

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Master Thesis**

**Digital Marketing Strategy for a Logistics Firm.**

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# **DIPLOMA THESIS ASSIGNMENT**

Bc. Mahair kumar Shahdadpuri

Business Administration

Thesis title

**Digital Marketing Strategy for a Logistics Firm**

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## **Objectives of thesis**

The aim of the thesis is to prepare a digital marketing strategy for a logistics firm.

## **Methodology**

Theoretical part will include the literature review on the digital marketing and new trends in the area. Practical part will include the analysis of the current situation after an audit of the firm's website. Then the recommendations for the website optimisation will be presented, including major on page and off page optimisation activities.

### The proposed extent of the thesis

60-80 p.

### Keywords

digital marketing, SEO, on and off page optimisation

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### Recommended information sources

KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I. *Marketing 4.0 : moving from traditional to digital*. Hoboken, New Jersey: Wiley, 2017. ISBN 978-1-119-34120-8.

*Market Driven Political Advertising : Social, Digital and Mobile Marketing. [elektronický zdroj] /*. HUGHES, A..

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TUTEN, T L. *Principles of marketing for a digital age*. Los Angeles: Sage, 2020. ISBN 978-1526423344.

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## **Declaration**

I declare that I have worked on my master thesis titled Digital Marketing Strategy for a Logistics Firm by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master thesis, I declare that the thesis does not break any copyrights.

In Prague on 29/03/2023

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# **Digital Marketing Strategy for a Logistics Firm**

## **Abstract**

Digital marketing has brought about a revolution in the field of marketing, resulting in significant changes that were difficult to predict beforehand. In the global market, companies cannot ignore the opportunities presented by the technological advancements. Various channels can be utilized to effectively reach potential customers and increase brand awareness. This thesis is based on practical analysis conducted on SFL Worldwide, a logistics delivery company. The company's objective is to explore methods to enhance their online presence in diverse markets by implementing a digital marketing plan, which includes the use of relevant social media. The thesis draws on online resources and literature to provide an overview of digital marketing, with particular focus on SEO, Social Media Marketing, and Email Marketing. The SOSTAC digital marketing plan has been selected as the framework for planning the strategy. The thesis details the development of a digital marketing plan tailored to meet the unique needs of SFL Worldwide, along with guidelines for the successful implementation of these channels. Additionally, the thesis includes a detailed website audit report and recommendations for further improvement.

**Keywords:** Digital Marketing, Social Media Marketing, Logistic Firm, Marketing Strategy, SOSTAC Framework

# Digitální Marketingová Strategie Pro Logistickou Firmu

## Abstrakt

Digitální marketing přinesl revoluci v oblasti marketingu, která vyústila ve významné změny, které bylo obtížné předem předvídat. Na globálním trhu nemohou společnosti ignorovat příležitosti, které nabízí technologický pokrok. K efektivnímu oslovení potenciálních zákazníků a zvýšení povědomí o značce lze využít různé kanály. Tato práce je založena na praktické analýze provedené na společnosti SFL Worldwide, logistické doručovací společnosti. Cílem společnosti je prozkoumat způsoby, jak zlepšit svou online přítomnost na různých trzích implementací digitálního marketingového plánu, který zahrnuje použití příslušných sociálních médií. Práce čerpá z online zdrojů a literatury, aby poskytla přehled o digitálním marketingu se zvláštním zaměřením na SEO, marketing na sociálních sítích a e-mailový marketing. Jako rámec pro plánování strategie byl vybrán digitální marketingový plán SOSTAC. Práce podrobně popisuje vývoj digitálního marketingového plánu přizpůsobeného tak, aby vyhovoval jedinečným potřebám SFL Worldwide, spolu s pokyny pro úspěšnou implementaci těchto kanálů. Dále práce obsahuje podrobnou zprávu o auditu webu a doporučení pro další zlepšení.

**Klíčová slova:** Digitální marketing, marketing na sociálních sítích, logistická firma, marketingová strategie, rámec SOSTAC

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# 1. Introduction

Since conducting business on the Internet opens a world of possibilities, IT has evolved to become an integral element of every thriving enterprise. To remain competitive in the market, broaden their audience, and develop their business, the most successful organisations have robust online presences and use innovative IT solutions. The use of a website, an online store, social media profiles, online ads, etc. are all examples of such instruments. By using the Internet to promote a variety of products and services, digital marketing might help a company grow to new heights.

Using the same platforms where their target demographic already spends time, digital marketers aim to increase brand awareness and client acquisition. One of the main objectives of every company is, of course, to draw in as many clients as possible. In other words, marketing is the means to this end. Many modern businesses still rely on tried-and-true methods of marketing, such as billboards, TV, and even YouTube. While other organisations might lean more towards digital marketing and internet commerce.

The reason for this is that the COVID-19 epidemic that humanity faced in 2020 ushered in the digital age. And because of this, businesses of all sizes have been compelled to adopt digital business strategies to stay in operation. Thanks to this ground-breaking shift, businesses now recognise that utilising digital technology to conduct transactions is more cost-effective and fruitful than ever before. What is more, digital marketing may provide companies with a wide range of innovative options for growth and development. Digital marketing may have a dramatic effect on a company's bottom line and increase sales. In addition, selecting digital marketing that is appropriate for the business may offer a tremendous start for the company if the correct digital marketing strategy is implemented.

The thesis is divided in two parts, the theoretical part includes overview about information technology, fundamentals, and advantages of digital marketing, description of digital marketing strategy focusing on SEO, Facebook, YouTube, Twitter, Instagram. Finally, it also explains the theory of SOSTAC Model. The practical part is mostly about execution of the suggested model for the SFL Worldwide. It starts with overview about the company and then each elements of SOSTAC Model.

## **2. Objectives and Methodology**

### **2.1 Objectives**

The primary aim of the thesis is to prepare a digital marketing strategy for a logistic firm, here the case company is SFL Worldwide. The detailed objectives can be as follows:

1. To evaluate the effectiveness of SFL Worldwide's existing digital marketing efforts and identify areas for improvement.
2. To develop a comprehensive digital marketing strategy for SFL Worldwide using the SOSTAC framework, including specific tactics for each element.
3. To provide recommendations for SFL Worldwide to implement the proposed digital marketing strategy especially for website optimization.

### **2.2 Methodology**

The study will use a case study approach to examine the digital marketing situation of SFL Worldwide and develop a comprehensive digital marketing strategy for the company using the SOSTAC framework. The theoretical part includes the literature review on the digital marketing and new trends in the area (Kotler et al, 2018; Mc Gahan et al., 2021). Practical part includes the analysis of the current situation after audit of firm's website, here the company is SFL Worldwide and it's Major social media platforms including Facebook, Twitter, Instagram. Then the recommendation focused on the proposed digital marketing strategy implementation as well as website optimization will be provided.

The study will use only secondary data sources. Secondary data sources will include academic journals, books, and industry reports on digital marketing strategies and the logistics industry, as well as internal documents from SFL Worldwide such as marketing plans and reports. The analysis process will involve reviewing and analyzing the firms current website using SEMRUSH, UberSuggest and Similiar web and to identify SFL Worldwide's existing digital marketing efforts. Moreover through the website's data sources, target audience segments, and business goals are identified. Furthermore, a manual keyword research will be performed by the author for keyword strategy recommendation.

### **3. Literature Review**

#### **3.1 Information Technology Overview**

The use of information technology has transformed the way businesses operate, and digital marketing has become an essential component of a company's digitalization process. This literature review examines the relationship between information technology and digital marketing and identifies key trends and practices. The advent of IT has had a profound impact on businesses across all industries. IT has transformed the way businesses operate, providing tools and infrastructure that enable companies to streamline processes, improve communication and collaboration, and access and analyze data in real-time. IT has also allowed businesses to reach out to new potential customers and markets through the use of digital platforms and channels. (Margarita, 2017)

IT infrastructure and architecture are critical components of a business's IT system. IT infrastructure refers to the hardware, software, and networks that support a company's IT system, while IT architecture refers to the design and structure of the system. To be effective, IT infrastructure and architecture must be drafted in such a way to meet the needs of the company and be scalable and adaptable to accommodate future growth and changes in technology. IT has been a catalyst for innovation in business, enabling companies to develop new products and services, improve existing processes, and create new business models. Cloud computing, AI which is artificial intelligence, and IoT which is also known as Internet are a few examples of emerging technologies that are driving innovation in businesses across the world. (Boufim & Barka, 2021)

Information technology has played a critical role in the growth of digital marketing. With the discovery of new technologies such as social media, mobile devices, and big data analytics, businesses now have the ability to reach customers in new and innovative ways. These technologies have enabled companies to personalize marketing messages, track customer behavior, and optimize marketing campaigns in real-time. There are several digital marketing channels that businesses can use to reach their target audience. These include search engine optimization (SEO) both on page and off-page, pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. Each of these channels requires a unique approach and set of strategies to effectively engage with customers. (Emeka & Nyeche, 2016)

### **3.2 Digital Marketing Overview**

Online marketing benefits its users by increasing traffic to marketers' online pages through pay per click, banner ads, pop-ups, targeted email lists, and other marketing methods. Every day, several internet marketing tools and programmes that are up to date on the latest tactics meet their audience. The value they bring is never the same since some are extremely applicable while others are more infrequently used. Despite ongoing additions to the web marketing family, several prior tools and tactics remain prominent and in demand today owing to their high efficacy and dependability. More in-depth information regarding internet marketing is provided in the next chapters. It is widely agreed that online marketing helps all players in the internet networking process, from bloggers and customers to merchants and advertising. (Bostanshirin, 2014)

However, several benefits that benefit both the marketer and the customer are not spread equitably. For example, businesses benefit financially, save time, and receive attention, while consumers benefit from faster access to information, goods, and entertainment. The Internet produced entirely new markets and contributed to the evolution of how to sell. Everything changed dramatically: consumers gained the power and capacity to reach all levels of enterprises and contribute to the product, while firms that were present online achieved a whole new level of connection with customers, and customer relationship development became easier. Even distinct company groups, such as marketing firms, received a lot of innovative marketing methods that made them appealing and respectable. Sellers have a greater opportunity of understanding their customers these days since all essential information is collected, recorded, and analysed. (Christina et. al., 2019)

The essential product, which is appropriate for anybody, no longer attracts customers as well as it does with the correct branding and tailored characteristics, which are narrowed down to the demands of the individual. With the aid of internet marketing, well-known businesses gained greater reputation and power, as well as improved consumer interactions. Nowadays, online marketing and marketing in general have become more intertwined with people's lives than ever before. Advertising used to be able to gain strong audience attention ten years ago, but now it is ignored by overworked brains. All necessary information quickly enters human awareness, is saved, and appears later when making purchasing anything. (Shah et. al., 2022)

Marketing agents employ all spectrums of human values and sentiments to better influence potential clients who have previously seen all of today's marketing miracles. It introduces recent problems in terms of creativity, idea generation, selling, and promotion, and, of course, it increases the rivalry between marketers and marketing firms. New knowledge on customer perceptions and interests allows marketing agencies to generate more relevant and compelling advertising material, giving them a competitive advantage. Understanding the customer's interests and thinking and feeling the same way, or, as it is called, the capacity to stand in his or her place, usually results in solid outcomes. Only in the last two decades has web marketing progressed from the first forms of advertising to the current intricacy of interconnected methods, tools, and tactics. (Kotler et. al., 2021)

Marketing has evolved significantly over the years, with each era bringing its own unique set of challenges and opportunities. Marketing 5.0 is the latest phase in the evolution of marketing, characterized by a shift towards a more customer-centric approach that emphasizes empathy, authenticity, and human connection. This literature review examines the key principles and practices of Marketing 5.0 and its potential impact on modern businesses. Marketing 5.0 is founded on several key principles that differentiate it from previous eras of marketing. These include the importance of human connection, the need for empathy and authenticity, and a focus on social and environmental responsibility. (Dwivedi et. al., 2021)

While human connection and empathy are key tenets of Marketing 5.0, technology also plays an important role in enabling businesses to build a good relation with their customers on a deeper level. Modern and new technologies like AI, artificial intelligence, ML, machine learning, and data analytics can be used to better understand customer needs and preferences, and to personalize marketing messages and experiences. To effectively implement Marketing 5.0, businesses need to adopt new strategies and best practices that align with its principles. These include developing a purpose-driven brand that aligns with customers' values, leveraging social media to build authentic connections with customers, and using customer data to personalize marketing messages and experiences. (Kotler et. al., 2017)

### **3.3 Digital Marketing Advantages**

Today's businesses depend heavily on digital marketing, and the logistics sector is no different. This literature review examines the impact and importance of digital marketing on the logistics industry and identifies key trends and practices. Digital marketing has had a huge impact on the logistics industry, transforming the way logistics companies operate and interact with their customers. With the advent of new technologies such as social media, mobile devices, and big data analytics, logistics companies now have the ability to reach customers in new and innovative ways. These technologies have enabled logistics companies to personalize marketing messages, track customer behavior, and optimize marketing campaigns in real-time. (Hall, 2020)

Digital marketing is becoming increasingly important in the logistics industry as customers demand greater transparency and control over their shipments. Logistics companies that invest in digital marketing are better able to provide customers with real-time tracking information, pricing transparency, and personalized services. Logistics organizations can utilize a variety of digital marketing techniques to connect with their target market. They include social media marketing, email marketing, pay-per-click advertising, search engine optimization, and content marketing. Each of these channels requires a unique approach and set of strategies to effectively engage with customers. (Husin et. al., 2022)

A range of benefits may be delivered promptly to customers via the Internet, and product and company development difficulties can be brought up via online feedback and comments. The firm's web page should not only provides sufficient information about it's services and the organisation, but it should also connect the seller and the consumer in open and honest communication. Companies that are already online, for example, can give help and instruction through live chats as soon as the request is received. On the other side, no one appreciates poorly organised information or design, which explains the huge need for functional and aesthetic web sites. This gives the consumer a sense of care and allows them to get the most out of the company's website. The initial S is followed by speaking, which is inextricably linked to selling. (Chaffey & Smith, 2013)

It stands for better communication and engagement with customers, and it seeks to be more active and closer. As a result, a continuous discourse that is fascinating to both parties should be maintained using questioners, forums, chats, and other online communication methods. To improve online marketing and generate memorable Internet campaigns, the organisation should gather and analyse more customer-related data, such as age, gender, occupation, hobbies, and interests. Participation in workplace forums or chats, for example, frequently necessitates the submission of predetermined personal information. Furthermore, there are always ways to gain specific knowledge about customer behaviour and habits. Nonetheless, agents must always maintain a sense of proportion. To avoid stress and a violation of client sensibilities, information such as sexual orientation, credit card number, or other sensitive information should never be managed. (De & Altbach, 2021)

Internet marketing might even help people save money. Consider how much money may be spent each year on paper and ink, as well as the creation of newsletters, advertisements, and banners. All this effort can be reduced to zero with today's internet marketing technologies, and it can even lessen environmental damage. Companies do not need to save all necessary information on paper because they can use online folders and storages that allow for quick and easy access to the information at any time and from any location. To save even more money, businesses are increasingly turning to self-service, not only in supermarkets but also online. The corporation saves money since its consumers are self-sufficient and satisfied. Companies may maintain a singular brand image and a recognised web page by offering something appealing and unique, whether it be a product, service, or the method by which it can be acquired. (Keller, 2013)

This increases brand exposure on the Internet and defines what Sizzling, the last component of the fives, entails. To gain consumer attention and loyalty, the company should not make unrealistic promises but demonstrate how current advantages bring greater value to its clients. There are a few more benefits of Internet marketing that are self-explanatory but should still be stressed. Interplay, traceability, demographic focus, measurability, reach, and constant availability are some of them. To begin, Interplay assists digitalized businesses in using various tools, including video and flash apps in conjunction with driver formats, to improve communication and customer connections. (Ikatinasari et. al., 2020)



The demographic emphasis primarily describes how businesses may profit from regional consideration and attract those clients who are likely to be interested in the offers and purchase the goods. Measurability is a current internet marketing term that refers to the ability to measure the efficacy of click-through rates and pay-per-click campaigns. All this works even better since internet marketing does not require a break and may reach customers at any time of day or night, 24 hours a day, 365 days a year. To summarise, internet marketing offers additional benefits that are enticing businesses to enter the interactive realm. A well-implemented Internet marketing plan not only increases traffic to the company's website but also converts visitors into clients. (Maizaud, 2022)

### 3.4 Digital Marketing Strategy

Online marketing does not stagnate but evolves toward more inventiveness. As previously said, the first ways of Internet marketing, which are still legitimate and even effective, are being complemented by new, developing techniques. Because of its volatility, online marketing requires constant monitoring of developments. As a result, the Internet marketing tools given in this chapter were chosen in accordance with current trends. (Desai & Vidyapeeth, 2019)

