



UNIVERSITY OF PADOVA

DEPARTMENT OF MANAGEMENT AND ENGINEERING (DTG)

MASTER THESIS IN MANAGEMENT ENGINEERING

STRATEGIC APPROACHES AND INNOVATIONS IN DIGITAL MARKETING FOR ENHANCING B2B SALES PERFORMANCE

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ACADEMIC YEAR

2023-2024

“DEDICATED TO YOU”

Abstract

This master thesis delves into "Strategic Approaches and Innovations in Digital Marketing for Enhancing B2B Sales Performance," focusing on Casanova Prosecco company. It merges theory and real-world insights, highlighting digital strategies' vital role in today's B2B landscape. Divided into two parts, it examines theoretical frameworks and practical applications, offering a holistic perspective on optimizing sales performance.

Part I: Theoretical Foundations

The first section delves into the theoretical basis of B2B digital marketing, analyzing key concepts like personalized content, data-driven insights, content authority, multi-channel engagement, automation and evolving SEO. These foundations set the stage for innovative approaches to enhance B2B sales.

Part II: Practical Application and Empirical Insights

The second part of the thesis shifts from theory to practice, as it capitalizes on the application of the theoretical constructs within the real-world context of the Casanova Prosecco Company. Leveraging my role as a business developer, I had the privilege of immersing myself within the fabric of the organization. During this period, I actively collected and meticulously analyzed real-time data. This hands-on experience enabled me to glean valuable insights from industry professionals and to witness firsthand the dynamic interplay of B2B sales within the Prosecco market.

The empirical part materializes theoretical insights from Part I, showcasing practical outcomes. These include personalized content via data analysis, stakeholder engagement, automated email marketing, and SEO. Additionally, empirical data validates virtual events and automation's impact on lead generation and conversions, affirming earlier theoretical frameworks.

Conclusion and Implications

The conclusion synthesizes theory and empirical findings, highlighting how innovative digital marketing enhances B2B sales for Casanova Prosecco. The analysis showcases lead quality, conversions, and engagement improvements by using automated email marketing and SEO. Insights extend beyond Prosecco, guiding diverse businesses to optimize B2B sales with digital excellence. In summary, the thesis blends theory and practice, offering a roadmap for B2B companies to harness digital strategies for maximum sales potential.

Keywords: Digital marketing strategy plan, digital marketing, email marketing, search engine optimization.

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Listing of acronyms

API	Application Programming Interface
B2B	Business to Business
B2C	Business to Consumer
CEO	Chief Executive Officer
CTA	Call to Action
CTR	Click Through Rates
DCX	Digital Customer Experiences
DM	Digital Marketing
DMP	Digital Marketing Plan
DMS	Digital Marketing
FAQ	Frequently Asked Question
HORECA	Hotels, Restaurants and Caterings
HR	Human Resource
IP	Internet Protocol
KPI	Key Performance Indicator
PPC	Pay Per Click
ROI	Return on Investment
SE	Search Engine
SEO	Search Engine Optimization
SERP	Search Engine Result Page
SM	Social Media
SMM	Social Media Marketing
SMP	Social Media Platform

1

Introduction

1.1 BACKGROUND AND MOTIVATION

In the contemporary landscape, integrating information technology into a business has become indispensable for success. Establishing an online presence offers a plethora of opportunities, as evidenced by the prevalence of thriving companies on the digital platform. Recognizing the significance of staying abreast of emerging technologies and IT tools is crucial for remaining competitive, broadening one's audience reach, and fostering business growth [TopFloor 2016](#); [Digital Marketing Institute 2018](#).

Digital marketing (DM) encompasses a specialized array of techniques and strategies designed to promote products and services on the Internet, fostering elevated business advancement. The primary objective of DM is to captivate potential clientele and extend audience engagement, utilizing digital channels where the target demographic consumes content and engages in communication.

Undeniably, the core ambition of any business is to amass a substantial pool of potential customers. Consequently, marketing serves as the conduit to realize this objective. Presently, some companies persist in utilizing traditional advertising platforms like billboards, television, or YouTube ads, while others gravitate towards the realm of DM and online commerce. This

dichotomy stems from the transformative impact of the 2020 COVID-19 pandemic, which propelled society into the digital age. As a result, enterprises were compelled to transition to digital business models to ensure survival. This paradigm shift underscored the cost-effective and efficacious nature of conducting business through digital avenues. Furthermore, DM furnishes innovative solutions and prospects for enhancing and propelling businesses forward [Great Learning Team 2020](#)¹.

Consequently, DM wields a profound influence on businesses, augmenting their customer base significantly. Optimal implementation of a well-aligned Digital Marketing Strategy (DMS) can expedite a business's launch, underscoring the pivotal importance of selecting an apt DM approach tailored to the specific business.

1.2 INTRODUCTION TO THE CASANOVA PROSECCO CASE COMPANY

[Casanova Prosecco](#) has established itself as a renowned producer of exquisite sparkling wines. Steeped in tradition and innovation, the company has garnered international acclaim for its unwavering commitment to crafting exceptional wines that embody the essence of Italian excellence. Through its dedication to quality, Casanova Prosecco has captivated palates worldwide, expanding its reach to discerning connoisseurs across the globe.

The Casanova Prosecco story began in the heart of the Prosecco DOCG production area, where the Glera grape flourishes under the region's unique microclimate. Over the years, the company has meticulously honed its expertise in cultivating and vinifying this noble grape, consistently producing wines that showcase its elegance, finesse, and refreshing effervescence.

At the core of Casanova Prosecco's success lies its unwavering commitment to quality. The company adheres to the strictest quality standards, ensuring that every bottle embodies the essence of Italian excellence. From meticulous grape selection to state-of-the-art production

¹Great Learning Team 2020 is a group of talented individuals who came together to make a difference in the world of education. They were passionate about helping others learn and grow, and they worked tirelessly to create high-quality educational content. The team was made up of experts in a variety of fields, including technology, business, and design.

techniques, every step of the process is carefully orchestrated to preserve the delicate flavors and aromas that define Casanova Prosecco. This unwavering dedication to quality has earned the company a reputation as a producer of exceptional sparkling wines, consistently garnering accolades from esteemed wine critics and publications worldwide.

Casanova Prosecco's reach extends far beyond its Italian homeland, captivating palates worldwide. Today, the company's sparkling wines grace the tables of discerning connoisseurs across the globe, each sip evoking the romance and artistry of Italian winemaking. From the bustling metropolises of Europe to the vibrant cities of Asia, Casanova Prosecco has established itself as a global ambassador of Italian excellence, showcasing the country's rich winemaking heritage to an international audience.

While deeply rooted in tradition, Casanova Prosecco embraces innovation, constantly seeking to refine its production methods and expand its range of offerings. The company's pioneering spirit has led to the creation of award-winning Prosecco varietals, each expressing the unique terroir of its Venetian origins. Casanova Prosecco's commitment to innovation has not only enhanced the quality of its wines but has also enabled it to stay ahead of the curve in an ever-evolving global market.

Casanova Prosecco's portfolio encompasses a spectrum of sparkling expressions, from the delicate and refreshing Brut to the vibrant and fruit-forward Rosé. Each wine is a testament to the company's mastery of the Prosecco craft, offering a symphony of flavors that tantalize the senses. Whether paired with delectable cuisine or enjoyed on its own, Casanova Prosecco's wines deliver an unforgettable sensory experience, transporting the drinker to the heart of the Italian countryside.

Casanova Prosecco's legacy is one of enduring excellence, a testament to its unwavering commitment to crafting exceptional sparkling wines. With each passing generation, the company continues to elevate the art of Prosecco production, ensuring that its name remains synonymous with Italian elegance, quality, and innovation. Casanova Prosecco's dedication to excellence has not only secured its position as a leader in the global beverage industry but has also ensured that its legacy will continue to inspire generations of winemakers to come.

1.3 PROBLEM STATEMENT: CASANOVA PROSECCO'S GLOBAL EXPANSION DILEMMA

Casanova Prosecco has garnered local acclaim for its exquisite sparkling wines and luxurious packaging. However, despite their reputation for quality and elegance, Casanova Prosecco faces significant challenges in expanding its global reach. Their limited online presence and ineffective digital marketing strategies have hindered their ability to connect with potential customers worldwide, restricting their growth beyond Italy's borders.

The company's website, while informative, lacks the necessary elements to attract and engage international visitors. Its outdated design, limited content, and poor search engine optimization (SEO) have contributed to minimal traffic and a lack of visibility among potential customers in target markets. Additionally, Casanova Prosecco's social media presence is sporadic and inconsistent, failing to leverage the power of these platforms to build brand awareness and cultivate relationships with potential customers.

Furthermore, Casanova Prosecco's digital advertising efforts have been largely unsuccessful due to a lack of strategic planning and targeting. Their campaigns have failed to reach the right audience, resulting in wasted resources and a lack of return on investment (ROI). This lack of targeted outreach has prevented the company from effectively reaching potential customers in key markets, further impeding their global expansion efforts.

The consequences of Casanova Prosecco's limited online presence and ineffective digital marketing strategies are multifaceted. The company's inability to attract new international clientele has resulted in stagnant growth and missed opportunities in lucrative global markets. This has not only impacted on their sales and revenue but has also hindered their ability to establish a strong brand reputation on the international stage.

1.4 RESEARCH SCOPE AND OBJECTIVES

This research primarily focuses on creating a smart plan for promoting the company using the Internet, which should help increase sales and overall success. We're also going to look closely

at the latest digital tools that companies can use for marketing nowadays. This will give the chosen company a clear idea of which tools work best in today's market.

Moreover, we want to give the chosen company some well-thought-out ideas about how to use these digital tools. These ideas will match the company's marketing goals and should help the company grow and become more noticeable in the market. We're aiming to give the company a complete set of guidelines to make the most of these tools.

The idea for this thesis came from talking to Casanova prosecco CEO. After having those talks and looking carefully at the problems the company faces and how it works, we came up with the idea for this research. The topic of the thesis was chosen to fit exactly what the company needs.

A big part of this research is giving a clear list of ideas for using digital marketing. These ideas will come with clear explanations for each one, so the company knows why they're useful. We want to make sure the company not only gets a to-do list but also understands why each idea is a good one. By putting all these ideas together, we hope this research will help the company use digital marketing in the best possible way.

1.5 STRUCTURE OF THESIS

The research comprises seven chapters, each serving a distinct purpose. The introductory chapter lays the groundwork by elucidating the project's motivation, presenting a concise overview of the case company, and outlining the scope and objectives of the research.

The second chapter delves into the world of digital marketing, exploring its definition, significance, and key components. It discusses the role of digital marketing in today's interconnected world, emphasizing its ability to connect with consumers, build brand awareness, and drive sales. The chapter also touches upon the concept of digital customer experience and the importance of creating a seamless and engaging online presence for wine brands. The third chapter explores a range of digital marketing tools and techniques that can be effectively employed to promote wine brands and achieve global expansion. It begins with an in-depth discussion of Search Engine Optimization (SEO), explaining its principles and techniques for enhancing

website visibility and organic search traffic. Web analytics, a vital tool for tracking website performance and identifying user behavior, is also examined. The chapter then delves into website design and development, highlighting the factors that contribute to a user-friendly and effective wine brand website.

Fourth chapter gives the In-Depth Analysis of the Case Company's Position, Activities, and Competitor Strategies. Fifth chapter clearly articulates the specific research questions that will guide the analysis and development of a digital marketing strategy for Casanova Prosecco. It also describes the research methodology employed, including data collection methods, analysis techniques, and limitations of the research approach.

The sixth chapter proposes a comprehensive digital marketing strategy tailored to Casanova Prosecco's global expansion goals. It delves into the intricacies of the wine industry supply chain, from vineyard to table, to understand the challenges and opportunities associated with each stage of the process. The chapter then outlines strategies to overcome the specific challenges faced by wine brands in reaching a global audience, emphasizing B2B (business-to-business) strategies, lead generation techniques, email marketing, and SEO for long-term brand building.

And the last chapter summarizes the key findings of the research, drawing upon the analysis of Casanova Prosecco's current digital marketing efforts, competitor strategies, and the proposed digital marketing strategy. It then provides actionable recommendations for Casanova Prosecco to implement the proposed strategy effectively. Finally, the chapter concludes with implications for future research, suggesting directions for further exploring digital marketing strategies for wine brands.

In Chapter 1, the thesis laid out the groundwork by examining the background and motivation behind the study, introducing the Casanova Prosecco case company, and identifying the global expansion dilemma it faces. The problem statement was clearly defined, along with the research scope and objectives, providing a comprehensive structure for the thesis. As the narrative transitions into Chapter 2, the focus will shift towards an exploration of digital marketing. Future discussions will delve into digital marketing strategies, encompassing digital customer experience, content creation, and the formulation of a digital marketing plan, aimed at addressing Casanova Prosecco's expansion challenges in a rapidly evolving digital landscape.

2

INTRODUCTION TO DIGITAL MARKETING

Digital marketing concerns the strategic utilization of electronic channels to promote products or services and foster brand awareness. It encompasses a broad spectrum of techniques, including search engine optimization, social media marketing, content marketing, email marketing, and pay-per-click advertising. These methods enable businesses to connect with a global audience, engage with potential customers, and measure the effectiveness of their marketing campaigns. Digital marketing offers a dynamic and data-driven approach to reaching target markets, enabling businesses to adapt their strategies in real-time and optimize their return on investment.

2.1 DIGITAL MARKETING

Dave Chaffey and Fiona Ellis-Chadwick (2019) provide a definition of digital marketing (DM) as the utilization of digital media, data, and technology alongside traditional communication approaches to accomplish marketing goals. DM encompasses all marketing endeavors conducted through the Internet and digital channels like social media (SM), mobile devices, search engines (SE), and other platforms with the aim of engaging consumers and generating leads.

DM is consistently directed at a specific customer segment. This encompasses various elements such as advertisements on search engines, promotional emails, ads on social media platforms, and boosted tweets. Collectively, these initiatives enable potential customers to provide feedback or engage in interactive exchanges with the company itself.

It's worth acknowledging that DM operates through three primary avenues: attracting more potential leads, facilitating more sales closures, and converting a higher number of leads. While pursuing a common objective, DM employs diverse strategies and tactics to achieve this goal through distinct approaches. Furthermore, all DM strategies collaborate to enhance awareness about a company's business, consequently identifying potential audiences and transforming them into repeat customers (Vital 2021; Vertex Marketing Agency 2020). However, before determining which forms and techniques of DM to adopt and invest in, a company should evaluate its overall business landscape to ensure prudent decision-making and business enhancement.

As per information from NiBusinessInfo.co.uk¹, the primary benefit of digital marketing (DM) lies in its dual approach to reaching the target audience: it's both cost-effective and measurable. Further advantages of DM encompass:

- Global Reach: DM enables reaching a global audience.
- Measurable Insights: The use of web analytics and other online metrics tools simplifies the evaluation of business performance in online marketing efforts.
- Personalization: DM facilitates tailoring messages to individual recipients.
- Enhanced Customer Loyalty: Consistent communication through DM contributes to increased customer loyalty.
- Steady Lead Generation: DM aids in establishing a steady stream of potential leads.
- Elevated Brand Credibility: DM can elevate brand credibility over time.

¹nibusinessinfo.co.uk, a free service offered by Invest Northern Ireland, is the official online channel for business advice and guidance in Northern Ireland. It contains essential information, support, and services for you and your business - whether you work for a large organization or are on your way to starting up. Simple to use, up-to-date and practical, nibusinessinfo.co.uk is the first place to go to find guidance on regulations and to access government services. It also has several useful online tools, calculators, and best practice case studies; and provides access to funding options, as well as wider support.

