

Digital Customer Journey

Kubota South Africa

- Paid Advertising
 - Google Ads
 - Display Network
 - YouTube
 - Social Channels
- SEO
- PR
- Television
- Radio
- Word of Mouth

1. Awareness
of the brand

New Customer

2. Consideration
of the products
offered

- Email campaigns
- Testimonials and reviews (written & video)
- Blog articles
- Remarketing with paid advertising
- Influencers

3. Converting and
becoming a
customer

- Website quote lead forms
- Area Manager customer conversions
- Dealer customer conversion

6. Advocacy
of the brand

4. Servicing
the customer

- Parts & Service
- Email campaigns
- Dealer Support
- Head Office Support
- Online chats

5. Creating
customer loyalty

- Ease of use of current products
- Loyalty programs for dealers
- Customer service
- Promotions

1. Awareness of new
products

2. Consideration of the
products offered

Current Customer

6. Advocacy
of the brand

3. Converting
and adding the new
product to the
customer portfolio

5. Creating customer
loyalty

4. Servicing
the customer

The Lead Issue

The below website and lead generation tool was built for Kubota South Africa. Kubota Tractors are known as compact orchard and vineyard tractors in the agricultural industry.

How to solve the lead issue?

- We needed to solve a business issue whereby leads were not being actioned timeously and quotes were not created quickly for customers.
- The website was outdated and needed to be brought up to date with current industry trends.
- To solve these issues we custom developed a lead generation and quoting tool alongside designing and developing a new website.

The Project In Depth

The Instant Quote Project was born during load shedding. Smith Power Equipment is an importer/distributor of multiple brands. One being Smith Power Generators.

When we were faced with load shedding, we found that we could not cope with the influx of leads. We decided to solve the issue of firstly not being able to send a quote to a lead quickly enough, and secondly losing business, by creating an auto quote generator. Thus Instant Quote was born.

As all pieces of software Instant Quote started out small. Initially we wrote a PHP script to generate a Quote PDF on the fly once the form was completed. This triggered an email to the lead and salesperson. Lastly injecting the lead into a MySQL database.

From here we started evolving Instant Quote. We needed to be able to cc multiple staff into the emails and inject the lead into our CRM. We wrote an API to inject the lead into our CRM and evolved our code to include various parties.

Then with Kubota came a nationwide dealer network. We needed to include our dealers into the communications as well as give the user an option to select their nearest dealer. We also had to deliver the information quicker to our dealers to action. If a dealer is out in the field, they need access to information quickly. Thus we decided to send their lead via WhatsApp.

We evolved our code further to send WhatsApp and SMS communications to the lead and dealer.

Lastly, we embarked on completing the circle and creating mailer journeys for our leads to understand how our business works and provide them with more information about our models.

Below is an illustration of the website I designed and developed and the Instant Quote system I co-developed.

Awareness of the brand: Social Media

Kubota South Africa
5 March · 5

The new Kubota L-Series comes with the IntelliPanel Display which keeps you informed - from the working gear, range selected or ground speed you will never miss a beat. Find out more: <https://loom.ly/5bOs5NU> #Kubota #KubotaSouthAfrica



L1 Smart.
Introducing the NEW L-SERIES: L1361, L1421 & L1421 HST

438 People reached 80 Engagements Boost post

Kubota South Africa
23 March · 5

A farmer trusts their equipment like they trust their instincts. Kubota are the world leaders in providing compact farming solutions for our farmers to depend on. With a fully supported nationwide dealer network we are able to keep your Kubota reliable and operating when you need it. #Kubota #KubotaSouthAfrica



Kubota B26 TLB
The B26 Kubota TLB brings professional results ...

