# 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





## **IMPACT** FIGURES

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

# 

INCREASE IN WEBSITE TRAFFIC



#### INCREASE IN THE VOLUME OF MONTHLY LEADS



HIGH-TICKET CLOSING PER MONTH WITHOUT HIRING NEW SALE STAFF



## **PROCESS** OVERVIEW



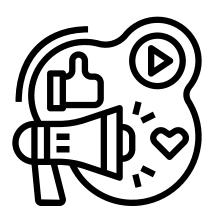
#### Step 1:

Investigate Who The Actual Buyers Are

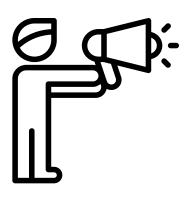




Build A Relevant Content Strategy



#### **Step 3:** Generate Content Assets



Step 4:

Publish, Promote & Learn







# Find Out Who The Actual Buyers Are

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

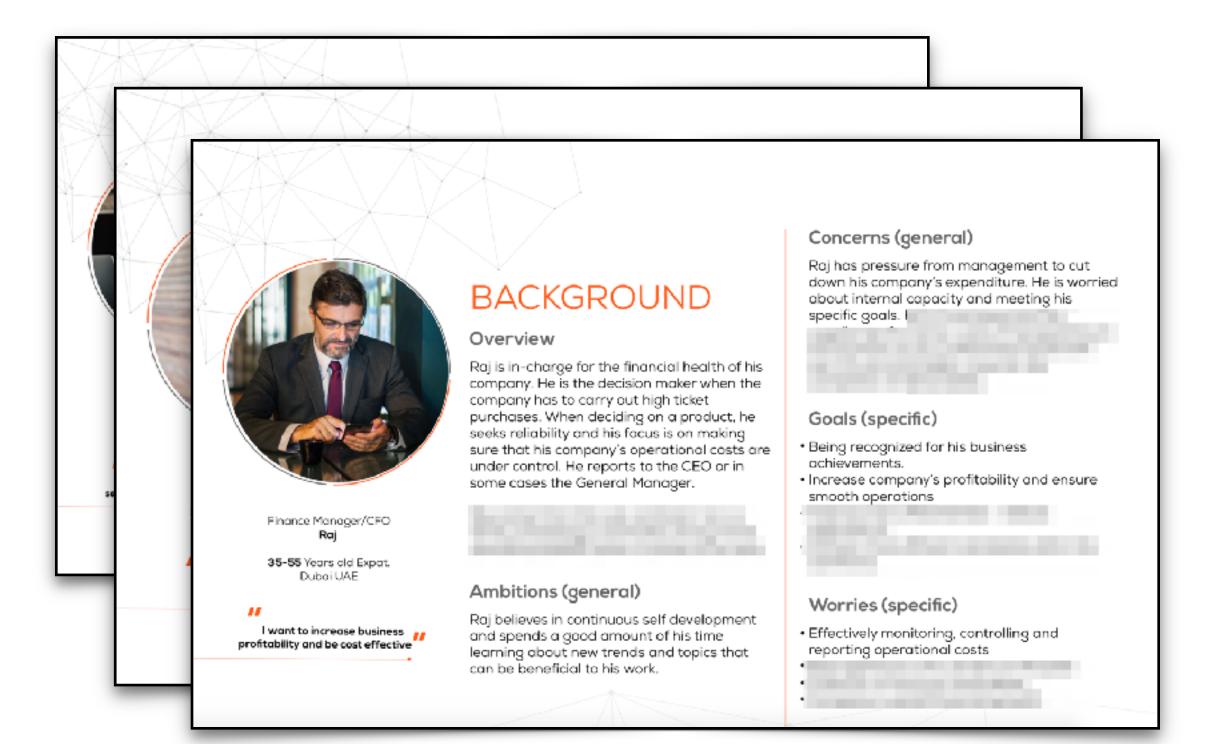
We get key stakeholders - sales, marketing, service, product, management - in a room and drill down into every last detail.

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:**









# 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

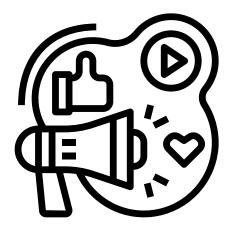
in mind during production:

- 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:

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### 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.

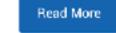
#### Sample - Articles primarily addressing customer pain-points:



#### 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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#### HOW TO SAVE HUNDREDS OF HOURS IN DOCUMENT PROCESSING EVERY MONTH

By Juma Al Majid Office Equipment Division on Jul 21, 2019 14:46:06 AM

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



#### 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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#### IS YOUR INTELLECTUAL PROPERTY BEING STOLEN RIGHT UNDER YOUR NOSE?

