

# DIGITAL STRATEGY FOR XXXXX LIMITED

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## Appendix

## **Executive Summary**

The aim of this project is to develop a digital strategy for an Irish construction company, XXXXX Ltd (XXXXX). I analysed its organisational background and situation based on desk based research and interviews for XXXXX. It is expected that the construction sector in Ireland will see a rise in more business opportunities, and also experience a serious shortage of human resources across the sector. Ireland has an edge on information technology, but the industry is not familiar with digital marketing. Moreover, business to business (B2B), in general, have different perspectives and expectations for digital technology for their business.

This report addresses how digital marketing can contribute to XXXXX's business activity. In detail, some digital tools: websites, Facebook, LinkedIn, Google Plus, Twitter, Instagram and Pinterest are suggested as their branding tools for their potential clients & business partners, and human resources. The New Digital Marketing Team will take an initiative in the implementation with close alignment with internal and external stakeholders, in particular, Directors in XXXXX. This team will launch these tools by the end of March 2017, and make further improvements through on-going monitoring and analysing. Initial measurements of digital marketing impacts are based on the number of visitors, followers and people who "liked" their posts because XXXXX has never had digital marketing activities. Then, deeper analysis for target users' behaviours will be the next step. The cost for initial launch is estimated €[REDACTED] just for website improvement.

Despite the fact that digital marketing in business to consumer (B2C) is directly connected to business outcome, B2B digital marketing has some difficulties in measuring its effectiveness. However, experience in other industries has shown that consistent digital marketing efforts will bring long-term business results. Hence, I would like to propose XXXXX to apply this digital marketing strategy to maximise their business growth.

## **1. Organisational Background**

### **1.1 History and organisation overview of XXXXX Limited**

XXXXX Limited (XXXXX) is an Irish diverse civil engineering contracting company, which was established in [REDACTED] as a plant hire and civil engineering business by [REDACTED]. It has experienced some changes of business formation, and was officially incorporated as XXXXX Limited in [REDACTED] (XXXXX, 2010a). XXXXX is categorised as a family owned business with an extreme reputation in Ireland. It is positioned in the top 20 construction companies by YYY (2016d).

This company has been engaged in numerous civil engineering projects such as major & minor road schemes and infrastructure development for national & local authorities, major private developers, and associated construction industries. Their management is separated into Ireland and the UK, and operation offices are located in Co. [REDACTED], [REDACTED], [REDACTED] and [REDACTED] in Ireland, and [REDACTED] in Scotland (XXXXX, 2010a, 2014, and [REDACTED], 2016).

### **1.2 Business process and client relationship management**

In general, it is difficult for construction firms to predict their business because contracts are mainly selected by tender and the business sector itself is subject to substantial uncertainty ([REDACTED], 2016a). However, annual turnover of XXXXX is over €[REDACTED] and [REDACTED]% of their work comes through competitive tender. This success history has been achieved by the high credibility and reputation of XXXXX (XXXXX, 2010b and [REDACTED], 2016).

While all public construction projects are tendered, private sectors have higher flexibilities in selecting their contractors. XXXXX has successfully gained many repeat contracts from private companies by the high standard of its works. It is striking that XXXXX has strong confidence in their employees' skill specialties. Most of the employees have worked for this company over the long term, and acquired safety awareness and managerial skills through internal and external trainings. This high degree of the employees' expertise has brought XXXXX long-term relationship clients and stable sales records. Furthermore, the sales ratio from these private businesses has increased in recent years. Therefore, XXXXX has demonstrated its strong eagerness to develop and implement updated

construction methodologies and systems for efficient construction for new business opportunities (■■■■, 2016d and ■■■■, 2016).

## **2. Situation Analysis**

### **2.1 Overview of current approach to digital marketing**

According to ■■■■ (2016), up to this point, XXXXX has not had any specific digital marketing strategy. Appendix 1 explains e-tools and their administrators in XXXXX. They utilise several tools: website, LinkedIn, Facebook and Twitter to provide corporate information (XXXXX, 2010b, 2015, 2016b and c). The purpose is to establish the brand to their existing and potential clients & business partners as well as many SMEs, and attract potential human resources (■■■■, 2016 and, Michaelidou, Siamagka, and Christodoulides, 2011). They introduce ad-hoc events such as safety awards and their project completions on e-tools but do not update regularly (■■■■, 2016).

Digital marketing tasks are included in the scope of Purchasing Manager, but are not his main job.