747 People reached 46 Engagements Boost post

6 shares
Like Comment Share

Comment as Kubota South Africa

Kubota South Africa
2 March · 5

Balfour Hooidag is with FarmSpace and 2 others at Balfour Hooidag.
1 March · 5

Kubota South Africa en Orbach Agri se demonstrasie by Balfour Hooidag 2020. Video moontlik gemaak deur #KingPriceAgri #TotalAgri #MorganNissan #farmboek #kubota... See more

See translation

337 People reached 39 Engagements Boost Unavailable

1 share
Like Comment Share

Comment as Kubota South Africa

Kubota South Africa
31 January · 5

With a choice of 8 forward and 3 reverse gear shift the new Kubota L-Series are workhorse tractors. Find out more: <https://loom.ly/5bOs5NU> #Kubota #KubotaSouthAfrica



1 Workhorse.
Introducing the NEW L-SERIES: L1361, L1421 & L1421 HST

750 People reached 13 Engagements Boost post

1 share
Like Comment Share

Comment as Kubota South Africa

Awareness of the brand: Google Adwords and Display Network



Tractors, TLB's, Balers, UTV's,
Mowers

Kubota South Africa

Open >



Kubota



Kubota manufactures a wide
range of tractors, excavators,
side by sides and mowers



Kubota South Africa | Tractors Available

[Ad] kubota.co.za

Kubota Manufactures A Wide Variety Of Products
Across The Globe.

[Get A Quote](#)

[Kubota Tractors](#)

Kubota Balers | Tractors, TLB's, UTV's,
Mowers | Fixed Bale Chamber

[Ad] kubota.co.za

Kubota, For All Your Farming, Landscaping &
Construction Requirements. The production of high
quality bales is key to efficient operation.

[Kubota Tractor](#)

[Get A Quote](#)

Consideration of the products offered: PR Articles

Smith Power Equipment

Press Releases for Smith Power for the Kubota, Polaris, Linhai, Kipor, Toro Club Car Brands

CATEGORIES

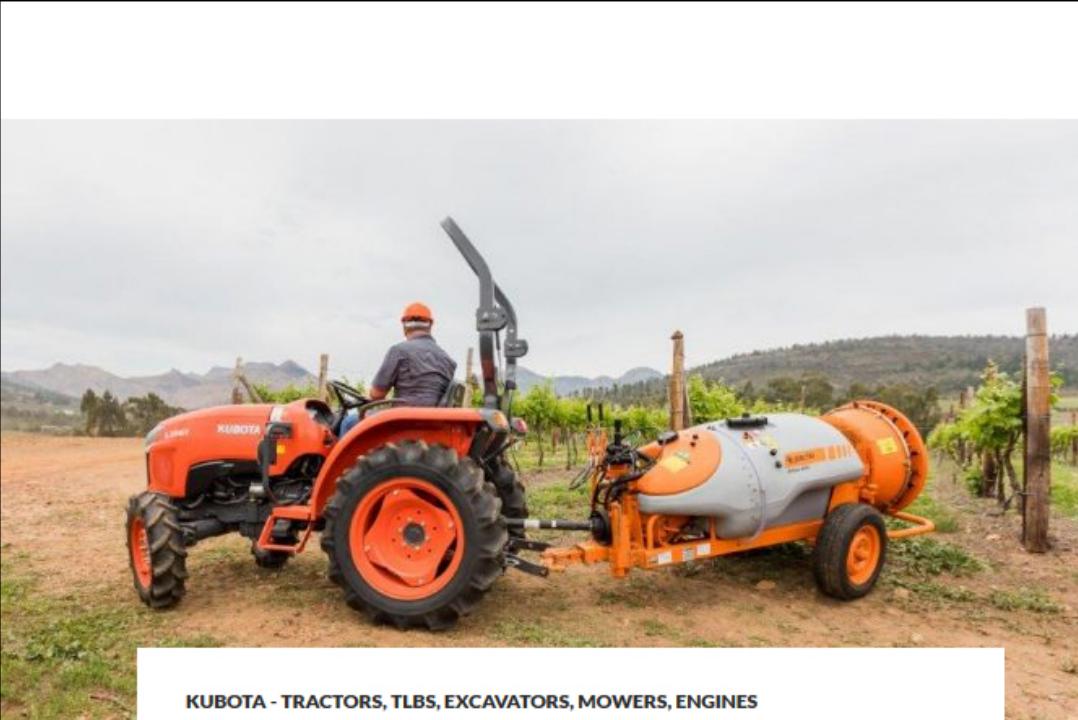
AUSA
Baoli Material Handling
Cangini
Club Car
Ego Power Plus
Escorts Tractors
Kipor - Generators and Forklifts
Kubota - Tractors, TLBS, Excavators, Mowers, Engines
Linhai
Mankar
Polaris - Side-by-sides and ATV
Toro