Graph 1 - Digital Advertising Market

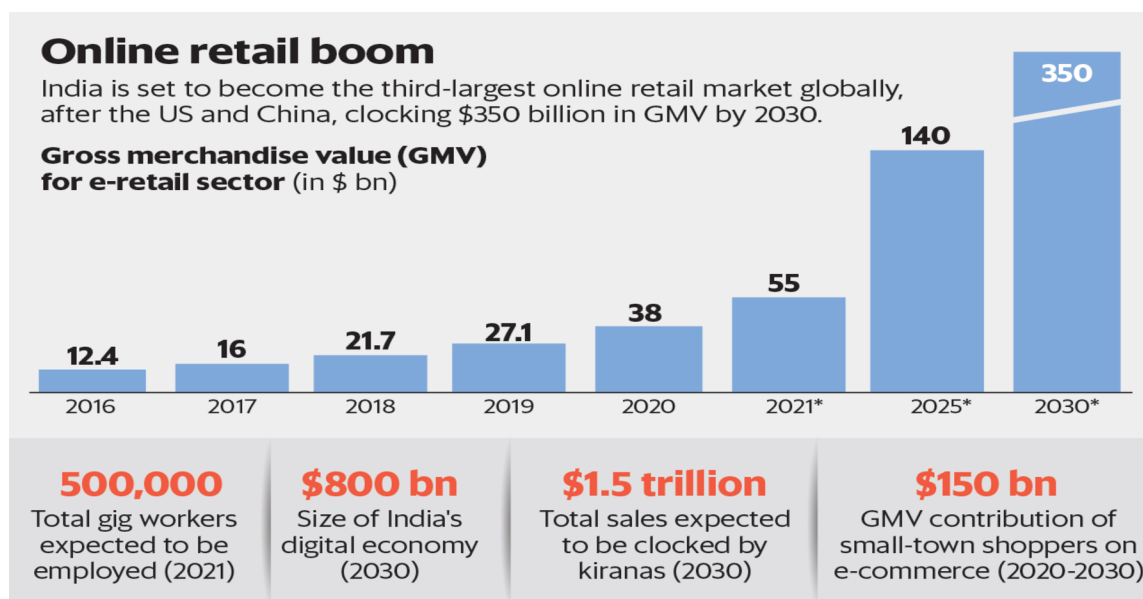


Source: Media News Report (2022)

The first is referred to as a promotional message, and the second as a newsletter. The message should never be completely autonomous but should always be linked to the company's internet marketing goals. The advertising message is more likely to provide direct information leading to tangible actions such as an order or information request, whereas newsletters truly sanctify company-related improvements and have a long-term character. Catalogues, invitations, alerts, and communicational messages, in addition to the previously stated newsletters and promotional emails, are available. Regardless of the options available to organisations through email marketing, it cannot be abused carelessly or without a clear plan. (Kotler et. al., 2018)

Targeting and developing an email marketing strategy should be done in advance, with diligence and awareness of audience interests. Market data should be used to help the design process and remove unneeded risks from marketers' shoulders. The largest difference is created when the marketing campaign begins, and emails begin to arrive in the hands of their recipients. To create greater opportunities for future email marketing initiatives, the organisation should focus on its customer database. Customers who signed up for updates and promotional materials are thought to comprise the core email marketing database for the company. The email address is the most significant piece of information in it, but other forms of information can be useful as well. (Juswadi et. al., 2020)

Graph 2 - Digital Retail Growth



Source: Mint Report (2021)

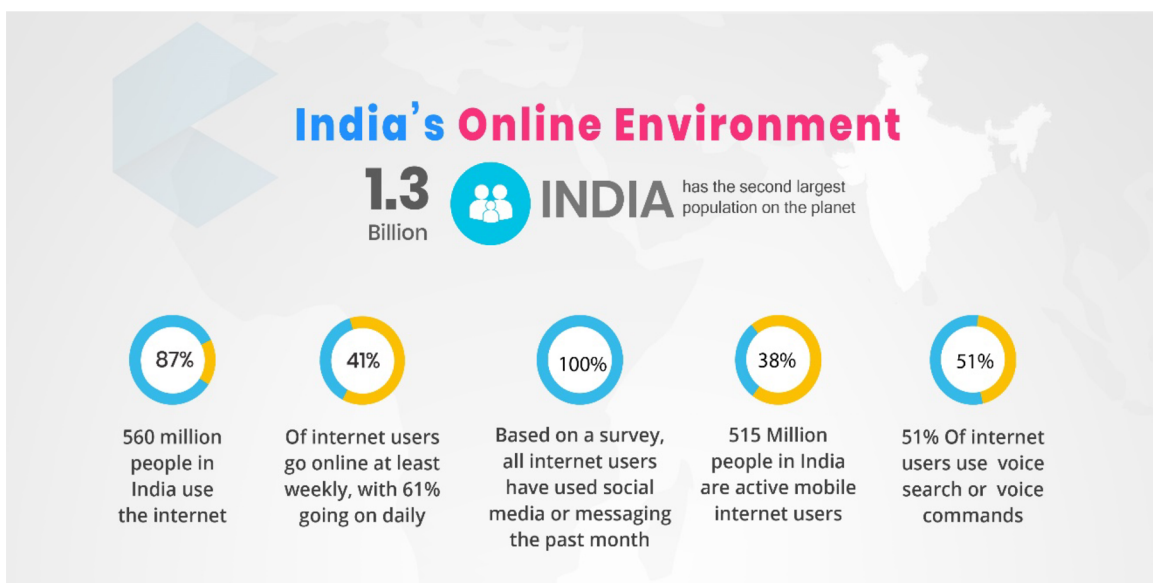
For example, the customer's name and gender can help personalise the email and make it more courteous, while the frequency of updates can help minimise pressure. Following the building of the database, the next stage is to provide content for the firm and its clients. It cannot be too lengthy or too formal, but it must retain its engaging and appealing nature. Content production is a crucial obligation for the organisation since the users who signed up for the company's emails and submitted their personal information have their own expectations of the consequence of this activity. It indicates they require the given information, value the firm or product, or have a specific interest in anything. As a result, businesses should serve them better, convey information on upgrades and campaigns more quickly, and provide special notifications and discounts to express. (McGahan et. al., 2021)

The message, to catch and capture the audience's attention, should have an attractive design and plain language. Because the primary purpose of email marketing is to help both the firm and the client, communications should provide greater value. The message's important substance is something straightforward, meaningful, appealing, new, and unavoidably existent. If the above requirements are satisfied, the recipient is more likely to read and consider the message. Otherwise, the current state of information overload and email bombing reduces the likelihood that the message will not be erased quickly after opening. The message's content should be alive, have a personal link to the receiver's interests and sentiments, and use less sophisticated corporate language. It should also not be monotonous and, hence, uninteresting. (Hudak et. al., 2017)

Even a modest bit of appropriate and friendly humour can be incorporated into the message, but it should never detract from the primary collection of facts. Even the size of the email is important; too brief messages might be viewed as unprofessional, while too large texts are difficult to read. If there is a pressing need to add extra information to the email, it can be moved to a distinct document, a page accessible via a link, or even some type of graphic representation. Content Promotion It is widely accepted that content refers to literature, poetry, and any other type of written information. There might be material in a book, magazine, journal, or document, for example. However, the term content is also used on the Internet. (Ellis-Chadwick & Doherty, 2012)

It applies to all information available on company websites, blogs, social media channels, and chat rooms, whether it is a video, photo, or description. Content can take many different shapes and forms, but it always functions as filler and adds meaning. In an ideal world, the Internet equals content. Because material is omnipresent, especially on the Internet, it is a feasible instrument for consumer attraction and interaction, giving rise to content marketing. Nowadays, material marketing is a method for generating revenue by establishing long-term client connections and utilising inspirational and intriguing content to attract intended customers. It is important to note that content marketing is not a direct means to sell a product, but it may lead to both if done correctly. (Kano et. al., 2022)

Graph 3 - Digital Content Growth



Reference: Codenex Report (2021)

It acts as a strong communicator between the firm and the client, striving to never cease producing more relevant material to control the customer's activities. Because their attention has already been received, it is simpler to provide information, promote innovative ideas and views, or just inspire after a communication circle has been formed. Direct client communication provides benefits to the organization. When a client consumes a product or service, the experience is often remembered because it elicited certain feelings and ideas. The customer experience may be used as a source of feedback or development suggestions for the organisation. The consumer is dissatisfied because something went wrong. (Storbacka & Moser, 2020)

To get better business results, firms should remember that content production and targeting cannot be geared to all types of clients since those leaves everything unclear and leads nowhere. That is why, while material is being emitted, an imaginary portrait of the company's consumer should be present. Content marketers emphasised the need for creating appropriate content. It cannot be overly intricate, but it must be visually appealing and well-structured. The material itself should be easily identifiable and brand related. Aside from a large quantity of textual material, social media platforms heavily rely on photographs and images to visualise. The image that serves as the foundation of the website's structure may be found on Pinterest and Instagram. Instagram has recently attracted a large number of users and has shown consistent growth rates. (Khmiadashvili, 2019)

Previously, blogs were solely about textual material; however, current trends have shown that blogs are also impacted by visuals. Every day, increased images surface in the postings. Image-based information is usually more memorable, associative, and fascinating. Some online retailers, such as AliExpress, enable consumers to submit images with their comments and ratings, attracting a larger audience to connect with the firm and other users. Finally, visuals can perform structural roles by forming and uniting the text. Today's image material should be recognised, but not in a forceful or aggressive way because individuals are bombarded with advertisements every minute. Because of this, the modern customer values simplicity and clarity. The material should be intriguing and instructive for the client to examine the company's offerings. (Malthouse et. al., 2013)

In today's content marketing, like in any other sort of marketing, the customer emerges as the focal point. Because of the marketing tools available on the Internet, content development does not appear to be difficult or expensive. Every day, added content marketing approaches and technologies emerge, allowing businesses to select the best and produce the necessary content with their assistance effortlessly and for free. The abundance of advertising on the streets and on television forced governments to re-examine advertising and tighten regulations. Unfortunately, the volume of advertisements on the Internet is not yet regulated, and it continues to overwhelm people. Many people have developed a tolerance for advertising because of the daily barrage of colourful and shrill information. (Tuten, 2020)

As a result, content marketing professionals must push themselves further to generate material that is narrative and individualised while also hitting on emotional sentiments. To summarize, a well-executed content marketing strategy can change a lot and provide significant benefits to the company. Some of them are given briefly below: encourages communication and strengthens existing customer ties increases the number of visits to the company's website and turns them into clients. Give the firm assurance that product awareness is strong, and the created image is correctly understood increases the company's integrity and reliability, demonstrating its sincere goals ensures the company's visibility on numerous social media networks assists buyers in thinking less about their purchases and buying more impulsively. (Lee et. al., 2018)

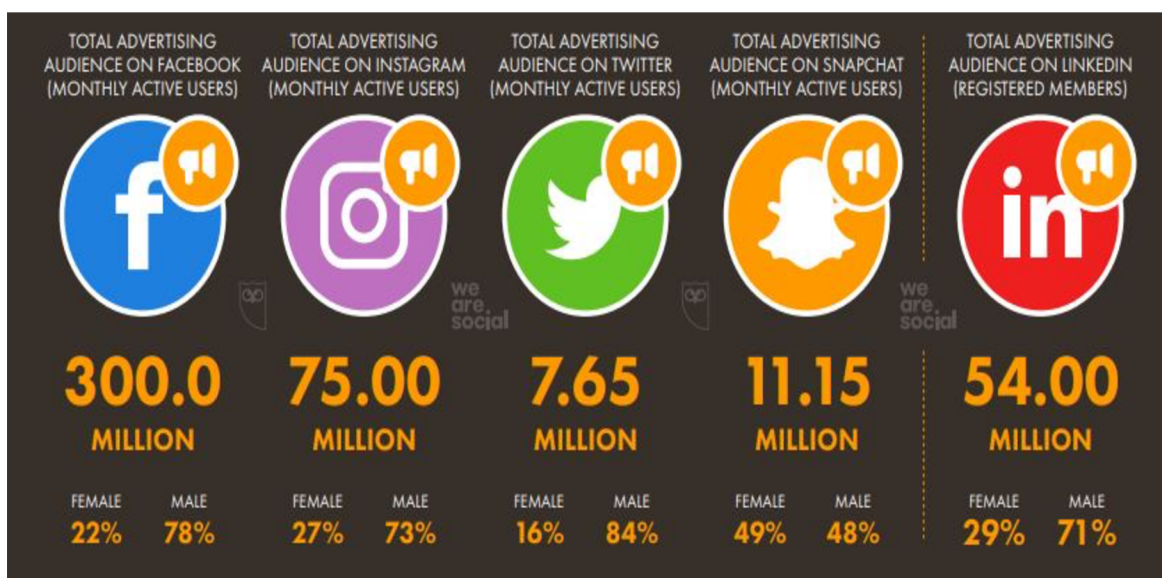
Search engine marketing Search Engine Optimization may appear to the average Internet user to be rocket science or something exceedingly professional and therefore tough, yet it is connected to one of the most often done acts on the Internet: searching. Millions of users use search engines to discover specific material or web pages by typing in a word or phrase. Alternative search engines are constantly developing these days, but there are a few that remain at the top and are always in great demand. In 2016, Google, Bing, Yahoo! Search, Ask.com, and AOL Search maintained their supremacy in the industry, with Google leading the way with its 1.66 billion monthly users. Word indexes are used by search engines to provide users with results. A single search might yield hundreds of results to the topic. (Nyagadza, 2020)

Typically, the most relevant pages display at the top of the search results, providing the greatest amount of matching information. For the user, the search procedure is usually as simple as putting a term into the search engine area, locating the proper or most appropriate page from the results, and clicking on it. Companies, conversely, are not required to do anything to be found by search engines and obtain more traffic to their web sites if they do not like to. Nonetheless, search marketing should be included in organisations' digital marketing operations to affect traffic and increase the number of visitors that visit the site. Search engines can produce several results; nevertheless, all of them can be categorised into two groups. The first category represents organic results, which are the most relevant results according to the searched phrases. (Hughes, 2015)

The Google search engine is known for providing a highly accurate fit to the search, which explains its popularity among other search engines. As previously stated, the results are shown at the top of the page. The best result is always displayed first and usually draws the user's attention. Paid outcomes are another category. These results may not be the best or most relevant to the search term, but they show at the top of the page as a marketing ploy. Organic and paid results are easily distinguished since paid results bear a distinct label. Organic search usually receives more attention since the results are more informative and dependable for the user than sponsored search. (Kotler et. al., 2020)

Some people prefer to purchase from online stores because it is more convenient and straightforward than visiting local businesses. Given this phenomenon, search engines can be one of the most effective strategies for sending all product-interested and purchase-driven individuals to the company's website. When a consumer is already in the right frame of mind and eager to consider various possibilities, the firm should be prepared to fulfil that desire; but, if it does not surface as a search result, the chance is missed. To minimise unneeded losses, the organisation should pay close attention to search queries and key terms. Mistakes in the company's search engine optimization will certainly affect the search results, which means that the website will not be seen even though user's inquiry. (Tuten, 2015)

Graph 4 - Social Media Growth



Source: Digital Media Corp Report (2021)

### 3.4.1 SEO

Social media marketing is a gigantic and powerful instrument for contacting clients on the Internet, while search engine optimization may appear little and insignificant, but it can generate larger incomes. The primary idea of SEO is that any modifications that must be made to the web page are extremely modest and almost undetectable to the untrained eye through on page and off page optimisation. These adjustments are not based on any sophisticated structure or formula. Changes in search engine results, web page traffic, and customer experience can only occur when they are implemented in concert. With the growing rise of the Internet, businesses must realise that traffic is becoming increasingly crucial in the battle for client attention. As a result, a well-planned and executed SEO strategy will provide benefits to the organisation. (Odden, 2012)

SEO may significantly improve a company's performance by increasing user traffic, but this does not imply that the mere presence of some search engine optimization would result in a miracle. Company-tailored and well-performed on page optimized SEO may influence traffic to a website in a positive manner. On the other hand, poor SEO will not only result in no increase in traffic but may further aggravate the issue. Google, being the most popular search engine, gives businesses fundamental SEO rules based on both on page and of page optimisation. However, the directions provided are quite ambiguous. Every page of the website must be user-friendly and well have correct on page optimization settings. Cloaking other user deception is prohibited because there may be some trials to make web pages more search engine friendly. Websites with a clear structure and hierarchy are highly valued. (Meshko, 2020)

The internal appearance of the web page should not cause any navigation issues. Static text linking is the method used to represent each page of the website. The material on the sites should be useful and informative. At the same time important on page optimisation and all code components, including title and ALT, should have a descriptive role. URLs should be clear and intelligible, and keywords should be used correctly. To get started on the issue of bans, let us take a closer look at cloaking. Cloaking, according to Google, is an action aimed at creating URLs or materials that appear differently to users and search engines. Google prohibits cloaking and takes all necessary steps to contact and remove affected pages. (Terrance et. al., 2017)



Cloaking can be demonstrated, for example, by introducing keywords and text information only when the search engine is the agent of the operation or delivering various forms of material to private users and search agents. Google (2016) Pictures are being used more than ever before on the Internet, emphasising the importance of excellent visualisation. Nonetheless, images are the point at which webmasters should be more cautious since text links are the source that SEO uses. It is a well-known truth that search engines cannot detect pages that do not have text. Pictures are not accessible by automated robots and spiders, making it impossible to index web pages, and the final one is simply lost for search engines. As a result, text links should be added to every page of the site. (Nirmalasari et. al., 2022)

Link building, a part of off-page optimization, is a crucial component of organic search engine rankings and SEO strategy because it helps to establish a firm's online presence as well as the growth of trust and authority for the website. Guest blogging, social media marketing, directory submissions, and press releases are all examples of link building activities that can help drive traffic to your website and improve visibility.