Two people: the Purchasing Manager and the Health & Safety Advisor are involved in digital marketing, but neither of them do not have expertise in this field. Each person is just updating digital marketing contents in a different way on their own responsibilities. Whilst their corporate website pages include Google Analytics source codes, they have never evaluated the value of their digital marketing strategy (■■■■, 2016).

### **2.2 SWOT analysis of digital marketing in XXXXX**

SWOT analysis on Appendix 2 describes the value and business situation of XXXXX besides their digital marketing. We have to pay attention to the core value of XXXXX in addition to the technological environment because value is a central concept of marketing (Kotler and Keller, 2015).

### *Core value and business situation of XXXXX and the construction industry*

XXXXX have established a strong brand in Irish construction industry and gained stable business revenue from their past and current experiences (■■■■, 2016d). They are increasingly incorporating a younger generation in its management thinking. However, they are lacking in strategic sales & marketing activity. Moreover, their conservative family business culture may act as a barrier against new methodologies, such as digital marketing (■■■■, 2016).

The construction industry in both Ireland and the UK is experiencing in an economic boom and new business opportunities can be expected, but is facing a common challenge of skill shortages including engineering graduates (O'Brien, 2016, Martin, 2016, RTÉ Commercial Enterprises Ltd, 2016, and ■■■■, 2016). Additionally, the lack of female graduates in engineering, manufacturing and construction will add to a current serious gender imbalance over the industry (Engineer Journal, 2016a - b, and, Williams, 2015).

### *Digital marketing of XXXXX*

The deficiency of a digital marketing professional in XXXXX is a serious issue (■■■■, 2016).

Broadly speaking, the construction industry, including XXXXX, has not met the challenging of managing digital marketing (Sargent, 2016 and ■■■■, 2016). This fact lessens the pressure on XXXXX to deal with digital marketing in the short term, but their early action in this area will place them ahead of their competitors. YYY is organising Digital Marketing and Strategy Committee to develop their own digital marketing strategy, and to educate its member organisations about digital marketing (■■■■, 2016c). XXXXX is accessible to the YYY' resources and human networks because one of their employees is a member of this committee. The IT environment in Ireland such as increasing many digital marketing education opportunities (Muzellec, 2016) will also promote XXXXX's digital marketing advancement.

There are several business issues around XXXXX and their digital marketing, but they are now changing their organisation for their further business expansion. ■■■■ (2016) strongly believes that showing good presence online would bring XXXXX new business opportunities and the best graduates to work for them. Overall, the timing is the best for XXXXX to update digital marketing.

As demonstrated, XXXXX does not have a consolidated digital marketing strategy and have never had marketing campaigns. Thus, it is impossible to evaluate their existing marketing campaigns.

### **3. Marketing Strategy**

To prepare for a digital marketing strategy and a campaign of XXXXX, it is require to set the target audience. XXXXX is engaged in civil construction business, which is categorised as a traditional business to business (B2B). The significance of relationships among companies, clients and other stakeholders is a distinctive element in B2B (Fill and Fill, 2004). The Relationship marketing for a company is defined as the maintenance of its relationship between the company itself and particular actors in its business microenvironment. These actors are clients, suppliers, market intermediaries, and, the public (Brennan, Canning, and McDowell, 2014). The clients are obviously a priority, but for XXXXX's business, obtaining the right human personnel is equally important. XXXXX, in general, does not usually advertise job vacancies on the web, instead, recruits from those who send or emails their CVs directly (█████, 2016). Therefore, I identify two types of target audience: potential clients & business partners, and new human resources. This chapter will examine which value XXXXX gives to each target and how digital marketing supports it.

#### *Potential clients & business partners*

Fill and Fill (2004) illustrate that a good relationship between a buyer and a seller is the key successful factor in B2B, and B2B buyers take longer time to gather information before placing orders. Buyers in construction industry select contractors based on multiple criteria such as price, the contractor's technical and financial capability, and previous experiences of the contractor's competence (Kärnä, Junnonen, and Kankainen, 2004). Therefore, it is important that sufficient and clear information about the service level of XXXXX is provided for their potential clients and business partners.

### *New human resources*

In Chapter 2, we discussed this industry would face a skill shortage in the near future accompanying the expected economic boom. I define new graduates as their targets since younger generation is more familiar with social media (Institute for Future Media and Journalism (FuJo), 2015). Then, using social media will be beneficial for recruiting brilliant young talents to lead the future of XXXXX.