Digital marketing (DM) enables companies to expand their audience while adhering to their allocated budget. It empowers firms to precisely target specific segments of their customer base. Essentially, a company can invest in diverse DM platforms to effectively reach potential global customers while maintaining financial constraints. Furthermore, DM has progressively evolved into an essential component of any business strategy. This significance is particularly pronounced for both emerging and established e-commerce enterprises. It provides a valuable opportunity to fortify the business's identity and distinguish itself within the online marketplace amidst a plethora of competitors (Alexander 2021).

Below are examples of the DM, with a focus on the travel industry to illustrate real-time applications.

It's widely acknowledged that individuals typically conduct thorough research about their travel destinations before embarking on a journey. Travel companies employ an array of DM techniques and strategies to engage potential leads. Equally crucial, various travel brands must establish a targeted online presence, particularly on social media platforms (SMP).

An illustrative instance comes from Air New Zealand, which created a four-minute safety video inspired by *The Hobbit: The Battle of the Five Armies* (Time Magazine 2014). This video marketing tactic catapulted the company's popularity among search engine users, amassing approximately 19 million views on YouTube. This achievement propelled the company's online presence to new heights. This example of DM application within the travel industry underscores the effectiveness of leveraging popular resources to enhance online business promotion.

Another case in point is the MeetSouthAfrica campaign. In 2013 (iambassador 2013), South African Tourism collaborated with 14 international bloggers to generate substantial traction on prominent SMP platforms such as Instagram and Twitter. They devised the dedicated hashtag MeetSouthAfrica to bolster their online presence. This hashtag's popularity led to the creation of a dedicated Instagram account, attracting around 100 thousand followers. This use case aptly demonstrates that employing social media platforms and partnering with influential online personalities can facilitate a business's widespread recognition among internet users.

2.2 DIGITAL CUSTOMER EXPERIENCE

Digital Customer Experience (DCX) encompasses all online interactions between customers and a company's brand across various virtual platforms, including websites, mobile apps, chatbots, social networks, and other online channels (Qualtrics 2021).

In the current landscape, a multitude of digital channels are available to businesses, and customers swiftly navigate these platforms during their journeys to achieve their goals. As highlighted by Qualtrics (2021), a positive experience yields benefits for both customers and companies. Customers engaging through diverse digital channels tend to be more valuable, spending approximately 4% more in physical stores and 10% more online. Harvard Business Review adds that customers using multiple channels during a journey show greater retention rates. Companies with robust multi-channel engagement strategies retain about 89% of their customers, whereas those with weaker strategies retain only around 33%.

Hence, the significance of DCX for a company's business is evident. Factors such as web page traffic, rapid loading times, compelling visual content on websites and social media channels, and swift access to essential information collectively contribute to attracting and retaining customers.

To deliver an exceptional digital experience, companies must concentrate on key aspects. Firstly, comprehending customer demographics and behaviors is crucial. This understanding helps shape expectations for the digital experience. Creating customer journey maps for different buyer personas effectively delineates customer actions. Secondly, prioritizing self-service options is vital. With customers increasingly accustomed to managing tasks online, they expect advanced online service options. Research suggests that approximately 70% of customers anticipate self-service features like FAQs, online forums, and knowledge bases on a company's website. Thirdly, fostering multi-channel customer interactions is essential. Freshdesk's² data indicates that nearly 47% of customers utilize three to five digital communication channels to connect with companies of interest. Fourthly, optimizing mobile usage is imperative, considering that a significant portion of consumers employ mobile devices for information retrieval. Ensuring mobile-friendly page load times and intuitive navigation is paramount. Google's research underscores that around 40% of customers abandon a webpage if it takes more than

²Freshdesk is a multi-channel customer support tool which acts as a single platform

three seconds to load (An and Meenan 2016). Lastly, measuring customer satisfaction is pivotal. Collecting and analyzing customer feedback enables companies to assess whether their services align with customer expectations (Ohlson 2020).

2.3 CONTENT CREATION

Content creation stands as a pivotal and highly significant element within the digital marketing landscape. Through content creation, a company furnishes its audience with valuable and engaging information, drawing potential customers to its website while also nurturing existing clientele.

Content creation involves the formulation of diverse thematic concepts that hold appeal for the company's customer base. Subsequently, these concepts are translated into written or visual content, which is then disseminated to clients across a range of formats (Perricone 2020). The avenues of content creation encompass website management and updates, blogging, photography, video production, online commentary, as well as editing and distribution of digital media.

Based on content marketing statistics, it's evident that content marketing yields threefold more leads compared to traditional marketing. Small and midsize businesses adopting content marketing strategies experience a remarkable 126% increase in leads compared to their non-adopting counterparts. Furthermore, companies that publish more than 16 blog posts monthly witness a substantial 3.5 times boost in traffic compared to those posting only four or fewer articles each month (Demand Metric³; Carmicheal 2020a; Gregoire 2017).

A crucial initial step before formulating and crafting content involves a thorough analysis of the company's target audience. Concurrently, an evaluation of competitors and their chosen content platforms is essential. By scrutinizing its customer base, a company can ascertain the most effective social media (SM) channels for delivering diverse content and engaging with customers. This can be aptly achieved by creating a buyer persona, representing the ideal re-

³Demand Metric is a cloud-based agile project management software for B2B marketing professionals within marketing departments, startups, or marketing agencies. It offers a variety of features to help marketing teams plan, execute, and track their projects, including pre-built project plans, Task management Collaboration tools and Reporting.

recipient of the company's content. This persona serves as a representative of any segment of the company's target audience, particularly if multiple segments exist.

Subsequently, the purpose of the content must be delineated. The company should deliberate on the content's format, whether it should be entertaining, informative, or educational. Additionally, prior to content creation, a comprehensive assessment of globally popular social networks and prevailing website marketing trends is imperative. This analysis aids the company in selecting the most effective social media platforms for disseminating content and ensures its alignment with competitors' practices, thus maintaining a competitive edge.

Within content marketing, effective distribution spans various digital platforms. A meticulously organized web page housing pertinent content possesses the capability to captivate a larger customer base. In the realm of social media (SM) selection, a company should methodically decide both the appropriate platform and the suitable content format for dissemination. A company's core information, historical insights, contact particulars, visual media, as well as news updates are optimally showcased on a well-structured website. The website stands as the company's virtual identity and serves as the initial point of contact for potential customers, underscoring the importance of its appearance and content richness.

Instagram emerges as the prime contender for publishing visually engaging content, supplemented by concise descriptions. It also facilitates customer engagement through Instagram Stories and interaction via the Instagram Direct messenger. Furthermore, customer feedback can be harnessed through comments under Instagram posts. Facebook too emerges as a valuable platform for collecting customer reviews and dispensing comprehensive information about the company. It accommodates the publication of more extensive posts laden with essential details.

To attract potential customers and foster loyalty among existing ones, there exists an array of diverse content creation forms, encompassing blog posts, videos, podcasts, webinars, eBooks, infographics, and social media (SM) content.

Presently, blogs stand as one of the most widely embraced content marketing vehicles, comprising a substantial 86% of content marketing efforts, as highlighted by [The State of Content Marketing Report \(2019\)](#). Additionally, a revelation from a [Forbes Report \(2018\)](#) indicates that websites equipped with blogs exhibit a staggering 434% higher likelihood of ranking at the

pinnacle of Search Engine Results Pages (SERPs) for specific keywords.

Employing video content yields manifold benefits, including enhanced conversions, amplified Return on Investment (ROI), and the cultivation of robust audience relationships. [HubSpot's study \(2020a\)](#) underscores that video content is the preferred choice for 54% of consumers when it comes to interacting with brands, surpassing all other content types. Companies can strategically disseminate video content on their chosen SMPs, website pages, and even partner websites if applicable. During video content development, it's imperative for companies to discern the content type that resonates most effectively with their audience's interests ([Carmicheal 2020b](#)).

Podcasts and webinars emerge as valuable avenues for delivering informative content in an educational format. These mediums empower companies to bolster brand recognition, cultivate audience relationships, and endorse various products, services, and partnerships. Furthermore, eBooks represent a potent tool for succinctly furnishing the audience with valuable insights about the company. This format fosters robust relationships with the target audience and augments the company's brand credibility and trustworthiness ([Shelley 2019](#)).

Infographics, a form of content creation, present information and data in a user-friendly format, aiding companies in educating their audience through valuable insights. This medium effectively allows clients to visually grasp statistical information and comprehend complex data, facilitating enhanced understanding. Infographics serve as a swift conduit for conveying substantial amounts of information.

Infographics can be seamlessly integrated with written blogs or utilized as stand-alone content across diverse digital blogging platforms and social media (SM) channels ([Segura 2020](#)).

Establishing a robust SM presence yields manifold advantages for companies. SM platforms serve as conduits for expanding audience reach and nurturing customer relationships. Moreover, the content shared through SM posts and messages assumes a pivotal role in attracting fresh leads and maintaining the loyalty of existing customers. SM content functions as a tool to aid potential customers in discovering the company's offerings, disseminate information about sales and promotions, and offer supplementary insights into the company's products or operations ([Sherman 2019a](#)).

Notably, the absence of a meticulously planned and structured content marketing strategy could render even high-quality content invisible to customers on the digital landscape. To pinpoint the content that resonates most effectively with their target audience, companies must subject their creations to testing across various digital platforms.

In summary, infographics simplify data presentation, SM platforms yield extensive benefits, and a well-executed content marketing plan is pivotal for content visibility and engagement.

2.4 DIGITAL MARKETING PLAN

In today's business landscape, establishing an online presence is of paramount importance. For companies that have already established their position in the market, an online presence is not just beneficial but essential. To maximize the advantages and outcomes derived from this digital presence, a robust Digital Marketing Plan (DMP) is imperative.

As outlined by [Dave Chaffey 2020d](#), a DMP encompasses the adept management of a company's diverse online manifestations, spanning websites, mobile applications, and social media company pages. This management entails leveraging online communication avenues such as search engine marketing, social media marketing (SMM), online advertising, email marketing, and forging partnerships with other websites.

[Dave Chaffey and P. R. Smith \(2017\)](#) elaborate that a DMP encompasses various organizational facets including customer feedback, customer service, product enhancement, sales, and financial considerations. Notably, a DMP extends its scope to spotlight and analyze growth prospects for a company. It achieves this by pinpointing new potential audiences, exploring uncharted markets, and facilitating the introduction of novel products and services.

Prior to formulating a Digital Marketing Plan (DMP), a company must undertake a sequence of indispensable steps. The initial phase entails a comprehensive analysis encompassing both internal and external facets of the company. This analysis is pivotal in comprehending the ecosystem within which the company operates, understanding customer needs, and identifying where and how these needs are addressed. Subsequently, the DMP must be anchored by

well-defined digital marketing (DM) objectives.

Following this, the company should delineate a meticulous marketing strategy. This entails the segmentation of the target audience, as well as establishing the company's market positioning in relation to its competitors. Simultaneously, the content strategy is charted out. The subsequent stride involves the formulation of digital strategies and tactics. During this phase, the company commences the application of diverse strategies such as email marketing campaigns, social media (SM) engagement, website optimization, and SEO strategies.

As the array of digital channels for management and customer information expands, the integration of various marketing automation tools becomes imperative. Concluding but not least, the measurement of outcomes and Key Performance Indicators (KPIs) is pivotal. Contemporary analytics stands as the cornerstone for adeptly optimizing DM effectiveness and costs. Employing KPIs, a company assesses each online activity undertaken to ascertain alignment with anticipated outcomes. By gauging the efficacy of strategies and initiatives, a company can identify and rectify deficiencies impeding goal attainment (Penalver 2019).

A well-conceived and structured Digital Marketing Strategy Plan rests upon the utilization of a marketing framework. This framework serves as a guiding template, furnishing instructions for the seamless execution of a marketing plan. Essentially, it constitutes the foundational bedrock of every marketing strategy.

Originally devised in the 1990s by PR Smith, SOSTAC as shown in figure 1 represents a pivotal strategic framework and planning model. This model finds application in crafting a diverse range of plans, encompassing marketing plans, Digital Marketing Plans (DMPs), business plans, and more (Chaffey and Smith 2017). The acronym SOSTAC Figure 2.1 signifies Situation analysis, Objectives and Strategy, Tactics, Action, and Control.

Situation Analysis: This initial phase addresses the fundamental query of "Where are we now?". During this stage, the focus is on gauging the current state of prospective online presence. An extensive evaluation of the company's offerings, available resources, inherent strengths and weaknesses is imperative. A comprehensive scrutiny of both potential and existing clientele is conducted. Additionally, this phase encompasses an in-depth assessment of the company's business network, encompassing partners and intermediaries.



Figure 2.1: SOSTAC- Situational Analysis, Objectives, Strategy, Tactics, Actions, Control (Edgyvblog 2017)

Objectives: This phase addresses the question of "Where are we going?" or "Where do we want to be?". In establishing business objectives, the company must intricately outline its desired achievements. The clarity of the set objectives directly impacts the ease and probability of attaining them. Within this stage, a crucial consideration is assessing the availability of essential resources for goal realization.

Strategy: This phase delves into the query of "How do we get there?". Although succinct, this stage holds paramount significance as it serves as the compass for all ensuing tactics. The strategy encapsulates the roadmap for attaining the established objectives. During this stage, the emphasis lies on determining the approach to realizing predefined goals and identifying the specific customer segments warranting focus.

Tactics: This phase elucidates the execution of the previously devised strategy. Here, the company delineates the utilization of diverse tactical approaches encompassing both digital and traditional communication platforms. These could include online advertising, leveraging social communication channels, deploying advertising mailings, and more.

Actions: The action segment entails the meticulous elaboration of tactics. Here, the focus lies on the query "Who does what, when, and how?" The organization must delineate the processes and activities essential for effective implementation. For instance, this encompasses the sequential steps required to establish an optimized company website.

Control: This phase provides clarity on the elements to be measured, the occurrences to be tracked, and the corresponding timing. Varied analytical systems routinely gauge and monitor critical online metrics such as website visitor count, visit duration, search queries, conversion rates, and more. Vigilant monitoring ensures the company maintains an advance understanding of its performance status.

Another equally significant strategic framework for formulating and supervising digital strategy is the RACE planning framework Figure 2.2, initially conceptualized by Dave Chaffey in 2010. This model's central premise is to furnish companies with an accessible and coherent framework to construct a Digital Marketing Plan (DMP) that effectively tackles the challenges of identifying and engaging a potential online audience. Adopting the RACE model within

digital marketing bestows several advantages upon the company. It centers on the execution of tactics applicable to a website or digital marketing communications. Furthermore, its core focus remains steadfastly on customers, their life cycle, and the cultivation of enduring relationships.

RACE revolves around an iterative process of performance enhancement. It champions a marketing approach that pinpoints pivotal performance indicators, employed for goal establishment and analysis of outcomes utilizing diverse web analytics tools. Moreover, RACE comprehensively encompasses a spectrum of marketing activities within the realm of digital marketing, seamlessly integrating traditional marketing endeavors (Chaffey 2020a).



Figure 2.2: RACE marketing planning framework (Chaffey 2020a)

As outlined by Chaffey and Chadwick (2019), the RACE model encompasses four sequential stages, strategically devised to guide companies in effectively engaging both their prospective and existing customers throughout the entirety of their life cycle.

The detailed explanation of how the Race digital marketing planning framework is used in this project is provided in Chapter 6.

