

Glozo Marketing Plan for South England

GLOZO LIGHTING

Objective

- Get Leads and Sales to Enterprise customers which includes
 - SME Retailers selling lights
 - Construction Project companies
 - Building Suppliers companies
 - Building Supplies Hypermart (like B&Q)
 - Private Offices
- Activities to be carried out in South England
 - Milton Keynes, Northampton, Luton, Watford, London, Down South, etc

Marketing Activities Type

Digital Marketing

1. Brand Awareness
 - Targeted for Consumers, Retailers and Enterprises
 - Objective: Impressions
2. Product Awareness
 - Presenting certain USP products on digital to create awareness about products
 - Objective: Impact
3. Product Promotion
 - Presenting certain products on offers and promotions
 - Objective : Conversion

Enterprise Sales Marketing

1. Telemarketing
 - Generating a target business list
 - Calling the target business lists
 - Objective: Lead Generation
2. Sales
 - Converting Leads to Deals
 - Meetings etc
3. Tendering
 - Registering with Tender sites like councils
 - Participating in Tenders
4. Road Shows
 - Arranging events for enterprises in relevant industries

Digital Marketing- Prerequisites for all steps

#1 Brand Awareness

1. Website – with product Gallery
2. Social Media Pages – FB, Instagram, Linkedin, Pinterest
3. Video Teasers – 30 secs to 1 min max – at least 3 to 4 different types
4. Web Series
5. Product Brochure with major products – for sending emails on inquiries

#2 Product Awareness

1. Targeted Featured Product lists with their highlights
2. Promotional messaging
3. Video Teasers – 10 to 40 secs – for every product
4. Web series – continues for this phase
5. Product Catalogue – PDF and Printed
6. Global UK Price List

#2 Product Promotion

1. Whole sale E commerce website – for Click to Action landing
2. Promotional offers on products
3. Customer loyalty Program
4. Teasers

Digital Marketing- Prerequisites for all steps

- **Decisions to be taken by Glozo**

- TEASERS and Web Series- (note: Video messaging raises clicks and conversions by 80% as compared to imaging only)

<https://www.522productions.com/major-brands-use-web-video-series-to-promote-products>

- Website with product information and details reduces your sales cycle significantly
- Global List Price should be available and discounts, cash backs given on that
- Wholesaler E commerce website – where Request for Quote can be generated by clients, then reply back with final discounted price and clients can make payment transfers to bank account and get delivery
- TV Marketing can also be done on Asian and Ethnic channels which costs low amount and we have agency which is connected to 2000 channels across entire Europe



Digital Marketing Campaign plan

- SEO – Search Engine Optimization – This will bring Glozo on the first page of Google when people search for lights
- Google Adwords -> Bidding for commonly used search words in the lighting sector and bringing Glozo listing in the first top 3 paid listing of Google
- SMM – FB, Instagram → Targeted marketing for companies, home users etc
- LinkedIn -> For corporates targeted only in UK market
- YouTube -> Video Ad rollover for specific videos target from the UK market



Enterprise Sales Marketing

TELEMARKETING

- In UK Telemarketing is effective means if done in the right way
- First step – Getting a GDPR compliant list for the relevant target market sector
- Second step - Tele caller : Native British person should be used for enterprises, for retailers – British Asian can also be used
- Third Step – Output of Telemarketing would be leads which need to be responded on email, calls and personal meetings with leading enterprises



Enterprise Sales Marketing

ENTERPRISE SALES

- Lead to Deal conversion
- Meeting Tier 1 and Tier 2 clients for sales
- All sales collateral like Catalogues, price list and samples should be ready
- Offers and Promotions packages should be there for buyer and decision makers



Enterprise Sales Marketing

TENDERING

- Register with government entities as supplier
- Quality with all government requirements like liability insurances etc
- Attend Council Business networking programs in various counties
- Register with Tender Portals to get leads
- Respond to leads with proper documentation and offer



Enterprise Sales Marketing

ROAD SHOWS

- Targeted Road Shows need to be done
 - For Building projects companies
 - For Building supply companies
- Road shows should be used to launch new product models and capture audience
- It should be done in good places like 5 star hotels or somewhere outside where people come to have a good time as well