### **3.1 E-tools for XXXXX's digital marketing strategy**

Six e-tools will be recommended for XXXXX's new digital marketing: website, LinkedIn, Facebook, Twitter, Instagram and Pinterest to engage these two target audiences. The reason will be explained from two separate points of view: website and social media.

#### *Website*

Despite many digital channels as represented by social media are growing, the corporate website plays important roles for customer interaction & influence, relationship building, information and commerce (Accenture LLP, 2013). XXXXX has already launched their website as a PR tool, but is now improving in order to meet business requirements from some authorities (■■■■, 2016). However, other considerations should be also paid for their website improvement; Search Engine Optimisation (SEO) and mobile website establishment in tune with the common standard of the digital community.

#### *Social media*

Many social networking services (SNSs) could promote employment brand and engage their followers, candidates, employees, alumni, and even customers (Bersin, 2013). Before building a social media strategy, we have to evaluate which SNSs are available and trendy in Ireland and the worldwide. Ipsos MRBI, which is an Irish branch of a global independent market research company, tracks the percentage of social media in Ireland. Figure 1 shows that Facebook is the most popular social media in Ireland and other tools such as LinkedIn, Google Plus, Instagram, and Twitter follow (Ipsos MRBI, 2016). Furthermore, visual based social media such as Instagram and Pinterest are

achieving a remarkable growth (Ipsos MRBI, 2016 and Chaffey, 2016). These trends should be referred to select suitable social media for XXXXX.

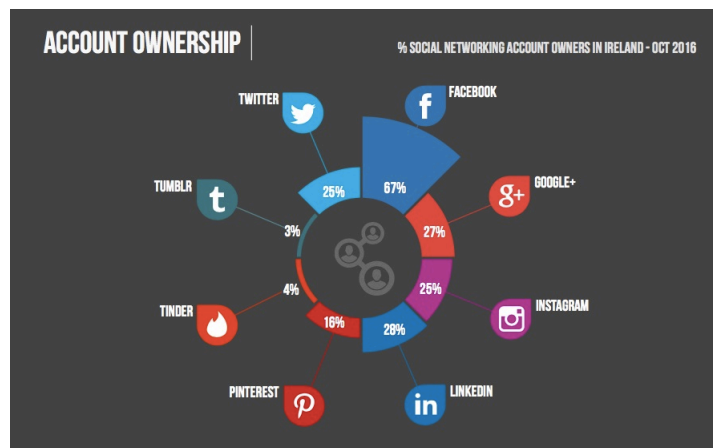


Figure 1: Social Networking Tracker – Oct 2016

<<http://ipsosmrbi.com/wp-content/uploads/2016/11/Social-Networking-Oct-2016.pdf>>

It is essential to choose the appropriate social media for a specific user profile. Younger people called “Millennials” are tech savvy and tend to be more familiar with newer social media (Abbot, 2013 and FuJo, 2015). In accordance to Daly (2016b), some SNSs captivate a particular gender. Therefore, age and gender are important factors for this strategy because each social media has different user profiles. In the light with the situation relating to XXXXX, I would like to suggest the following social media tools: Facebook, LinkedIn, Google Plus, Twitter, Instagram, and Pinterest.

#### *Facebook, LinkedIn, Google Plus and Twitter*

As I have demonstrated, these four social media are popular in Ireland and other countries, so these will give great contributions to XXXXX’s business. In addition to XXXXX’s existing Facebook, LinkedIn and Twitter, I will advocate them to join Google Plus since it gives impact on SEO to be more highly ranked in search engines, and have more accesses from potential clients & business partners, and candidates.

#### *Instagram and Pinterest*

Instagram and Pinterest will be great tools to generate the interest of potential candidates, in particular, new graduates. As for Instagram, 34% of the users is in the 18-24 age group with 33% of



25-34s. Pinterest, which has large female audience with over 80%, will help inspire more female candidates (Daly, 2016a). Ottoni et al. (2013) explains that the main users of Pinterest are well-educated women with high income. Hence, these contemporary social media will be effective for XXXXX for attracting the attention of potential young human resources with a degree.

### **3.2 Overview of digital marketing campaigns**

XXXXX is not engaged in e-commerce, and their main purpose of digital marketing is public relations and publicity. Thus, I would like to enhance their brand through their digital marketing campaigns with SEO & website improvement and candidate relationship management by social media.