In Chapter 2, the thesis provided an introductory exploration of digital marketing, encompassing key elements such as digital customer experience, content creation, and the formulation of a digital marketing plan. These insights laid the groundwork for understanding the fundamentals of leveraging digital platforms for business growth. Moving forward into Chapter 3, the focus will shift towards an in-depth examination of specific digital marketing tools and strategies. Topics to be covered include Search Engine Optimization, Web Analytics, Email Marketing, Content Marketing, Video Marketing, and Social Media Marketing. This transition sets the stage for a deeper exploration of practical techniques aimed at enhancing Casanova Prosecco's global expansion through digital channels.

3

DIGITAL MARKETING TOOLS

In the dynamic and ever-evolving digital landscape, businesses face the unrelenting challenge of maintaining a competitive edge and effectively reaching their target audience. This is where digital marketing tools emerge as indispensable assets, providing a comprehensive suite of solutions that empower businesses to strategize, implement, and evaluate their marketing campaigns across a diverse range of digital channels, encompassing search engines, social media platforms, and email marketing. These sophisticated tools enable businesses to streamline their marketing endeavors, optimize their budgetary allocations, and maximize their return on investment, propelling them towards achieving their strategic objectives.

3.1 SEARCH ENGINE OPTIMIZATION

Every passing second witnesses millions of Internet users utilizing search engines (SE) like Google to access the information they seek. These users engage in searches to troubleshoot problems, find answers to questions of interest, accomplish tasks, or acquire educational insights.

Search Engine Optimization (SEO) stands as the cornerstone of the digital marketing process. In accordance with [Chaffey and Chadwick \(2019\)](#), SEO is defined as "a methodical approach employed to enhance a company's or its products' positioning within the natural or organic search results of selected keywords or phrases". In essence, it encompasses the process

of refining a website to amplify its visibility for pertinent search queries. The higher a web page's visibility within search results, the greater the likelihood of attracting the attention of both prospective and existing customers.

Quality content and exhaustive keyword research constitute pivotal elements in content optimization. Moreover, mobile friendliness assumes significance in shaping website architecture. Search algorithms are intricately designed to spotlight authoritative and pertinent pages, delivering enhanced search experiences to online users. In light of these considerations, optimizing website structure and content can significantly elevate a company's positioning in Internet search results.

It's a universally acknowledged fact that 100% of online users rely on search engines to discover content. Speaking of content, this encompasses not only diverse blog posts and textual content but also assorted news articles, images, videos, and audio materials. Research by [Chitika](#) underscores that approximately 91.5% of total average web traffic originates from websites featured on the first page of search results. Typically, Internet searches serve as the primary source of website traffic for businesses, with prominent visibility and rankings within search results correlating to favorable revenue prospects ([Dutta 2019](#)).

Here are some of the key benefits of using SEO in digital marketing:

- Increased website traffic: Higher rankings in SERPs lead to more visitors to the website.
- Improved brand awareness: Increased visibility in search results enhances brand recognition and credibility.
- Enhanced lead generation: More website traffic can lead to more qualified leads for the business.
- Boosted sales: Increased website traffic and leads can ultimately translate into more sales for the business.
- Cost-effective marketing: SEO is a relatively cost-effective marketing strategy compared to paid advertising.

3.2 WEB ANALYTICS

Web analytics presents an effective avenue for accumulating and scrutinizing comprehensive information pertaining to a company's website. This encompasses insights into the origins of potential customers, their avenues of discovery on the Internet, their behavior upon visiting the business website, the content that garners the most engagement, and their preferences. Leveraging web analytics empowers a company to discern what aspects and content align with its website, identify efficacious strategies, and rectify any shortcomings, ultimately refining the overall user experience (Hughes 2019).

Typically, most web analytics tools involve embedding a JavaScript snippet tag within the website's code. This tag facilitates the tracking of visitor counts and activities, such as page views via links, browser details, and even location via IP address. Additionally, cookies may be employed to track return visits from the same browser. However, it's important to note that no web analytics platform can guarantee the precision of the collected data, given the inherent variations in browser behavior and code constraints.

Categorically, the data captured by web analytics can be classified into several segments. The first category encompasses audience-related information, encompassing metrics like visit counts, geographic origins, browser preferences, device type (computer or smartphone), and the ratio of new visitors to returning ones. Subsequently, another category delves into audience behavior, offering insights into frequently visited pages, the number of pages per visit, and the duration of website interactions (Shah A 2020).

Among the most widely used free web analytics tools, Google Analytics stands as a prominent choice. With over 50 million global websites utilizing it, Google Analytics stands as a reliable source for insights into website traffic, interactions, and conversion data. Its popularity underscores its market dominance, and it offers the ability to track user paths, digital channels, data sources, geographic locations, and devices used for website access (Digital Marketing Institute 2020).

Here are some of the key benefits of using Web Analytics in digital marketing:

- Identify trends and patterns in website traffic and user behavior.

- Monitor your website's performance against competitors.
- Stay up to date with the latest trends in digital marketing.
- Allocate your marketing budget more effectively.

3.3 WEBSITE

In the contemporary landscape, a well-crafted website stands as a conduit for attracting potential clients and fostering business growth. Within the Digital Marketing Plan (DMP), the website occupies a pivotal role, serving as a central hub that all content, communications, and advertising efforts drive visitors towards. Hence, the website's aesthetics and functionality hold utmost significance in offering a clear portrayal of the company's offerings and business identity (Sherman 2019) (Olio Solutions 2020).

A survey conducted by Business 2 Community (2019)¹ underscored that around 94% of internet users harbor distrust or dismiss websites sporting subpar design. Sherman (2019b) expounds upon the key facts that underpin the creation of a professional website:

- **User-friendly Navigation:** Intuitive navigation on the website is paramount. A complex and confusing navigation system compels visitors to exit the site in search of simpler alternatives. Therefore, the website's menu should boast simplicity and user-friendliness, ensuring swift access to desired information.
- **Appealing Design:** Aesthetics play a crucial role. Employing visually pleasing colors and relevant imagery aligned with the company's identity is pivotal. Striking the right balance between design and content is the hallmark of a professional website.
- **Valuable Content:** The significance of informative and comprehensible content cannot be overstated. Crafting content that resonates with every visitor is vital. Moreover, strategic integration of pertinent business keywords enhances discoverability on the internet.
- **Search Engine Optimization (SEO):** Optimizing the website's content and structure to align with different search engines is imperative. This facilitates seamless discovery by potential clients, bolstering the website's online presence.

¹Business 2 Community is a platform for business professionals to gain all of the necessary knowledge and expertise to succeed in everything they do from marketing and sales to HR and strategy and much more.

- **Efficient Loading:** Swift loading times are indispensable. Lengthy loading periods compel visitors to abandon the website. A professional website ensures expeditious loading, thus enhancing the overall user experience.

The significance and accessibility of a well-crafted website are indisputable. For a company to thrive in the online realm, draw in new clients, and broaden its reach, a website is an absolute necessity. Furthermore, the ramifications of a proficient website extend to Digital Marketing Strategy (DMS) in a profound manner. Lacking a compelling and fitting web design, a company's website risks fading into obscurity on the vast expanse of the internet, ultimately failing to engage visitors.

Here are some of the key benefits of Website in digital marketing:

- Establishes Brand Identity and Credibility
- Generates Leads and Sales
- Improves Search Engine Rankings
- Nurtures Customer Relationships
- Measures Marketing Effectiveness

3.4 EMAIL MARKETING AND DRIP MARKETING

Email Marketing stands out as one of the most effective methods to establish and foster connections with potential clientele. It encompasses marketing emails, diverse newsletters detailing company updates, forthcoming events, promotions, and other engagement endeavors. This avenue empowers companies to keep both existing and potential customers well-informed and engaged (Ward 2020).

Contemporary communication through email consistently maintains its relevance. OptinMonster's study (2020)² revealed that a staggering 99% of internet users habitually check their emails, surpassing other digital communication channels. Furthermore, Email Marketing

²OptinMonster is a robust customer acquisition and lead-generation application that allows you to create highly effective optin forms that are guaranteed to maximize your growth

yields remarkable conversion boosts. Business 2 Community's research (2020) indicated that approximately 59% of surveyed internet users willingly subscribe to email newsletters. Comparatively, Email Marketing contributes to around 2.3% of conversions, surpassing the 1% attributed to Social Media Marketing. In contrast to the sporadic nature of social media site visits, emails are perused daily, positioning email as an optimal digital channel for customer interaction.

Email Marketing and social media can synergistically reinforce each other. For instance, incorporating snippets of positive social media reviews into emails can bolster potential customers' confidence in the company's offerings (Ward 2020) (Bedgood 2019) (Santora 2020).

Parallel to Email Marketing, Drip Marketing entails sending automated marketing emails to both prospective and current customers. This automated approach hinges on specific time frames or user actions. Drip marketing emails, often encompassing welcome messages, are dispatched automatically, aligning with triggers such as new website visitors subscribing to the company's blog newsletter. This technique is also known as a "drip campaign" (Stych 2015) (Kenton 2020)).

A study revealed that tailored emails yielded 18 times more revenue than generalized broadcasts, reaffirming the effectiveness of personalized communication. Moreover, recipients of company emails exhibit heightened likelihood of engaging with provided links. Drip campaigns stand out for generating 119% more link opens compared to conventional campaigns (Kuligowski 2020).

The strategic utilization of Email Marketing and Drip Marketing bestows myriad advantages upon companies. Maintaining consistent contact with the audience, disseminating essential updates, and facilitating traffic to the company website all contribute to expanding the potential customer base. Furthermore, these tools serve as conduits for gathering audience feedback through surveys, thereby enhancing overall business responsiveness.

Here are some of the key benefits of Email Marketing and Drip Marketing in digital marketing:

- Reach a large audience.

- Personalize your messages.
- Nurture leads.
- Track your results.
- Automate your marketing.

3.5 CONTENT MARKETING

Content Marketing, one of the earliest devised methods in the realm of Digital Marketing, stands out as a potent and effective tool. As defined by the Content Marketing Institute, it is a strategic marketing approach geared towards generating valuable, pertinent, and consistent content with the objective of engaging and retaining a well-defined audience, ultimately prompting profitable customer actions.

Within Content Marketing, companies employ a variety of formats such as e-books, blogs, visual and video content, aiming to attract and sustain the interest of potential customers and cultivate support for their business. Research from 2019 by the Content Marketing Institute, Content Tech Summit, and Vennli revealed that around 76% of marketers adopt a targeted strategic approach for content delivery ([Content Marketing Institute](#), [Content Tech Summit](#), and [Vennli 2019](#)). This approach serves the purpose of audience expansion, provision of high-quality information, enhancement of customer service, and more.

Content Marketing offers a multitude of advantages. Firstly, it facilitates a robust presence on social media channels. The creation of relevant and quality content aids companies in accruing a dedicated following on social media platforms. Secondly, by producing valuable content, companies foster positive relationships with their audience, addressing frequently asked questions and engaging in meaningful customer interactions. Furthermore, it contributes to enhancing the company's online authority, resulting in improved search engine rankings. Notably, Content Marketing plays a pivotal role in discovering potential customers online, an indispensable facet of business growth. Not to be overlooked is its impact on conversion rates. Consistent and high-quality content enables potential and existing customers to engage with the company, providing them with the information they require for informed decision-making

(Riserbato 2020).

Here are some of the key benefits of Content Marketing in digital marketing:

- Builds brand awareness and reputation.
- Improves search engine rankings.
- Generates leads.
- Drives sales.
- Enhances customer retention.

3.6 VIDEO MARKETING

Video marketing involves creating and utilizing video content to promote products, services, educate the audience, and enhance engagement across digital communication channels (HubSpot 2020b).

In recent years, video marketing has surged in popularity among marketers and online users alike. It has evolved from a mere marketing tactic to a comprehensive business strategy. A study by HubSpot (2018) unveiled that over 50% of consumers display a heightened interest in video content from companies of their interest compared to other forms of content (An 2018). Notably, video marketing is linked to increased conversions, with research indicating that incorporating video content on landing pages can boost conversions by more than 80%. The impact of video marketing extends beyond raising awareness of a company's business; it has reshaped how companies engage potential customers and support their existing audience.

An array of video content types exists today, each serving specific purposes, including (Pahwa 2020):

- Product Demos: In-depth videos detailing the features and benefits of products and services.
- Interviews: Conversations with business representatives or leaders, offering additional insights into the company.

- **Event Videos:** Coverage of company-hosted events to involve the audience.
- **Explainer Videos:** Addressing frequently asked questions concerning the business.
- **Vlogs:** Video counterparts of a company's written blogs, aligning with marketing strategies.
- **Webinars:** Interactive web conferences to connect with the audience and discuss relevant topics.
- **Live Videos:** Real-time broadcasts showcasing crucial business aspects and enabling direct interaction with customers.
- **Presentations & Talks:** Recordings of presentations or discussions involving individuals related to the company.

These diverse video formats empower businesses to enhance conversion rates, amplify brand awareness, and bolster sales. The integration of video content in Content and Email Marketing heightens customer comprehension of the business.

Incorporating video marketing necessitates several steps. The initial phase involves defining goals aligned with the use of video materials. Subsequently, a well-planned approach to video production must consider the target audience, content, platform, video type, and budget. The production phase encompasses filming, effects, transitions, voiceovers, and other elements desired in the final video. Lastly, video promotion across digital platforms such as the company's website, YouTube, Instagram, Facebook, and Twitter requires a focus on SEO and relevant hashtags.

Here are some of the key benefits of Content Marketing in digital marketing:

- Enhances Audience Engagement
- Boosts Conversion Rates
- Strengthens Brand Identity and Reputation
- Enhances Social Media Engagement
- Reaches a Wider Audience

3.7 SOCIAL MEDIA MARKETING

As highlighted by Chaffey and Ellis-Chadwick (2019), social media marketing (SMM) plays a multifaceted role throughout the customer journey. It effectively influences online brand awareness, attracting potential customers, influencers, and partners (Chaffey et al., 2019).

SMM entails crafting and disseminating diverse content through social media platforms (SMP) to achieve varied marketing objectives and expand the reach to potential customers. This content takes various forms such as textual posts on blogs, images, videos, and paid advertisements on social media platforms.

Considering that approximately 4.66 billion people, constituting 59 percent of the global population, are internet users, a significant opportunity exists to extend business outreach through SMP. Furthermore, around 3.5 billion individuals, nearly half of the world's population, engage with social media daily (Shah 2020b). The Covid-19 pandemic has accentuated this trend, compelling more people to resort to the internet and social media for communication (Chen 2021). This underscores the pivotal role of SMPs in information dissemination, as the largest concentration of potential customers now exists online.

Selecting appropriate SM channels hinges on the nature of a company's business and the type of content it intends to share on SMPs. Versatile social media platforms suitable for various business domains include Facebook, Instagram, YouTube, Twitter, and LinkedIn. These platforms serve as conduits to enhance audience growth, elevate sales, drive website traffic, and promote online business (Thompson 2020). Notably, research indicates that the five most popular SMPs for 2021 encompass Facebook, YouTube, and Instagram (Tankovska 2021).

Linda Coles (2017) posits that SMPs facilitate real-time reception of both positive and negative feedback. Beyond this, the utilization of social networks provides valuable insights into public perceptions of the business and competitor dynamics.