Another integral part of on page optimisation SEO is sitemap. The sitemap is a layout of the web page via which flow may be found and addressed. Clear and hierarchically structured web pages are more appealing to consumers and search engines alike. Search engines can readily recognise the primary topic of a web page and categorise it if it has a distinct hierarchy. Even though search engines cope with written content better than photographs, there is still an opportunity to make images visible to them. ALT is a property that may be used to describe the content of a photograph and is frequently used to assist search engines. Although the descriptive role is not the most important for ALT, it may still give accurate information, much like the visual element. (Ruohola & Mäkilä, 2021)

Even though ALT has a descriptive role in on page optimisation, it does not appear as a description or remark and is not accessible to the average user; nevertheless, when there are issues with loading photographs on the website, picture ALTs are still assessable and can perform the same function if necessary. The Internet of Things People use social media platforms to exchange ideas, gather information, and communicate with other Internet users. Social media is one of the forms of electronic communication that individuals use to create online societies and communities with no boundaries for communication and data exchange. Looking back in time, the first online social channel was formed in 2002. (Rehman & Khan, 2013)

Its key feature was its look, which was akin to current social media. Friendster was intended to be an online dating website before becoming a networking platform. Despite all the features it provided (profiling, information exchange, messaging), time quickly transformed it into a massive Internet community of three million people. When Friendster became successful, other social channels began to emerge and seek to drape themselves in glory. That is how Myspace and, eventually, Facebook were founded in 2004. Myspace creators quickly discovered the finest in Friendster, duplicated them, and tweaked them to target a larger audience, which accounted for around ninety million members at the peak of its expansion. With the creation of Facebook, Mark Zuckerberg made a significant contribution to modern networking. (Dehghani & Tumer, 2015)

### **3.4.2 Facebook**

Initially, the website was designed to encourage improved contact among students across America's institutions. Facebook went public in 2006, opening its doors to all other users who were not part of the collegiate network. After two years, the website was recognised as the largest social media web page and plays a very important part in off page optimisation. Social networking websites have dramatically impacted human interactions, habits, lifestyles, and life itself in a matter of years. There are numerous positive and negative aspects to it. Individuals, for example, have ceased communicating in real life as actively as they did before the Internet; they may be online and speak there instead of conversing with people sitting next to them, and even a single day does not finish without blogging, publishing, and updating. Regrettably, medical nomenclature has been supplemented with the new name of the disorder, Internet Addiction Disorder. (Yaakop et. al., 2013)

On the other hand, content dissemination and sharing have become feasible without the need for physical contact, which has a number of advantages and this makes it easier for businesses to connect with relevant people which helps contribute to the off page optimisation part of the a firm's digital marketing strategy. Through Internet, people can see and chat with each other without trouble, learn more, and support personal progress. As previously said, social media has had a greater influence on interpersonal interactions and has increased the volume of Internet information. Obviously, with its influence on human life, social media should never be disregarded by businesses since it aids in reaching larger consumers. To be successful in this digital world, the firm must be able to incorporate social

media marketing not just as a means of improving communication and advertising but also as an inseparable part of its basic goals and strategy. (Lee et. al., 2018)

The weight and buzz that these social media are currently producing might justify the chosen option. All the social media outlets that will be discussed later have a specific significance for online marketing and may be effectively used to construct an online marketing plan. Facebook is one of the most well-known and easily recognised websites in the world. For a little more than 10 years, it grew astronomically, and by 2014, Facebook had 1.3 billion registered members. Despite this, it was a closed Internet community founded by a Harvard University student in 2004. Facebook's success can be attributed to its simplicity. To create a Facebook account, the average Internet user does not need to know anything about high level computer programming. The user does not need to seek out registration forms or carry any papers, on the initial visit to the website. (Nurtirtawaty et. al., 2021)

The online registration form appears immediately and does not require any demanding information (basic personal information); Facebook registration does not require excessive personal information and can be completed in minutes with minimal effort. After completing the registration process, the newly minted user is granted access to their own page, which appears the same for all members of the community. The website is organised into separate blocks, with all groups, friends, favourites, and other users' information on the right. The left section is for suggestions, which can be a game, a corporate page, or individuals with whom one may subsequently connect. Finally, the News Line takes up most of the screen, where all updates and news from the user's connections and subscribers show shortly after publishing. (Pletikosa et. al., 2013)

According to the user's preferences, the news feed can be sorted by newest or top categories. The ability to transmit and share several types of material, such as text, links, and images, encourages companies to be active on Facebook. It enables businesses to better integrate into the information stream and market their products without putting potential customers under strain. Facebook also makes it possible for companies to launch without having to make big investments or costs. It provides direction to organizations and enterprises right away, with the category selection process. The categories include a local company or location, an artist, band, or public figure, a corporation, organization, or

institution, entertainment, a brand or product, a cause, or a community. (Ramo & Prochaska, 2012)

To start a successful story on Facebook, the company should attract users and obtain more followers for its page once the profile is made, and the initial information package is provided. To generate traffic and gain awareness, the firm might begin by inviting its existing client base to follow the company's page. When a company has devoted clients, word-of-mouth spreads, and existing subscribers begin to invite their friends, family, and other connections to browse the page. In consequence, the firm does not need to employ any novel or unusual methods to track the traffic and visitors who have begun to follow their page. This information is counted and shown automatically in the upper line of the page, where the firm name, details, and contact information are situated. When a firm is registered and active on Facebook, more than news and updates may spread quickly. (Pandiangan, 2020)

Client communication and discourse can also be accelerated. Given that people have less time and desire simplicity in everything, it is reasonable to assume that some individuals would rather ask questions or write comments while scrolling through their News Feed than visit the company's website, log into webmail, or call. The major benefit of Facebook is that the firm does not have to wait for the consumer to come and express interest in the company or brand; instead, the corporation can go directly to the customer with the selected material without bothering or distracting him or her. It even allows businesses to make more frequent announcements and remind themselves about themselves. To make Facebook operate for the company's commercial aims, informational updates should be released on a weekly basis because numerous sets of information arrive every day and consumers simply forget or lose interest in previous publications. (Piranda et. al., 2022)

As indicated in the preceding paragraph, the firm should have a noticeable trend in its publications to get more followers. However, when networking via social media, it is not advisable to focus simply on goods or services. It might be explained by Facebook's communicative and participatory character. Other sorts of material that are adapted to the demands of the client should be delivered. For example, interesting corporate events, tips, campaigns, contests, and even tales may be used as timely and meaningful reminders to subscribers. It is considered that the whole company's image and impression are the most important; yet it should also be noted how the brand develops itself. The slightest nuances

may have a tremendous, and sometimes problematic, impact on what customers believe about a company. (Weinberg et. al., 2012)

The company's information, name, and page content should be written correctly and without errors; images should be of the highest resolution; and the overall view should be of excellent quality. When everything is at an acceptable level, the firm can consider obtaining a web address, which often looks like this: facebook.com/company-name. It makes it easier for the online users to find businesses and correlates it with other forms of online marketing. Despite the previously indicated requirement for regular posting, the corporation should also exercise extreme caution with the material it supplies. Updates are bad when they bring no value to the client and are done just because it was determined to do them weekly. The enthusiastic attitude and enthusiasm should be added to any information released since they strengthen the statement in the same way that love makes food taste better. (Putri, 2021)

The author of this study had the opportunity to investigate the effect of increased excitement in her personal experience. It has been observed that organisations that are more emotionally oriented may convey the same mind-set to their clients and form a stronger relationship. Material from the firm that is loaded with strong emotions and dedication is more remembered and generates a lot of pleasant feelings. When great content for the user is backed up by significant customer recognition and gratitude, the business benefits the most. The sooner a consumer inquiry or remark is identified and answered, the greater the customer loyalty. Facebook encourages quick communication and even allows businesses to specify an expected time of response in the contact form. Facebook also provides more business-focused services, such as Facebook Ads Manager. (Ratnadianti et. al., 2020)

These tools enable businesses to target their audiences intentionally rather than mindlessly by selecting targeted groups based on gender, age, and geographical location and reaching out to the nine hundred million daily visitors for whom the advertisement may be relevant. Following the selection of a targeted group, the organisation may determine budgeting and expenditure restrictions, which can be established on a daily or campaign basis. Facebook recommends Adverts Manager, which can be accessed via smartphones and tablets, to successfully manage campaigns. Nothing is as simple to control, track, and convey product and company information as Facebook ads. Pinterest launched in mid 2010 by Ben Silbermann, Evan Sharp, and Paul Skiera that focuses on the visualisation and active consumption of various media. (Duffett, 2015)

### **3.4.3 YouTube**

YouTube is a website that streams videos online and has gained global notoriety. It has been around for more than a decade, having been created in 2005 by Chad Hurley, Jawed Karim, and Steve Chen, all of whom previously worked for PayPal. The concept of YouTube was introduced the same year it was created and quickly became a reality. However, YouTube's bright potential cannot go unnoticed by Internet behemoths like Google. And Google paid \$1.65 billion US dollars for it in 2006. All five Rich Pins may be customised with additional information such as a product, article, location, movie, or recipe. This information may play a significant role in the pin since it can describe the area, indicate product availability (essential when the offer is limited), and display current price adjustments.

After several years, YouTube began to expand at the same rate. It was created in 2005 and it already had a million users in 2011, and by 2014, it had more than a billion. YouTube has never been in one place and has evolved over time. Commercial integration became viable, and YouTube Live was launched. Since then, YouTube has launched a slew of new services, including advertisements embedded in videos and YouTube Live. Live online translations debuted with automatic play and video categories that grouped videos based on search results. Given the popularity of YouTube, it would be foolish to overlook this marketing tool. Companies of all sizes may include YouTube as an efficient internet marketing tool in their strategic plans. (Dehghani et. al., 2016)

YouTube has proven to be an effective medium for business introduction and product advertising, as well as a tool for entertainment and video sharing. With its dominant position as the most viewed web page, it has managed to become a highly popular search engine, attracting over eight hundred million visitors every month. Because developed brands have great promotional films and many firms provide brief introductions to their businesses in media format, YouTube could be an especially useful tool in B2B selections. The firm that contemplated using YouTube as part of its online marketing plan should constantly keep an eye on its prospective audience because a video for a twenty-five-year-old student and a forty-five-year-old engineer cannot please all of them and provide the desired value. The concept and integrated message should arrive at their target on time. (Susilo et. al., 2021)

The firm's videos should be limited not only in terms of content and structure, but also in terms of duration, because too short movies are not appropriate for every situation, and too long videos are not acceptable because they cannot keep the viewer engaged and are perceived as uninteresting. To stand out and be remembered, businesses must avoid becoming entangled in the sea of other messages and news bursts that already bombard Internet users' thoughts. As a result, all videos created should have a distinct aesthetic as well as be engaging and catchy. Even if the video does not demonstrate all the benefits of the product or detail all its features, it is engaging and relevant enough to entice potential customers to search for it further and visit the company's website. To accomplish the latter, businesses must be extremely cautious with the information they present on their YouTube channel and in the video itself. (Smith et. al., 2012)

The company's contact information and logo should always be prominently displayed. To maximise the commercial efficacy of internet marketing, all components of the mechanism must be integrated and correctly complement each other. It is difficult to have an effective and powerful Internet marketing plan unless each instrument or means included in the programme has equal strength. The business message should travel through the appropriate channels and be backed by the overall aims of the organisation. As a result, when the video is published to the YouTube channel, it should also display on the company's other social media channels and on its website. The name of the video should also make it easier to find. It must include the company's contact information as well as the matched keyword description. (Yoga Narasimhan, 2012)

#### **3.4.4 Twitter**

Twitter is another well-known social media channel that is dependent on network building and microblogging. It was established by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass, a software engineer. Twitter, as we know it now, was not always planned. Jack Dorsey, the idea's creator, desired a channel to operate within the SMS network, giving information on the user's events or moments in changing statuses. Later, Dorsey met other entrepreneurs at Odeon, a podcasting firm, and through close collaboration and idea generation, they were able to create Twitter's concept and lead it to enormous success. Twitter is a microblogging site, so it is not surprising that it has limits. (Aswani et. al., 2018)

Message sizes, for example, are restricted and cannot exceed 140 characters or signs. Even though Pinterest and Twitter represent various kinds of media, the way cells or messages are referred to is based on the same idea and is reflected in the source name. Pinterest, for example, uses pins, whereas Twitter communications are known as tweets. Twitter gives its users a variety of ways to send messages. The tweet may be produced through SMS, a desktop client programme, or straight from the Twitter home page. The Tweet message can be plain text, a video, a link, or a photo, and it can be read by both registered and unregistered Internet users. However, those who have not created a Twitter account are unable to send tweets. Twitter users, like Pinterest users may like and repost intriguing Tweets. (Enli & Skogerbø, 2013)

This is known as retweeting, and it allows users to share the same Tweet across their news feeds. Hashtags, which are terms linked to the message, are typically added to Twitter messages. It is noteworthy that hashtags initially developed because Twitter users desired a better way to differentiate and categorise their communications. Today, every user may use Twitter keywords to efficiently search for the most interesting tweets. Because of the chronological order in which the results are shown, the search is simple. The most recent Tweets are always displayed at the top, allowing one to get the most up-to-date and relevant information. Hashtags are quite beneficial for search; thus, they should be used in the most direct relationship with content. Furthermore, Twitter has constraints for tagging Tweets, since otherwise the message might get overburdened with them. Only two hashtags can be used to describe the content of a Tweet on the site. (Tien et. al., 2020)

Twitter represents a wide Internet society; therefore, all its members are free to submit Tweets and follow other users. There is only one button that allows one to follow anyone's publications with a single click. Although an independent individual or a firm might appear in the following category, only the subscribed user will see changes to the wall. Because of their permanence, all publications are chronological and may be searched at any moment. Twitter's prominence made it particularly appealing to businesses seeking a well-planned internet marketing campaign. It has already been said that profile construction and registration on any social media platform should not be overlooked but given special consideration and care. (Enli, 2017)

The company's Twitter account is no exception and should be set up right away with a clear knowledge of its objective. The company's channel should be consistent with its



goods and brand to create the right impression. As a result, the firm name on Twitter cannot stray too far from the original. If it is not possible to use the firm name, a brand name may be used, or small alterations may be permitted. After deciding on a memorable name, the organisation should consider a professional profile photograph. It is never a clever idea to leave the window empty or to submit a low-quality image because both behaviours lead to customers' confusion and reduce their confidence. To avoid errors, the organisation can concentrate on the two photo selection possibilities. (Vieira et. al., 2019)

It can be a business logo, which is often used by larger companies, or a picture of the store, products, portraits of the owners, or anything else linked to the firm's brand. It is very important to make the right decision because it affects the company's image and can alienate customers if something goes wrong. The profile photo is not the only one that has a significant impact on the company's impression. There is also a header picture or background image. This image can be altered to highlight major corporate events and brand changes. To increase the aesthetic impression, the backdrop style should ideally match the profile photograph. The backdrop cannot be ignored since it is just as vital as the username, contact information, links, and Twitter biography. Because of the significance of digital marketing, the following general standards of etiquette can be observed while advertising a business on Twitter. (Toubia & Stephen, 2013)

All written content, as well as signals like hashtags, should be used correctly. As a result, connections and partnerships can form. The organisation should offer specific concepts and ideals to customers via social media platforms, engage viewers in the company's narrative, and allow them to see the core in a credible and transparent manner. The message should not be too clear or stern but should spark an open dialogue and foster a welcoming environment. Similarly, to customer engagement, a pleasant tone in the message may bridge the gap between the audience and the organisation and foster long-term customer relationships. Finally, any marketing process should be cyclical. It can be explained by the fact of having several ads available to the buyer in minute detail. As a result, the firm must constantly remind its customers of its presence and devise Twitter timetable.

### **3.4.5 Instagram**

Instagram is another social networking platform that has demonstrated its global appeal. It is hard to say that everyone uses Instagram, but those who use Facebook and other social media platforms are more likely to sign up for Instagram because of connections and friends. Around three hundred million people watch the channel every day. Instagram's origins may be traced back to the mobile network. Instagram is ideally about one's individuality, daily routine, or thrilling occasions, but it is also becoming a significant tool for marketing and doing business. The simplicity of this social media channel's structure and the number of users who gladly spend their time posting and scrolling through the updates explain its suitability for doing business. As previously said, Instagram is more about the mobile platform than the initial PC version. (Virtanen et. al., 2017)

The growing need for mobile applications is at the heart of this phenomenon. As a result, Instagram traffic via mobile applications topped PC traffic for the first time in 2014. The United States was the first country to use the mobile version of Instagram on a broad basis, and nine other countries followed suit in 2015. Instagram operates as a mobile platform, but it is also useful for marketing and general usage. There is an editing option that is integrated into the photo uploading process. The image may be fixed in under a minute and submitted to the profile, where it will be visible to all subscribed followers of the individual or company. With all the traits, digital marketing has a better chance of reaching its clients via a free and visually appealing programme like Instagram. Instagram is not only simple to use, but it is also simple to set up a profile. (Wibawa et. al., 2021)

A minimal quantity of information is required for account signup. Aside from the main profile photo, the profile includes a few descriptive lines about the user (person, corporate entity, or brand). Even though links are not permitted on Instagram, there is the option of adding one clickable link to the profile information. Instagram, like Twitter, allows users to use hashtags to help match their images to a certain topic. The better the labelling, the more users will be able to discover the image. Not only do hashtags contribute to an increase in photo views and likes, but so does the description. If the few lines of description are exciting, motivating, or is able to grab the user attention the users and subscribers will remember the picture or post better, which equals stronger brand recognition for the firm. (Chen, 2018)

In the preceding paragraphs, it was said that links are prohibited on Instagram, although this seems inconvenient for company marketing and symbolises the value of the user. This, together with limits on information sharing and the usage of other users' photographs, contributes to Instagram aggressively marketing-free atmosphere. Instagram built marketing options for businesses as its popularity and commercial demands grew. The function is quite like that of other marketing sites like Facebook. To maximise the visibility of the information, the audience and substance may be set very precisely. Briefly, Instagram marketing is beneficial. The corporation can perform its marketing for free or at a nominal price, but it can do it more efficiently and with commitment. (D'Hauwers et. al., 2020)

Finally, the flow of information on Instagram might be seen as optimal because it does not change too quickly, and the publication can always be found. Users as well as photographs can be easily located. You can do this by looking at the feed, the areas where the photos were taken, or even hashtags. Another social media platform worth mentioning is Periscope. The desktop version of this channel is accessible, however, like Instagram, the mobile app is more widely used. The app was released not long ago and is not as well-known as Facebook or Twitter, despite having significant revenue potential. Periscope is now a live streaming software available for Android and iOS platforms that allows users to get an inside look at the company. (Djafarova & Bowes, 2021)

### **3.4.6 Google Ads**

Google Ads, which in former times was accepted as Google Adwords, is an advertising platform designed and developed by Google. Advertisers and Digital marketers can use this platform to create and display digital ads on Google's search engine and/or any other web page that falls under Google Display Network. Known as a suitable and prominent option Google Ads is effective to reach potential customers and increase online visibility. We will talk about the history, features, and benefits of Google Ads in this literature review, along with the research conducted on its effectiveness.