#### *SEO & website improvement*

SEO is the process of improving the websites' contents to be easily found and more highly ranked on a search engine such as Google, which has over 90% share in Ireland (Maguire, 2016). First of all, XXXXX has to understand how websites work well on the Google search engine and renew the structure and contents of their website. It will make their websites display on the first page when users search on search engines. Secondly, XXXXX should join Google Plus because enterprises with Google Plus could remain high ranking in Google organic search results. Business users can highlight their business in local search results and utilise business reviews to get more credibility for increasing their organic search ranking (Copp, 2016). If XXXXX is ranked well in search engines, they will entice larger number of potential clients & business partners, and human resources.

Mobile websites cannot be negligible in the digital field. An independent web analytics company, StatCounter (2016) reports, "internet usage by mobile and tablet devices exceeded desktop worldwide for the first time in October 2016." Aodhan Cullen, CEO of StatCounter, proposes small businesses and self-employers to make their websites mobile friendly. Currently, XXXXX only avails the desktop website; thus, they should launch the mobile website as well as the desktop website.

### *Candidate relationship management by social media*

XXXXX is operating their own website, Facebook, LinkedIn and Twitter. As discussed above, younger generation has different perspectives and behaviours toward social media, so XXXXX has to manage other SNSs such as Instagram and Pinterest to manage the relationship with their potential candidates.

Instagram is a mobile-focused social networking site, but has better engagement rates than Twitter because Instagram contains support functions for followers' engagement, such as hashtags and locations. Some statistics show that many Instagram users search photos by hashtags, and XXXXX can entice their target audience through using such hashtags. As photos with location information help gain attention from people in specific targeted areas, brick-and-mortar business owners like XXXXX are recommended to use Instagram for their digital marketing (Liu, 2016). Periodical updating of Instagram with effective hashtags and locations will contribute to XXXXX's effective candidate engagement.

Successful business users can establish their strong brand image among females in Pinterest, (Daly, 2016a). Pinterest is also a visual based social medium, but its distinctive feature is *pinning*, which means collecting, digital images and videos to users' own pages, called *pinboards*. Then, Hall and Zarro (2012) mentions that it is like a social curation site, and its users could motivate other similar users' interest by sharing their favourite photo collections. It has been noted that females show a preference for higher social interactions (Ottoni et al., 2013). Thus, Pinterest meets such female characteristics, so XXXXX should emphasise cool visual contents there to attract female engineering and construction graduates.

To sum up, some emerging social media such as Instagram and Pinterest will be effective for XXXXX to gain attentions from new potential young human resources.

Digital marketing campaigns for XXXXX aims to increase brand awareness to potential clients & business partners, and human resources by improving their current e-tools and joining other social media. They also have to plan how they merge existing social media with new ones as well. I will describe the application plan of this digital marketing strategy for XXXXX.

### **3.3 Outline of a planned campaign from inception to completion**

In the previous section, I selected e-tools and proposed a digital marketing campaign for XXXXX.

For the next step, I will examine an action plan with organisation development for digital marketing sustainability.

#### *Organisation development - Digital Marketing Team*

The official Digital Marketing Team in XXXXX is necessary to not only implement this digital marketing strategy and campaigns but also keep consistency of their digital marketing activities.

Given their available human resources, I suggest that the Purchasing Manager will lead the Digital Marketing Team in combination with the Health & Safety Advisor and IT management teams. The leader will have overall responsibility for all digital marketing as referred to SOSTAC® Planning System by PR Smith (2013) on Figure 2. SOSTAC® is an effective marketing planning system widely applauded by marketing professionals in the world.