Search ...

ARCHIVES

August 2020
July 2020
May 2020
April 2020

ABOUT SMITH POWER EQUIPMENT



KUBOTA - TRACTORS, TLBS, EXCAVATORS, MOWERS, ENGINES

L-SERIES: EASIER, BETTER AND FASTER

NOVEMBER 20, 2019 ROBERTK@SMITHPOWER.CO.ZA

Kubota's new L-series of compact tractors, with their simplified operation and smoother performance, enables a farmer to be more productive as well as more comfortable. The tractors also offer improved fuel efficiency, thanks to greater air flow into the combustion chamber.

GET A QUOTE

Your Name (required)

Your Telephone Number (required)

Your Email (required)

What Quote would you like?



I'm not a robot

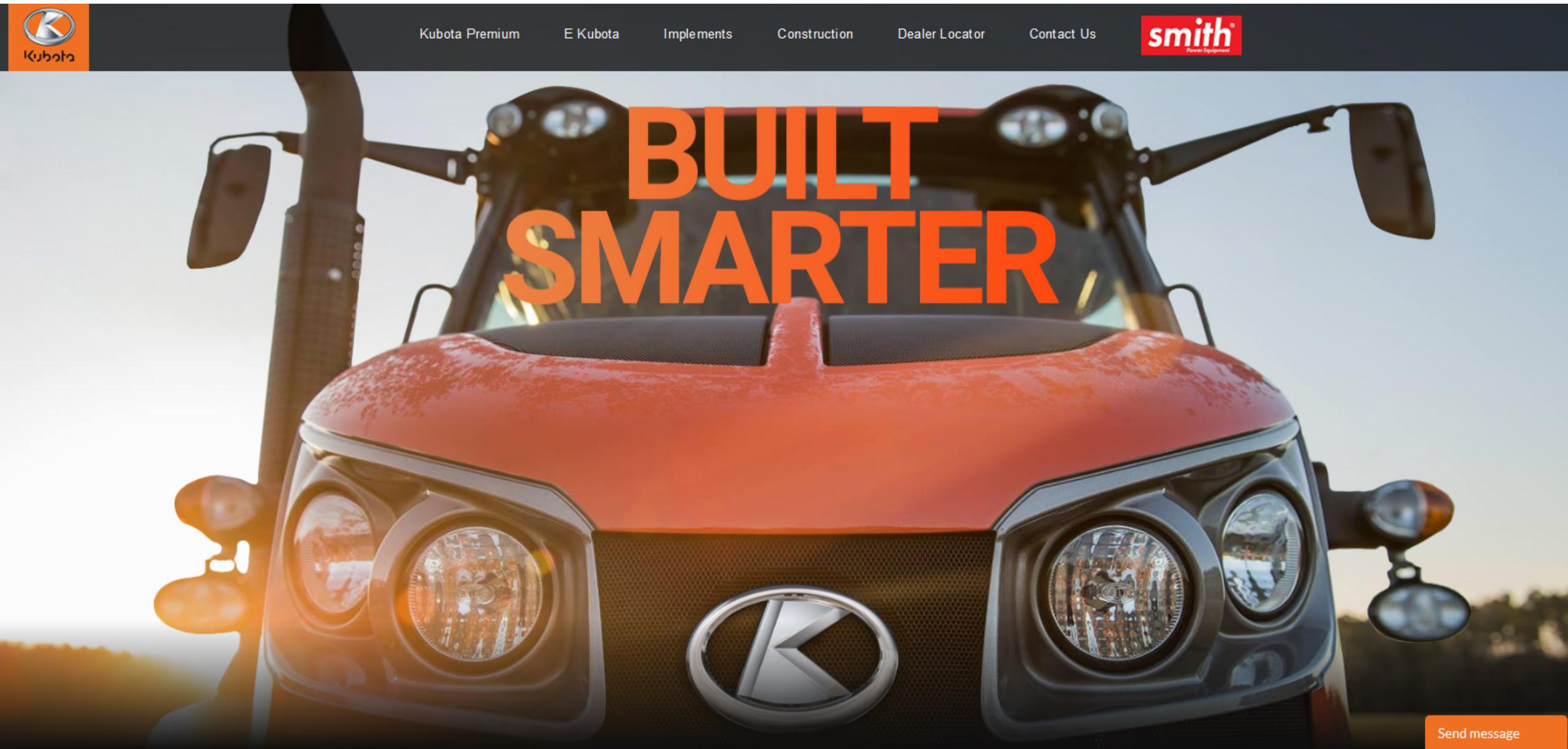


reCAPTCHA
Privacy - Terms

SEND

Send message

Consideration of the products offered: Kubota Wesbite Homepage



The image shows the homepage of the Kubota website. At the top left is the Kubota logo. Along the top navigation bar are links for "Kubota Premium", "E Kubota", "Implements", "Construction", "Dealer Locator", and "Contact Us". To the right of the navigation is the "smith Power Equipment" logo. The main visual is a close-up, low-angle shot of the front of a red Kubota tractor, focusing on the hood, headlights, and grille. Overlaid on the center of the image is the text "BUILT SMARTER" in large, bold, orange capital letters.

Kubota

Kubota Premium E Kubota Implements Construction Dealer Locator Contact Us

smith Power Equipment

BUILT SMARTER