Google Ads was launched in 2000 as a way for businesses to advertise on Google's search engine. Initially, the platform was simple and only offered text-based ads that appeared alongside search results. Over time, Google Ads has evolved to include a variety of ad formats, including image ads, video ads, and interactive ads. In addition, Google Ads has expanded its reach beyond Google's search engine to include websites that are part of the Google Display Network. (Gómez-Carmona et. al., 2021)

Google Ads offers a wide range of features that allow businesses to create and customize their ads to reach their target audience. Keyword targeting: With Google Ads, businesses can target specific keywords related to their products or services. When users search Google for these keywords, the company's ads will appear next to search results. With Google Ads businesses can set a specific budget for their ads and only pay when someone clicks on them. This helps businesses avoid overspending on their advertising campaigns. (Giraldo-Romero et. al., 2021)

Text advertising, Image advertising, Video advertising, and Interactive advertising are among the types of various Ad formats available with Google Ads. This enables businesses to select the format that meets best with requirements. Ad scheduling: Businesses can choose when their ads will appear on Google. They can specify the days of the week and the times of day that their ads will be displayed.

There are several benefits to using Google Ads to advertise your business. Google Ads allows companies to tailor their Ads to particular audiences based on keywords geography and other characteristics. This guarantees that the advertisements are presented to individuals or groups who are most likely to be interested in the promoted items or services.

Google Ads employs a pay-per-click basis, where companies are only asked to pay when someone clicks on their ad, so businesses simply pay per clicks received, this is a cost-effective method of advertising.

Measurable results: The Speciality of Google Ads is that it presents a detailed systematical structure that allows the companies to track the performance of their company's ads. It comprises data and information on clicks, impressions, and conversions, through which individuals and companies can make thorough decisions regarding their advertising campaigns. (Yao, 2021)

Increased visibility: Google Ads can help businesses increase their online visibility and reach new customers. Businesses can influence a substantial audience and escalate their brand recognition by showing up at the top of the search results and websites that fall under the Google Display Network.

Google Ads is found to be efficient and authoritative online advertising platform built to assist businesses reach new potential customers and expand their online visibility. With a variety of ad formats and targeting options, businesses can customize their ads to suit their needs and reach their target audience. The effectiveness of Google Ads has been demonstrated.

### **3.4.7 Email Marketing**

Email marketing is a popular digital marketing technique that involves commercial communication through emails with a group of people and organisations. The messages can include promotional content, advertisements, or newsletters. The study will go over benefits, best practices, and the strategies as the different aspects of email marketing.

Cost-Effective: One of the primary benefits of email marketing is that it is cost-effective. Email marketing is far less expensive than traditional marketing methods such as television, radio and print advertising. Targeted Audience: Email marketing enables marketers to send messages to a targeted audience. The messages can be customized to meet the specific needs and interests of the recipients. Open rates, click-through rates, conversion rates, and more are metrics that can be helpful in tracking the measurable results produced

by using Email Marketing. These metrics can be useful in collecting information about the performance of email campaigns. (Paulo et. al., 2022)

Opt-in: It is important to ensure that recipients have given permission to receive emails. This can be achieved through opt-in forms or double opt-in methods. Personalized emails are another way of achieving higher open rates and engagement. Effective Customization is possible by utilizing the recipient's name, location and previous purchase history. Mobile Optimization: Mobile devices are the most used medium to open almost half of all the emails. Therefore, it is crucial to ensure that emails are optimized for mobile devices. (Jaas, 2022)

### 3.5 SOSTAC Planning Model

<b>DIGITAL MARKETING STRATEGY MODELS</b>	
McKinsey 7S model	Porter's Five Forces
The 7Ps of the Marketing Mix	Price-Quality-Strategy Model
AIDA (Attention, interest, Desire, and Action)	Push and Pull Marketing
The Ansoff Matrix	Product Lifecycle
The BCG Matrix (Boston Consulting Group)	RACE planning (Reach, Act, Convert and engage)
Diffusion of Innovation	Segmentation, Targeting and Positioning (STP)
DRIP	SWOT (Strengths, Weaknesses, Opportunities and Threats)
<b><i>SOSTAC (Situation, Objectives, Strategy, Tactics, Actions and Control)</i></b>	

Table 1 - Digital Marketing Strategy Models

PR. Smith created the SOSTAC marketing strategy framework. Smith spent nearly a decade working on the framework, doing a meta-analysis of other marketing planning tools, and synthesizing the common specters covered by these models into a new marketing framework that is accessible to both seasoned professionals and novices in the field. (Stephenson, 2020)

The SOSTAC marketing strategy framework consists of the following elements:

<b>Strategy Process</b>	<b>Questions</b>
Situation Analysis	Where are we now?
Objectives	Where we want to be?
Strategy	How we get there?
Tactics and Actions	What we need to get there?
Control	How do we monitor performance?

Table 2 - SOSTAC Strategy Process

**Situation Analysis** - The purpose of a situation analysis is to provide an overview of the organization, including who the company is, how it interacts, and how it trades online. To create a thorough image of this stage, the internal and external aspects that affect the company must be considered. Some common approaches for obtaining that clear image include determining who the online customers are and categorizing them into buying personas. Another technique for getting the big picture is to conduct a SWOT analysis to examine the company's strengths, weaknesses, opportunities, and threats in the market. To learn more about who the firm is competing with, a thorough competitor study is recommended. Examples include products and services, as well as the key differences between them. Finally, a review of the organization's and its competitors' digital channels is advised to determine what is working effectively and what is not. (Matidza et. al., 2020)



**Objective Analysis** - After gaining a thorough situation assessment from stage one, the organization can continue to determine the desired objectives. The author of this marketing plan framework also suggests using the 5 S's goals, which stand for sell, service, speak, save, and sizzle. Sell stands for increasing sales, serve stands for adding value to the client, and talk stands for getting closer to the customer, save stands for cost savings, and sizzle stands for expanding the organization's brand or reinforcing the brand in certain areas. Each of the objectives must be converted into a quantifiable SMART goal that considers specificity necessitates concentrating on a single issue within the company. Measurable, how will performance be measured, and what kind of analysis is planned? If achieved, it is actionable and enhances performance. Relevant, is it what the company's marketing staff is attempting to accomplish? (Maulana et. al., 2021)

**Strategy Analysis** - This stage is intended for planning on how the organization will attain the previously specified objectives. Is it typical to make a reference to or mention of the market segment that this strategy aims to reach?

**Tactics Analysis** - This stage addresses which digital technologies will be used to achieve the DMP, after a quick explanation of the objectives given, it is necessary to build a marketing mix. The business must focus on the key attributes that sustain their operation in order to achieve the goals, it is recommended to use the so-called 7P's of the Marketing Mix which accounts for, then comes the time to analyze the tactics, which means looking over the most appropriate digital channels and specifying which are the key performance indicators for measuring the success of the proposed or make the necessary changes. SEO, Email Marketing, Pay Per Click, and SM Channels are some examples of these approaches. (Hirvikallio, 2022)

**Actions Analysis** - This section of the process marketing strategy framework focuses on how the plan will be carried out; all of the strategies channels get more precise and thoroughly examined, including how to do it, associated costs, and material will be used.

**Control Analysis** - This step relates to how the plan will be monitored to ensure that activities are taken in the proper direction. That is why, it is necessary to create a dashboard for each of the most important key performance indicators of the tactics and to provide a general timeline for setting certain monitoring milestones to regulate whether or not the objectives are met. (Napoletano, 2021)

## 4. Practical Part

### 4.1 Company Overview

**Legal Name:** SFL Worldwide Limited



**Owner/CEO Name** - Purveen Shah

**Description** - SFL Worldwide is a global logistics and transportation company that offers different types of logistics services to its customers. SFL Worldwide was founded in 2005 and has since grown to become a leading provider of logistics solutions. One of the key strengths of SFL Worldwide is its ability to handle shipments of all sizes and types.

Whether customers need to ship a small package or a large container, SFL has been delivering shipment in forms of boxes, containers, etc to its destination in time at the lowest prices. Ship for less (SFL Worldwide offers a range of transportation services, including air, sea, and land freight services. SFL Worldwide also provides customs brokerage, warehousing, and distribution services, making it a one-stop-shop for all the logistics needs. (SFL Worldwide Website)

SFL Worldwide prides itself on its commitment to customer satisfaction. SFL Worldwide has an experienced team of professionals who are dedicated to ensuring that the shipment is handled with the utmost care and attention to detail. The company also provide real-time tracking and updates, so customers can always stay informed about the shipment.

In addition to its logistics services, SFL Worldwide is also committed to sustainability. The company has implemented a number of environmentally friendly practices, including using energy-efficient equipment and reducing paper waste. Overall, SFL Worldwide is a reliable and customer-focused logistics company that offers a wide range of services to meet the transportation and logistics needs. (SFL Worldwide Website)

**Vision Statement** - The vision is to be the world's most trusted and reliable logistics as well as premium transportation brand, providing innovative solutions that exceed our customers' expectations, while also being a responsible and sustainable corporate citizen.

**Mission Statement** - The mission is to deliver exceptional logistics and transportation services to our customers, leveraging our global network and expertise to ensure their shipments are handled with the utmost care and efficiency. SFL Worldwide is committed to providing it's local and global customers with the highest level of satisfaction by continuously improving our processes, technologies, and services.

**Business Type** - SFL Worldwide is a logistics and transportation company that operates as a for-profit business. Specifically, it is categorized as a private company, and is owned by an individuals named Purveen Shah. SFL Worldwide is not a publicly traded on a stock exchange. The company provides a range of logistics and transportation services, including air, sea, and land freight shipping, customs brokerage, warehousing, and distribution. SFL Worldwide's primary customers are businesses that require shipping and logistics services, such as manufacturers, distributors, and retailers.

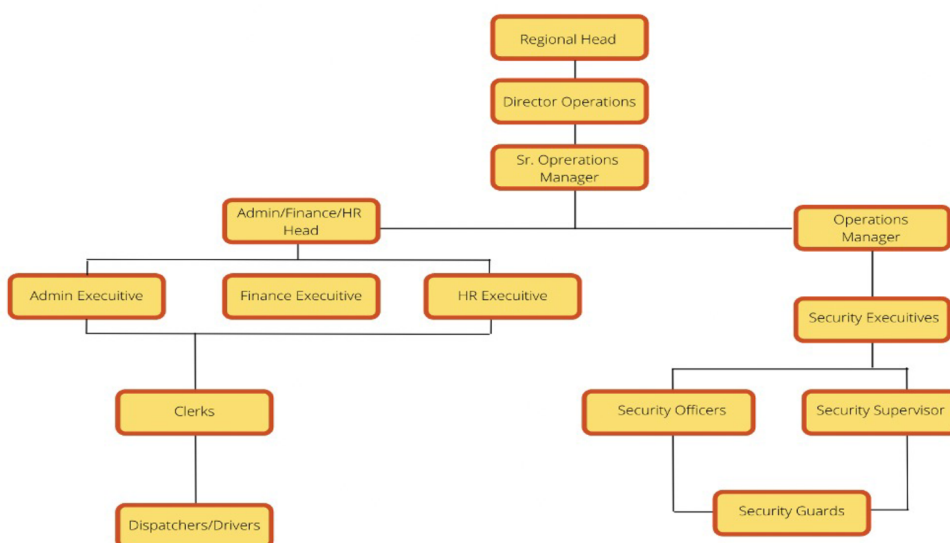
As a private company, SFL Worldwide has the flexibility to make strategic decisions and investments without the pressure of meeting the demands of public shareholders. This allows SFL Worldwide to focus on it's mission and long-term plans of growth and sustainability rather than short-term profitability. Overall, SFL Worldwide's business type is that of a private logistics and transportation company that provides a range of services to businesses requiring shipping and logistics solutions.

**Company Structure** - SFL Worldwide's company structure is well organized in a hierarchical manner, with clear picture of responsibility and decision-making authority. The structure is designed to ensure effective coordination of activities across the company and efficient use of resources. At the top of the structure is the C-level leadership team, which is responsible for setting the overall strategic direction of the company and making high-level decisions about resource allocation, investments, and risk management. This team includes the CEO, CFO, COO, and other senior executives.

Below the C-Level leader's team are the various departments and business units that make up the company. These include sales and marketing, operations, finance, human resources, and IT. Each department has its own manager who reports to the C-level leadership team and is responsible for monitoring the daily activities of their respective teams. Within each department, there are further levels of management and staff. For example, the operations department may be divided into sub-units such as air freight, sea freight, and land freight, each with its own manager and team of operations staff.

Overall, the company structure of SFL Worldwide is designed to support effective communication, decision-making, and coordination across the organization while also allowing for flexibility and adaptability in response to changing market conditions and customer needs.

Figure 1 - Company Structure

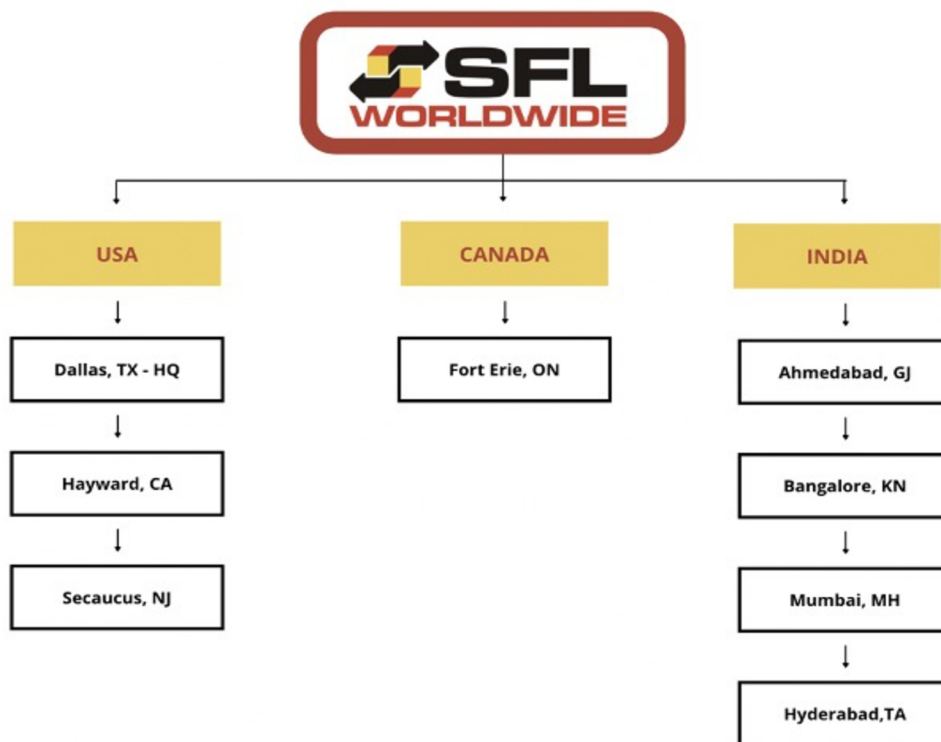


Source: SFL Worldwide (Author Generated Company structure)

**Company Locations** - SFL Worldwide has a global presence, with offices and operations located in various regions around the world. The company's headquarters are located in the United States, in the city of Dallas, Texas. This location serves as the central hub for the company's operations, with a large team of executives, managers, and support staff overseeing the company's global network of logistics and transportation services.

In addition to its headquarters in Dallas, SFL Worldwide has offices and operations in other major Indian cities like Ahmedabad, Mumbai. These locations serve as regional hubs, allowing the company to provide comprehensive logistics and transportation services to customers across the country.

Figure 2 - Company Locations



Source: SFL Worldwide (Author Generated Company location figure)

## **4.2 Situation**

The examination of the current situation is utilized to scrutinize the rivals, the market in which the company operates, and the company's internal evaluation. This evaluation establishes a foundation for the company to establish its goals, strategies, and tactics. Thus, this part is divided into two components: internal and external analysis, competitor analysis being the external factor.