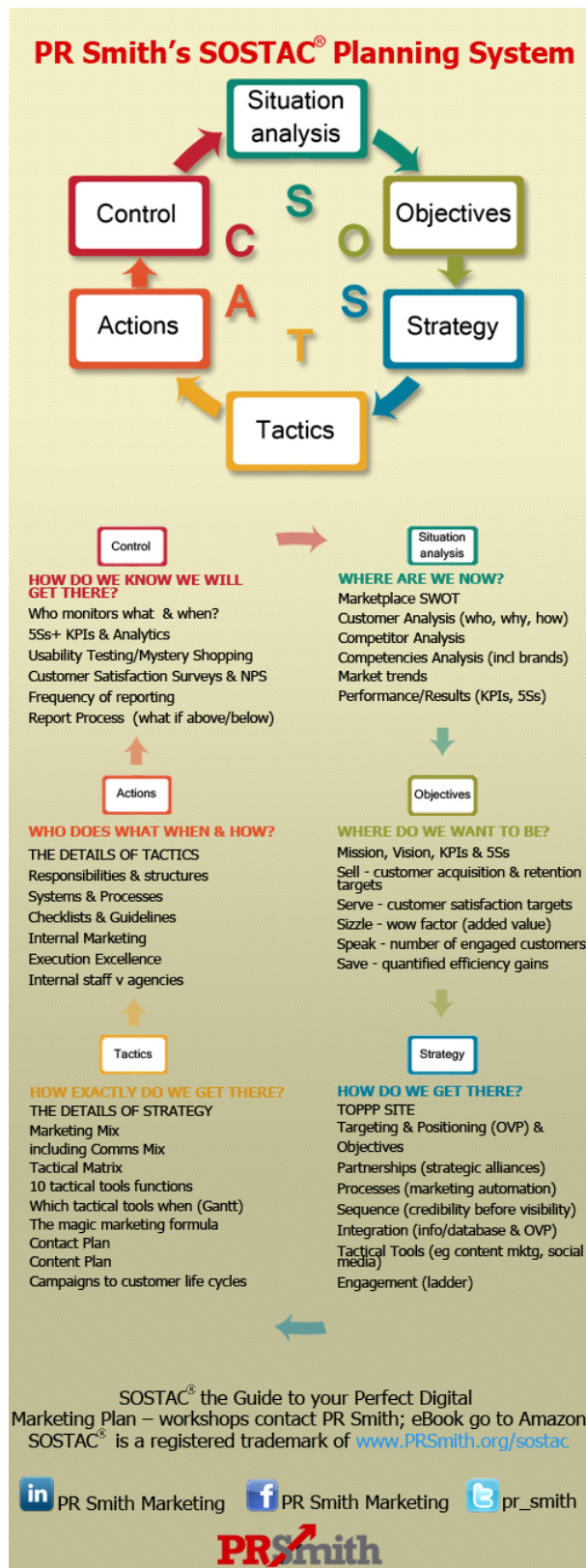


Figure 2: SOSTAC® Planning System

< <http://prsmith.org/sostac/> >

Moreover, collaboration with both inside and outside the team is essential. The most significant point is to get Directors involved in digital marketing because marketing ability has strong connection to business success (Kotler and Keller, 2015). The Digital Marketing Team is required to take initiatives in accomplished digital marketing with the top management. Appendix 3 shows the detail digital marketing organisation chart in XXXXX.

### *Implementation plan*

#### *New E-tools' launch*

Appendix 4 demonstrates the digital marketing implementation plan for XXXXX. They are actually planning to renew their website by the end of March in 2017 (██████, 2016); therefore, I advocate them to start their digital marketing strategy and campaign in coordination with this schedule.

Google Plus and mobile website, together with the website renewal, will be prepared the end of March. Existing social media: Facebook, LinkedIn and Twitter and Instagram will be renewed and launched by the end of February since Instagram has a similar user interface as Facebook and Twitter, so the Digital Marketing Team will soon become accustomed to handling it. Pinterest, which has slightly different functions, should be introduced at a later stage.

#### *Updating, Monitoring, Analysing, and Improving*

According to Sargent (2016), on-going updating and monitoring e-tools is fundamental for digital marketing. When XXXXX launches e-tools, they need to consider their daily operations at the same time. Many digital marketers schedule their updates along with company's business activities by utilising the calendar such as Appendix 5. Social media dashboards such as Hootsuite and Buffer will also help daily operations and content management (Beirne, 2016 and Sargent, 2016). Geho and Dangelo (2012) state that Hootsuite is, "social media dashboard and scheduler that allows users to link their social media profiles to the program and manage their entire social media suite from one easy to navigate program." These tools enable social media users to post the same contents on multiple social media platforms all at once and save time for social media management. Monitoring the SNSs is crucial for any company, and some social media dashboards also offer simple monitoring

reports on a scheduled basis as well as Google Analytics. These reports will be used for review of the user company's social media marketing activity.

Moreover, digital marketing is an on-going business operation, so a company has to collect new information and knowledge constantly. There are some vital common areas in XXXXX's digital marketing: top management's commitment and consistency of this activity. As shown in the previous section, Directors' positive cooperation is necessary and the Digital Marketing Team can connect the stakeholders through digital marketing tools. Generally speaking, the progress of digital technology is so rapid that digital marketers are constantly updated their knowledge and skills in this area. Hence an on-going effort is required for the Digital Marketing Team to achieve the best business result for XXXXX.

