

CASE STUDY - INTERTRANSLATIONS



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Case Study Objectives

George Yfantis - **June 26th, 2016**

You are working as a Digital Marketing Professional in Intertranslations company.

Below you may find all the relevant links:

Website: www.intertranslations.gr

Facebook: <http://bit.ly/1XPXJFU>

LinkedIn: <http://bit.ly/1O5DWax>

Twitter: <https://twitter.com/gotranslations>

You have a monthly budget of **2.000 €** to allocate in different promotion actions.

1. Which social media would you use ?
2. What digital campaigns would you do ?
3. What keywords would you use ?
4. How would you assess the efficiency of above actions ?

Research Methodology

In this case study, has been appended additional information about Definition of Goals and KPIs which justify why I have chosen those social media and digital campaigns (what I expect from those choices).

Also, at the end of the case study I choose to propose additional Digital Marketing actions which would be useful for Intertranslations company.

In this case study, has been used the tools:

1. Google AdWords Keyword Planner
2. Facebook Ad Planner
3. Google Trends
4. Consumer Barometer

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#1 SET GOALS

SET GOALS (PRIORITIZE BUSINESS OBJECTIVES) :



i Generate Leads / Sales

ii Build Brand Awareness / Engagement

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#2 DEFINE KPIs

KPIs



We have to discuss and find the Key Performance Indicators, which will lead us to achieve the predefined Goals.

Those KPIs are very important in order to plan the Digital Marketing Strategy, execute the tasks and measure the ROI (Return on Investment).

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For the needs of current Case Study, let's assume as KPIs for each Goal :

BUILD BRAND AWARENESS / ENGAGEMENT :

- 1 Fans / Followers
- 2 Shares / Comments / Likes
- 3 Impressions
- 4 Time on site

GENERATE LEADS / SALES :

- 1 Conversion Rate
- 2 Sales (On & Offline - influence)
- 3 Cost per Acquisition
- 4 Traffic Generation (Unique/Return Visitors)
- 5 Revenue / Profit

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#3 SOCIAL MEDIA

We have to choose carefully the Social Media we'll use,
Depending on their **Audience** in relation to our **Goals** and **KPIs**

SOCIAL MEDIA		REASON-ADVANTAGES
Facebook	→	High Exposure / Wide Audience / Use of Facebook Business
LinkedIn	→	Business oriented approach / Suit to B2B strategy
Twitter	→	Dynamically increase of business features

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#4 DIGITAL CAMPAIGNS

WE WILL PLAN TO INVEST THE **2.000 € MONTHLY BUDGET** TO :



- 1 Google AdWords (PPC, PPM, PPA methods) :**
Plan for Ad Campaigns: Google Search, Display Network, Mobile Advertising
Targeting: Geographical (Greece, UK, USA), Industry: Technology, Electronics, FMCG
- 2 Facebook Ads (PPC, PPM methods) :**
Ad Type: Promote page, Increase Conversions on page, Collect leads for our company
- 3 LinkedIn Ads (PPC, PPM methods) :**
Choose our target audience with precision B2B filters (Industry & Size)

* Location and Industry targeting, will be analyzed in depth before we set the campaigns, to determine the best balance between cost and performance.

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#4.1 GOOGLE ADWORDS STRUCTURE & KEYWORDS