### **4.2.1 Website Situation**

SFL Worldwide is a well-known logistics company with a global presence. However, with increasing industry competition, the company must remain relevant and competitive in the digital space. The website ([sflworldwide.com](http://sflworldwide.com)) of the company needs to be improved in terms of user experience, design, and content.

An extensive search engine performance audit was performed to better understand the current state of SFL's website. This website audit examines the performance and accessibility of a website and takes into account a variety of factors, including technical aspects such as page loading speed, website security, and mobile friendliness, as well as content-related elements such as keyword optimization, Meta tags, and user experience.

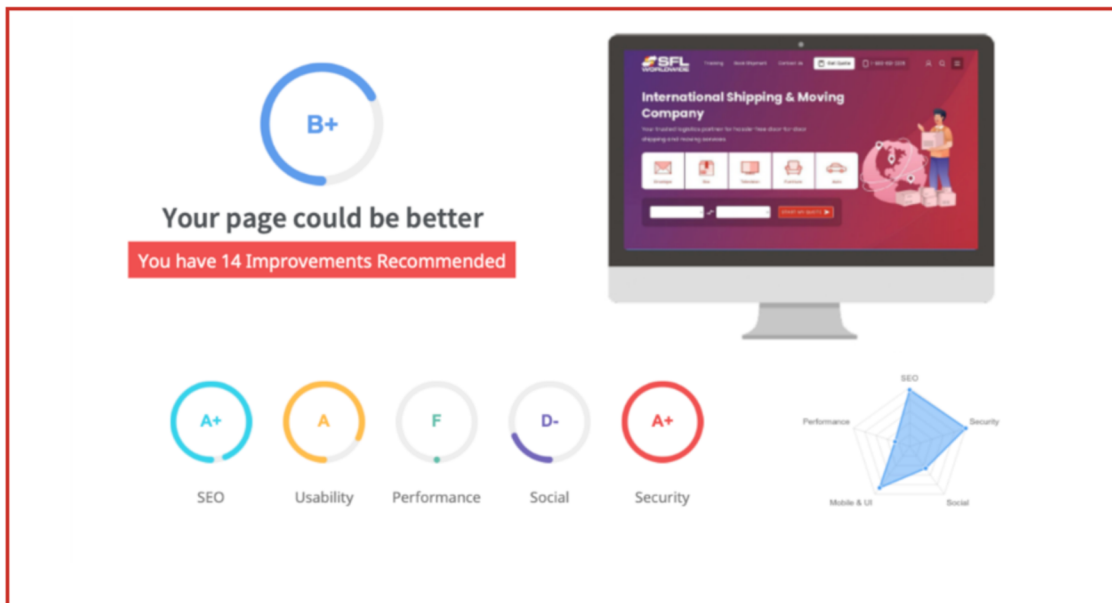
According to the report, it was visible that SFL's website requires improvements in Usability, Performance and social parameters. SFL's website was only secure and had a decent SEO score because of the overweighing security performance. Thus, multiple improvements are required. A website Audit report consists of a grading system, generally A++ being excellent and D being poor.

### Overall website Audit:

The audit report for the website [www.sflworldwide.com](http://www.sflworldwide.com) includes factors affecting the website's current situation. The first factor is On Page Optimization, which includes content optimization, image optimization, keyword optimization, performance. These optimizations should be carried out in order to boost the company's website visibility and reach in search engines. Off-Page Optimization is the second factor, and it includes activities such as link building and content marketing. These activities contribute to the website's higher ranking in search engine results. The third factor is performance, which includes page loading speed, server response time, and page redirects.

These elements should be optimized to provide a better user experience. The fourth factor is social, which includes elements such as social sharing buttons and website integration with social media (SM) platforms. These activities help to increase the visibility and reach of the website. Security is the fifth factor, and it includes things like SSL certificates, malware protection, and website backup. Thus, the security of the website should be ensured by taking these aspects into account.

Figure 3 - Website Report Overview

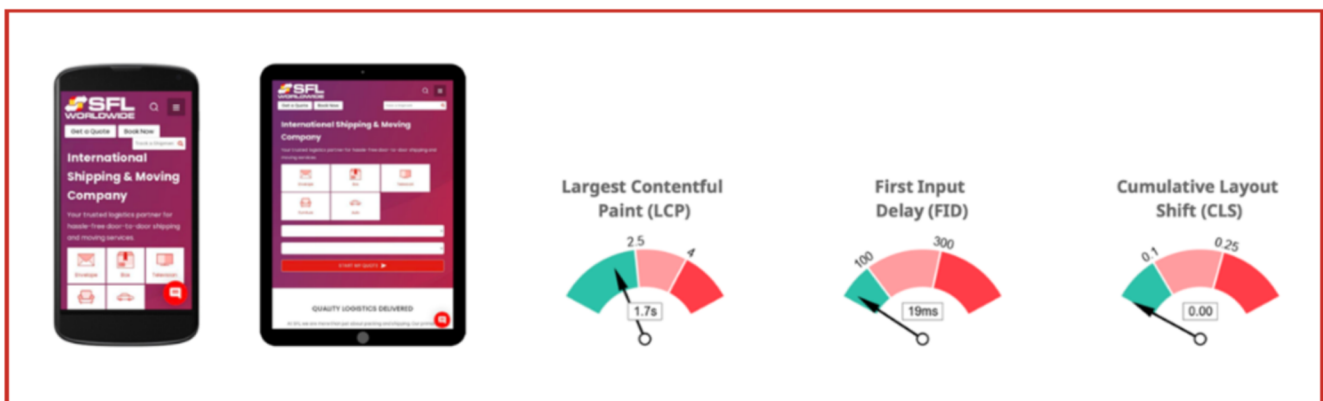


Source: Author generated report using SEO Optimizer

## Website Usability Audit:

This Core Web Vitals report categorizes www.sflworldwide.com's performance by status (Poor, Needs Improvement, Good), metric type (FID, LCP and CLS ), and URL group. The generated report is focused on three metrics derived from real-world user data: LCP, FID, and CLS. The results were 1.5 seconds, 19 Milliseconds and 0.00 termination. (LCP, FID and CLS)

Figure 4 - Website Usability Audit



Source: Author generated report using SEO Optimizer

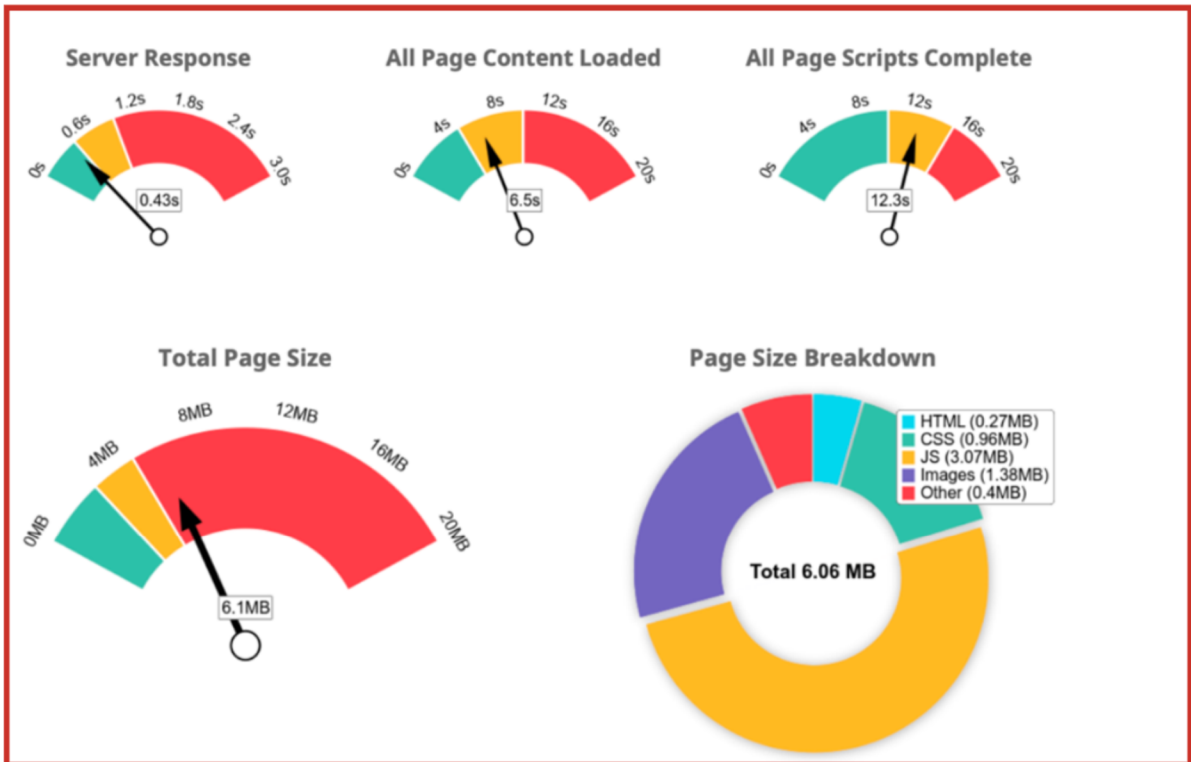
## Website Performance Audit:

www.sflworldwide.com's performance is critical in providing a positive user experience and lowering bounce rates. The server response time on the sflworldwide.com root domain was 0.43 seconds, despite the fact that all pages on the website loaded in 6.5 seconds, which is considered poor. This is exacerbated by the fact that the page's scripts (Java and HTML) loaded in 12.3 seconds, making the total load time even slower.

These performance issues can have a number of negative consequences. For visitors, slow loading times may irritate visitors, leading to higher bounce rates. Second, slow loading times can reduce engagement because visitors in this fast paced world do not have the patience to wait for the webpage to load. Finally, search engine rankings can be influenced because search engines consider load times when calculating rankings.



Figure 5 - Website Performance Audit



Source : Author generated report using SEO Optimizer

### Website Organic Traffic Audit:

SFL Worldwide, a global logistics and freight forwarding company, receives an average of 9,700 monthly visits to its website, [www.sflworldwide.com](http://www.sflworldwide.com). This translates to approximately 316 visitors per day, which is considered average. SFL's organic traffic is focused on the information provided rather than commercial purposes. To gain a better understanding of the incoming website traffic, examine the keyword intent that visitors search for when they arrive at the website. Keyword intent is the underlying reason why a user searches a particular query, which can be informational, navigational, or transactional. The majority of SFL's website traffic is informational in nature, with visitors seeking company information, logistics solutions, and freight forwarding services.

Figure 6 - Website Organic Traffic Audit

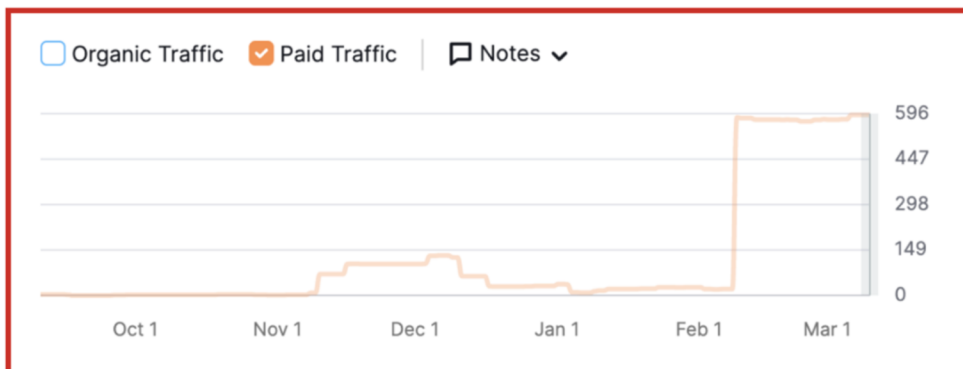


Source: Author generated report using SEO Optimizer

### Website Paid Traffic Audit:

SFL's incoming traffic is 95% organic and very less to no focus has been made to attract customers by paid leads. This clearly shows that there is a huge scope of improvisation required in the SFL' Paid search. The below figure shows [www.sflworldwide.com](http://www.sflworldwide.com) incoming paid traffic. Paid search can be a powerful tool for supplementing SFL's organic traffic and attracting new customers. This indicates no paid search to target specific keywords and audiences.

Figure 7 - Website Paid Traffic Audit



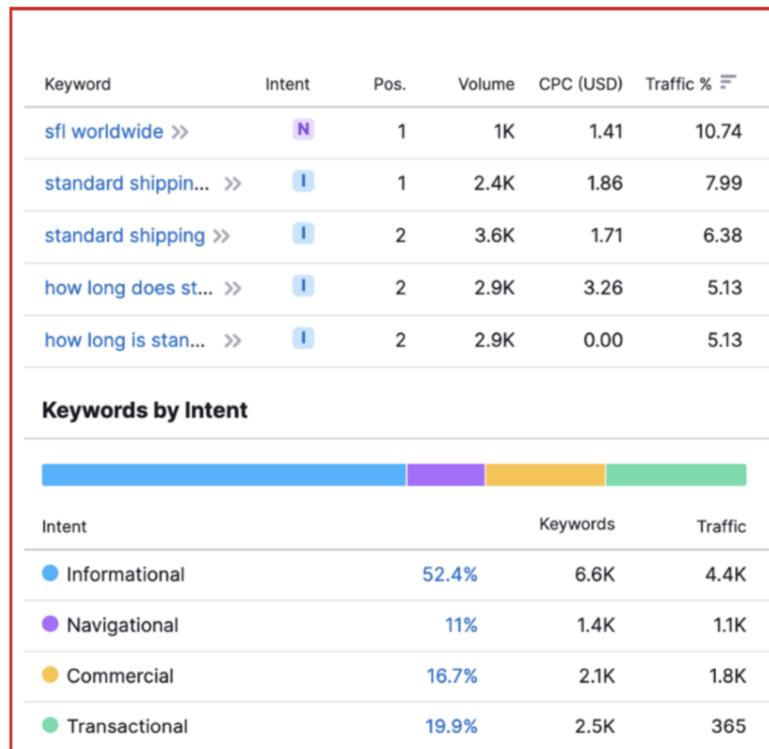
Source: Author generated report using SEMRUSH

### Website Current Keyword Intent:

SFL's primary keywords is currently the company name and general shipping terms. This suggests that customers are not searching for specific keywords related to the business, but rather are finding their way to the website via direct search. This means that SFL does not prioritize optimizing and expanding existing marketing channels in order to reach more customers and increase brand recognition. Furthermore,

Moreover, as witnessed in the keyword intend analysis it is clearly visible that the majority incoming traffic is for informative purposes only. The informational keywords “How long does standard shipping take” & “How long is standard shipping” is driving it’s 52.4% informational traffic. The commercial purpose visits remained as low as 16.7% with keywords being “standard shipping” which is a general commercial purpose keyword in logistics. Thus, keywords research plan and it’s implementation into content to improve the commercial intent of the website is required.

Figure 8 - Current Keyword Intent

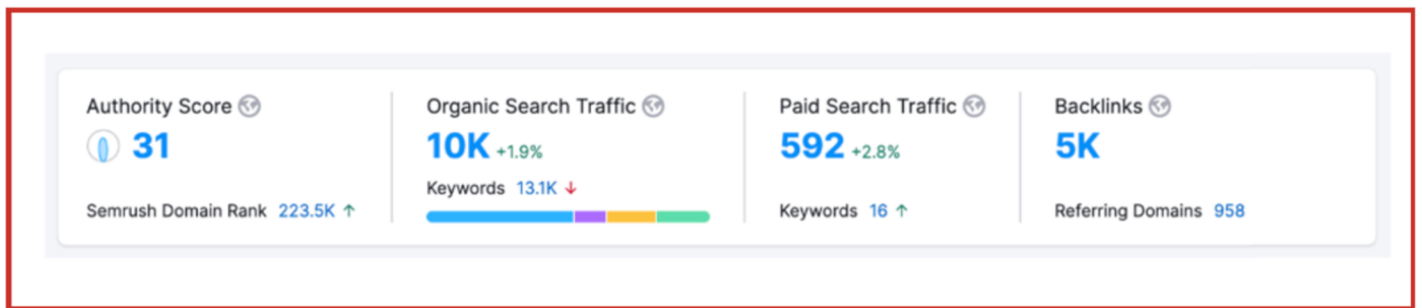


Source: Author generated report using SEMRUSH

**Website Domain Overview:**

A website audit and analysis for [www.sflworldwide.com](http://www.sflworldwide.com) is illustrated in this figure. The audit provides information about the website's overall performance, including SFL's domain score, organic search, paid search, and the number of referring domains and backlinks linked to the root domain. The domain authority score for SFL is 31 out of 100, which is considered average. A domain authority score of 55-60 out of 100 is considered good in general. The domain score of [www.sflworldwide.com](http://www.sflworldwide.com) can clearly be improved by implementing a better link-building strategy as part of the off-page optimization strategy.

