

B2B CASE STUDY

Steps we followed to Grow **Juma Al-Majid Office Equipment's** Website Traffic By **160%** & Lead Volume By **216%** In Just **12 Weeks**



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IMPACT FIGURES

Within **90 DAYS** of digital activation & realignment,
Juma Al Majid - Office Equipments Division managed to achieve

160 %

INCREASE IN
WEBSITE TRAFFIC

216 %

INCREASE IN THE
VOLUME OF MONTHLY LEADS

2

HIGH-TICKET CLOSING PER
MONTH WITHOUT HIRING NEW
SALE STAFF

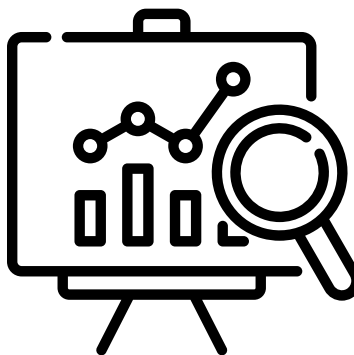


PROCESS OVERVIEW



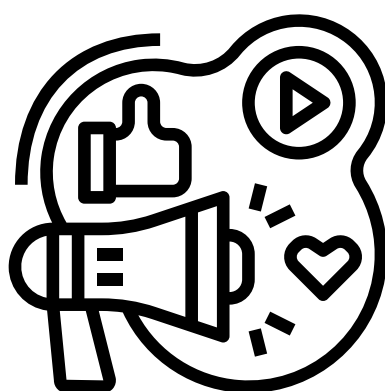
Step 1:

Investigate Who The Actual Buyers Are



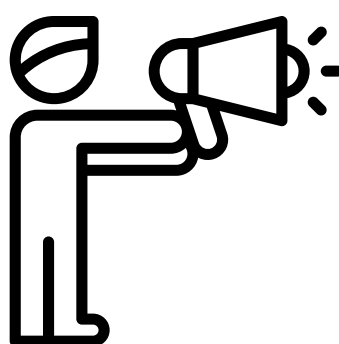
Step 2:

Build A Relevant Content Strategy



Step 3:

Generate Content Assets



Step 4:

Publish, Promote & Learn





STEP 1

Find Out Who The Actual Buyers Are

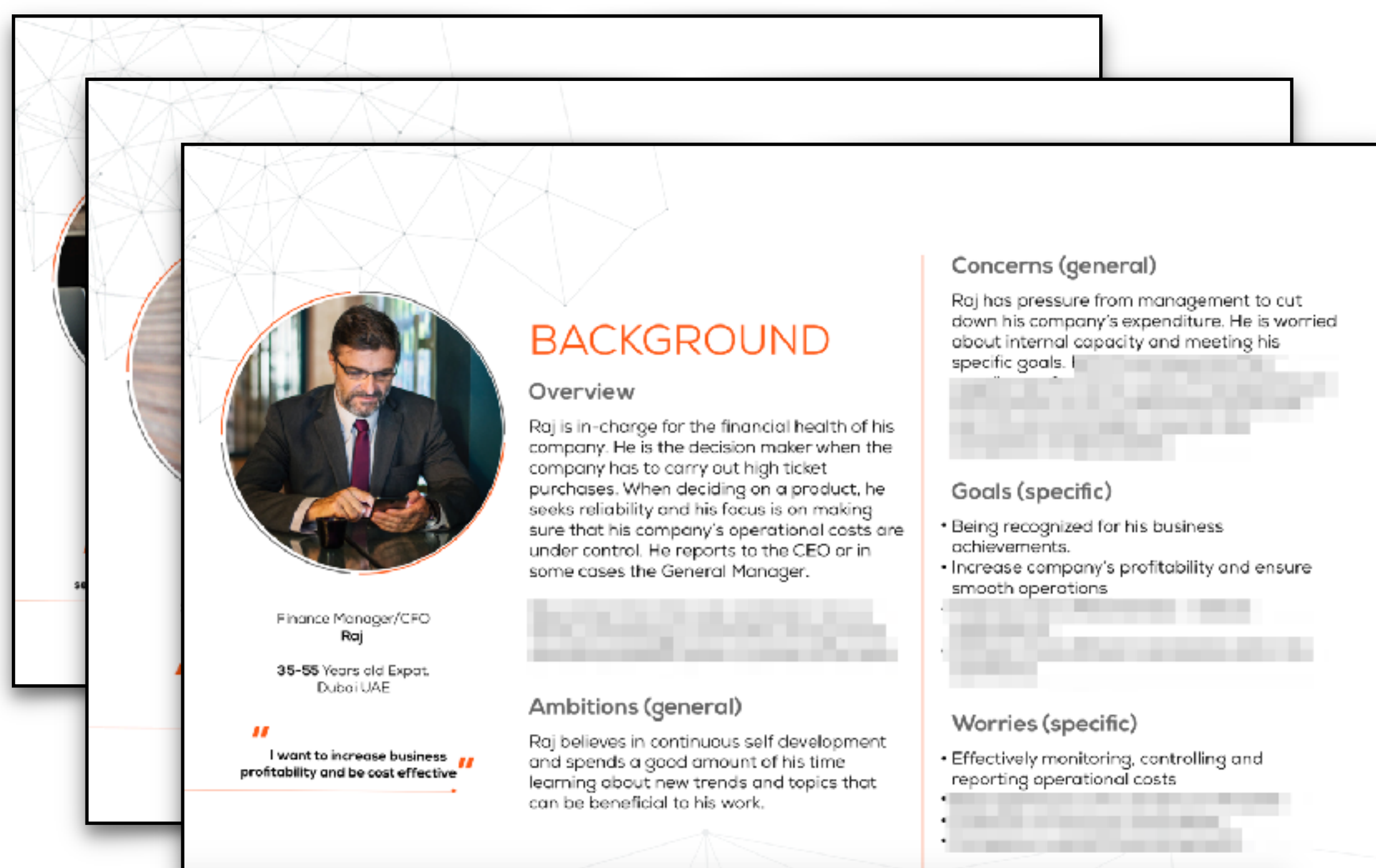
This integral session is part of our client on-boarding.