By-Juma Al Majid Office Equipment Division on Jul 13, 2010 10:66:07 PM

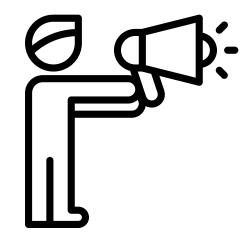
Imagine someone stole proprietary information from your business and shared it with your competitors...

Read More





Food Marc





## 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			5	님님 Ad Set	s		Ads				
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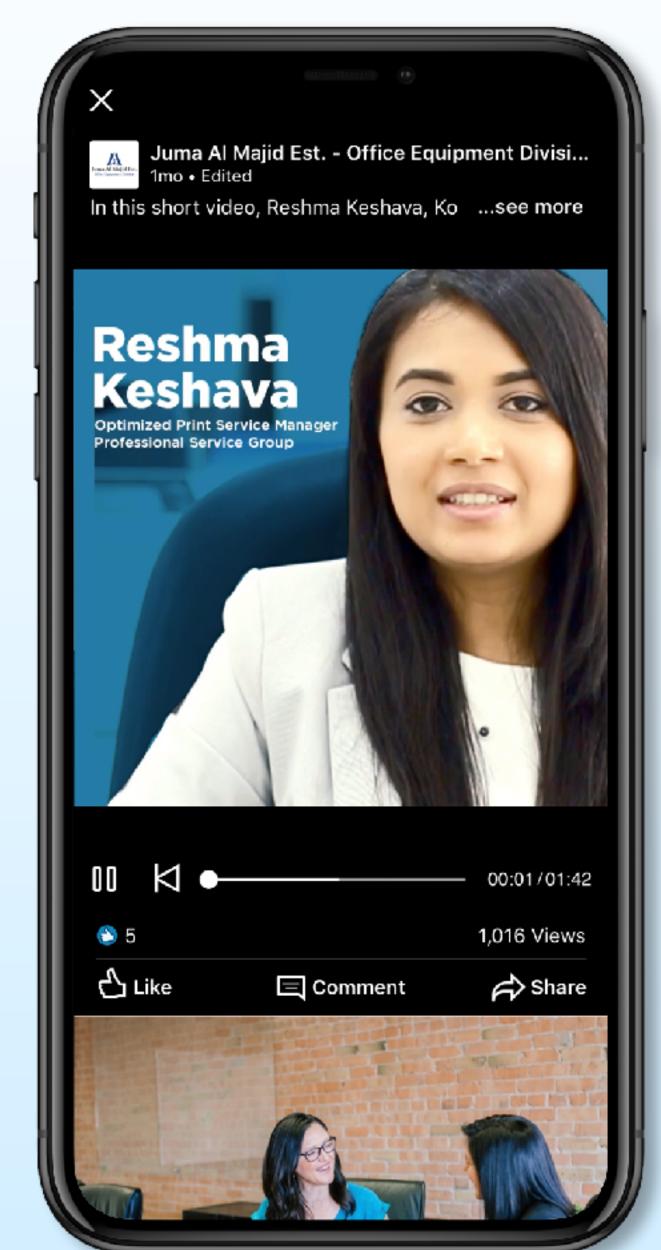
Ad Name 🗘	Status 🗘	Spent 🔾	Impressions $\bigcirc$	Clicks 🗘	Average CTR 🗘
66 ads	-				1.26%
Our customer service is based on a single core value: we promise to delight you. That means: Verace always reachable Verace your problem fast Verace Creative name: 48457945 Campaign: Engagement - Jun 12, 2019 Creative ID: 48457945 - Sponsored Content - Single mage	Active				0.65%
Dur superb on-site services cover: Installation I Maintenance I Service and repair The best thing is abor, parts, and consumables are all included in your Creative name: 48478215 Campaign: Engagement - Jun 13, 2019 Creative ID: 48478215 · Sponsored Content · Single mage	Active				1.02%
Dur 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 Creative name: 48500725 Campaign: Engagement - Jun 18, 2019 Creative ID: 48500725 • Sponsored Content • Single mage	Active				0.62%
n this short video, Reshma Keshava, Konica Minolta's OPS manager, gives you a few easy-to- mplement tips on how you can reduce print-related Creative name: Reshma vid 2 Campaign: Video views - Jun 18, 2019 Creative ID: 48501245 · Sponsored Content · Video	Active 🔽				0.82%

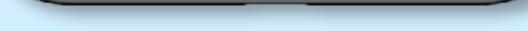




Being the most widely accepted and consumed media format, custom video production + written content re-purposing into animated video formats were an essential part of the mix.