#### **4. Measurement**

XXXXX will utilise their digital marketing tools for their marketing communication purposes and expect to establish their brand among their target audience. Google (n.d.) states that companies drive people's awareness and engagement by their branding activities. If we measure the impact of marketing communication, marketers collect audience behaviour and response for our marketing activity (Kotler and Keller, 2015). Nonetheless, up to this point, XXXXX has never tracked and analysed their digital marketing performance (██████, 2016). Henceforth, I suggest they monitor their digital marketing campaigns at three stages; collecting some basic access data to their e-tools, evaluating the audience profile & engagement level, and analysing business conversion.

##### *Stage 1 - Collecting some basic access data to e-tools*

It is essential for a company to create a measurement plan to meet their business needs (Google, n.d.). Based on XXXXX's expectation for digital marketing, I advocate XXXXX to collect initial data such as, the number of their webpage visitors, SNS followers, and "like" & "share" of their SNSs. It is standard practice to gather such information by multiple digital marketers. Such data harvesting is

also carried out by ■■■ (2016c) on a monthly basis. These numbers provide clear and understandable guidelines for assessing their branding.

### *Stage 2 - Evaluating the audience profile & engagement level*

I have defined that XXXXX focuses on their brand establishment for potential clients and recruiting for new graduates through their digital marketing. Then, they ought to analyse detail effectiveness for these particular audience at their further stage. They can utilise some other tools such as Hootsuite and Google analytics for these monitoring and analytics (Chaffey and Ellis-Chadwick, 2015). These tools can record not only number of viewers but also detail users' profiles such as location, sources and devices. Google analytics and other tools will also take measure the engagement level. They can provide detail visitors' activities on the website and social media such as recency, frequency and the length & depths of visit (Chaffey and Ellis-Chadwick, 2015, and Google, n.d.). XXXXX can examine their digital marketing and improve it through these analysis results.

### *Stage 3 - Analysing business conversion*

XXXXX is not selling their products & services through their digital tools, so it is not possible to monitor direct digital marketing impacts on their sales. However, it is important to know how digital marketing contributes to their actual business by comparing it to some non-digital marketing indicators. In the case of potential clients & business partners, they might initiate contact with XXXXX through their website's contact page. If the number of such contacts increases in line with their digital marketing improvement, it can be seen as proof that their digital marketing is appropriate. Turning to new graduates, the number of job applications from new graduates will demonstrate the digital marketing effectiveness. Comparing these facts will be also a good methodology to evaluate their digital marketing campaigns.

To recap about measurement of digital marketing effectiveness, I suggest XXXXX to compile basic information about the number of visitors, followers and people who liked and shared their posts first.

Afterwards, they can carry out a deeper analysis of target users' behaviours on their e-tools, and measure the impact of digital marketing on their actual business result.

## **5. Financials**

Overall cost for XXXXX's digital marketing is explained on Appendix 6. If they mainly manage by internal members as I illustrated, mandatory cost is for new website establishment. I use the budget of YYY's digital marketing, which Murtagh (2016) estimates, as a reference. Social media with basic function is free, but if they would like to upload their ad, some social media such as Facebook will charge them. Most of social media dashboards are not free, but they will simplify XXXXX's digital marketing activities on daily basis, and help efficient analysis. Hence, I strongly recommend installing one of the dashboards for their digital marketing.