Chapter 3 provided an overview of essential digital marketing tools, including Search Engine Optimization, Web Analytics, Website development, Email Marketing, Content Marketing, Video Marketing, and Social Media Marketing. These tools lay the foundation for effective digital marketing strategies. As the thesis transitions into Chapter 4, the focus will shift towards

an in-depth analysis of the case company's digital marketing position, activities, and competitor strategies. Future discussions will involve dissecting the case company's current situation, evaluating its digital marketing efforts, and examining competitor strategies, encompassing social media prowess, interactive content, influencer collaborations, e-commerce tactics, and data-driven insights, offering valuable insights for strategic planning and improvement.

4

AN IN-DEPTH ANALYSIS OF THE CASE COMPANY'S POSITION, ACTIVITIES, AND COMPETITOR STRATEGIES

This chapter conducts a thorough analysis of the case company's current position, ongoing digital marketing activities, and competitor strategies. The primary goal is to provide valuable insights that can guide the organization's future digital marketing efforts. The assessment begins with an examination of the company's existing situation, followed by a critical evaluation of its ongoing digital marketing initiatives. Additionally, competitor strategies are systematically analyzed to offer a comprehensive view of the competitive landscape. The chapter aims to distill practical insights by synthesizing these components, facilitating the formulation of strategic imperatives for the company. The objective is to enhance the company's effectiveness and resonance in digital marketing endeavors. Through a scholarly examination, this chapter outlines an informed roadmap for the organization's prospective digital marketing pursuits. This roadmap is grounded in a nuanced understanding of the company's inherent strengths and the dynamic external environment in which it operates. Overall, the chapter aims to provide a clear and actionable guide for the organization's future digital marketing strategies within

the formal context of a thesis.

4.1 ANALYSIS OF THE CASE COMPANY SITUATION

Establishing an effective Digital Marketing Strategy (DMS) hinge on a comprehensive grasp of Casanova Prosecco's current standing. This entails a thorough examination of the company's status to pinpoint fitting approaches for Digital Marketing (DM) and to construct a robust DMS poised to yield favorable outcomes.

The determination of optimal DM methods necessitates a meticulous evaluation of the company's existing employment of digital marketing tools. This assessment guides the selection of strategies best suited for the context. Furthermore, a thorough scrutiny of the company's proficiency in customer attraction and retention, relative to its competitors, assumes paramount importance. This comparative analysis illuminates the company's strengths and highlights potential areas of enhancement.

In essence, crafting a potent DMS demands an intricate understanding of Casanova Prosecco's landscape. By scrutinizing the company's current digital marketing endeavors and discerning its competitive edge in customer engagement, we can design a tailored strategy that maximizes advantages, rectifies shortcomings, and propels the brand towards digital marketing success. This orchestrated approach, centered on comprehension and strategic adaptation, ensures that the forthcoming DMS is finely tuned to secure optimal outcomes in the dynamic realm of digital marketing.

4.2 CURRENT DIGITAL MARKETING ACTIVITIES

The present digital marketing (DM) endeavors undertaken by the company display a notable absence of a cohesive strategy and systematic approach. The marketing initiatives appear sporadic, marked by an apparent lack of structured planning, mainly attributable to the absence of a comprehensive marketing and content planning strategy. This disjointed approach underscores the critical need for the establishment of a robust Digital Marketing Strategy (DMS) to harness the wealth of available business opportunities effectively and elevate the company's

promotional undertakings.

Following a meaningful dialogue with the company's CEO, it becomes evident that the primary objectives driving the foray into DM revolve around elevating sales and extending product launches into untapped markets. However, a comprehensive assessment of the company's digital footprint exposes several shortcomings, shedding light on the factors limiting the reach to end customers via digital platforms.

The company's digital presence is primarily manifested across platforms such as Instagram, Facebook, and TikTok. Nonetheless, the tally of followers across these platforms remains modest, with a follower count of fewer than 3000. This hints at a suboptimal level of engagement with the audience and potential customers. Notably, the absence of promotional videos stands out as a conspicuous gap, considering that videos have emerged as the lingua franca of social media marketing. The infusion of visual content holds the potential to substantially amplify user engagement and cultivate a deeper connection with the target audience.

Another significant impediment to broad customer reach is the company's reluctance to invest in paid media endeavors, encompassing advertisements and influencer partnerships. Paid media campaigns furnish a conduit to amplify brand visibility and meticulously target specific audience segments. The company's failure to tap into this reservoir of possibilities leaves unutilized a potent mechanism to fortify its digital presence and resonate with a wider customer base.

It's pertinent to note that the company's dependence on international trade fairs as the cornerstone for customer outreach might be considered somewhat antiquated. In an era characterized by the ascendancy of digital media, the efficacy of this traditional approach could be curtailed. While trade fairs offer face-to-face interactions, the digital landscape presents an expansive terrain to engage with a diverse and voluminous clientele. Neglecting these digital avenues could impede the company's potential to connect with prospective customers actively participating in online platforms.

Adding to the array of challenges, the company's website appears to be grappling with Search Engine Optimization (SEO) deficiencies. The website's organic ranking remains unsatisfactory, hampering its discoverability on search engines. This subpar ranking impacts its visibility and accessibility to potential customers seeking relevant products and information.

In summation, the company's prevailing digital marketing undertakings confront multifaceted impediments. A lack of strategic underpinning, limited incorporation of visual content, hesitancy toward investments in paid media, and an overreliance on conventional methods like trade fairs collectively contribute to the hurdles encountered in extending reach to end customers through digital platforms. There exists an imperative for the company to acknowledge the ever-evolving landscape of marketing and embrace a comprehensive DMS. Such an approach must encompass meticulous strategic planning, diversified content creation, active engagement across various digital channels, and rectification of website SEO inadequacies. By comprehensively addressing these shortcomings and embracing a holistic approach, the company can unleash the full potential of digital marketing, effectively achieving its sales and expansion aspirations.

4.3 ANALYSIS OF COMPETITORS' DIGITAL MARKETING STRATEGIES

The Prosecco industry, characterized by its effervescent charm and evolving consumer preferences, has witnessed a surge in digital marketing strategies employed by wine companies to elevate product awareness, boost sales, and enhance customer satisfaction. This comprehensive competitor analysis delves into the microcosm of these strategies, revealing the nuanced tactics and approaches that wine companies employ to capture consumer attention, drive purchase decisions, and foster lasting brand loyalty.

4.3.1 SOCIAL MEDIA PROWESS AND STORYTELLING

Prominent entities within the Alcohol sector have effectively leveraged social media to create engaging narratives tailored to their specific audience. Instagram stands out as a crucial platform where these companies adeptly highlight their products' unique attributes, historical significance, and ideal occasions for consumption. Utilizing visually compelling content, these brands skillfully construct stories that evoke emotional connections with consumers.

By showcasing moments of celebration, intimate gatherings, and picturesque landscapes, these companies position prosecco not merely as a beverage but as a symbol of joy and shared experiences. The strategic use of Instagram allows them to convey a brand identity that extends beyond the product itself, fostering a sense of connection and resonance with their target demographic.

In essence, this approach underscores the industry's recognition of social media as a powerful tool for storytelling. Through curated visual content, these Alcohol sector leaders effectively communicate the essence of their brand, transforming prosecco into more than just a drink but a conduit for meaningful and enjoyable moments in the lives of consumers. Figure 4.1 depicts a generic example of how alcohol brands use social media to enhance brand awareness. (Campari group social media strategy case study by Ambassify)

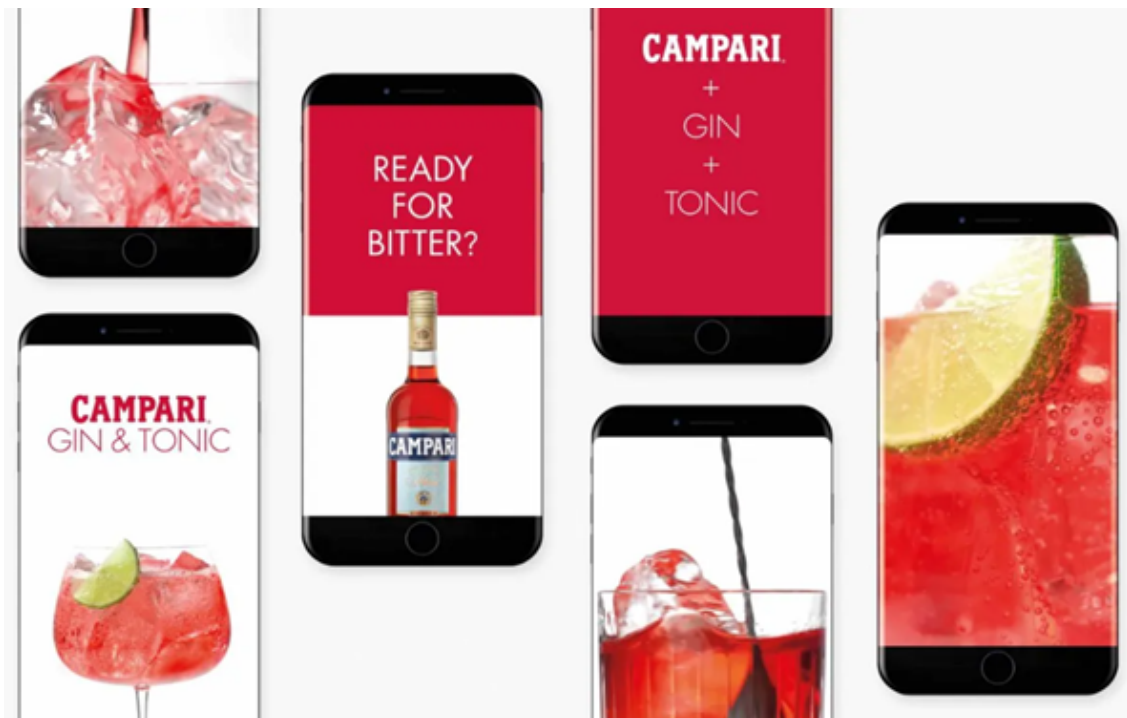


Figure 4.1: Social media advertisement by Campari

4.3.2 INTERACTIVE CONTENT AND ENGAGEMENT

Interactive content has emerged as a pivotal element in digital strategies, empowering wine companies to cultivate deeper engagement with consumers. Features such as polls, quizzes, and challenges serve not only as sources of entertainment but also as valuable tools for gaining insights into consumer preferences. Figure 4.2 illustrates a generic example of interactive content and engagement. Companies adeptly harness user-generated content, prompting customers to share their Prosecco experiences using distinctive hashtags and by incorporating a call-to-action button like "Discover More" or "Register," the company's post transforms into interactive content, prompting users to engage further. This interactive element encourages users to take specific actions, such as exploring additional content or signing up for events, enhancing user engagement and driving desired outcomes. This participatory approach not only entertains but also cultivates a sense of community and belonging among consumers. Simultaneously, it significantly expands the reach of the brand's message, fostering a dynamic and interactive relationship with the target audience. In essence, this strategy allows wine companies to go beyond conventional advertising methods, actively involving consumers in the brand narrative and creating a more meaningful connection. (Negroni week by Campari)



Figure 4.2: Interactive content and engagement by Campari

4.3.3 INFLUENCER COLLABORATIONS

Collaborations with influencers have proven to be a powerful strategy for enhancing the visibility of Prosecco brands. Figure 4.3 shows a generic example of alcohol sector companies collaborating with influencers. Wine companies strategically choose influencers whose lifestyles resonate with the ethos of the brand, facilitating authentic endorsements. Influencers play a pivotal role by sharing innovative recipes, cocktail ideas, and pairing suggestions that position Prosecco as an integral component of contemporary living. These partnerships not only broaden the brand's reach but also impart a personal touch to the relationship between the brand and its customers. By aligning with influencers who authentically represent the brand values, wine companies leverage the influencer's credibility to connect with a broader audience and establish Prosecco as a lifestyle choice. In essence, these collaborations contribute to a more relatable and engaging brand narrative, fostering a deeper connection with consumers in the evolving landscape of digital marketing.



Figure 4.3: Influencer collaboration with brand

4.3.4 EDUCATIONAL INITIATIVES

Alcohol companies have acknowledged the importance of educating consumers about the nuanced aspects of Prosecco. Utilizing diverse mediums such as informative blog posts, videos, and live sessions, these companies aim to provide insights into critical elements such as the wine-making process, the concept of terroir, and the art of tasting. The intention behind these educational endeavors is to empower consumers with comprehensive knowledge, allowing them to make informed decisions while cultivating a heightened appreciation for the intricacies inherent in Prosecco.

By delving into the details of Prosecco production and offering insights into the influence of terroir on its characteristics, these initiatives contribute to the development of a well-informed consumer base. This enhanced understanding not only enriches the overall consumer experience but also lays the groundwork for making discerning choices, ultimately elevating the enjoyment of Prosecco. In summary, these educational efforts underscore the industry's commitment to fostering a knowledgeable and discerning consumer audience in the realm of Prosecco consumption. (Campari academy)

4.3.5 E-COMMERCE AND PERSONALIZATION

The integration of e-commerce has significantly transformed the method through which alcohol companies facilitate direct purchases. Online platforms now offer consumers effortless access to a diverse array of products, thereby elevating overall convenience. Additionally, companies are actively adopting personalization techniques, customizing product recommendations according to individual consumer preferences and purchase history. This personalized approach serves not only to augment customer satisfaction but also to bolster sales by presenting curated selections tailored to the unique tastes and preferences of each consumer.

In essence, the advent of e-commerce in the alcohol industry has streamlined the purchasing process, making a broad selection of products readily accessible to consumers. The incorporation of personalization further refines this experience, contributing to heightened customer contentment and, concurrently, fostering increased sales through the strategic presentation of bespoke product offerings. The adoption of e-commerce by alcohol companies showcases a proactive strategy to meet consumer needs and elevate the online shopping experience.

4.3.6 CUSTOMER REVIEWS AND TESTIMONIALS

Harnessing the influence of social proof, alcohol companies employ a strategic approach by utilizing customer reviews and testimonials. These endorsements, disseminated across various platforms, function as compelling affirmations of the product's quality and appeal. The authenticity inherent in feedback from satisfied customers plays a pivotal role in reassuring potential buyers, effectively mitigating any hesitations they may have in making a purchase decision. Figure 4.4 shows the example of customer review. (Campari review buy customer). In essence, this deliberate use of social proof in the form of customer reviews serves as a powerful tool for building trust and confidence in the brand. By showcasing positive experiences and endorsements, wine companies leverage the collective influence of satisfied customers to enhance the perceived value and desirability of their products. This strategic integration of social proof not only contributes to a positive brand image but also acts as a persuasive factor for potential buyers navigating the decision-making process.



Figure 4.4: Customer reviews

4.3.7 VIRTUAL TASTINGS AND EVENTS

Adapting to evolving consumer behaviors, alcohol companies have been at the forefront of innovating virtual tastings and events. Expertly hosted interactive sessions guide participants through Prosecco tastings within the comfort of their homes. Beyond offering a unique and exclusive experience, these events cater to consumers who actively seek novel and distinctive engagements. Simultaneously, they play a crucial role in expanding the brand's reach beyond geographical constraints, as individuals from various locations can participate in these virtual experiences. In essence, the introduction of virtual tastings reflects a strategic response to changing consumer preferences, providing a dynamic and accessible platform for consumers to engage with Prosecco offerings in a personalized and interactive manner.

4.3.8 DATA-DRIVEN INSIGHTS

Sophisticated analytics tools empower companies to extract valuable insights into consumer behavior and preferences. Through the analysis of data encompassing website interactions, social media engagement, and purchase patterns, wine companies meticulously refine their strategies to craft targeted campaigns. This strategic approach involves tailoring content to specific consumer segments, a methodology proven to enhance the effectiveness of marketing initiatives and subsequently elevate customer satisfaction. In essence, the utilization of advanced analytics is pivotal in the formulation of data-driven strategies, enabling wine companies to make informed decisions that resonate with the diverse preferences of their consumer base.