Campaign Level

Intertranslations Search Campaign

Ad-Group Level

Corporate Translations

Interpretation

Computer Assisted Translation

Keywords Level

Business Translation

Interpretation

International Translation

Corporate Translations

Interpreting services

Computer Assisted Translation

Document Translation

Translation Services

Legal Translation

Professional Translation

Translation Agency

Software Localization

Website Translation

Translation Company

Financial Translation

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#4.2 KEYWORDS PLAN

* According to Google Keyword Planner tool

TOP KEYWORDS

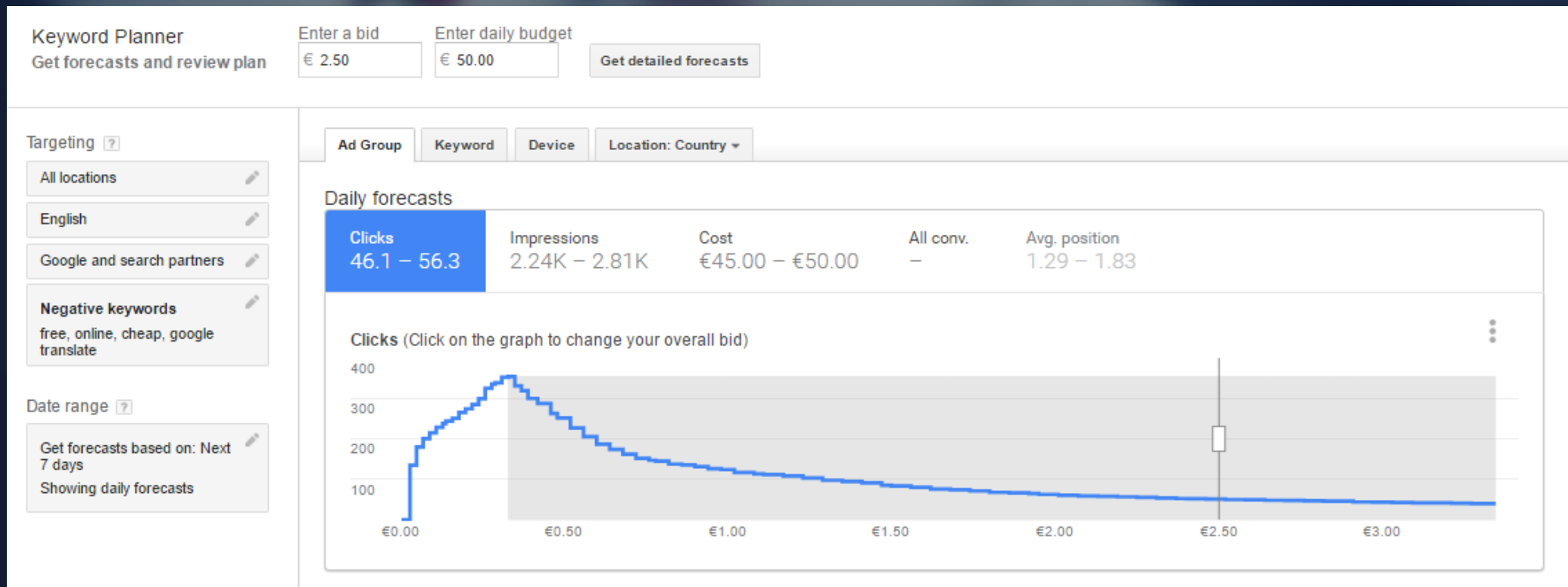
Translation Services	1.556	MEDIUM	1.9 %	2.38
Language Translation	1.068	LOW	2.4 %	1.71
Interpreting services	294	MEDIUM	1.3 %	2.03
Document Translation	236	MEDIUM	2.8 %	3.24
Software Localization	118	LOW	1.0 %	1.74

Daily Estimations: Avg. Impressions  Competition  Avg. CTR  Avg. Position 

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#4.3 GOOGLE ADWORDS ESTIMATION

* According to Google Keyword Planner tool



Daily Estimations:

Impressions 
2,483.33

Approx. Clicks 
50.03

Approx. Cost 
€ 50.00

Avg, Position 
1.56

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#5 METRICS TO MEASURE THE EFFICIENCY OF DIGITAL MARKETING

Cost Per Acquisition
[CPA]

The cost of Total Marketing & Advertising divided by the new customers generated by those actions.

Conversion Rate

The number of conversions (eg. sales) divided by the total amount of Ad clicks.

Click through Rate
[CTR]

How many clicks generated from potential customers who show an ad (Impressions)

Cost per Lead
[CPL]

This metric can show us WHY (website, campaign etc.) potential customers DON'T Convert (Leads, Sales)

ROI

Return on Investment
(from total Digital Marketing Actions)

Social Engagement

Including Likes, Comments, Shares, Fans and Followers which occurred from our Social Media actions

Generated Traffic

Unique / Return Visitors, Bounce Rate, Time spend on Page

A/B Testing

Create variations of EVERY paid campaign, in order to determine the most efficient of them

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#6 ADDITIONAL ACTIONS



- 1 Website Optimization :**
Intertranslations' Website will be the place where most of our actions will drive.
MUST DONE before the actions: Mobile-Friendly, Fully Functional, Modern Redesign, SEO

- 2 Email Campaigns :**
 - i. Monthly Email Campaign Plan, aiming to inform existed or new customers about news.
 - ii. Email to existing customers, with a short survey, to measure their Satisfaction & Loyalty.

- 3 Social Media daily planning :**
Monthly plan with daily & hourly actions (post etc.) to each Social Media we use.

- 4 Content Generation and Share to public :**
Create or Re-generate Digital Content and make it public to Social Media so to Engage Followers.
From the Website seems there is lot of content which would produce Presentations, Stats & Videos.

* All above can be cost-less (excl. from the € 2.000 Digital Marketing budget),
as part of responsibilities of the Digital Marketing Professional.

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CONCLUSION

Studying the Data will occur from whole Digital Marketing actions (Social Media, Google AdWords Campaigns), we'll be able to Determine New Opportunities and provide better directions to Sales Department, helping them more accurate to generate Sales & Conversions.

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