We get key stakeholders – sales, marketing, service, product, management – in a room and drill down into every last detail.

Insights are compiled and turned into an elaborate ‘Buyer Persona’ document describing their primary persona and 1 – 2 secondary personas.

“A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.” - Hubspot

Document Preview:





STEP 2

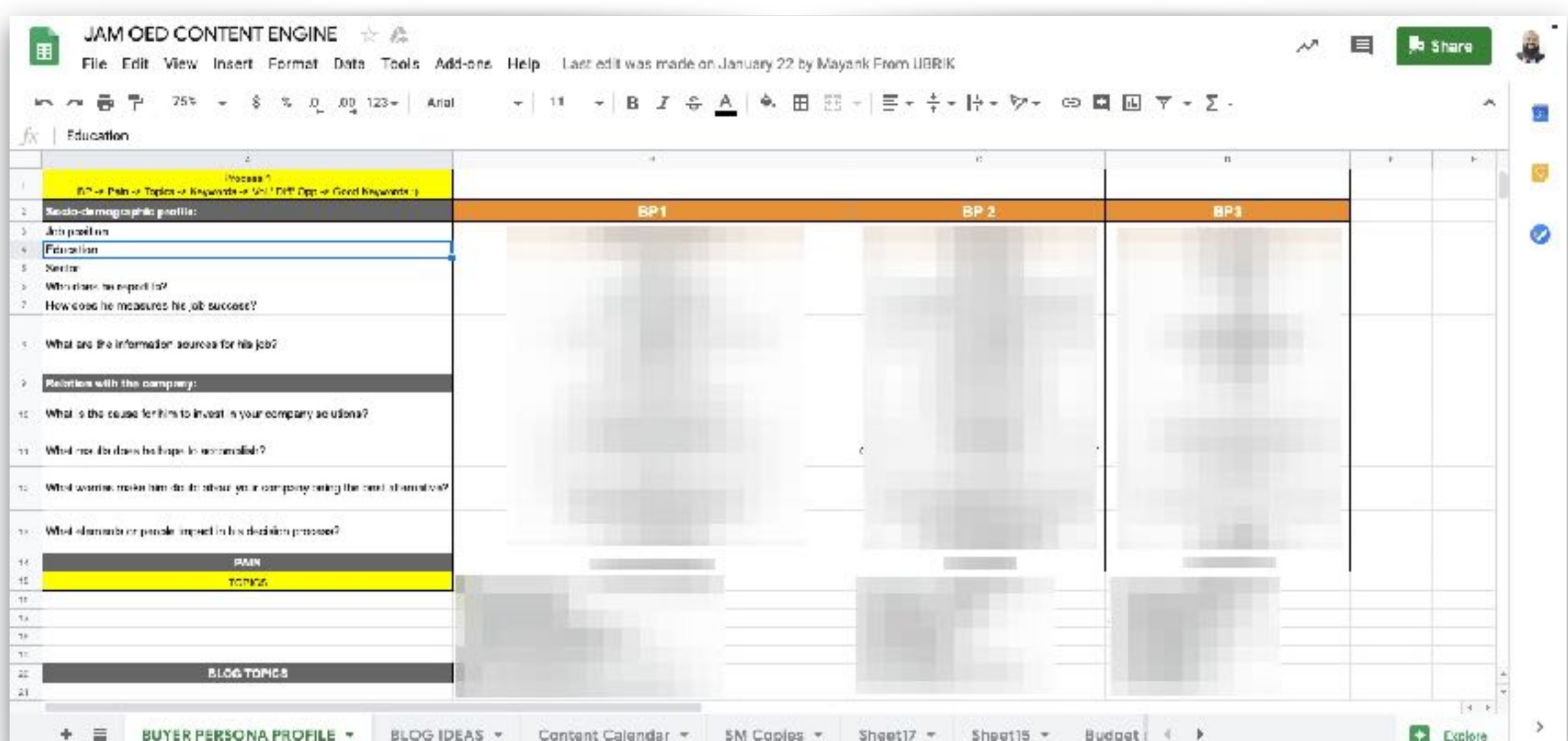
Build A Relevant Content Strategy

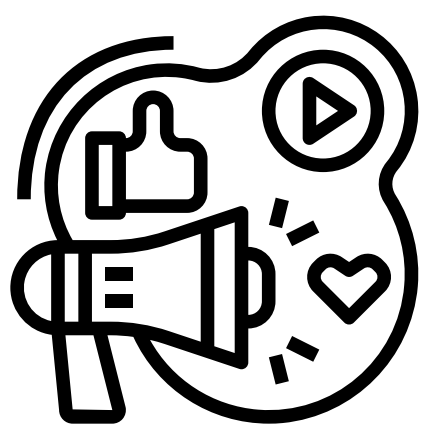
Using data derived from the buyer persona, we draft a blueprint on content types our target personas would be interested in consuming.

Based on this, we would run an extensive keyword research to identify topics worth writing about, with the below criteria kept in mind during production:

- Relevancy to the buyer persona's interests, goals
- Likeliness to achieve OED's S.M.A.R.T business goals
- Attractiveness of the topic
- Volume, competitiveness & ranking – Online search

The content strategy can be as simple as a Google spreadsheet compiling ideas, research, and data:





STEP 3

Generate Content Assets

This involves producing blogs, social media posts, ad copies, lead magnets, videos, infographics, landing pages, emailers and lots more.

All aiming at generating quality Leads.

Sample - Articles primarily addressing customer pain-points:



5 TRENDS REDEFINING THE PRINT INDUSTRY IN 2019

By Juma Al Majid Office Equipment Division on Apr 14, 2019 7:47:00 PM

The print industry continues to change with digital disruption of the workplace. Quocirca's Global P...

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11 REASONS NOT TO INVEST IN A DIGITAL LABEL PRESS

By Juma Al Majid Office Equipment Division on Apr 14, 2019 7:02:44 PM

Quick question: is label converting one of your service offerings? Digital Label Presses are more th...

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HOW TO SAVE HUNDREDS OF HOURS IN DOCUMENT PROCESSING EVERY MONTH

By Juma Al Majid Office Equipment Division on Jul 21, 2019 19:46:06 AM

This one's for all our hard working friends in:

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IS YOUR INTELLECTUAL PROPERTY BEING STOLEN RIGHT UNDER YOUR NOSE?