In summary, the alcohol industry is undergoing a transformative shift in its approach to digital marketing. Through strategic utilization of various digital tools such as social media, interactive content, influencer collaborations, educational initiatives, and e-commerce integration, wine companies are effectively elevating product awareness, driving sales, and fostering customer loyalty. The synergy of technology, creativity, and a consumer-centric approach has ushered in a new era of wine marketing, where the convergence of storytelling and engagement creates immersive experiences resonating deeply with consumers. As the alcohol industry continues to evolve, the efficacy of these digital marketing strategies remains pivotal for its sustained success in the continually expanding digital landscape. During our analysis of competitor digital marketing strategies, we extensively examined Campari as a benchmark. However, our scrutiny extended beyond Campari to include other prominent prosecco manufacturers

such as **Ruggeri**, **Bisol**, and **Bortolomiol**. By juxtaposing their approaches and outcomes, we gleaned invaluable insights that will inform the formulation of our company strategy. These observations will be expounded upon and integrated into Chapter 6, where we delve deeper into our strategic initiatives and the competitive landscape of the B2B prosecco market.

In Chapter 4, an in-depth analysis of the case company's position, activities, and competitor strategies was conducted. The chapter examined the company's current situation, digital marketing activities, and various digital marketing methods employed by competitors, including social media prowess, interactive content, influencer collaborations, and more. As Chapter 5 approaches, the focus will shift towards research questions and methodology. Future discussions will outline the research questions guiding the study and detail the qualitative and quantitative research methodologies utilized. Findings, discussions, and conclusions derived from the research will also be explored, offering insights into strategic decision-making for the case company.

5

RESEARCH QUESTIONS AND METHODOLOGY

Casanova Prosecco, a renowned Italian producer of sparkling wines, faces significant challenges in expanding its global reach despite its established reputation for quality and elegance. This research aims to investigate the underlying factors hindering the company's international growth and develop effective digital marketing strategies to address these challenges.

5.1 RESEARCH QUESTIONS

To fulfill the research project's goals, the following three research questions are established:

1. How can a suitable Digital Marketing Strategy (DMS) be crafted in general?
2. Which Digital Marketing (DM) methods are most effective for the case company?
3. What Digital Marketing Strategy (DMS) is most suitable for effectively attracting potential customers for the case company?

5.2 METHODOLOGY

Methodology involves studying how research should be conducted; it's a specific approach that guides the research process. It offers direction and training for selecting scientific materials and methods relevant to the chosen research (Rajasekar et al, 2013). Speaking of research approaches, there are various methodologies, with Quantitative and Qualitative research being most relevant. Additionally, a participatory method suits service design. This approach involves stakeholders like employees, partners, or customers to ensure the design meets their needs (Elizarova et al, 2017).

5.2.1 QUALITATIVE RESEARCH

Qualitative research aims for deep understanding and theory building, focusing on interpreting non-numerical data (Sachdeva 2008). This method collects data from stakeholder interviews and relevant materials, helping to form the basis of the future Digital Marketing Strategy (DMS). Interviews reveal insights that narrow down the range of DM tools the company wants to use. Stakeholder interviews involve employers, investors, and customers, with a main focus on a CEO. The survey gathers information from potential project customers to specify their needs and interests.

Qualitative research methods were employed to address the first research question. This involved gathering insights from internal stakeholders, investors, and customers, with a primary focus on the CEO. Additionally, a survey was conducted to collect information from potential project customers, specifying their needs and interests.

The survey consisted of 5 questions and these questions were asked to our B2B clients.

- What is your target market?
- What are your marketing goals?
- What are your current marketing channels?
- What are your expectations for your digital marketing results?
- What are your competitive strengths and weaknesses?

5.2.2 QUANTITATIVE RESEARCH

Quantitative research aims to describe, predict, and test theories (Sachdeva 2008). It helps create and build a DMS based on the current performance of DM tools.

A quantitative research approach was applied to address the second and third research questions. The effectiveness of various digital marketing methods was assessed based on current performance, utilizing methods such as observing and benchmarking. Benchmarking systematically evaluated successful practices, contributing to the creation of a future company strategy.

5.2.3 FINDINGS

Research Question 1: How can a suitable Digital Marketing Strategy (DMS) be crafted in general?

Below mentioned methods serve as fundamental pillars to be carefully considered when crafting an impactful digital marketing strategy:

- **Website Optimization:** Revamping the company's website with a modern design, informative content, and enhanced search engine optimization (SEO) will improve online visibility and attract potential customers.
- **Social Media Engagement:** Establishing a strong social media presence across relevant platforms will enable Casanova Prosecco to connect with target audiences, build brand awareness, and drive engagement.
- **Targeted Digital Advertising:** Implementing targeted digital advertising campaigns will allow the company to reach the right audience with tailored messaging, optimizing campaign ROI.
- **Influencer Marketing:** Collaborating with influential individuals in the wine and lifestyle industries will enhance brand credibility and reach a wider audience, driving sales and conversions.

Research Question 2: Which Digital Marketing (DM) methods are most effective for the case company?

Based on analyzing question 1, the following digital marketing methods were found to be most effective for the case company:

- Social Media Marketing (SMM): SMM proved to be highly effective in building brand awareness, engaging with target audiences, and driving website traffic.
- Content Marketing: Creating engaging and informative content tailored to target audiences was found to be crucial for attracting potential customers and establishing Casanova Prosecco as a thought leader in the industry.
- Targeted Digital Advertising: Targeted advertising campaigns enabled the company to reach the right audience with personalized messaging (email marketing), maximizing ROI and conversions

Research Question 3: What Digital Marketing Strategy (DMS) is most suitable for effectively attracting potential customers for the case company?

By comparing both question 1 and 2, a tailored Digital Marketing Strategy (DMS) that focuses on the following aspects will effectively attract potential customers for the case company:

- Understanding Target Audience Preferences: Identifying the preferences, behaviors, and online engagement patterns of target audiences in key markets will enable Casanova Prosecco to develop targeted messaging and strategies.
- Leveraging Influencer Marketing: Collaborating with influential individuals in the wine and lifestyle industries will enhance brand credibility, reach a wider audience, and drive sales and conversions.
- Creating Compelling Content: Producing engaging and informative content tailored to target audiences will attract potential customers, establish Casanova Prosecco as a thought leader, and foster brand loyalty.

5.2.4 DISCUSSION

The research findings highlight the importance of a comprehensive and tailored Digital Marketing Strategy (DMS) in addressing the challenges faced by Casanova Prosecco in expanding its global reach. The proposed DMS, encompassing website optimization, social media engagement, targeted digital advertising/email marketing, and influencer marketing initiatives, has the

potential to significantly enhance the company's online presence, establish a strong brand reputation, and drive international growth.

5.2.5 CONCLUSION

This research provides valuable insights into the underlying factors hindering Casanova Prosecco's international growth and outlines effective digital marketing strategies to address these challenges. The tailored DMS developed in this study offers a roadmap for the company to enhance its online presence, establish a strong brand reputation, and drive international growth, ultimately achieving its global expansion goals.

By considering the company's budget for the project, decided to proceed further with SEO to rank the website and to achieve short-term sales focused on email marketing.

In Chapter 5, the focus was on research questions and methodology, outlining the inquiries guiding the study and detailing qualitative and quantitative research methodologies employed. Findings, discussions, and conclusions derived from the research were also explored. As Chapter 6 approaches, attention will shift towards crafting a digital marketing strategy for the case company. Future discussions will decode the wine industry's supply chain, explore challenges in wine sales, and discuss various market approaches, including B2B strategies like lead generation and conversion through email marketing, as well as long-term SEO planning, providing actionable insights for the case company's digital marketing endeavors.

6

DIGITAL MARKETING STRATEGY FOR THE CASE COMPANY

In the dynamic and competitive world of wine, establishing a successful brand requires not only exceptional products but also a strategic approach to reaching target audiences. For businesses seeking to navigate the intricacies of the wine industry supply chain and connect with wine enthusiasts worldwide, digital marketing has emerged as an indispensable tool. This chapter delves into the intricacies of crafting a comprehensive digital marketing strategy for the case company.

To embark on this journey, we begin by unraveling the complexities of the wine industry supply chain, tracing the process from vineyard to table. Unraveling this intricate network of steps will provide a foundation for understanding the challenges and opportunities that lie ahead. We will then explore the unique challenges faced by businesses within the wine industry, particularly when it comes to selling their products in a market saturated with diverse options.

With a clear understanding of the landscape, we will dive into various approaches to the market, examining the intricacies of both B2B (Business-to-Business) and B2C (Business-to-Consumer) strategies. For B2B sales, we will explore effective lead generation techniques, highlighting the transformative power of email marketing in nurturing and converting leads into loyal customers. Additionally, we will emphasize the importance of SEO (Search Engine Opti-

mization) as a long-term strategy for enhancing visibility and organic traffic.

As we progress, we will delve into the intricacies of social media marketing, examining its potential to amplify brand awareness, foster consumer engagement, and drive sales. We will also consider the role of influencer marketing, exploring how strategic partnerships with influential individuals can elevate brand credibility and reach a wider audience. Furthermore, we will discuss the effectiveness of content marketing, emphasizing the creation of engaging and informative content that resonates with target audiences.

Throughout this chapter, we will provide practical insights and actionable strategies, empowering businesses to navigate the complexities of the wine industry and cultivate a thriving online presence. By embracing the power of digital marketing, businesses can overcome challenges, expand their reach, and establish a lasting connection with wine enthusiasts worldwide.

6.1 DECODING THE WINE INDUSTRY SUPPLY CHAIN: FROM VINEYARD TO TABLE

As shown in Figure 6.1 this study delves into the complex and intricate pathways that guide a bottle of wine from its origins in the vineyard to its ultimate place on the consumer's table. The wine industry's supply chain, akin to a labyrinth, intricately ensures the conveyance of both the natural flavors of the terroir and the meticulous craftsmanship of the winery to the discerning palate.

Central to this expedition are the vineyards, where the harmonious interplay of sunlight, soil composition, and vines metamorphoses grapes into the quintessence of a specific geographic region. Following the delicate transformation of grapes into wine, the initial phase of the supply chain commences. This stage is characterized by the entry of importers, whose pivotal role involves the curation of premium vintages for global introduction. These importers operate as the crucial conduits connecting the winery to the expansive distribution network.

Subsequent to this stage, the spotlight shifts to the distributors, who undertake the strategic dispersion of wines across diverse geographical areas. These uncelebrated stalwarts ensure the

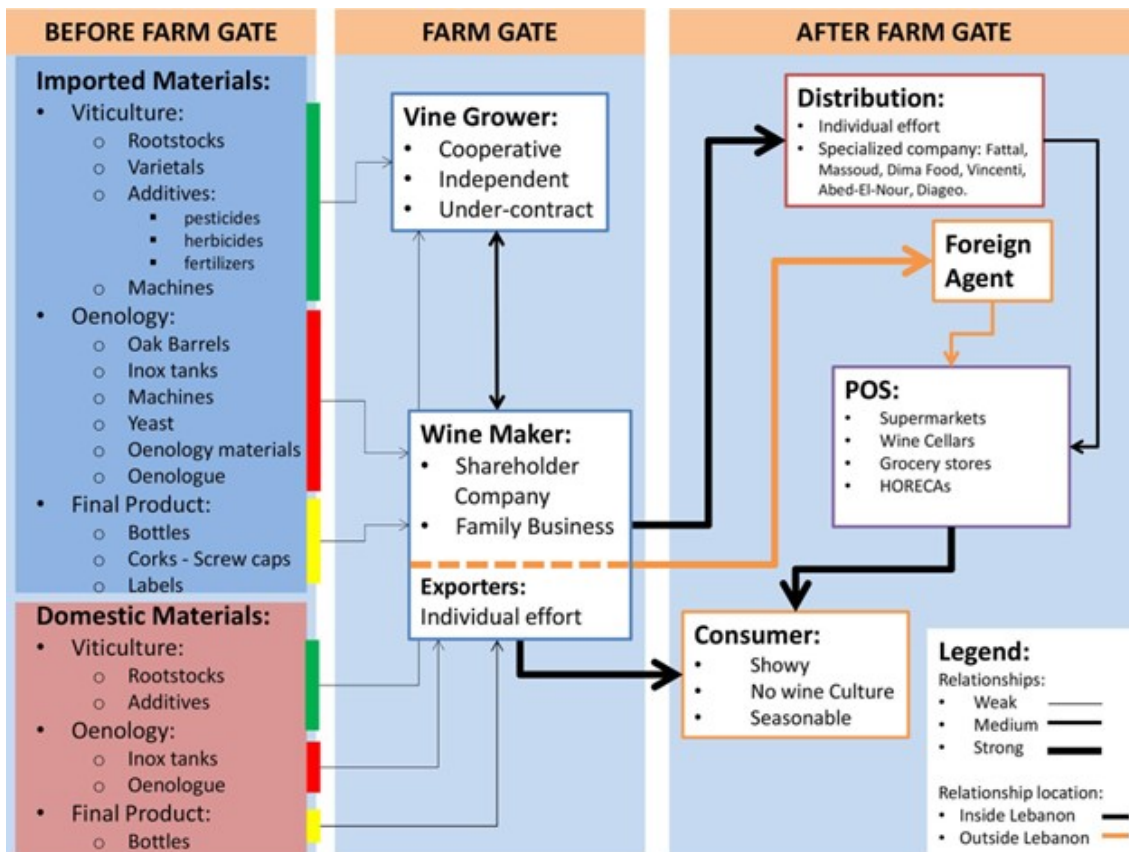


Figure 6.1: Wine industry supply chain

availability of favored wine selections not only within metropolitan centers but also in more intimate locales. The continuum leads to wholesalers and retailers who play a decisive role in directing the wine towards its next destination. By curating selections, they render wine accessible to both ardent enthusiasts and seasoned connoisseurs. Whether adorning the shelves of a charming local establishment or gracing the bustling corridors of urban markets, the wine awaits discovery.

The culmination of this intricate trajectory occurs at local wine shops, which serve as havens for sensory exploration, enabling customers to meticulously choose the perfect bottle. This juncture witnesses the convergence of the vineyard's romance with the table's anticipation. Thus, traversing continents and various intermediaries, the wine eventually graces the consumer's table, becoming an integral part of their cherished moments, celebrations, and memories.

More than a mere sequence of commercial transactions, the wine industry's supply chain embodies a symphony of fervor, dedication, and collective effort. It encapsulates the profound nexus between individuals, cultures, and the timeless craft of winemaking. With each pour, consumers become intrinsic participants in this narrative, seamlessly extending the journey that commences in the vineyard and culminates at their table, thereby enhancing life's tapestry one sip at a time.

6.2 EXPLORING THE TOUGH ROAD: DIFFICULTIES WHEN SELLING WINE

Venturing into international markets with the aim of selling wine presents a series of formidable challenges that can test the resilience of even the most determined wineries. These challenges arise from a complex interplay of regulatory documents, licensing hurdles, and various other factors that demand careful consideration.

Foremost among these obstacles are the intricate documentation requirements imposed by different countries. Exporting wine often entails dealing with a plethora of paperwork, including certificates of origin, quality compliance documents, and labeling regulations specific to

each destination. Failing to meet these requirements can lead to delays, fines, or even rejected shipments, putting a strain on the entire sales process.