Figure 9 - Website Domain Overview



Source: Author generated report using SEMRUSH

#### 4.2.2 Social Media Situation

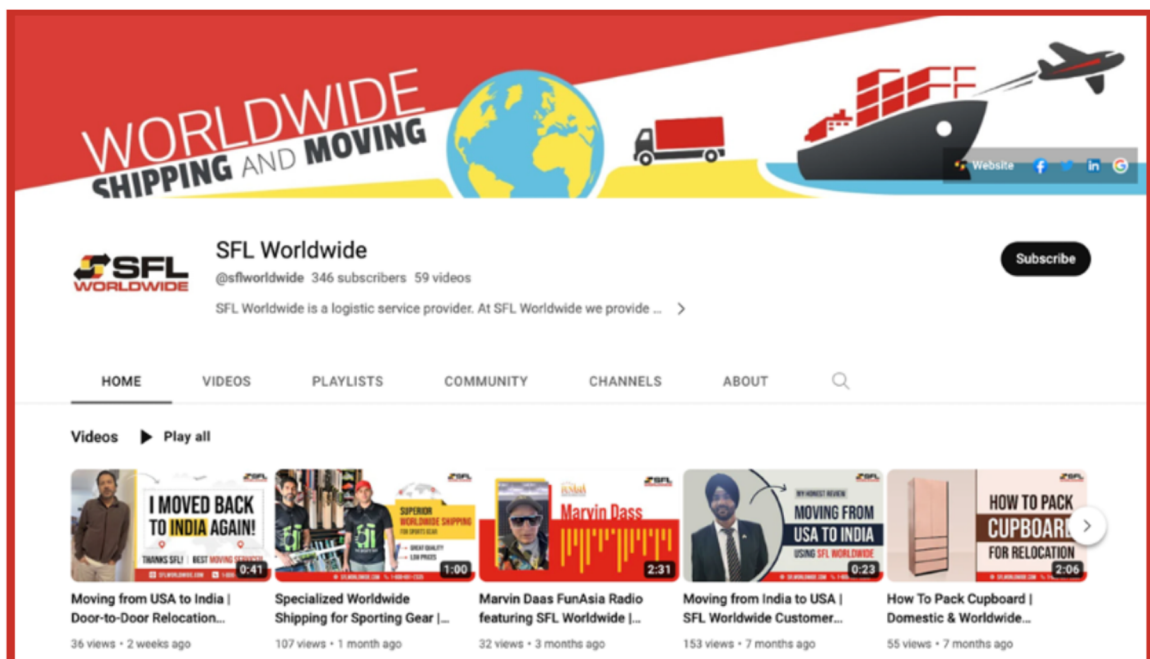
##### YouTube:

SFL Worldwide is a company that offers a variety of services and has a YouTube channel where they promote their offerings. SFL's Youtube channel was founded in 2009

and since then has uploaded 59 videos over the course of 14 years. The videos have an average of 30 to 200 views, and the most recent video was uploaded two weeks ago (as on 3<sup>rd</sup> March 2023) Although the interval between each video release is not exact, SFL Worldwide is able to keep their followers up to date with their content. The YouTube channel has 347 subscribers, which is considered a low number.

The company does not create engaging videos for its audience, fails to optimize the videos for SEO, and fails to connect with the right influencers to promote the videos. This means that there is no off-page optimization strategies in place. Furthermore, SFL Worldwide does not use all of their available social media accounts to cross-promote and grow their YouTube channel. As a result, an effective YouTube optimization strategy as well as an off-page optimization campaign is required.

Figure 10 - Company YouTube



Source: SFL Worldwide - YouTube Snapshot

### Facebook:

Facebook is a popular social media platform that SFL Worldwide uses to communicate with its customers and other users. They have 8104 followers (as on 3<sup>rd</sup> March 2023), but their posts only get 4 to 5 likes, indicating the need for an optimized Facebook strategy. SFL

Worldwide uses a variety of content to promote their brand, including videos, images, live streams, and text posts. The current strategy, however, is not working as intended, and a more effective strategy is required.

SFL Worldwide's posts aren't visually appealing, engaging, or relevant to their intended audience. Furthermore, they do not look for ways to create content that is shareable and encourages users to leave comments. This is something that could be done. Furthermore, SFL does not pay attention to the timing of their posts, which can have a significant impact on their engagement. Furthermore, SFL Worldwide does not make use of the various tools available on Facebook. This includes the use of paid advertising campaigns, the formation of targeted groups, and the holding of competitions. Finally, SFL does not collaborate with influencers or other businesses to increase their reach and visibility on Facebook.

Figure 11 - Company Facebook



Source: SFL Worldwide Facebook Snapshot

### Twitter:

For many years, Twitter has been an important part of the social media landscape, and SFL Worldwide has used the platform to gain the trust of its customers. The company has a Twitter account that was established more than seven years ago and has 115 followers (As

on 4<sup>th</sup> March 2023). SFL Worldwide has posted 466 tweets since its inception (March 2011), keeping the page active and up to date. Twitter has not been used by the company to share news, service updates, or/and customer testimonials. SFL Worldwide has not built a customer base by actively engaging with its customers on Twitter. Furthermore, SFL Worldwide only responds to a small number customer inquiries and complaints.

Finally, in this this digital world, the number of followers, tweets and engagement rates are very poor on SFL's Twitter profile which clearly indicates the requirement of a proper twitter marketing and engagement campaign.

Figure 12 - Company Twitter



Source: SFL Worldwide - Twitter Snapshot

### **Instagram:**

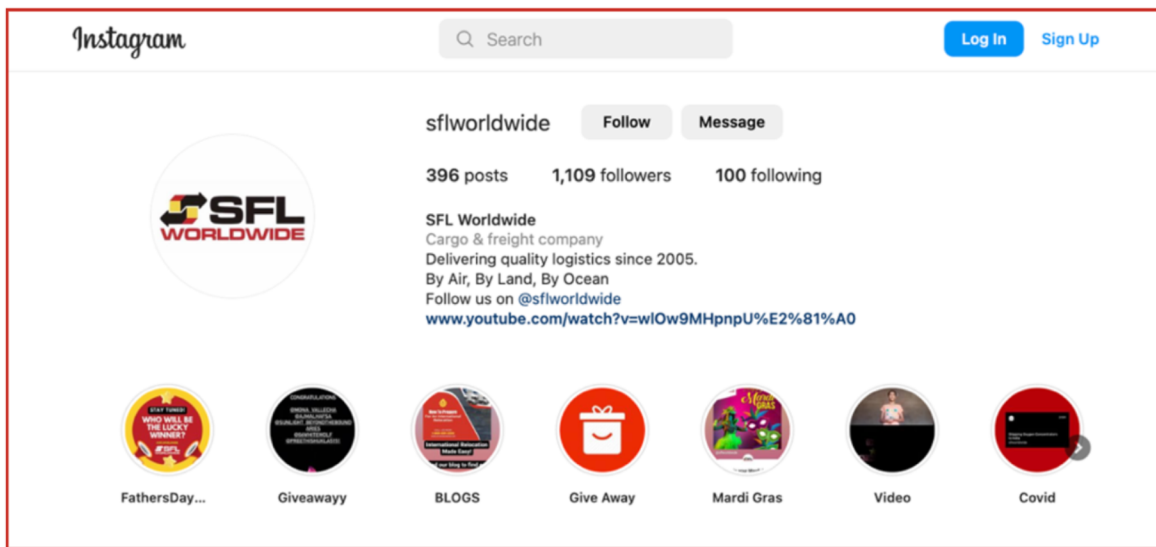
Instagram has evolved into an effective marketing tool for businesses of all sizes, and SFL is no exception. SFL has over 1000 followers and has used quality images, videos, and

stories to engage with them in a meaningful way. Giveaways are one of the most popular tools that SFL has been using, as this is a trend on Instagram that can help to draw more attention.

SFL has also been posting photos and videos with information about the services they provide, as well as festive images to attract a variety of audiences. However, in this competitive digital world, SFL must implement new practices to increase their Instagram engagement rates. They could use strategies such as hosting contests or challenges, using relevant hashtags, or responding to comments or messages quickly. Furthermore, utilizing influencers to promote it's content will be an great way to reach a larger global audience.

SFL can increase their visibility and reach on Instagram by experimenting with different strategies. As a result, they will be able to connect with more potential customers and raise brand awareness.

Figure 13 - Company Instagram



Source: SFL Worldwide Instagram Snapshot

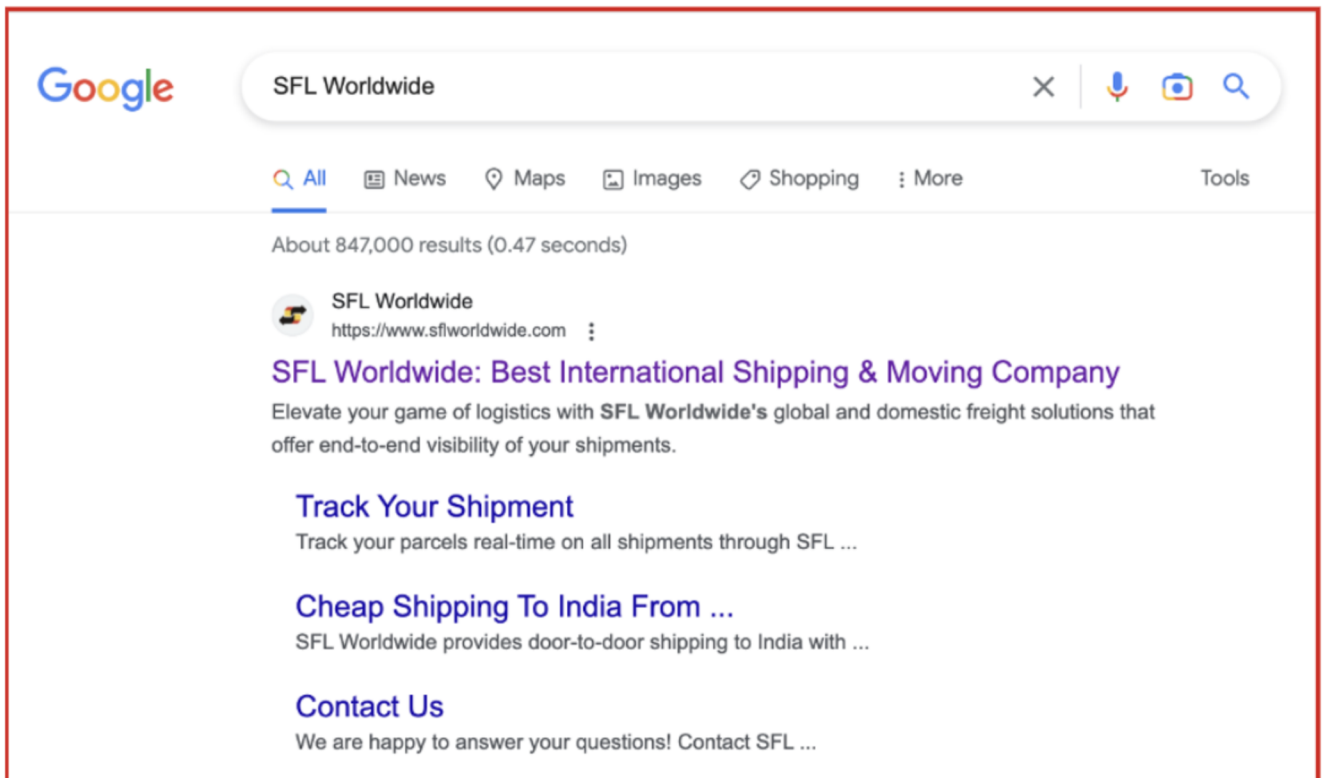
### Google Page:

SFL Worldwide does not have any active campaigns for paid promotion on its website. This is evidenced by the absence of "AD" or "SPONSORED" keywords in Google



search results. This is supported further by the paid traffic audit report, which revealed no evidence of any paid campaigns being used. This lack of paid promotion could be due to a number of factors, including a lack of qualified team members to run campaigns or the company's failure to recognize the value of investing in paid promotion. Whatever the reason, the fact remains that SFL Worldwide does not currently have any active campaigns for paid promotion on its website. Which means a huge scope of improvement through paid marketing on search engines especially on Google is required. Running paid ads to drive business would definitely give a competitive advantage to SFL Worldwide as the results in paid ads are immediate.

Figure 14 - Company Google Page



Source: Google Search Engine (Google Page Snapshot)

#### 4.2.3 Internal Analysis

To evaluate SFL Worldwide's current position, an analysis is conducted on their competitors, the market in which they operate, and their internal structure. This analysis

provides a foundation for the company to set their goals, strategies, and tactics. Thus, this chapter is divided into two sections: internal and external analysis.

SFL Worldwide provides both global and domestic freight solutions with end-to-end shipment visibility. Their website features options to book and track shipments, as well as contact information for their representatives. They offer delivery services for a wide range of products, including envelopes, boxes, televisions, furniture, and automobiles.

Despite their range of services, the company's marketing efforts have been limited, with few resources dedicated to this area. The lack of a cohesive marketing strategy has resulted in sporadic and inconsistent marketing actions that have failed to generate leads. With only a few sales prior to this research, the company has not been able to identify their target customer segment.

Given their B2B focus, it is reasonable to assume that their customer base is diverse. However, all marketing activities are currently handled by one of the founders, and the company does not have a dedicated marketing manager or advertising agency. They also lack a formal marketing plan, with previous actions limited to Facebook and Instagram posts, as well as one radio commercial, all of which only mentioned their logistic business.

The company has a presence on Instagram with 1112 followers and 401 posts (As on 8<sup>th</sup> March 2023), but the account is relatively new, with the first post being published a few years ago. On Facebook, they have 8104 followers, and the page was established on 8<sup>th</sup> March 2011. The company has linked their Instagram and Facebook accounts, and the content is similar on both platforms, focusing on festivals, special days, and general information, rather than promoting their website and offerings. However, their Instagram description does mention the services available on their website.

To analyse the company's marketing actions, this thesis uses SWOT, a tool that identifies a company's strengths, weaknesses, opportunities, and threats to evaluate their competitive positioning. In common terms, Strengths and weaknesses are internal factors, while opportunities and threats describe external factors.

**Strengths:**

- **Global Presence:** SFL Worldwide has an extensive network of offices and agents across the world, which enables the company to offer reliable and efficient logistics solutions to customers in different regions.
- **Wide Range of Services:** SFL Worldwide offers a wide range of logistics services, including air freight, ocean freight, ground transportation, customs clearance, and warehousing. This enables the company to cater to the diverse needs of customers.
- **Experienced Team:** The business employs a group of seasoned individuals with knowledge of supply chain management and logistics. This helps the company to deliver high-quality services to customers.
- **Technology:** SFL Worldwide has invested in technology to improve its operations, increase efficiency, and provide real-time visibility to customers. This helps the company to stay competitive and meet customer demands.

**Weaknesses:**

- **Dependence on Suppliers:** SFL Worldwide relies on suppliers for various logistics services, such as trucking and warehousing. This dependence can lead to disruptions in operations if the suppliers face issues.
- **Limited Brand Awareness:** The company's brand awareness is relatively low compared to some of its competitors. This can limit its ability to attract new customers and expand its market share.
- **Narrow Customer Base:** SFL Worldwide primarily serves customers in the B2B segment. This limits its customer base and revenue streams.

**Opportunities:**

- **E-Commerce Growth:** The growth of e-commerce has created opportunities for logistics companies, as more customers are seeking faster and more reliable shipping options. SFL Worldwide can leverage this trend to expand its customer base and revenue streams.
- **Emerging Markets:** Emerging markets, such as African and Asian countries, offer significant growth opportunities for logistics companies. SFL Worldwide can expand its operations in these regions to tap into the growing demand for logistics services.
- **Mergers and Acquisitions:** SFL Worldwide can consider mergers and acquisitions to expand its services, increase market share, and gain access to new markets.

**Threats:**

- **Economic Uncertainty:** Economic uncertainty on a global level can lead to a decrease in demand for logistics services, which can impact SFL Worldwide's revenue and profitability.
- **Intense Competition:** The logistics industry is highly competitive, with many established players and new entrants. SFL Worldwide faces the threat of losing customers to competitors that offer similar or better services at lower prices.
- **Political and Legal Rules:** Political and Legal instability in different regions can disrupt the supply chain and impact logistics operations. This can be through new shipping or logistics rules if implied globally.

Table 3 - SWOT Analysis

<b>Strengths</b> Global Presence Wide Range of Services Experienced Team	<b>Weakness</b> Dependence on Suppliers Limited Brand Awareness Narrow Customer Base
<b>Opportunities</b> E-Commerce Growth Emerging Markets Mergers and Acquisitions	<b>Threats</b> Economic Uncertainty(Global) Intense Competition Political and Legal Rules

#### 4.2.4 Competitive Analysis

To properly understand the market and ongoing trends, it is crucial to consider the current state of the logistics industry, in which SFL Worldwide operates. The logistics industry is experiencing significant growth due to the increasing demand for logistics solutions in managing order fulfilment and shipping needs as businesses expand their operations to new geographies and online marketplaces, driven by globalization, e-commerce, and supply chain complexities.

The COVID-19 pandemic has seriously disrupted global supply chains, causing shortages of raw materials and completed goods as well as delivery delays and subsequent increases in the cost of logistical services. Therefore, logistics companies are reevaluating their supply chain strategies and implementing measures to improve resiliency and agility. This external analysis primarily focuses on competitor analysis.

Table 4 - Competitor Digital Strategy

<b>Company</b>	<b>Digital Strategy</b>
<b>SFL Worldwide</b>	Besides active social media presence and email campaigns, SFL Worldwide regularly publishes blog posts on industry-related topics, establishing itself as a thought leader and providing valuable content.
<b>DHL</b>	DHL offers interactive online tracking and shipment management tools, allowing customers to easily manage and track their shipments.
<b>FedEx</b>	FedEx offers online resources and tools for shipment management and customs clearance, which can be helpful for customers dealing with international shipping and customs procedures.
<b>Dimerco</b>	Dimerco emphasizes technology and innovation in its marketing messaging, highlighting its advanced solutions for logistics and supply chain management.
<b>ShipBob</b>	ShipBob focuses on customer success stories and case studies, showcasing the positive experiences of its clients and demonstrating the benefits of its services.
<b>GlobalTranz</b>	GlobalTranz also emphasizes technology and innovation in its marketing messaging, emphasizing its proprietary software solutions and data analytics capabilities.