Send message

Consideration of the products offered: Landing Pages

The landing page features a large background image of an orange Kubota M7172 tractor in a field. The Kubota logo is in the top left corner, and the Smith Power Equipment logo is in the top right. A main navigation bar at the top includes links for Kubota Premium, E Kubota, Implements, Construction, Dealer Locator, and Contact Us.

TRACTORS

B-SERIES
13.2 kW (17.7 HP) – 19.1 kW (25.6 HP)

L-SERIES
24.6 kW (33.0 HP) – 38.9 kW (52.0 HP)

M-SERIES NARROW
48.7 kW (65.3 HP) – 63.1 kW (84.6 HP)

M-SERIES
52.9 kW (71.0 HP) – 125.0 kW (170.0 HP)

[Send message](#)

Consideration of the products offered: Landing Pages



MODELS



Gross Engine Power: 13.2 kW (18.0 HP)

4WD



Gross Engine Power: 17.9 kW (24.0 HP)

4WD



Gross Engine Power: 19.1 kW (25.6 HP)

4WD | HST Transmission

Converting and becoming a customer: Navigate through the page to end on Instant Quote form



Kubota Premium

E Kubota

Implements

Construction

Dealer Locator

Contact Us



TAKES COMPACT TRACTOR CAPABILITY TO THE NEXT LEVEL

With Hydrostatic Transmission for smooth functionality that makes tough jobs easy.

GET AN INSTANT QUOTE

EXPLORE THE B2650

VIEW SPECS

DOWNLOAD BROCHURE

Send message

The page has been designed to take a user through the specs of a tractor, key features and lastly to the Instant Quote lead form. At any point, a user can navigate to the information they require for the unit.