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%** 





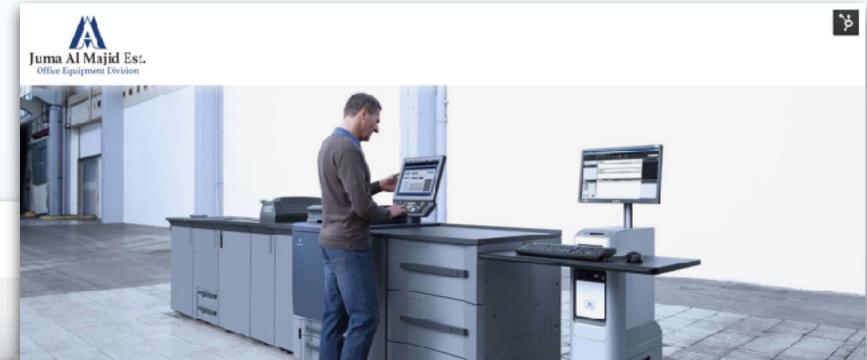




## Landing Pages

To keep quality prospects on site, our mobile-optimized landing pages are custom made to the user journey. These are designed not only as a lead magnet, but also to influence decision making (i.e. make it easier) compared to visiting the main corporate website.

#### Our form submission rates range between 22-39%





Maintaining network and data security is one of the many challenges that businesses face on a daily basis. Networks and information are at constant risk of attack from external, and potentially internal, threats. Printers and multifunction devices receive and output intellectual property and sensitive information every day. Are you safeguarding your print environment?

Konica Minolta will help you secure your print environment. Fill out the form below to find out whether your current print infrastructure is vulnerable and what preventive actions you can take to ensure your print fleets safety.

First Name\*

SUEMIT



#### Schedule your FRE

Your business relies on printers and ee When considering equipment, maintenance, repair, paper, ink and to their print i

Konica Minoita will help your organization reduce printing costs by Fill out the form below to sta

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Evaluate your current princing systems and identify caps within their performance



Guice on automating manual office processes to reduce manpower time spent on printing systems



Calculate hidden costs behind your current systems and cosess the immediate savings that can be made

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9	L

A network scan of your print devices, performed by our qualified system engineers



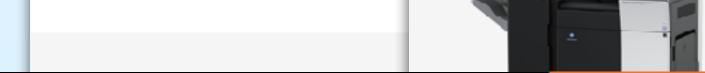
A report mentioning vulnerabilities found during the scan



Recommendations to help secure the environment for the future

	Œ
Lest Nams*	
Busincaa Email*	
Mobile number*	
05+ +++ ++++	
Company name*	

ARE YOU PAYING TOO MUCH ON INK AND CONSUMABLES?





#### Our FREE print audit can help you find a new solution that because efficiency and minimizes cost



# **Email marketing**

In our experience, email marketing is the most under-utilized channel in this region. Which is a shame because every \$1 spent on a subscribed email gets back \$40

An ROI of 40x or 4000%.





KONICA MINOLITA





#### What Gets Measured, Gets Managed

In this newsletter, we've got a blog post on how to reduce your printing costs 30%, some new data on Konica Minolta print security, and we show you how can print medical records like X-Rays and MRIs on regular print paper. Read find out more!



#### [New Blog] 3 Strategies To Reduce Enterprise Print Cost 10-30%

According to Gartner, companies spend aroun of their annual revenue on printing costs. Activ managing print costs can reduce spending by 30%. But where do you start? In this post we 3 simple strategies.

#### Read More

#### How "Hackable" is Your Pr Fleet?

Recently, some news outlets have depicted sensationalized scenarios where printers were used as an easy point of access into company networks to wreak havoc and steal all kinds o Can this happen to Konica Minolta Printers?



#### Summer's here, and it is HOT!

What was up with the weather this weekend? One minute it's blazing hot, then the next it's raining cats and dogs! Anyway, we hope you enjoyed your time off and you're back refreshed. With that in mind, we'd like to recommend some "light reading" while you have your morning coffee. And a short video of one of our best clients. Read on ...

#### [New Blog Post] Our Customer Service Philosophy

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 treat our customers. In our latest article, discover the philosophy behind our world-class customer service.

#### Read More

#### [Case Study] Consumable Use

















### 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.
Q Search - Generic		Eligible		-	3.36%	-
Q Search - Black & White MFP		Eligible	1.1		11.82%	

Search - Services   Search - Konica Minolta     Eligible     Eligible     Eligible     Table     Table <th>Q Search - Color MFP</th> <th>~</th> <th>Eligible</th> <th>100</th> <th></th> <th>19.35%</th> <th>-</th>	Q Search - Color MFP	~	Eligible	100		19.35%	-
Q Search - Konica Minolta Eligible 7.03%	Q Search - Services	~	Eligible			3.52%	-
	Q Search - Konica Minolta	~	Eligible	100	-	7.03%	100

## **Re-targeting Ads**

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









#### "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