Table5 - Competitor Social Media

<b>Company</b>	<b>Website Score</b>	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>LinkedIn</b>	<b>YouTube</b>
<b>SFL Worldwide</b>	7.5/10	8,100 likes	1,114 followers	75 followers	160 followers	342 subscribers
<b>DHL</b>	9/10	1,436,054 likes	1,84,000 followers	1,02,034 followers	20,10,400 followers	92,100 subscribers
<b>FedEx</b>	9/10	3,024,619 likes	2,92,197 followers	3,27,797 followers	21,10,400 followers	105,300 subscribers
<b>Dimerco</b>	7/10	769 likes	1,719 followers	55 followers	9,203 followers	102 subscribers
<b>ShipBob</b>	8.5/10	4,829 likes	3,682 followers	3,425 followers	55,993 followers	2,322 subscribers
<b>GlobalTranz</b>	8/10	4,508 likes	1,169 followers	5,427 followers	24,232 followers	210 subscribers

Note - Website score based on Audit Reports & other numbers as available.

Based on a competitive analysis, SFL Worldwide could consider implementing digital marketing strategies such as SEO, SMM, targeted advertising campaigns, email marketing, and creating high-quality content to improve their online presence and stand out from their competitors. By examining the marketing strategies of their competitors, SFL Worldwide can identify areas where they can differentiate themselves and create a unique value proposition. As competitors are not leveraging SEO effectively, company could focus on improving their website's search engine ranking to drive more traffic and leads. Similarly, as their competitors are not active on social media, SFL Worldwide could use these platforms to engage with it's global target audience and increase brand popularity and awareness.

### 4.3 Objectives

Defining objectives is a crucial step in developing a digital marketing strategy, and the SMART approach is often employed to achieve this. The acronym SMART represents specific, measurable, actionable, relevant, and timely. Although the company's business strategy does not explicitly state its marketing goals, the author collaborated with the manager to establish objectives aligned with the manager's desire to boost sales, improve brand popularity, to stand out from competitors. The objectives, based on the company's current needs and the SMART framework, can be articulated as follows:

- Increase website traffic by 20% within the next six months through targeted digital marketing campaigns.
- Generate at least 1000 new leads per month through the website by the end of the year through organic SEO practices.
- Improve website's search engine ranking to the first page for at least 4 relevant keywords within the 12 months.
- Develop and implement a content marketing strategy to establish SFL Worldwide as a thought leader in the logistics industry and increase brand recognition in the next 6 months.
- Increase social media engagement by 50% by the end of 3 months through the creation and distribution of relevant and engaging social media content.
- Reduce SFL Worldwide's carbon footprints by 30% by using digitalization alternatives in marketing by end of 2024.

## 4.4 Strategy

In order to create a forward-thinking strategy, the author has opted to establish a three-year target since the company did not previously have a marketing strategy in place. Consequently, the strategy encompasses a three-year strategic plan, as well as target audience identification and positioning.

Table 6 - Yearly Strategy

<b>2023</b>	<b>2024</b>	<b>2025</b>
Execute digital marketing	Boost brand visibility	Boost brand visibility
Gather customer feedback	Utilize customer feedback	Revise customer segments
Establish measurable goals	Informed brand decisions	Reference marketing
Leverage social media	SEO-friendly content	Client feedback survey
Update website content	Analyse keyword data	Positive Word-of-Mouth

Due to the absence of prior strategic marketing initiatives, the marketing strategy for the year 2023 comprises numerous activities. These activities include implementing the plan, gathering customer insights and data, setting KPIs for marketing, utilizing social media channels, updating the website, and configuring Google Analytics Keywords.

In contrast, the subsequent years, 2024 and 2025, introduce only a handful of new actions that could facilitate the company's marketing efforts. SFL Worldwide should prioritize increasing brand awareness, establishing a strong positioning, leveraging customer insights to inform marketing activities, and paying close attention to search engine optimization. If feasible, the company could also explore referral marketing in the third year. However, if resources are limited, the company should focus on the strategies employed in the preceding two years and modify the approaches as needed.

SFL Worldwide provides logistics and supply chain solutions to a diverse array of industries, and thus, their target groups can be broadly classified into four categories: small and medium-sized enterprises (SMEs), e-commerce businesses, large corporations, and government agencies. SFL Worldwide should customize their digital marketing strategy for each target group based on their preferences. A description of all four target groups and potential digital marketing strategies is provided below.



- **Small and Medium-sized Enterprises (SMEs):** These are businesses with fewer than 500 employees, which typically have a lower volume of shipments and require cost-effective logistics solutions. SFL Worldwide might utilize digital marketing techniques like search engine optimization (SEO) to raise the visibility of their website in search engine results for terms like "low-cost shipping for Small businesses," and "logistics solutions for SMEs" in order to connect with this target market. To connect with SMEs and market their services, SFL Worldwide could also run dedicated targeted email marketing campaigns and social media advertising.
- **E-commerce businesses:** With the growing trend of online shopping, e-commerce businesses have become a major target group for logistics companies like SFL Worldwide. To reach this target group, SFL Worldwide could use digital marketing strategies such as retargeting ads to show relevant ads to potential customers who have visited their website or shown interest in their services. They could also use email marketing to promote their services to e-commerce businesses and offer discounts or special rates for bulk shipments.
- **Large corporations:** Large corporations require customized logistics solutions that can handle their complex supply chain requirements. To reach this target group, SFL Worldwide could use account-based marketing (ABM) strategies to target specific companies and decision-makers within those organizations. This could involve personalized email campaigns, targeted social media advertising, and content marketing that highlights SFL Worldwide's experience and expertise in managing large-scale logistics operations.
- **Government agencies:** Government agencies often require specialized logistics solutions for projects such as disaster relief, military deployments, and transportation of sensitive materials. To reach this target group, SFL Worldwide could use digital marketing strategies such as search engine marketing (SEM) to bid on keywords related to government logistics contracts. They could also use targeted email campaigns and social media advertising to reach out to decision-makers within government agencies and promote their services.

## 4.5 Tactics

### 4.5.1 General Tactics

Once the long-term strategy has been established, the specific tactics for achieving the set goals and objectives are determined. Tactics outline and elaborate on the methods and channels that will be utilized to attain the objectives. The selected tactics involve the use of the company's existing social media channels, as well as updating the current website. In addition to these tactics, new approaches, such as search engine optimization, customer reference marketing, and customer satisfaction surveys, will also be introduced.

**Website** - The company's website is minimalistic and lacks substance. While it provides vital shipping and payment details, it only offers a brief account of the company's inception. Unfortunately, the absence of a specific pages means visitors are immediately directed to the main page, making it impossible to explore different categories. The site's lack of engaging content prevents organic traffic from discovering it. Given that websites remain a popular tool for marketing communication among older demographics, investing in the site is crucial. Additionally, the website serves as the company's online store, meaning all customers must use it.

Therefore, it is imperative that the website appears visually appealing and provides useful information, influencing the brand and sales. To enhance the website, the author suggests incorporating more images that showcase their services, including delivery and customer reference photos. Expanding on product descriptions and creating informative articles would also be beneficial in providing useful content for potential customers and optimizing search engine results. Additionally, a separate section for articles and the possibility of creating a landing page where visitors can choose the sections they want to browse is recommended.

**SEO** - Previous studies have demonstrated that the majority of people search for shipping and moving services through Google. This presents a significant opportunity for any firm or company to increase its visibility. However, to rank high in search engine results, the company must invest in Search Engine Optimization (SEO). Unfortunately, the company has yet to make a aggressive effort in SEO, which could generate more traffic to their website. By incorporating SEO into their marketing strategy, they can improve their search engine ranking and attract new customers.

To succeed in SEO, the company must create content for their website that includes the keywords their customers use. Without well-crafted content, SEO efforts will not yield fruitful results. It is recommended that the company utilize Google AdWords to determine the keywords that their target audience uses. Additionally, the company could ask for customer feedback on what keywords they used when searching for shipping and moving services. Additionally, the initial important technical SEO issues needs to be addressed and work on the usability, performance is required.

**Social Media** - The aim of Facebook and Instagram marketing for SFL Worldwide is to boost the brand's visibility and awareness, as well as attract potential employees by enhancing the company's image. In light of the preferred content, SFL Worldwide should generate more video and picture content for their social media channels, while also incorporating customer testimonials, as they are crucial to share. Moreover, the social media channels serve as remarketing channels, meaning that the content produced should encourage customers to visit the website. The company should also consider utilizing paid social media advertisements to gain more visibility.

It is imperative that all the produced content conveys the same consistent core message. However, depending on the platform, the style can vary. For example, videos on Facebook can be lengthier and possibly filmed horizontally, whereas videos on Instagram should be under one minute in length and preferably shot vertically. The produced content should include visual depictions of the shipping process, pleasing photographs, and videos of products that have been delivered, showcasing the high-quality services provided. The company should also highlight their short delivery time, competitive pricing, and global product delivery to pique the interest and trust of the target groups.

#### 4.5.2 Website Performance Improvement Tactics

**1. Fix Meta Tags and Headline Tags:** It was witnessed in the report that there were issues with the website's Meta Tags and Headline Tags

**Actions:** Include in the <head> section of your HTML document for all headings on the website, old and new pages. Also, Include (H1-H6) as well in the body of the website's HTML document.

**2. Fix coding issues:** In the report it was determined that issue is caused by coding errors, Thus, SFL would have to work on the backend codes to fix the issues and ensure that the website's JavaScript code is optimized.

**Actions:** Remove any unused code, combine multiple files into one, and minify the code to remove whitespace and comments to reduce the size of your JavaScript files.

**3. Improve page speed:** SFL's website has large and complex JavaScript files that slows the page load times, which can negatively impact SEO.

**Actions:** Optimize images (Reduce size), minify CSS and JavaScript files to improve page speed.

**4. Test website functionality:** In order to achieve good website speed, SFL has to test the website's functionality thoroughly to ensure that all required features and functionality are working properly.

**Actions:** Test form submissions, interactive elements, and any other features that may rely on JavaScript.

**5. Increase font size:** To make small text more legible, increase the font size.

**Action:** Change Body text to 14px to 16px, and headings should have a font size of 18px to 24px.

#### 4.5.3 Organic Traffic Improvement Tactics

As SFL Worldwide's commercial intent is very low, it is necessary to choose keywords that match the business profile and have relevantly higher commercial intent, the below keywords are short-tail identified keywords for SFL Worldwide identified by the author after keyword research. The below keywords are supposed to be mentioned in SFL's content and

blogs more often with relating long tail and short tail keywords to help search engine recognize the website's content. This will result in better organic ranking of shipping related keywords for commercial purposes.

Table 7 - Organic Traffic Improvement Tactics

<b>Keyword</b>	<b>Commercial Intent</b>	<b>Search Volume/Month</b>	<b>Ranking (Out of 100)</b>	<b>CPC</b>
Shipping services	Medium	90,500 searches	Medium (67)	\$7.05
Worldwide Shipping	High	7600 searches	Very High (88)	\$1.73
Shipping containers	Medium	75,000 searches	Medium (66)	\$2.11
International shipping	Very High	27,000 searches	Very High (91)	\$1.95
Shipping boxes	High	40,000 searches	High (80)	\$1.99

**Related Long Term keywords to add in content.**

1. Cheap shipping services near me
2. Shipping containers overseas
3. International shipping services near me
4. Shipping boxes by ocean shipping

#### 4.5.4 Paid Traffic Improvement Tactics

The below is a designed PPC campaign for SFL Worldwide to generate more traffic through paid advertising, in this way SFL Worldwide would be able to connect to customers through relevant commercially driven keywords.

Table 8 - Paid Traffic Improvement Tactics

<b>Keywords</b>	Shipping Providers, Shipping services, International Shipping, Domestic Shipping Services
<b>Headline</b>	SFL Worldwide Shipping Services - Safe, Fast, and Affordable
<b>Description</b>	SFL Worldwide can handle all of your shipping needs. We provide dependable and affordable shipping services to help your company reach customers all over the world.
<b>URL</b>	<a href="http://www.sflworldwide.com/worldwide-destinations">www.sflworldwide.com/worldwide-destinations</a>
<b>Location</b>	United States, India, Czech Republic, United Kingdom, France, Germany, Italy, Poland, Singapore, Nepal & Pakistan.
<b>Ad schedule</b>	24 hours a day, 7 days a week
<b>Amount</b>	\$1.50 per click

The below is an example of how the PPC campaign will look on Google's search engine with a sponsored tag indicating that it is a paid advertising.

Figure 15 - PPC Campaign Example

The image shows a Google search interface. The search bar contains the text "shipping providers". Below the search bar, there are navigation links for "All", "News", "Maps", "Images", "Shopping", and "More". The search results show "About 722,000,000 results (0.46 seconds)". A "Sponsored" section is visible, featuring an advertisement for SFL Worldwide. The ad includes the SFL Worldwide logo, the company name, the URL "https://www.sflworldwide.com", and the headline "SFL Worldwide: Best International Shipping & Moving Company". The ad text reads: "Elevate your game of logistics with SFL Worldwide's global and domestic freight solutions that offer end-to-end visibility of your shipments."

#### 4.5.5 YouTube Growth Tactics

SFL can improve their YouTube channel and increase their subscriber base by implementing the below strategies. It will take time and effort, but SFL will build a successful YouTube presence that complements their overall digital and social media strategy with a consistent and focused approach. SFL's YouTube strategy for improving their channel and gaining more subscribers is as follows.

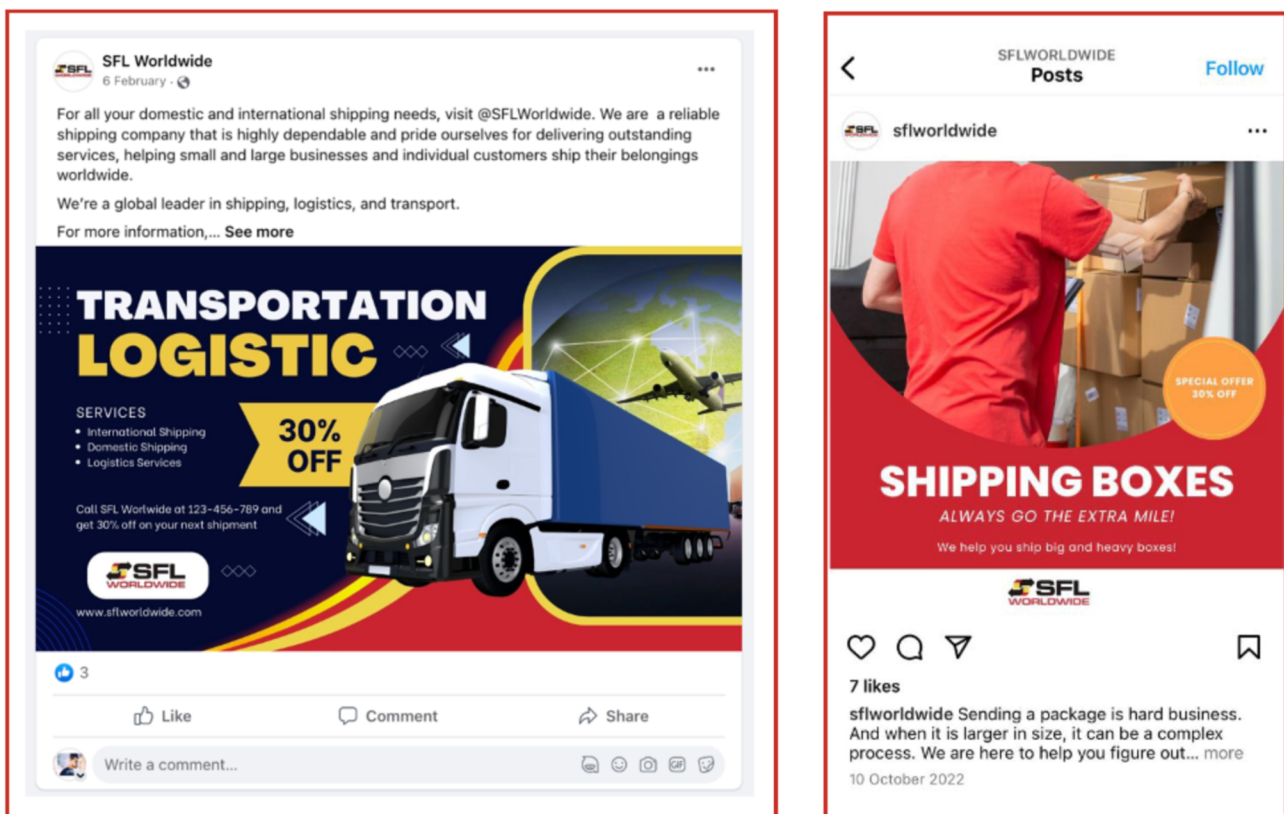
Table 9 - YouTube Growth Tactics

Strategy	Action
Develop a content strategy for better engagement	The strategy would include to create content that is relevant to B2B customers, such as informational videos, commercial videos, and customer testimonials.
Increase quality of video Production	SFL will outsource video production work to freelancers or agencies to achieve high engaging visuals and graphics.
More video upload frequency	To keep SFL's audience engaged and interested in the content, SFL will upload videos at least once a week.
Paid Promotion of videos on social media	To increase reach, SFL will use social media channels to promote videos and collaborate with influencers and/or industry experts.
Engage with the audience through personal touch	Respond to comments and feedback on videos to help build a community and increase engagement.
Use YT analytics to measure success	SFL will constantly review YouTube analytics on a regular basis to track progress and make adjustments to the strategy based on views, engagement, and growth.