Converting and becoming a customer: Navigate through the page to end on Instant Quote form



EXPLORE Kubota Premium

E Kubota

Implements

VIEW Construction

Dealer Locator

Contact Us WNLO



POWER

Fitted with a powerful 26 HP (19.1 kW) Kubota diesel engine providing smooth power delivery when you need it. For easier operations the tractor is fitted with a durable hydrostatic transmission and HST pedal for ease of use.

VERSATILITY

Equipped with high quality Kubota engines and HST transmissions, Kubota delivers the extra durability and reliability you demand for a wide range of jobs. Whether you're mowing, landscaping or doing light utility work, the B2650 is the best choice for durability, versatility and comfort.



A user can either navigate to a section on the page or open the online chat to ask our team questions.

INSTANT QUOTE B2650

VIEW SPECS

DOWNLOAD BROCHURE

Send message

Converting and becoming a customer: Navigate through the page to end on Instant Quote form

[Kubota Premium](#)[E Kubota](#)[Implements](#)[Construction](#)[Dealer Locator](#)[Contact Us](#)

TECHNICAL SPECS

ENGINE	Brand, model	Kubota, D1305-E4-D26CH-E
TRANSMISSION	Type	Indirect injection, vertical, water-cooled, 4-cycle diesel
PTO	Engine power ECE-R24 – kW (HP)	17.6 (23.6)
DRIVE SYSTEM	Engine power SAE gross – kW (HP)	19.1 (25.6)
HYDRAULICS	PTO power – kW (HP)	14.6 (19.5)
TYRES	No. of cylinders	3
DIMENSIONS	Bore & stroke – mm	78 x 88
OTHER	Total displacement	1261
	Rated speed	2500
	Fuel tank capacity	27 l

DOWNLOAD BROCHURE

[DOWNLOAD](#)[INSTANT QUOTE B2650](#)[Send message](#)

Model Landing Page: Navigate through the page to end on Instant Quote form

[Kubota Premium](#)[E Kubota](#)[Implements](#)[Construction](#)[Dealer Locator](#)[Contact Us](#)

HYDRAULIC BI-SPEED TURN

The B2650 features Kubota's innovative Hydraulic Bi-Speed Turn feature, which activates automatically when the front wheel turning angle exceeds 35 degrees. This nearly doubles the front wheel speed over that of the rear wheels, and it allows for smoother, faster and tighter turns, and less turf damage. Also, with the use of hydraulics, the durability of the clutch is greatly enhanced.

[Send message](#)

Converting and becoming a customer: Navigate through the page to end on Instant Quote form

A user can complete this Instant Quote form. Once completed various actions are triggered:

1. Email with a PDF quote for the unit created on the fly and sent to the lead.
2. Email to the dealer to inform them of the lead.
3. Injection into the CRM to continue the lead journey and customer conversion.
4. SMS sent to lead.
5. WhatsApp sent to the lead containing the PDF quote, dealer contact details, brochure and video on the unit.
6. WhatsApp sent to dealer containing the leads contact info.

Instant Quote Communications: Email

Mail - Claire Smithard - Outlook

Reply all | Delete | Junk | Block | ...

Kubota Quote #Kubota_Quote_61804.pdf

michele@smithpower.co.za
Mon 2020/10/19 15:22
To: Claire Smithard
Cc: Smith Power; Michele Cicognani; Michele Cicognani; Tom Bloom; Cindy Moller

Kubota_Quote_61804.pdf
43 kB

Good Day **Claire**,

Thank you for completing your inquiry for a Kubota.

I have prepared a proposal for you with regards to the Kubota **B1181** that you requested.

Please see attached **Quote #61804**.

If you would like to proceed with the quote, please reply to this email.

Download the brochure: [B-Series - B1181](#)

Please visit our site for further information or to view our terms and conditions: [Kubota South Africa](#)

Your Details have been captured as:
Name: Claire
Email: online@smithpower.co.za
Phone: 0796574870
Notes: Test
City: Test
Province: Gauteng

Your closest dealer is:
Dealership: Smith Power - Head Office
Email: michele@smithpower.co.za
Phone: 0834175358
Contact Person: Smith Power
Address: 2 Lascelles Road, Meadowbrook, Edenvale

We will be following up with you in the next few days. If you require anything else please do not hesitate to contact us.