Licensing emerges as another significant stumbling block. Acquiring the necessary licenses to import and distribute alcohol can be a protracted and convoluted process. The diversity in licensing norms across countries adds another layer of complexity. Wineries must navigate local regulations, industry standards, and cultural sensitivities to ensure their operations are legal and well-regarded.

Cultural variations and consumer preferences also wield influence. Selling wine requires a nuanced understanding of local tastes and traditions. What may be considered a staple in one market could be an acquired taste in another. Adapting packaging, marketing strategies, and even the wine itself to resonate with a diverse array of palates can strain resources and marketing budgets.

Logistics pose further challenges. Coordinating the transportation of wine across borders demands meticulous planning. Factors such as temperature control, customs clearance, and transportation regulations can affect the quality and timeliness of wine deliveries. A single misstep in logistics can lead to compromised product quality, customer dissatisfaction, and financial losses.

Currency fluctuations and economic uncertainties are yet another hurdle. Fluctuations in exchange rates can impact pricing and profitability, making financial forecasting and pricing strategies a continuous tightrope walk.

In conclusion, the international wine market, while promising in its potential, presents a labyrinth of difficulties for wineries. From navigating complex documentation and licensing requirements to adapting to diverse cultural preferences, these challenges can thwart success. However, understanding and addressing these hurdles, while demanding, can pave the way for wineries to thrive on the global stage.

6.3 DIFFERENT WAYS TO APPROACH THE MARKET

B2B (Business-to-Business) and B2C (Business-to-Consumer) sales are two distinct approaches within the wine industry, each catering to different types of customers and involving unique strategies and considerations.

B2B Sales in the Wine Industry: In B2B sales, wineries sell their products directly to businesses and distributors rather than individual consumers. This includes restaurants, hotels, bars, wine shops, and importers. Here's how B2B sales operate in the wine industry:

- **Bulk Sales:** Wineries often sell larger quantities of wine to businesses at wholesale prices. This allows businesses to offer a curated wine selection to their customers without the need to buy individual bottles.
- **Customization:** B2B sales might involve customization to cater to the specific needs of businesses. Restaurants, for example, might require wines that pair well with their menu offerings.
- **Relationship Building:** Building strong relationships with distributors and businesses is crucial. Wineries need to understand the unique requirements and preferences of each B2B customer to ensure a mutually beneficial partnership.
- **Brand Reputation:** B2B sales impact a winery's reputation in the industry. A successful partnership with a well-respected restaurant or distributor can elevate a winery's image.
- **Logistics and Delivery:** Efficient logistics and distribution networks are essential for timely delivery to B2B customers. This might involve dealing with regulations and licensing specific to each region.

B2C Sales in the Wine Industry: B2C sales involve selling wine directly to individual consumers. This can happen through various channels, such as retail stores, online platforms, wine clubs, and tastings. Here's how B2C sales function:

- **Direct Marketing:** Wineries often engage in direct marketing to reach consumers. This can include email campaigns, social media engagement, and special offers.
- **Tasting Events:** Hosting wine tasting events at the winery or other venues allows consumers to experience the product firsthand and develop a connection to the brand.
- **E-Commerce:** Online platforms and wine club subscriptions enable consumers to purchase wine conveniently and have it delivered to their doorstep.

- **Brand Experience:** B2C sales focus on creating a positive and memorable brand experience for consumers. This involves storytelling, packaging, and overall presentation.
- **Regulations and Compliance:** Selling directly to consumers comes with legal considerations related to age verification, shipping restrictions, and labeling regulations.
- **Personalization:** B2C sales often involve tailoring offerings to individual preferences. This can include personalized recommendations based on consumer history and preferences.

In summary, B2B sales target businesses and require strong relationships and logistical efficiency, while B2C sales are focused on direct consumer engagement, brand experience, and compliance with consumer-oriented regulations. Balancing both approaches can help wineries tap into a diverse range of opportunities within the wine industry.

6.4 B2B (BUSINESS-TO-BUSINESS)

In the landscape of the wine industry, the decision to opt for a B2B (Business-to-Business) sales strategy over B2C (Business-to-Consumer) sales was born out of a thorough analysis of market dynamics, resource constraints, and the goal of achieving efficient distribution while ensuring optimal utilization of available resources. This decision emanated from the recognition that the wine market, particularly in the context of B2C sales, necessitates extensive marketing efforts and an array of tools to enhance customer satisfaction. However, it was observed that despite these endeavors, wine purchase via e-commerce exhibited a limited customer base, thus raising questions about the viability of investing heavily in B2C sales. (B2B vs B2C by waveon) (B2B vs B2C by Dan Lok)

In the realm of B2C sales, it is evident that a comprehensive marketing approach is indispensable. From social media engagement to personalized recommendations and digital campaigns, B2C wine sales demand a multifaceted strategy to capture and retain customers. However, a noteworthy observation is the relatively niche nature of the online wine-buying audience. It is apparent that while digital tools may be effective in some sectors, the online wine market seems to attract only a subset of consumers, thereby posing a challenge to achieving substantial customer acquisition and retention.

Given these insights, the focus shifted towards exploring the potential of B2B sales in the wine industry. B2B sales entail targeting businesses, importers, distributors, and HORECA (Hotels, Restaurants, and Catering) establishments, thus capitalizing on bulk sales and established supply chains. The rationale behind this approach was rooted in the fact that securing a single B2B client could facilitate the distribution of wine in larger quantities, potentially leading to a more stable revenue stream compared to sporadic individual sales.

By tapping into the B2B segment, the aim was to identify importers or distributors who serve as pivotal nodes in the wine supply chain. Through these intermediaries, wines could be channeled to HORECA establishments and various retail outlets. This approach offered the advantage of economies of scale, enabling the sale of wine in bulk quantities such as pallets. It was evident that B2B sales aligned well with the resource allocation, as it allowed the company to bypass the challenges associated with extensive consumer-facing marketing efforts, documentation, and cross-border clearance procedures.

In conclusion, the decision to embrace a B2B sales strategy in the wine industry was rooted in a nuanced understanding of the market's intricacies. By focusing on the B2B segment, the goal was to establish a robust distribution network that leverages the efficiencies of bulk sales and established business relationships. This strategic shift aimed to align the company's resources and objectives with a sales approach that promises stability and scalability, steering clear of the complexities inherent in extensive B2C marketing and distribution endeavors. With this approach as the foundation, the subsequent sections delve into the strategic exploration and development of tactics tailored to enhancing B2B sales in the wine industry.

6.4.1 LEAD GENERATION

Lead generation is the process of attracting and converting potential customers into qualified leads. It's a crucial aspect of any business strategy, as it fuels growth and ensures a steady pipeline of new business. In today's digital world, businesses have a plethora of lead generation methods at their disposal, each with its own unique advantages and limitations.

Traditional methods like trade shows have long been a staple of lead generation. By exhibiting at relevant events, businesses can directly interact with potential customers, gather their contact information, and build relationships. However, the cost of participation and the time

commitment can be significant.

Google's advertising tools, such as Pay-per-Click (PPC) advertising and search engine optimization (SEO), offer a more targeted and scalable approach to lead generation. By carefully selecting keywords and crafting compelling ads, businesses can reach a wider audience and drive more qualified leads to their websites. However, the effectiveness of these tools depends on a thorough understanding of search engine algorithms and ongoing optimization efforts.

Purchasing leads from third-party services can provide a quick influx of potential customers, but it's crucial to assess the quality of these leads before investing. Some lists may contain outdated or inaccurate information, and the quality of the leads can significantly impact conversion rates.

The choice of lead generation method depends on the specific business, its target audience, and its budget. Traditional methods offer face-to-face interaction and a chance to build relationships, while digital methods provide greater scalability and targeting capabilities. Purchasing leads can be a quick fix but requires careful vetting to ensure their quality.

TRADITIONAL LEAD GENERATION: COLLECTING LEADS FROM TRADE FAIRS

Trade fairs have long been a staple of traditional lead generation. These events provide businesses with a unique opportunity to engage with potential customers face-to-face. The personal connection established at trade fairs can be invaluable in nurturing a positive and trusting relationship. Collecting leads at trade fairs involves networking, distributing business cards, and engaging in meaningful conversations with attendees.

One of the significant advantages of this approach is the ability to gather highly targeted leads, as trade fair attendees are often already interested in the industry or niche represented at the event. However, the process can be time-consuming and may not yield immediate results. Follow-up and nurturing of these leads are essential to convert them into customers.

The internship opportunity included participation in **ProWein**¹ and **Vinitaly**², resulting in the collection of approximately 100 leads.

DIGITAL LEAD GENERATION: UTILIZING GOOGLE BROWSERS

In the digital era, Google browsers have become a powerful tool for lead generation. This method involves utilizing search engine optimization (SEO) techniques to rank organically on Google's search results pages. By optimizing your website for relevant keywords and creating valuable content, you can attract organic traffic from users actively searching for products or services related to your business.

The advantages of using Google browsers for lead generation are manifold. It provides a steady stream of potential leads, many of whom have expressed a genuine interest in your offers through their search queries. Additionally, this method is cost-effective over the long term, as organic traffic does not require ongoing advertising spend. However, it requires continuous effort in terms of content creation and SEO maintenance.

THIRD-PARTY LEAD GENERATION SERVICES

Purchasing leads from third-party services is another avenue for lead generation. These services specialize in gathering and selling leads to businesses looking to expand their customer base. Third-party leads can be acquired through various means, including online databases, lead generation platforms, and industry-specific directories.

The primary advantage of using third-party services is the speed at which leads can be acquired. This method can provide businesses with an immediate influx of potential customers. However, the quality of these leads can vary, and there is a risk of acquiring outdated or irrelevant contact.

¹ProWein is one of the main trade fairs for wines and spirits not only in Europe but worldwide as well. Held in Dusseldorf (Messe Düsseldorf) once per year, the fair provides an excellent platform for exhibitors and trade visitors to experience the latest products, trends and technologies in the industry.

²Vinitaly is an international wine competition and exposition that is held annually in April in Verona city, region of Veneto, in northeast Italy.

After evaluating multiple websites that offer leads for the wine industry, it was determined that purchasing leads from "Best wine importers" (as shown in Figure 6.2) was the most cost-effective option. For 17,954 leads, a total of €399 was paid, which is significantly less expensive than participating in wine trade fairs.

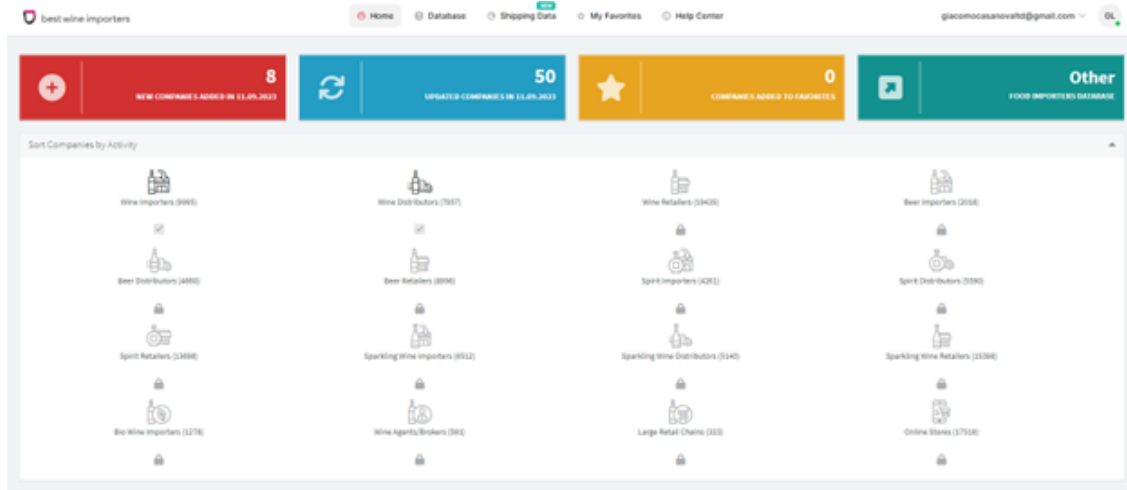


Figure 6.2: Best wine importers website

LEAD GENERATION CONCLUSION

The exploration of three lead generation methods – traditional trade show participation, Google advertising tools, and third-party lead services – has revealed a diverse landscape of strategies with varying strengths and limitations. While traditional trade shows foster personalized connections, they demand significant time and effort. Google advertising tools offer cost-efficiency and targeted reach but require ongoing optimization efforts. Third-party lead services provide quick access to potential customers but may pose quality concerns. Given the time and cost constraints, the decision to move forward with third-party lead generation services aligns with the prioritization of efficiency and scalability. However, it is crucial to exercise due diligence in selecting reputable providers and carefully vetting the quality of leads to ensure the effectiveness of this approach.

6.4.2 LEAD CONVERSION USING EMAIL MARKETING

The process of lead conversion is a crucial aspect of any business's growth strategy. In the digital age, email marketing has emerged as one of the most effective methods to nurture leads and turn them into paying customers. During this project automated email marketing is used for lead conversion, with a particular focus on a cost-effective approach using cold emails and app scripting.

COLLECTING LEADS

The first step in any lead conversion strategy is to collect potential leads. These leads can be gathered through various means such as website sign-ups, social media engagement, or through lead generation tools. Once the leads are obtained, the challenge lies in effectively reaching out to them and converting them into customers.

CHOOSING THE APPROACH

For this project, the chosen approach to nurture leads involved a combination of cold emails and cold calling. Cold emails are an efficient way to introduce your business to potential customers, while cold calling allows for direct communication and relationship building. However, one of the initial hurdles encountered was the budget constraints imposed on the project.

EMAIL MARKETING PLATFORMS VS. APPSCRIPT

Email marketing platforms like [Mailchimp](#)³ offer a wide array of features and automation tools, but they often come with subscription costs that can be a significant financial burden for smaller projects. In light of this limitation, an alternative approach was explored, utilizing [Google's AppScript](#)⁴, which offered a cost-effective solution to send automated emails.

³Mailchimp is a marketing automation and email marketing platform.

⁴AppScript, a scripting language developed by Google, allows for the creation of custom scripts to automate tasks within various Google services, including Gmail. While it requires manual setup and scripting, it proved to be a powerful tool for sending automated emails without incurring additional costs.

IMPLEMENTATION

During the project, an effective email marketing strategy was developed using the RACE digital marketing planning framework.

Reach: Email marketing can be an effective way to reach a large audience of potential customers. With over 4 billion email users worldwide, email is one of the most widely used communication channels. Businesses can use email to reach their target audience by:

- Collecting email addresses through website forms, social media, and offline events.
- Purchasing email lists from reputable data providers.
- Sending email newsletters to subscribers.
- Using email marketing automation to send targeted messages to specific segments of their audience.

Act: Once businesses have reached their target audience, they need to engage with them and encourage them to act. This can be done by:

- Crafting compelling email subject lines that encourage recipients to open the emails.
- Using personalized content to make emails more relevant to individual recipients.
- Including clear calls to action (CTAs) that tell recipients what you want them to do.
- Tracking email engagement metrics to measure the effectiveness of their email campaigns.

Convert: The goal of email marketing is to convert recipients into customers. This can be done by:

- Nurturing leads through a series of targeted emails.
- Offering discounts and promotions to encourage recipients to make a purchase.
- Providing valuable content that builds trust and credibility with recipients.
- Using email marketing automation to follow up with potential customers who have abandoned their shopping carts.