#### 4.5.6 Meta Growth Tactics

SFL's Facebook and Instagram presence is decent. However, as per the audit it was witnessed that the posted content is not able to engage users. This is because the design language SFL Worldwide uses for its posts on Facebook and Instagram is outdated. Now a days there are many platforms that are AI based and have ready-made industry related templates ready for use. The step would be for SFL Worldwide to keep up with the current trends and design languages through platforms like Canva. While posting new and trendy images on social media, SFL Worldwide will use Hashtags to bring in more viewers. Hashtags like #shippingservices #globalshipping #discountedshipping #fastshipping etc. would be used. The below are posts designed by the author for SFL's Facebook & Instagram page as a sample to consider on the current trends of graphics and social posting.

Figure 16 - Meta Campaign Example



Source: Author Generated Samples using Canva



#### 4.5.7 Twitter Growth Tactics

Overall, SFL Worldwide will effectively grow its Twitter following and brand visibility on the platform by optimizing its profile, developing a content strategy, using hashtags, engaging with followers, utilizing Twitter ads, and optimizing campaigns. The below the tactics to implement with a sample post created by the author to demonstrate as an example.

Table 10 - Twitter Growth Tactics

Strategy	Action
Optimize twitter Profile	Step 1 is to make changes to SFL's Twitter profile and make it more appealing to potential followers. This includes a clearer profile and cover a dedicated twitter cover photo, a descriptive bio that will drive visitors.
Posting of tweets	Step 2 is to post regularly with a proper description continue the modern design language which was demonstrated by the author for Facebook and Instagram.
Use Hashtags	Step 3 In order to increase visibility and attract new followers, include relevant hashtags in all SFL's tweets (New and Old)
Engagement with followers	Step 4 will be to start engaging with current and potential followers by responding to comments, creating polls etc.
Twitter Ads	Step 5 is to use Twitter ads to boost the posts about sale and discounted rates for shipping services to reach people out of the following and follower list.
Continuous optimization	Step 6 is to keep optimizing current twitter campaigns by replicating content with higher engagement rates, etc.

Figure 17 – Twitter post Example



Source: Author Generated Samples using Canva

#### 4.5.8 Reference Marketing Tactics

SFL Worldwide has previously engaged in reference marketing by sharing completed shipments on their Facebook and Instagram channels. However, these posts lack sufficient information about the process and customers involved, making it difficult for potential customers to identify similar customers with similar goals.

To establish credibility and reliability, the company should use customer references in their marketing efforts. It is recommended that references be included in both website and social media marketing to attract new customers. When incorporating customer references, the company should explain the customer's vision, needs, and why the product was necessary.

If possible, sharing the customer's background information with their permission would be beneficial. The company can use pictures, videos, and possibly customer statements to showcase the process and finished result. As the company makes more sales and acquires new customers, they should ask if they would be willing to provide statements and serve as a reference.

#### 4.5.9 Email Marketing tactics

SFL Worldwide will raise brand awareness by promoting its shipping services and encouraging customers to join its mailing list. SFL Worldwide will establish a reputation as a dependable and efficient shipping service through marketing campaigns and customer outreach initiatives. These efforts will lead to increased customer loyalty and market share. SFL Worldwide will use this campaign to encourage customers to subscribe to its mailing list in order to stay informed of new services, special promotions, and other important updates. By implementing these strategies, SFL Worldwide will continue to improve its digital presence and become a better organization.

Table 11 – Email marketing Tactics

<b>Platform</b>	Mailchimp
<b>Email Subject Line</b>	Save big on international shipping with SFL Worldwide
<b>Email Body (In HTML with Graphics)</b>	Hi “Customer First Name” Are you fed up with paying high rates for international shipping? If yes, SFL Worldwide has the answer! Our international shipping services are dependable, cost-effective, and convenient. In addition, when you join our mailing list, you will receive exclusive discounts and promotions. Don't pass up this chance to save big on international shipping. Sign up for our mailing list right now! Best wishes, The SFL Worldwide group
<b>Direct URL</b>	<a href="http://www.sflworldwide.com/">www.sflworldwide.com/</a>

<b>Target Audience</b>	Old Customers + New Customers
<b>Email schedule</b>	Monday, Friday – 10 AM
<b>Budget</b>	\$750 - \$1000 (Per campaign)

## 4.6 Actions

One of the most challenging parts of implementing the SOSTAC model is the actions phase. While tactics may be well-defined, planning and scheduling are crucial to ensure that the company can realistically execute them. Each tactical tool requires planning and implementation, which is defined by the actions. This includes defining who is responsible for each action, how it should be implemented, and when it should be executed.

Since SFL Worldwide has not done any major marketing in the past, it is unclear how the workload should be divided and how resources should be allocated. The author suggests that the company follows the action plan and monitors how much resources are required. After a while, they can divide tasks based on available resources.

Table 11 - Company Actions

<b>Action</b>	<b>Budget</b>
Invest in a mobile-responsive website	\$7,000
Create and distribute high-quality content	\$12,000
Leverage social media channels	\$5,000 to \$6,000
Outsource technical SEO Tasks	\$2,000 to \$2,500
Implement an annual PPC Campaign	\$12,000 to \$15,000
Develop targeted email campaigns	\$2,000
Use paid advertising strategies for Social Media	\$15,000
Boost existing social media posts for engagement	\$2,000 to \$3,000
Create and distribute press releases	\$5,000
Improve customer experience by digital bots	\$8,000

Overall, the total potential budget for all these actions could range from **\$70,000-\$75,000**, for a period of 24 months (2 years) depending on the customizations required, the industry competition, and the level of investment in specific tactics. The expected results will include increased brand awareness, higher website traffic, improved lead generation and conversion rates, and higher customer engagement and loyalty.

Table 12 - Digital Marketing Calendar for SFL Worldwide

Month	Marketing Channel	Content Type	Platform	Budget (USD)	Expected Results
<b>Apr 2023</b>	Social Media	Promotional Post for Logistics Services	Facebook, LinkedIn	800	Reach: 10,000, Engagement: 500, Conversions: 20
	On Page SEO	Fixing current on page SEO Errors	Website	500	Open Rate: 20%, Click Rate: 5%, Conversions: 10
	Content Marketing	Blog Post on International Shipping Trends	Company Website	1000	Views: 1,000, Engagement: 50, Conversions: 5
<b>May 2023</b>	Social Media	Educational Post about Customs Clearance	Twitter, Instagram	800	Reach: 20,000, Engagement: 1,000, Conversions: 30
	YouTube Marketing	Promotional video for services	YouTube	1500	Open Rate: 20%, Click Rate: 5%, Conversions: 10
	Content Marketing	Info graphic on Supply Chain Optimization	Company Website	1000	Views: 1,200, Engagement: 80, Conversions: 8
<b>Jun 2023</b>	Social Media	Promotional Post for Air Freight Services	Facebook, LinkedIn	800	Reach: 10,000, Engagement: 500, Conversions: 20
	Backlinks Generation for SEO	Organic Guest Posting	DA 50+ websites	1250	Click Rate: 5%, Conversions: 10
	Content Marketing	Blog on Packaging Best Practices	Company Website	1200	Views: 2,000, Engagement: 150, Conversions: 15

<b>Jul 2023</b>	Social Media	Educational Post about Freight Forwarding	Twitter, Instagram	800	Reach: 10,000, Engagement: 500, Conversions: 20
	Email Marketing	Promotional Email for Ocean Freight	Mailchimp	1000	Open Rate: 20%, Click Rate: 5%, Conversions: 10
	Content Marketing	Whitepaper on International Trade	Company Website	1200	Views: 1,500, Engagement: 80, Conversions: 20
<b>Aug 2023</b>	YouTube Marketing	Promotional video for Easy Customs Clearance	YouTube	1300	Reach: 10,000, Engagement: 500, Conversions: 20
	Email Marketing	Monthly Newsletter	Mailchimp	1000	Open Rate: 20%, Click Rate: 5%, Conversions: 10
	Content Marketing	Case Study on Warehousing Solutions	Company Website	1000	Views: 1,000, Engagement: 50, Conversions: 15
<b>Sep 2023</b>	Social Media	Educational Post about Global Logistics	Twitter, Instagram	600	Reach: 10,000, Engagement: 1,000, Conversions: 20
	Backlinks Generation for SEO	Paid Guest Posting	DA 70+ websites	400	Click Rate: 5%, Engagement 2000, Conversions: 10
	Content Marketing	Infographic on Sustainable Shipping Practices	Company Website	1200	Views: 1000, Engagement: 50, Conversions: 15

The content types were chosen based on the company's services and industry trends. The budget for each month varies based on the type of content and platform. For example, creating a video may require a higher budget than creating a blog post. Additionally, the budget for each channel was allocated based on the expected reach and engagement of that channel. In August, the focus is on customs clearance with a promotional post on social media and a case study on the website. In September, the focus shifts to global logistics with an educational post on social media, a promotional email for e-commerce logistics, and an infographic on sustainable shipping practices on the website.

Alongside with this digital marketing calendar, the technical SEO is also been taken care from an Outsourced partner. They will upload the provided content from the content marketing campaigns with the relevant keywords which are included to boost the organic presence of SFL's website.

#### **4.7 Control**

In order to evaluate the success of their marketing efforts, SFL Worldwide needs to establish key performance indicators (KPIs), which are metrics used to assess whether set goals are being achieved. This will enable the company to determine which channels are most effective in generating sales and attracting customers. Over time, by analysing the data obtained through these KPIs, the company can determine which channels to prioritize and which to discontinue.

The author recommends that SFL Worldwide use Facebook business manager and Instagram analytics to track engagement, while Google Analytics can be used to monitor their website's performance. Additionally, the company should focus on measuring engagement on their social media channels to enhance their appeal to potential customers and job seekers. A dedicated control strategy for SFL Worldwide can be developed based on these metrics to ensure that SFL Worldwide's marketing efforts are effective.



- **Use analytics tools:** SFL Worldwide can implement Google Analytics on their website to track key metrics such as the number of website visitors and the conversion rate. In January 2023, SFL Worldwide had a total of 10,800 visitors and 9600 in February 2023. Thus by linking SFL's website with Google analytics, SFL can track the conversion rates of each page, post or blog. SFL Worldwide can identify which channels have a good conversion rate and traffic flow and optimize their marketing strategy accordingly.
- **Monitor social media engagement:** SFL Worldwide can track social media engagement metrics on their Facebook page, which has 8104 followers. In February 2023, SFL Worldwide's Facebook posts received a total of 211 likes, 52 comments, and 29 shares. By analysing these metrics, SFL Worldwide can determine which types of content resonate best with their audience and adjust their social media strategy accordingly.
- **Conduct A/B testing:** SFL Worldwide can experiment with different variations of content on their website to determine which versions lead to the highest conversion rate. For example, they can test two different versions of their homepage: one with a prominent call-to-action button and one without. For example after a test, version A (with the call-to-action button) had a conversion rate of 7%, while version B (without the call-to-action button) had a conversion rate of 3%. Based on these results, SFL Worldwide can optimize their homepage to include a prominent call-to-action button.
- **Measure ROI:** SFL Worldwide can track the ROI of their email marketing campaigns. Hypothetically, if in June 2023, SFL Worldwide sends out an email campaign to 1000 subscribers, resulting in 10 conversions (i.e., customers who made a purchase or filled out a contact form) and estimated \$1000 in revenue. By calculating the ROI of this campaign (i.e., revenue generated divided by the cost of the campaign), SFL Worldwide can determine whether the campaign was profitable and adjust their email marketing strategy accordingly. For instance, if the ROI was low, they may need to re-evaluate their email content or target audience.

- **Leverage customer feedback:** SFL Worldwide can gather feedback from their customers through online surveys or reviews on social media or their website. By analysing this feedback, SFL Worldwide can gain insights into their customers' needs and preferences, and use this information to improve their products, services, and marketing messaging. For example, if customers frequently mention the importance of on-time delivery in their reviews, SFL Worldwide may want to emphasize their delivery speed in their marketing messages or invest in tools to better track and optimize their delivery process.
- **Collaborate with influencers:** SFL Worldwide can partner with influencers in their industry or niche to promote their brand and products to their followers. By collaborating with influencers, SFL Worldwide can tap into their followers' trust and credibility, which can help increase brand awareness and customer engagement. For example, SFL Worldwide can collaborate with a travel influencer to showcase how their shipping services can help travellers send their luggage or souvenirs home hassle-free.

## 5. Results and Discussion

### 5.1 Key Findings

The objective of this thesis was to develop a digital marketing plan and strategy for SFL Worldwide to increase their online presence, attract new B2B customers, and increase online brand awareness. By implementing a digital marketing plan, the company can determine the most effective social media channels and improve their website to enhance their digital presence. This plan allows SFL Worldwide to understand their target audience in a much better way and plan effective marketing actions.

The thesis outlined two main research objectives: increasing the company's online visibility and orders using digital marketing tools, such as social media marketing, website optimization, reference marketing, and creating a digital marketing plan using the SOSTAC model.

However, the author suggests that the company should focus first on improving their website and optimizing it to increase traffic before dedicating more resources to social media marketing. This includes creating regular and consistent posting schedules and providing engaging content to followers. By understanding customer preferences, the company can enhance their marketing activities and potentially create new customer segments.

### 5.2 Recommendations

SFL Worldwide needs to broaden its digital marketing channels to attract the potential customers. Based on the SOSTAC framework, the following points should be considered:

- **Develop a clear brand message:** SFL Worldwide should have a clear and consistent brand message across all digital channels, including their website, social media accounts, email marketing, and other digital marketing campaigns. The message should communicate the value proposition of SFL Worldwide's shipping services, highlighting their reliability, affordability, and convenience.

- **Optimize website content and design:** SFL Worldwide's website should be optimized for UX that is user experience and search engine results on google. This includes having a clear site structure, easy navigation, and relevant content optimized for search engines. Additionally, the website should have clear calls-to-action to encourage visitors to take action, such as filling out a contact form with requested details or making a purchase.
- **Use data analytics:** SFL Worldwide should leverage SEO data analytics tools, such as Google Analytics, SEMRUSH, Ubersuggest to track traffic, conversions rates, and other key metrics. The processed information and data can be used to optimize digital marketing campaigns and website content, and to identify areas for improvement.
- **Create engaging social media content:** SFL Worldwide should create engaging social media content that is tailored to their target audience. This can include informational posts, industry news, customer testimonials, and visual content, such as images and videos. Social media engagement metrics should be monitored and analysed to refine social media strategy.
- **Invest in paid advertising:** SFL Worldwide should invest in paid advertising on search engines for example PPC (Google) , SM platforms, and relevant websites to increase brand visibility and drive traffic to their website. Ad campaigns should be targeted to reach the right audience and optimized to achieve the best possible ROI.
- **Build customer relationships:** By offering top-notch customer service and interacting with customers on social media and through email marketing, SFL Worldwide can forge lasting relationships with its clients. as returning customer calls and emails, sending tailored emails to clients, and announcing unique sales or discounts. Establishing trusting bonds with clients and customers can boost brand loyalty and promote repeat business.
- **Partner with influencers:** SFL Worldwide can partner with influencers in the shipping and logistics industry to promote their brand to a wider audience. Influencers can help to generate buzz and increase brand awareness among their followers, which can lead to increased traffic and sales.
- **Monitor and respond to online reviews:** SFL Worldwide should monitor online reviews on platforms such as Google, Yelp, and Trustpilot, and respond to both positive and negative reviews in a timely and professional manner. Responding to reviews can demonstrate a commitment to customer satisfaction and help to build trust with potential customers who are researching the brand online.

## **6. Conclusion**

The study on Digital Marketing Strategy for SFL Worldwide through SOSTAC framework has revealed that SFL should focus on developing a comprehensive digital marketing approach that is in line with their overall marketing strategy. This should include leveraging social media platforms in order to create a strong online presence and establish a credible brand image.

Additionally, SFL should also focus on optimizing their website for search engine visibility, using email campaigns to increase inbound traffic, creating effective content marketing strategies to engage their target audience, Generating high quality backlinks, and keeping up with the technical aspects of SEO. By utilizing these digital marketing strategies, SFL can successfully engage their target audience and drive conversions. In conclusion, this research has demonstrated that a comprehensive digital marketing approach is essential for SFL Worldwide to succeed in the digital age.

The author believes that the digital marketing plan will increase the company's sales and position in the market with a much better market share.

To further differentiate themselves, SFL Worldwide can highlight their status as a growing company and use it to their advantage. They can leverage their reputation in the logistics industry with their digital marketing efforts. Future research can involve collecting data from potential B2B customers of shipping and moving services to better understand their preferences and modify the SOSTAC framework accordingly.

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## Abbreviations

DMP - Digital Marketing Plan

SM - Social Media

SMP - Social Media Platform

SMM - Social Media Marketing

SEO - Search Engine Optimization