Regards,

Michele Cicognani
Area Manager Gauteng

smith®
Power Equipment

SMITH POWER EQUIPMENT
KUBOTA DIVISION
T: 011 206 2069 / 083 417 5350
E: michele@smithpower.co.za
W: www.smithpower.co.za

TOBO **POLARIS** **Kubota** **LINHAI** **ClubCar**
AUSA **C KUBOTA** **EGO** **smith** **GENERATORS** **Baoli** **BOMAG**

This e-mail was sent by Smith Power Equipment. The content of the e-mail and any attachments are confidential and intended for the addressee only. If this e-mail has been sent to the wrong address, Smith Power Equipment kindly requests that you send an e-mail message to [michele@smithpower.co.za](#), stating the name of the sender and the addressee, and that you delete this e-mail from your system. Smith Power Equipment is not liable for any damages resulting from the transmission of this e-mail. Smith Power Equipment is not liable if any and all liability for information in this e-mail is incurred. Smith Power Equipment does not accept responsibility for any damage or loss incurred as a result of this e-mail. Smith Power Equipment is not liable for the transmission of viruses and it is your responsibility to check this e-mail and any attachments.

- Email is sent to the lead, dealer and area manager.
- The lead can contact the dealer and vice versa.
- The area manager can then manage the dealer in converting the lead to a sale.
- The lead is instantly able to see all the information pertaining to the chosen model as they receive the quote and brochure.

Instant Quote Communications: Quote



Quotation	
Date: 2020-10-19	Quote No: 61804

Smith Power Equipment
2 Lascelles Road, Meadowbrook
Edenvale, Gauteng
South Africa
www.kubota.co.za | 011 284 2000

Customer Details
Customer Name: Claire Smithard
Email: online@smithpower.co.za
Telephone: 0796574870
Location: Test, Gauteng

Kubota B1181

13.2kW / 18HP
3 cylinder. Water cooled diesel engine
4WD, agricultural tyres
3 point lift, Rear PTO, Mid PTO.

Contact your nearest dealer for a personalised transaction

Qty	Price (ex VAT)
1	168 750,00

Optional Extras

Part Number	Description	Qty	Price (ex VAT)
No Unit	No accessories selected or currently not available	0	0,00