Engage: Email marketing can also be used to engage with existing customers and build loyalty. This can be done by:

- Sending regular newsletters to keep customers up to date on company news and events.
- Offering exclusive discounts and promotions to loyal customers.
- Asking for feedback from customers to improve their products and services.
- Sending personalized birthday and anniversary greetings to customers.

The implementation of the email marketing strategy involved writing custom AppScript code to send automated emails via Gmail. This approach ensured that the project could stay within budget constraints while still benefiting from the advantages of email marketing automation.

To effectively engage the target audience and drive conversions, the campaign employed a personalized and engaging automated email template (Figure 6.3). This thoughtfully crafted template aimed to capture attention, establish a connection with recipients, and deliver valuable information tailored to their interests. The template's visually appealing design and concise content effectively communicated the campaign's message while maintaining a professional tone.

The email script, seamlessly integrated with Gmail, enabled the automated delivery of these personalized messages, ensuring timely and consistent engagement with the target audience. This strategy maximized the campaign's reach and efficiency, fostering meaningful interactions with potential customers.

Figure 6.3 Automated Email Template designed to have a captivating headline and eye-catching visuals immediately grabbed the attention of recipients, drawing them into the message. The personalized greeting addressed them directly, establishing a sense of connection and relevance. Succinct and informative content, tailored to their specific interests, resonated with the target audience. A clear call to action encouraged recipients to take the desired step, such as visiting a website or requesting extra information and meeting.

This blend of engagement, personalization, and valuable content made the automated email template a powerful tool in the campaign's success. It effectively captured the attention of potential customers, nurtured connections, and drove conversions, ultimately contributing to the

Collaboration Proposal from Casanova prosecco



proseccocasanova.promotion@gmail.com

to orders ▾

Dear Patricks Cellars Purchasing department,

I am writing to you on behalf of Prosecco Casanova from Italy.

I hope this email finds you well! I came across your company while researching potential partners for our upcoming project, and I was impressed by your work in beverage sales and distribution.

I believe that our companies share similar values and goals, and I would love to explore the possibility of collaborating with you. Our company specializes in prosecco manufacturing.

We are looking for a partner who can help us with launching our product in Papua New Guinea. We are open to discussing the details of this collaboration further and would love to hear your thoughts on this proposal.

Thank you for taking the time to read this email, and I look forward to hearing back from you soon.

For further details feel free to reach for nandan@proseccocasanova.com

Cheers,

Casanova prosecco

www.proseccocasanova.com

GIACOMO CASANOVA LIMITED

via Della Moscova 13, Milan, Italy

C.F: 90041420135 VAT: IT 12417760969 REA: MI - 2656938 |SDI: USAL8PV

One attachment • Scanned by Gmail ⓘ



Figure 6.3: Automated email sent via app script

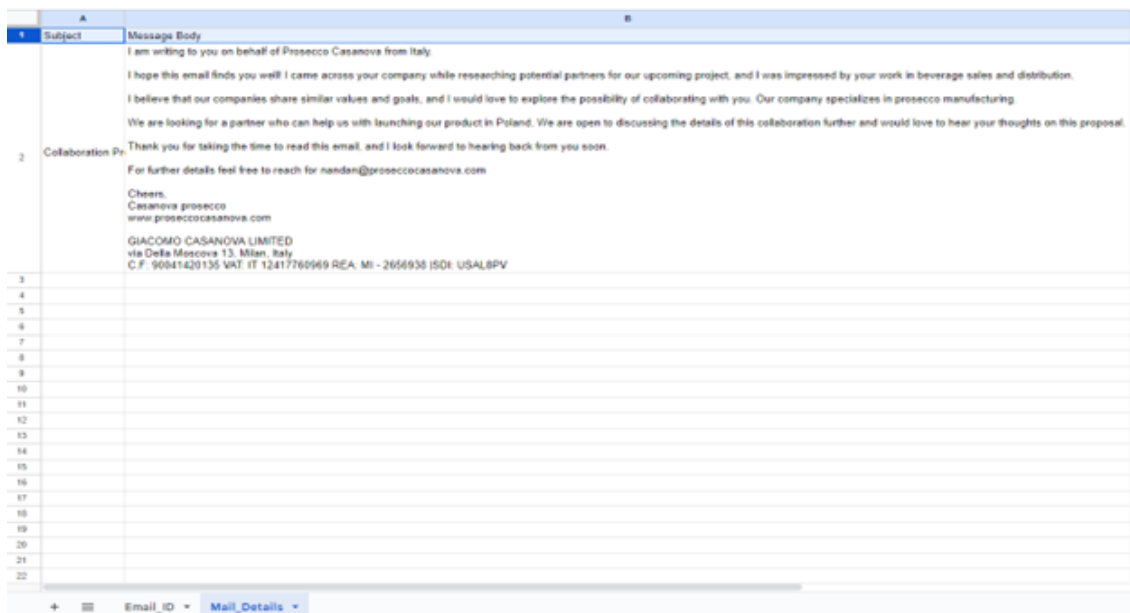
	A	B	C
1	First Name	Last Name	Email ID
2	Vini E Affini Sp. Z O.o.	Purchasing department	info@vinieaffini.pl
3	Grobsol Sp. Z O.o.	Purchasing department	grobsol@grobsol.pl
4	Mtc Wine To Go Sp. Z o.o.	Purchasing department	sklep@winazfrancji.pl
5	Cominport Sp. Z O.o.	Purchasing department	biuro@cominport.pl
6	Polski Tytoń S.a	Purchasing department	sekretariat@polskityton.pl
7	Atlantika Sp Z O.o.	Purchasing department	atlantika@atlantika.pl
8	Pekt Sp. Z O.o.	Purchasing department	info@pekt.pl
9	Gruppo Distribuzione Sp. Z O.o.	Purchasing department	office@gruppodistribuzione.pl
10	Beczka Wina Warszawa	Purchasing department	sklep@beczkawina.com.pl
11	Iberia Products Sp. Z O.o	Purchasing department	iberia@onet.eu
12	Flomaro Holding Sp. Z O.o.	Purchasing department	kontakt@flomaro.pl
13	Sti Vinostrada Agata Woźniak	Purchasing department	vinostrada@vinostrada.pl
14	Natural Rascal	Purchasing department	team@naturalrascal.com
15	Marpoint Sp. Z O.o.	Purchasing department	info@marpoint.business
16	Caraffa Sp. Z O.o	Purchasing department	info@caraffa.pl
17	Crimston	Purchasing department	office@crimston.pl
18	Królewskie Smaki	Purchasing department	biuro@krolewskiesmaki.pl
19	Premium Wine Academy Sp. Z O. O.	Purchasing department	kontakt@premiumwineacademy.pl
20	Proeastgate Sp. Z O.o.	Purchasing department	biuro@proeastgate.pl
21	Lion-gri Europe Sp. Z O.o.	Purchasing department	braduliongri@poczta.onet.pl
22	Wina I Ja/vinos	Purchasing department	VinosiYo.WinaiJa@yahoo.com
23	Vinimex	Purchasing department	info@vinimex.pl
24	Ce Wine Trade Sp. Z O.o. Ec Spółka Komandytowa	Purchasing department	kontakt@vinni.pl
25	Wina Z Pasją	Purchasing department	biuro@winazpasja.pl
26	Francuskie Wina	Purchasing department	francuskiewina.sklep@gmail.com
27	Formuła Wino	Purchasing department	albert.dabrowski@formulawino.pl
28	Winnica Radom	Purchasing department	winnica@winnica.radom.pl
29	Winne Włochy	Purchasing department	office@winnewlochy.pl
30	Wajda – Polska Sp. Z .o.o.	Purchasing department	wina@wajda-polska.pl
31	Distribev Sp. Z O.o.	Purchasing department	info.distribev@distribev.pl
32	Republika Wina Sp. Z O.o.	Purchasing department	winebar@republikawina.pl
33	Tovino Sp.zo.o	Purchasing department	biuro@tovino.pl
34	Gentleman's Wine Selection	Purchasing department	pawel.parma@gentlemanswineselection.pl
35	La Cave E. Leclerc	Purchasing department	lacave@eleclerc.pl
36	Drake Sp. Z O.o	Purchasing department	krzysztof.kaczor@drake.com.pl

Figure 6.4: Clients data in google sheet

overall campaign objectives.

To send automated emails via App Script, first create a new Google Sheet. This spreadsheet will store the contact information for the recipients of your emails. The sheet should have two columns, one for the company name and one for the email address. This organization will make it easier for your script to access and use the contact information.

Figure 6.4 The Email_ID Sheet is The first sheet and should contain three columns: Company Name, Department, and Email Address.



A	B
1 Subject	Message Body
2 Collaboration Pr	I am writing to you on behalf of Prosecco Casanova from Italy. I hope this email finds you well I came across your company while researching potential partners for our upcoming project, and I was impressed by your work in beverage sales and distribution. I believe that our companies share similar values and goals, and I would love to explore the possibility of collaborating with you. Our company specializes in prosecco manufacturing. We are looking for a partner who can help us with launching our product in Poland. We are open to discussing the details of this collaboration further and would love to hear your thoughts on this proposal. Thank you for taking the time to read this email, and I look forward to hearing back from you soon. For further details feel free to reach for nandan@proseccocasanova.com Cheers, Casanova prosecco www.proseccocasanova.com GIACOMO CASANOVA LIMITED via Delfa Moscova 13, Milan, Italy C.F. 96941420135 VAT: IT 12417760969 REA: MI - 2656938 ISDI: USALBPV
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Figure 6.5: Subject and message for automated email

To further streamline the automated email sending process, a second sheet named "Mail_Details" is created (Figure 6.5). This sheet holds the essential content for the emails, including the subject line and the email body. This organization ensures that both the recipient information and the email content are readily accessible for seamless automation.

Figure 6.5: The Mail_Details sheet is the second sheet and it contains two columns those are subject and body. This structure allows the App Script code to easily retrieve and utilize the email details for each recipient.



```
1 function sendMails() {
2
3   var wksh = SpreadsheetApp.getActiveSpreadsheet(); var wkshEmailIDs= wksh.getSheetByName("Email_ID"); var wkshMessage= wksh.getSheetByName("Mail_Details");
4   var subject = wkshMessage.getRange("A2").getValue(); var message = wkshMessage.getRange("B2").getValue();
5
6   var folder = DriveApp.getFolderByName("Attachments").next();
7
8
9
10  for(var i=1;i<=10;i++) {
11    var frame = wkshEmailIDs.getRange("A" + i).getValue();
12    var name = wkshEmailIDs.getRange("B" + i).getValue();
13    var emailAddress = wkshEmailIDs.getRange("C" + i).getValue();
14    var file = folder.getFileByName("Price_list_Canberra_Process.pdf");
15    var fileName = "";
16    fileName = "Dear " + frame + ", " + name + ", " + "to" + "to" + message;
17    MailApp.sendEmail(emailAddress, subject, fileName, {attachments: [file.next().getAs(ContentType.PDF)]});
18  }
19 }
20
21 }
```

Figure 6.6: Code used to send automated email via appsript

Once you have created the spreadsheet with all the necessary information in it, to effectively utilize App Script for automated email sending, a connection between Google Sheets and App Script is established via the Extensions menu. This integration enables seamless data access and manipulation using App Script.

The App Script code, leveraging the Google Sheets API, extracts the recipient information from the designated "Email_ID" sheet, including company name, department, and corresponding email address. It then retrieves the subject line and email body from the "Mail_Details" sheet for each recipient.

Figure 6.6 shows an example of App Script code that demonstrates the automated email process. This code iterates through each row in the "Email_ID" sheet, retrieving recipient details and corresponding email content from their respective sheets. It then constructs and sends personalized emails to each recipient. This approach enables efficient and automated email campaigns based on spreadsheet data.

Lead conversion through email marketing is a powerful strategy that can drive business growth. While email marketing platforms offer extensive features, budget constraints may require a more cost-effective approach. Using tools like Google's AppScript, it is possible to send automated emails efficiently, as demonstrated in this project. By combining cold emails with cost-effective automation, businesses can effectively nurture leads and convert them into valuable customers without breaking the bank.

6.4.3 SEO FOR LONG TERM PLAN

This internship involved various strategies to enhance the online visibility of the company's website. The essential steps undertaken during this internship significantly contributed to the improvement of the website's performance, as evidenced by the noteworthy increase in click-through rates (CTR) and impressions

Meticulous keyword optimization played a pivotal role in enhancing the website's search engine visibility. Extensive research was conducted to identify relevant keywords and phrases that resonated with the company's offerings, target audience, and industry. These keywords were strategically interwoven into the website's content, including product descriptions, landing pages, and blog articles. This strategic approach ensured that the website's pages were more likely to appear in search engine results when users sought information related to the company's products and services.

To further strengthen the website's presence, the addition of new web pages and blogs was undertaken. This expansion not only enhanced the site's content but also provided valuable information to web users. Notably, the blogs served as a platform to address common industry questions, share insights, and showcase the company's expertise. This consistent updating of content, particularly with relevant and engaging material, not only attracted more organic traffic but also cultivated a loyal online community.

Interlinking emerged as a crucial component of our SEO strategy, allowing us to seamlessly integrate newly created pages and blogs into the existing website structure. By achieving this cohesive design, as illustrated in figure 15, we crafted a user-friendly experience that facilitated effortless navigation and positively impacted the overall search engine ranking of the website.

This interconnectivity, which enhanced the site's user experience, directly contributed to a substantial increase in CTR (Click-Through Rate) and impressions. These impressive results, achieved over the course of the internship, underscored the effectiveness of sound SEO practices in driving organic traffic and improving online visibility.

The website's ability to attract more visitors and engage them with relevant content, coupled with its improved search engine ranking, highlighted the tangible impact of strategic interlink-

ing and effective SEO practices on a company's online presence and success.

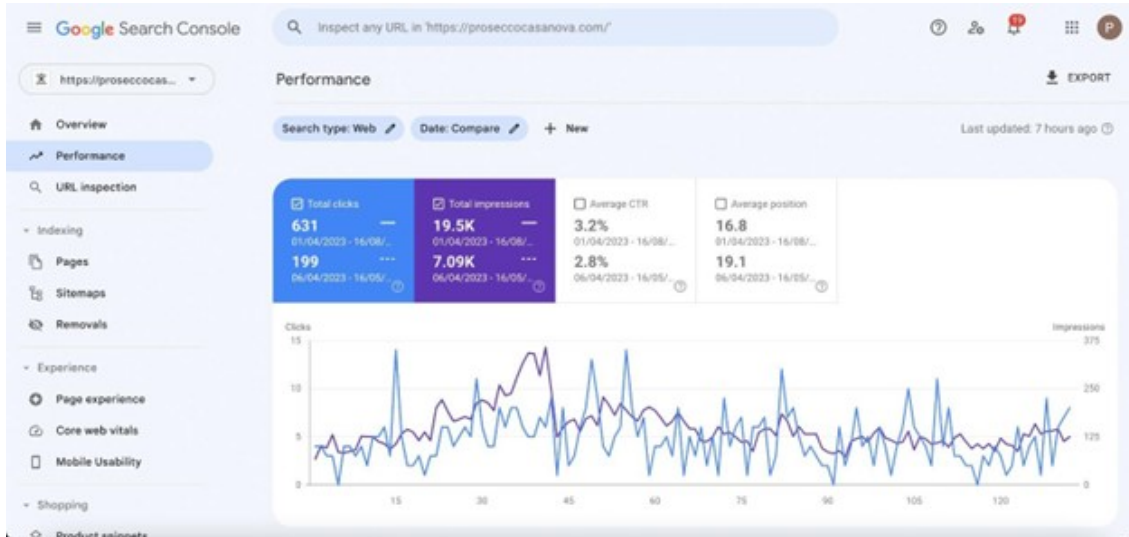


Figure 6.7: Website performance in last 3 months

Figure 6.7, a screenshot from Google Search Console, highlights the notable improvement in the website's performance over the past three months. This comparison demonstrates the effectiveness of implementing basic SEO optimization strategies.