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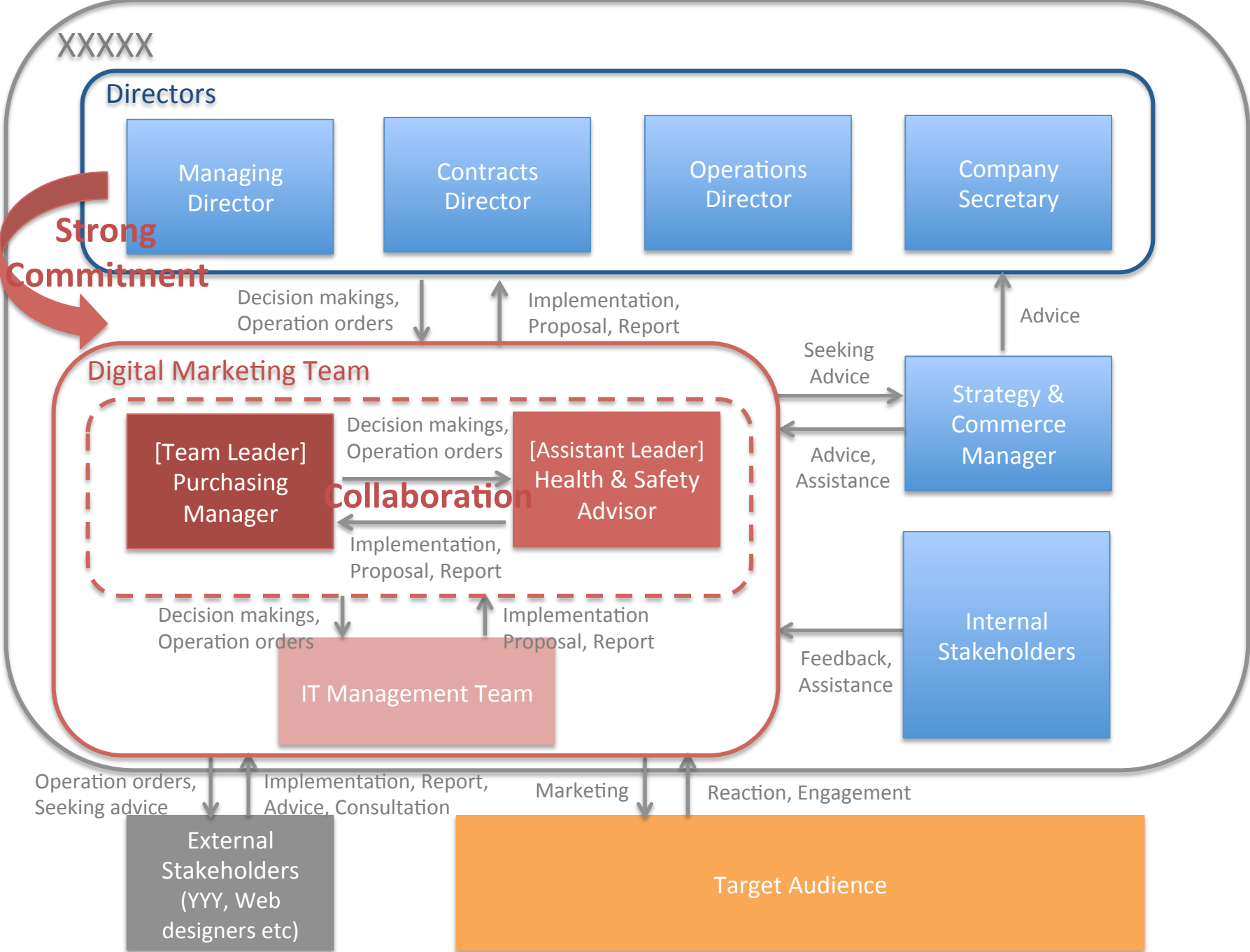
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Appendix 1: Digital marketing tools utilised for XXXXX

	Digital Marketing Tools	Administrator	Remarks
1	Corporate Website	Purchasing Manager	New website is being developed and will be released in the Q1 of FY2017 (████, 2016). No mobile website is available.
2	Newsletter	Purchasing Manager	Very low frequencies updating. Will be renewed with new website with a focus on internal newsletter for employees (████, 2016).
3	Facebook	Health & Safety Advisor	People in this industry are more familiar with Facebook than LinkedIn (████, 2016).
4	Twitter	Health & Safety Advisor	Just launched in October 2016 (████, 2016 and █████, 2016).
5	LinkedIn	Purchasing Manager	-