Sub-Total Ex VAT: 168 750,00

Total ex VAT:	168 750,00
VAT 15%:	25 313,00
Total incl VAT:	194 063,00

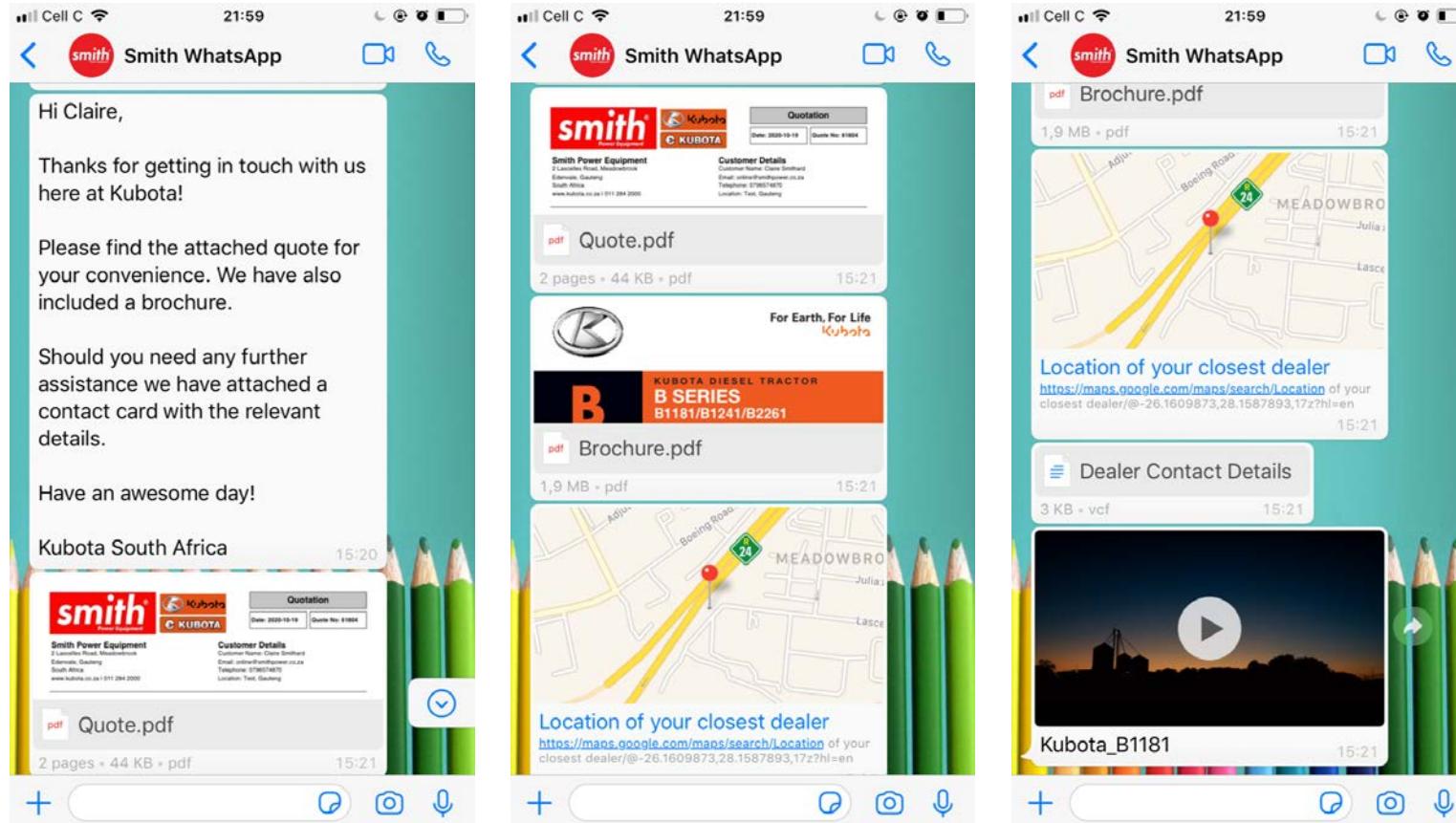
Customer Name

Signature

Terms & Conditions apply. E&OE. Manufacturer suggested price list shown. Retail prices may vary by dealer. Unless stated otherwise, taxes, freight, setup, delivery and other dealer specific charges not included in the pricing. Prices shown are in South African Rands and valid only in South Africa.
Please be advised that it remains the sole responsibility of the buyer / customer to confirm banking details with Smith Power Equipment before processing payment. Smith Power Equipment does not, nor any of the brands fall within the company, take any responsibility for purchases where the banking details have not been verified. Your invoice or email could be intercepted and bank details

- When completing an Instant Quote form a user can select the model as well as accessories available for the model.
- The quote is then generated adding the items together. The lead is sent the retail price.
- A dealer receives a copy of the quote. A dealer has lower pricing than the retail price and can then work out a deal for the lead.
- The area manager also receives a copy of the quote.

Instant Quote Communications: WhatsApp & SMS



- A lead is sent a WhatsApp which contains a text message, PDF quote, brochure, dealer location, dealer contact information and video.
- A dealer is sent a text message containing the lead information and can contact a lead directly.
- The SMS confirms if the lead email is correct.

