reward
- Member-gets-member advertising
- Lead info

Tool for implementation HubSpot

HubSpot is an inbound marketing and sales platform, which supports the company in generating and converting leads. It connects content management system and sales, service and marketing platforms to each other and enables a constant measurement and advancement of the customer communication and sales processes.

HubSpot CRM platform

Unify your marketing, sales, and service databases, manage contacts, company documents, and forms.

- Share context related information between the teams, e.g. customer contact information, documents and templates.
- Organisation and tracking of customer communication with monitoring dashboards, live chats, bots etc.

HubSpot marketing hub

Draw attention with blogs, videos, social media, SEO and ads.

- Convert leads with email marketing, marketing automation, landing pages, A/B testing, forms and content with additional value
- Measurement and individualisation by web analyses and segmentation

HubSpot CMS hub

Create website experiences and refine with drag-and-drop editor, website themes, and interactive web apps.

- Personalisation of website by SEO, dynamic content, web analyses, etc.
- Technical website settings with SSL certificate, website success measurement, security monitoring

HubSpot sales hub

Encourage interaction with customers via email automations, Outlook integrations and workflows.

- Deepen customer relationships with the help of scheduling, mobile CRM app, live chat.
- Monitoring of pipeline and projections

HubSpot service hub

Customer service software with ticket system, inbox, and bots to record and work on customers' opinions.

- Proactive customer service

HubSpot operations hub

Link and clean up the customer data, automate the processes and prepare data sets for reporting to create a smooth customer experience.

- Automation of processes
- Customer reports and measurements

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