By Juma Al Majid Office Equipment Division on Jul 13, 2019 10:56:07 PM

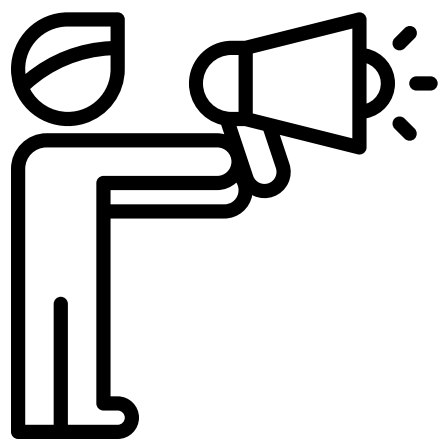
Imagine someone stole proprietary information from your business and shared it with your competitors...

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CLICK HERE FOR MORE LEADS



Step 4

Publish, Promote & Learn

To shorten the time needed to receive feedback from the market, we promoted OED’s content across major social networks. This allowed us to analyze what’s working and adapt accordingly.

Account Overview										
Campaigns										
Ad Sets										
Ads										
+ Create Duplicate Edit Preview Rules View Setup Columns: Performance Breakdown Reports										
	Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	
	June Boost Posts - 16 June	June Lowest cost Post Engagem...			102 Post Engag...	3,112	6,099			
	June Boost Posts - 25 June	June Lowest cost Post Engagem...		Jun 25, 2019, 4:10 PM 2 days ago	100 Post Engag...	3,314	6,763			
	June - Awareness - Prospecting - Vid 2	June Lowest cost Post Engagem...		Jun 25, 2019, 4:21 PM 2 days ago	1,368 Post Engag...	8,295	10,930			
	June Boost Posts - 14 June	June Lowest cost Post Engagem...		Jun 18, 2019, 1:53 PM 8 days ago	48 Post Engag...	2,416	8,534			
	June - Boost Post - 13 June	June Lowest cost Post Engagem...			68 Post Engag...	2,825	6,314			
	June Boost Posts - 11 June	June Lowest cost			46	2,543	8,001			
Results from 72 ads						35,843 Permalink	179,284 Total			