The significant increase in clicks from 199 to 631 and impressions from 7.09K to 19.5K underscores the positive impact of these strategies. This improvement in user engagement and traffic is a testament to the power of well-executed SEO practices.

The website's enhanced visibility in search engine results, coupled with the engaging content and user-friendly experience, has attracted more visitors and encouraged them to click on the website's links. These gains in organic traffic demonstrate the effectiveness of basic SEO optimization in driving website success.

Figure 6.8, a screenshot from Google Search Console, depicts the keywords that internet users have searched for, along with the corresponding number of clicks and impressions they generated for the website. This analysis provides valuable insights into the website's search engine performance and the keywords that drive user interest.

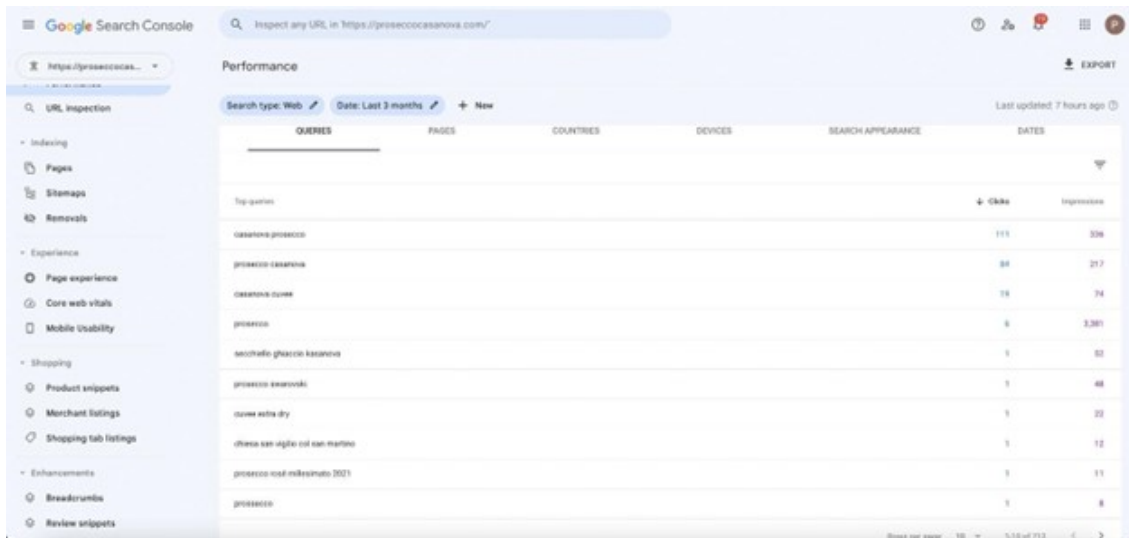


Figure 6.8: Keywords used to rank the website

By identifying these high-performing keywords, the website can strategically create and optimize blog posts or other online content to target these relevant searches. This approach enhances the website's visibility in search engine results pages (SERPs), making it more likely to rank higher for those specific keywords.

By incorporating these relevant keywords into well-structured content, the website can attract more visitors and increase organic traffic. This targeted approach to content creation aligns with user search behavior and improves the overall user experience, further enhancing the website's SEO performance.

Figure 6.9 & Figure 6.10 shows the strategic blog creation for to enhance SEO. By analyzing search data, we identified relevant keywords that drive user interest. We then created blog posts and landing pages that incorporate these keywords, catering to the search intent of our target audience.

By strategically linking these blog pages and landing pages, we ensured that they appeared prominently in search engine results pages (SERPs) for relevant keywords. This improved user experience and increased organic traffic to our website.

Our blog posts also served as valuable resources, providing insights, and answering frequently

Google Search Console Performance report for <https://proseccocasanova.com/>. The report shows search queries, pages, countries, devices, search appearance, and dates. The top pages are listed below:

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				Clicks	Impressions
https://proseccocasanova.com/	197				5,291
https://proseccocasanova.com/	89				424
https://proseccocasanova.com/product/casave-extra-dry/	35				455
https://proseccocasanova.com/shop/	29				349
https://proseccocasanova.com/product/brwnrwnk-prosecco-doc-brut-limited-edition/	21				814
https://proseccocasanova.com/product/prosecco-doc-brut/	20				185
https://proseccocasanova.com/it/products/prosecco-doc-brut-3/	5				258
https://proseccocasanova.com/it/products/vallibaldone-prosecco-superiore-dcig-extra-dry-2/	5				219
https://proseccocasanova.com/about/	5				185
https://proseccocasanova.com/it/chiese-d-san-vigilio-to-the-crown-peak-of-cil-san-martino/	5				170

Figure 6.9: External linked websites

The screenshot shows the Casanova Prosecco website with a grid of blog posts. The top navigation includes HOME, SHOP, BLOG, CONTACT, and ENGLISH. The main content area features two columns of blog posts:

- RECIPES:**
 - Prosecco Superiore Sparkling Cocktails: Creative and Refreshing Recipes.**

With the arrival of the warm season, many people are starting to show an intense desire to get outdoors and be with their friends, perhaps over an inviting sparkling cocktail prepared with the best Italian Prosecco. It's no secret: Prosecco, like our Prosecco Rosé DOC, can certainly be enjoyed on its own, but in some [...]

[Read more](#)
- UNCATEGORIZED:**
 - Prosecco Superiore vs Prosecco DOC: what is the difference?**

After tasting Prosecco for the first time, many people naturally wonder what the difference is between Prosecco Superiore DOCG and what is commonly referred to as Prosecco DOC. These acronyms carry with them a substantial difference, which has to do above all with the area of production and the practical way in which the wine [...]

[Read more](#)

Below the grid, there is a section for **APERITIF** with the title **Food Pairing With Prosecco Superiore: Discovering Perfect Matches**.

Figure 6.10: Blogs

asked questions related to our products and services. This established our website as a trusted authority in the industry, further enhancing our brand reputation and search engine ranking.

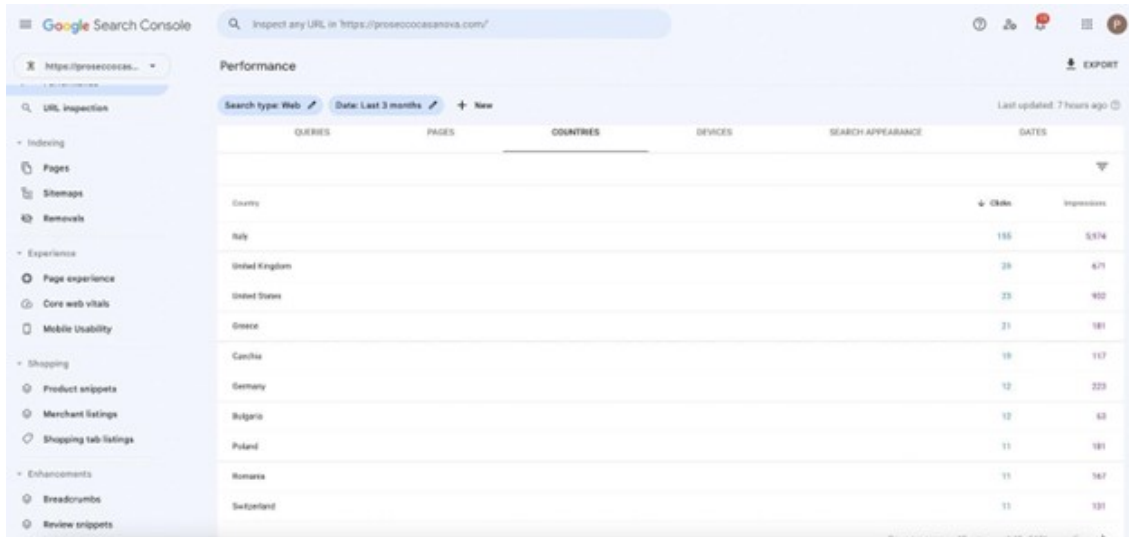


Figure 6.11: Clicks and impressions by Country

Our keyword optimization efforts have resulted in a significant increase in organic traffic from Italy. As seen in Figure 6.11, we received 155 clicks and 5,974 impressions from Italy, demonstrating a strong interest in our website content among Italian users. This positive trend is also reflected in the growing impressions and clicks received from other countries, indicating that our SEO strategies are effectively reaching a broader audience.

This increased international visibility is a testament to the effectiveness of our keyword research and implementation. By identifying relevant keywords that resonate with users in different regions, we have tailored our content to address their specific search queries. This targeted approach has not only attracted more visitors but has also improved our website's overall search engine rankings.

As we continue to refine our SEO strategies and expand our content offerings, we anticipate further growth in international traffic and a strengthening of our online presence across multiple regions.

7

Conclusion

In conclusion, the research undertaken in this thesis, titled "Digital Marketing for the Casanova Prosecco case" sheds light on a cost-effective and innovative approach to digital marketing within the context of limited budget constraints. The decision to target the B2B market segment over B2C, especially in the competitive field of prosecco sales, was rooted in the recognition that extensive marketing and brand development required significant financial resources, which were not readily available.

The selected B2B approach, which aimed to establish connections with distributors and importers from various countries, proved to be a strategic choice. By focusing on lead generation, the acquisition of leads from third-party services, and implementing an automated email outreach system using app scripts, a substantial and dynamic lead pool of over 75 active leads worldwide was cultivated. This method demonstrated the potential of leveraging internet-based tools, particularly email marketing, to nurture and convert leads into clients effectively, all without incurring additional costs.

Furthermore, the long-term digital marketing strategy was anchored in search engine optimization (SEO). Through meticulous keyword optimization and the creation of interconnected blog websites, organic traffic experienced a noteworthy upswing. Remarkably, this was achieved without resorting to costly paid advertisements or influencer collaborations, underscoring the capacity of well-executed SEO to enhance online visibility and engagement on a

limited budget.

Within the span of just six months during the internship period, these digital marketing initiatives bore fruit, resulting in the establishment of sales in 24 new countries as shown in Figure 7.1 and a noticeable improvement in website performance as shown in Figure 7.2.



Figure 7.1: Sales by countries

This accomplishment underscores the efficacy of strategic B2B digital marketing practices, coupled with the power of internet-driven lead generation and SEO, as viable means of enhancing sales performance in a cost-efficient manner.

In conclusion, this thesis not only demonstrates the practicality of digital marketing for B2B sales within budget constraints but also underscores the potential for continued growth and expansion through innovative, internet-based strategies. It serves as a testament to the effec-

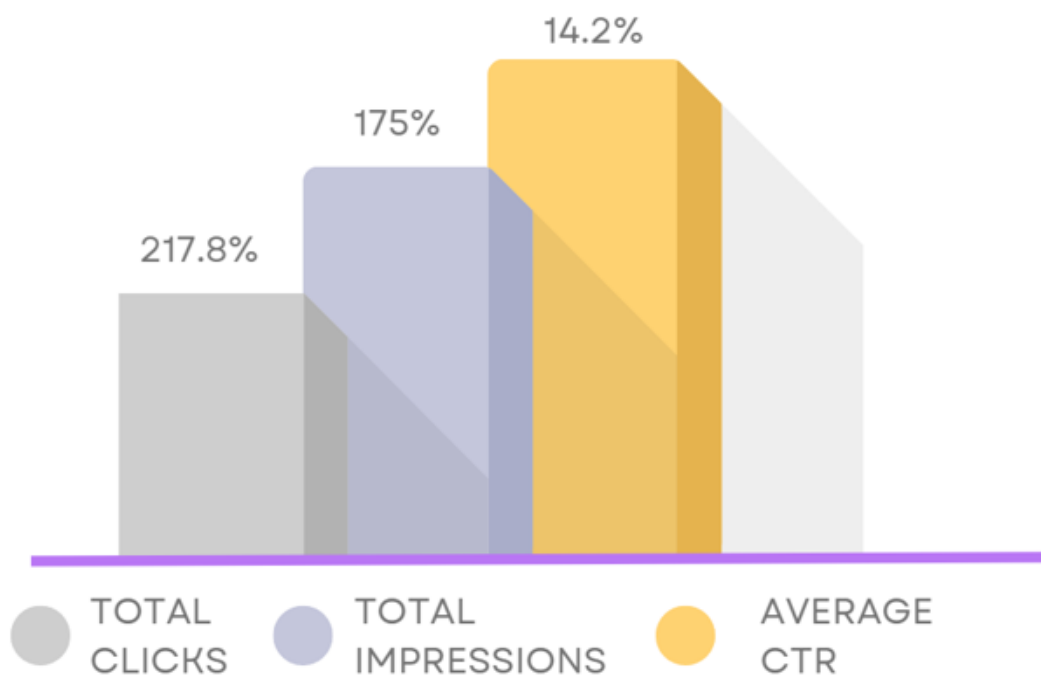


Figure 7.2: Website performance improvement

tiveness of leveraging digital tools and techniques to achieve tangible business outcomes. As the digital landscape continues to evolve, such strategic approaches hold immense promise for businesses seeking to thrive in an increasingly competitive global marketplace.

Based on the successful implementation and outcomes of the digital marketing strategy outlined in this thesis, several future avenues for the company's expansion and growth present themselves. Firstly, leveraging platforms like Mailchimp could enhance the company's email marketing capabilities, allowing for more targeted and personalized communication with customers and leads. Additionally, investing in Horeca leads from reputable wine importers can broaden the company's reach within the hospitality sector, opening up new avenues for distribution and sales.

Furthermore, allocating resources towards influencer marketing campaigns can significantly amplify brand awareness and engagement within the B2C sector, tapping into the power of social media influencers to connect with consumers on a more personal level. Lastly, participation in prominent industry events such as ProWein Dusseldorf presents invaluable opportunities for networking, showcasing products, and forging partnerships within the B2B segment of the wine industry.

By strategically investing in these initiatives, the company can solidify its position in the market, cultivate stronger relationships with both B2B and B2C stakeholders, and capitalize on emerging opportunities for growth and expansion. The integration of these strategies aligns with the company's objectives of enhancing brand visibility, increasing market penetration, and ultimately driving sustainable business growth in the dynamic and competitive wine industry landscape.

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Acknowledgments

I, Nandan kumar HG student number 2043092 extend my deepest gratitude and appreciation to all those who have supported and guided me throughout the journey of completing my Master's thesis in Management Engineering at the University of Padova, Department of Management and Engineering (DTG).

First and foremost, I would like to express my sincere thanks to Professor Enrico Scarso for his invaluable guidance, unwavering support, and insightful feedback throughout the entire research process. His expertise and encouragement have been instrumental in shaping this thesis and fostering my academic growth.

I am also profoundly grateful to the team at Casanova Prosecco for their collaboration, valuable insights, and willingness to share their expertise in the field of digital marketing. Their partnership has enriched the research and provided practical perspectives essential for understanding the intricacies of the subject matter.

Furthermore, I would like to acknowledge the University of Padova for providing me with the resources, facilities, and academic environment conducive to research and learning.

I extend my heartfelt thanks to my family and friends for their unconditional love, encouragement, and understanding during this challenging yet rewarding journey.

Lastly, I express my gratitude to all the individuals, professors, colleagues, and peers who have contributed in various ways to the completion of this thesis.