Appendix 2: SWOT of digital marketing in XXXXX

<p><b>S</b> <b>Core value and business situation</b></p> <ul style="list-style-type: none"> <li>- Well-established brand as an Irish construction firm and stable sales revenue (████, 2016)</li> <li>- Strong connection with industry associations and experts such as YYY (████, 2016c and d, █████, 2016)</li> <li>- Some of the members are engaging in organisatoin changes for the future of the company (████, 2016)</li> </ul> <p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>- Some people in the key positions have awareness and basic skills about social media. (████, 2016)</li> <li>- XXXXX has already launched their own website, LinkedIn, Facebook and Twitter. Has substantial contents to advertise on website and social media (e.g. New projects etc) (████████, 2010a, 2015, 2016b and c)</li> <li>- Some XXXXX directors and managers have expectations to become an industry leader through excellent digital marketing (████, 2016)</li> </ul>	<p><b>W</b> <b>Core value and business situation</b></p> <ul style="list-style-type: none"> <li>- Unclear sales &amp; marketing strategy with relying on national economy (████, 2016)</li> <li>- The Director, who has reputation and is giving strong impacts on XXXXX' sales revenue, is nearly 70 years old (████, 2016)</li> <li>- Lack of branding for non-Irish and non-UK business partners and clients (████, 2016)</li> <li>- Conservative family business culture and a shareholder reluctance to change (████, 2016)</li> </ul> <p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>- Lack of understanding the importance of (digital) marketing and no expert and supervisor in the company (████, 2016)</li> </ul>
<p><b>O</b> <b>Core value and business situation</b></p> <ul style="list-style-type: none"> <li>- Economic recovery in Ireland will bring the construction sector new business opporunities such as joint ventures. Potential to attract large international organisations for joint ventures projects (████, 2016)</li> </ul> <p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>- Digital marketing is not generally popular in the construction industry. XXXXX does not have to rush to renew their digital marketing (Sargent, 2016 and █████, 2016)</li> <li>- The industry association (YYY) is focusing on digital strategy and XXXXX easily can access to their trend and knowledge (████, 2016b)</li> <li>- Many Irish institutions are actively providing digital marketing education to develop digital marketing talents (Muzellec, 2016)</li> </ul>	<p><b>T</b> <b>Core value and business situation</b></p> <ul style="list-style-type: none"> <li>- Skill shortage over the construction sector Ireland needs 76,000 more construction workers over the next 4 years, but adequate number of workers is not available (RTÉ Commercial Enterprises Ltd, 2016) Irish universities, colleges and further education could not provide new engineering graduates to meet the demand (O'Brien, 2016) The UK will lose the 2.1 million construction workers from abroad by Brexit (Martin, 2015). The construction sector is facing gender imbalance (Engineer Journal, 2016a – b, and Williams, 2015)</li> </ul> <p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>- Some competitors have strong digital marketing strategy and can recruite best graduates by having better marketing strategies and presence (████████, 2016 and █████, 2016)</li> <li>- Procurement regulations requiring online presence and availability from authorities when joining tenders (████, 2016)</li> </ul>





Appendix 5: Digital Marketing Calender (Sample)

### Digital Marketing Calender April 2017

Digital Marketing	Monday	Tuesday	Wednesday	Thursday	Friday	Remarks
	3	4	5	6	7	
<b>Event</b>			<b>XX Bypass open</b>			* Need different photo for Pinterest
Website			XX Bypass open			
Mobile website			XX Bypass open			
Facebook			XX Bypass open			
Google plus			XX Bypass open			
LinkedIn			XX Bypass open			
Twitter	Weekly update		XX Bypass open			
Instagram	Weekly update		XX Bypass open			
Pinterest			XX Bypass open (*)			
	10	11	12	13	14	
<b>Event</b>				<b>Safety talk @ XX school</b>		Safety Week@10-14 Apr
Website						
Mobile website						
Facebook						
Google plus						
LinkedIn						
Twitter	Weekly update (safety week)			Safety talk	Easter tweet	
Instagram	Weekly update (safety week)			Safety talk	Cool work in XXXXX (Easter)	
Pinterest					Cool work in XXXXX (Easter)	
	17	18	19	20	21	
<b>Event</b>						DM analysis report due@21 Apr 15:00
Website		Safety talk				
Mobile website		Safety talk				
Facebook		Safety talk				
Google plus		Safety talk				
LinkedIn		Safety talk				
Twitter		Weekly update				
Instagram		Weekly update				
Pinterest						
	24	25	26	27	28	
<b>Event</b>		<b>Director's interview @Construction Journal</b>				Sterrng committee @24 Apr 10:00-
Website		Director's interview				
Mobile website		Director's interview				
Facebook		Director's interview				
Google plus		Director's interview				
LinkedIn		Director's interview				
Twitter	Weekly update	Director's interview				
Instagram	Weekly update					
Pinterest					Cool people in XXXXX	
		<b>Notes:</b>				



Appendix 6: Financials of XXXXX Digital Marketing

[Mandatory]

	E-tools	Cost	Remarks
1	Website& mobile website (Web designers)		Renewal cost
2	Google Plus	€0.00	
3	Facebook	€0.00	
4	LinkedIn	€0.00	
5	Twitter	€0.00	
6	Instagram	€0.00	
7	Pinterest	€0.00	
8	Google Analytics	€0.00	

[Optional (Social media dashboards)]

	E-tools	Cost	Remarks
1	Hootsuite	€34.99-99.99	Monthly cost; depends on No. of users
2	Sprout Social	\$99-500	Monthly cost; depends on No. of users
3	Buffer	\$99-399	Monthly cost; depends on No. of users