Converting and becoming a customer: Lead injected into CRM

Lead is injected into CRM to begin the conversion process

smith Power Management

Leads Docs Products Contacts Quotes Marketing Process More ▾ Admin Profile Users Search for contact, action, deal... 12 🔍 📈 🚧 🏢 adn

Actions ▾

- Leads List
- Create Lead
- View
- Journal View
- List View
- Edit Lead
- Delete Lead
- Attach A File/Photo
- Quotes/Invoices
- Convert to Contact
- Convert to Opportunity
- Print Record
- Edit Layout
- Action Timer ▾
- Research ▾
00:00:00
Start Reset
- Total time elapsed:
00:00:00
- Favorites ▾

Leads: Claire Smithard

Instant Details

Create Date	October 19, 2020, 3:21:15 PM	Instant Quote Status	Instant Quote Issued
Quote No	61,804	Lead Source	Website
Notes	Test	Quoted Brand	Kubota
		Unit	B1181
		Accessories	
		Quoted amount Ex VAT	168,750
		Instant Quote Link	

Customer Details

Company	Group		
First Name	Claire	Email	online@smithpower.co.za
Last Name	Smithard	City	Test
Phone	0796574870	Province	Gauteng
Cellphone		Country	
Dealer Assigned	Smith Power - Head Office		

CRM Info

Web Tracking Key	Visibility	Public
Assigned To	Updated By	admin
Do Not Email	Last Updated	October 19, 2020, 3:23:03 PM

Dealer Comments

Log Call Log Time Action Comment

Quick Note

Hours Minutes Time Started Visibility

Time Ended

Public

Save

All Toggle Text | Show Less | Relationship

Email Message: October 19, 2020, 3:23:03 PM

Kubota Compact Excavators Introduction

Subject: Kubota Compact Excavators Introduction

From: "Michele Cicogani" <mail@smithpower.co.za>

To: "" <online@smithpower.co.za>

Cc: Joe Keir <mail@smithpower.co.za>

Hello

[View email]

Sent by web admin

Converting and becoming a customer: Mailers

Mail - Claire Smithard - Outlook

Reply all | Delete Junk Block ...

Kubota Quote #Kubota_Quote_61804.pdf

michele@smithpower.co.za
Mon 2020/10/19 15:22
To: Claire Smithard

P G ↗ ↘ ↙ ↛ ⋮

Good Day Claire,

Recently you completed an Instant Quote for a Kubota **B1181** in a B-Series Range.

The Kubota B-Series tractors are versatile and deliver outstanding performance that you can rely on.

View our full B-Series Range:

B Series

B1181	B1241	B2650	B2261
			
13.2 kW (18.0 HP) 4WD	17.9 kW (24.0 HP) 4WD	19.1 kW (25.6 HP) 4WD	38.9 kW (52 HP) 4WD
View Model	View Model	View Model	View Model

Michele Cicognani
Area Manager Gauteng

smith®
Power Equipment

SMITH POWER EQUIPMENT
KUBOTA DIVISION
T: 011 284 2069 / 083 417 5358
E: michele@smithpower.co.za
W: www.smithpower.co.za

TORO **POLARIS** **Kubota** **LINHAI** **ClubCar**
AUSA **KUBOTA** **EGO** **smith** **GENERATORS** **BOMAG**

This email was sent by Smith Power Equipment. The content of this email and any attachments are confidential and intended for the addressee only. If this email has been sent to the wrong address, Smith Power Equipment kindly requests that you send a mail immediately to mail@smithpower.co.za, stating the name of the sender and the addressee, and that you delete this email from your system. Smith Power Equipment reserves the right to monitor and review all communications sent via its network. Smith Power Equipment is not liable for the transmission of viruses and it is your responsibility to check this e-mail and any attachments.

In the equipment industry, our mailers are simple. The reason for the simplicity is that we find our customers respond better to the mail coming from a salesperson or dealer. The customer feels that more attention has been placed on their interaction because the mail looks like it has been compiled in a mail client rather than system generated. A farmer wants to receive a simple email with easily accessible information.

Thank You