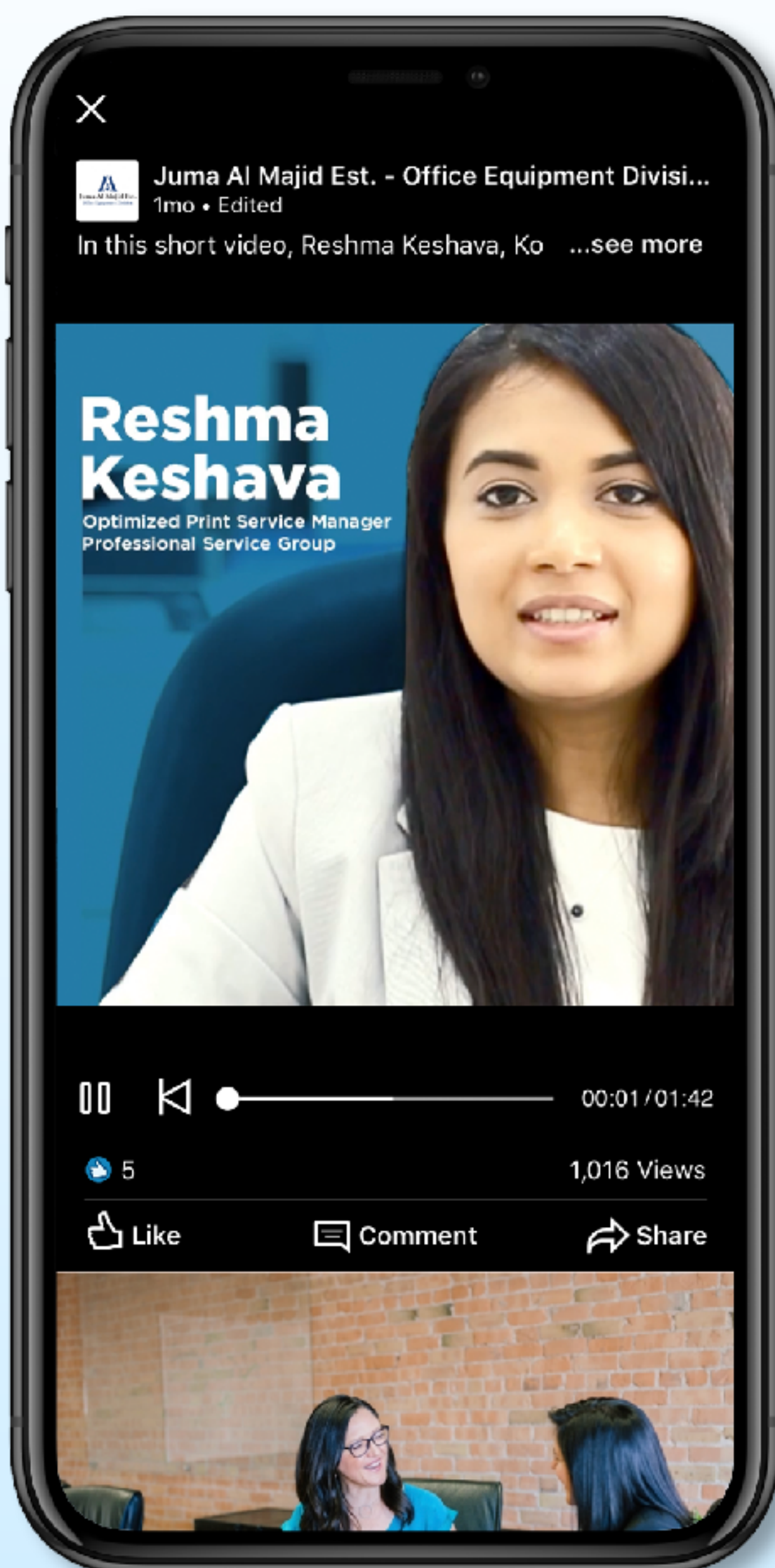
Ad Name	Status	Spent	Impressions	Clicks	Average CTR
66 ads	—				1.26%
Our customer service is based on a single core value: we promise to delight you. That means: we always reachable We solve your problem fast	Active				0.65%
Creative name: 48457945 Campaign: Engagement - Jun 12, 2019 Creative ID: 48457945 - Sponsored Content - Single image					
Our superb on-site services cover: Installation Maintenance Service and repair The best thing is labor, parts, and consumables are all included in your	Active				1.02%
Creative name: 48478215 Campaign: Engagement - Jun 13, 2019 Creative ID: 48478215 - Sponsored Content - Single image					
Our Customer Service Philosophy [NEW BLOG POST] When the product is a commodity, what sets your print vendor apart from the rest? At Juma Al Majid Office Equipment Division, it's how we	Active				0.62%
Creative name: 48500725 Campaign: Engagement - Jun 18, 2019 Creative ID: 48500725 - Sponsored Content - Single image					
In this short video, Reshma Keshava, Konica Minolta's OPS manager, gives you a few easy-to-implement tips on how you can reduce print-related	Active				0.62%
Creative name: Reshma vid 2 Campaign: Video views - Jun 16, 2019 Creative ID: 48501245 - Sponsored Content - Video					



Videos

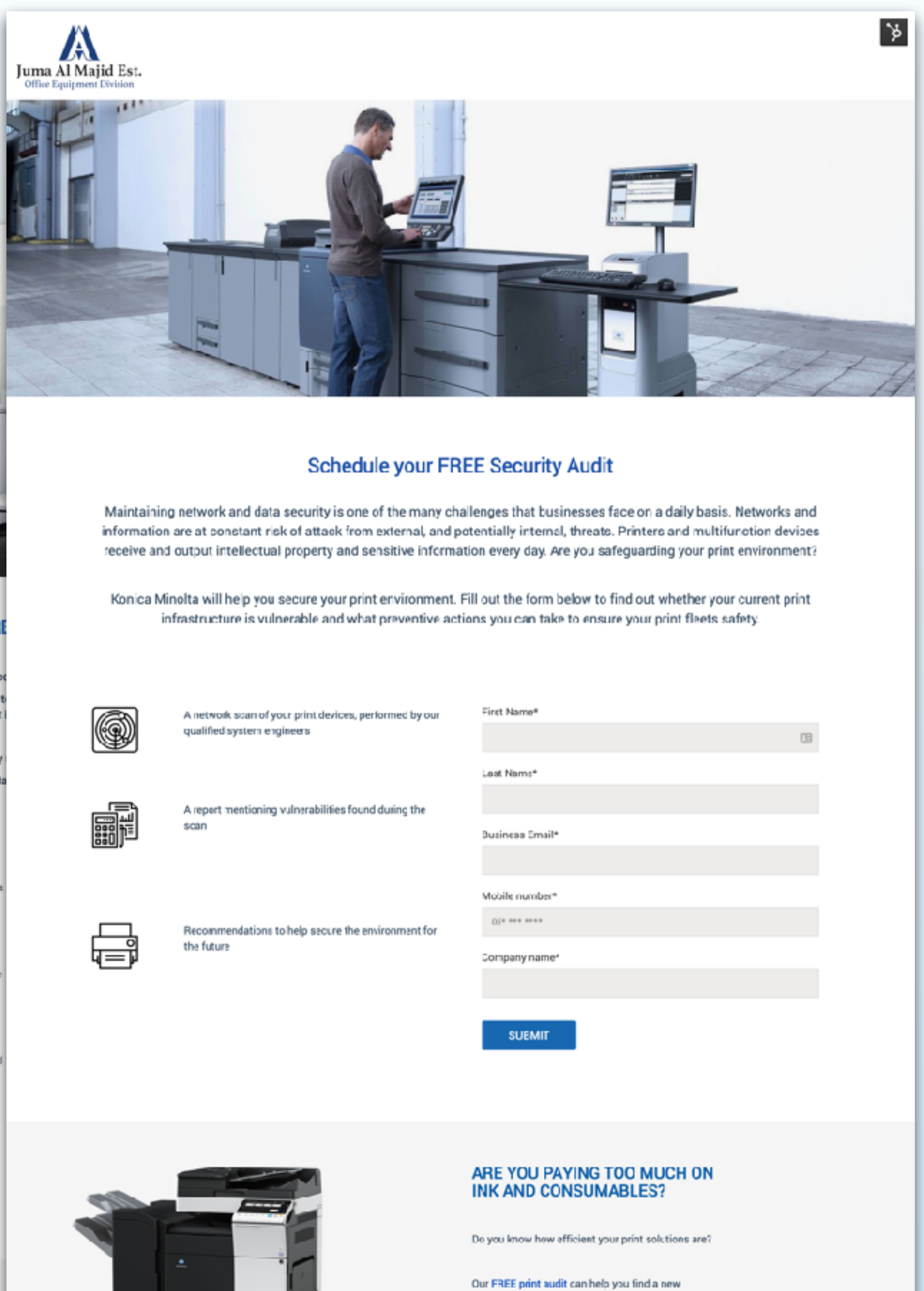
Being the most widely accepted and consumed media format, custom video production + written content re-purposing into animated video formats were an essential part of the mix.

Besides promotion 'reach' being optimized to reach an all-time low platform cost, the results were also equivalently amazing with **video view rates going as high as 79%**





Our form submission rates range between 22-39%





Google Ads

“Gaps” in OED’s digital marketing were sealed across all junctions. Running PPC ads on Google targeting selected search queries with high “buyer intent” has generated an **average all-time Click-Through Rate of 20%**

Campaign	Budget	Status	Impr.	Clicks	CTR	All conv.
Search - Generic	<div></div>	Eligible	<div></div>	<div></div>	3.36%	<div></div>
Search - Black & White MFP	<div></div>	Eligible	<div></div>	<div></div>	11.82%	<div></div>
Search - Color MFP	<div></div>	Eligible	<div></div>	<div></div>	19.35%	<div></div>
Search - Services	<div></div>	Eligible	<div></div>	<div></div>	3.52%	<div></div>
Search - Konica Minolta	<div></div>	Eligible	<div></div>	<div></div>	7.03%	<div></div>

Re-targeting Ads

Finally, to make OED “omnipresent,” we ran re-targeting ads across Display Networks based on their user behavior.



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EXCLUSIVE WHITE PAPER

Unlock the potential of digital in the world of labels



JUMA AL MAJID EST.



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SIGN UP TO WIN AN APPLE IPAD

WITH KONICA MINOLTA & JUMA AL MAJID EST.

REGISTER



Result



“We decided to shift to **B2B Digital Marketing** with **Ubrik**, and we found the results were fantastic!”

Rakesh K P, General Manager
General Manager
Juma Al Majid Group

Blending content, paid promotions and automation, **Ubrik Media** has taken **Juma Al Majid Office Equipment - Konica Minolta** from barely any online lead to dozens of qualified leads a month.

Yes, I'd like to speak to Ubrik about getting more leads



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