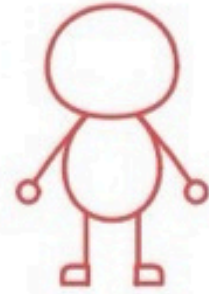


ADAM

SWOT Analysis - Competitor Analysis

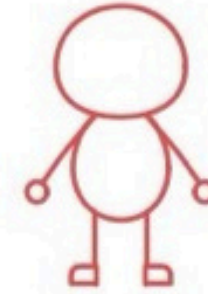
CONTROL: Evaluation



SESIL

SEGMENTATION - POSITIONING

COMPETITOR ANALYSIS DEVELOPMENT



YELYZABETA

COMPETITOR GRAPH DESIGN

SOCIAL MEDIA CONTENT MOCKUPS



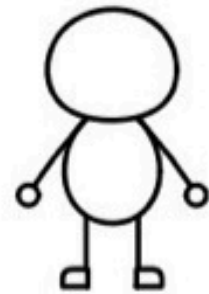
ANASTASIJA

PESTEL Analysis

TESTIMONIAL STRATEGY

CONTENT CALENDAR

OBJECTIVES



TOFFER

TESTIMONIAL MOCKUP TEMPLATE



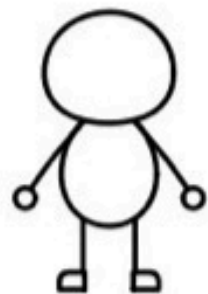
MONICA

SOCIAL MEDIA CONTENT STRATEGY

COMPETITOR SOCIAL MEDIA ANALYSIS SUPPORT

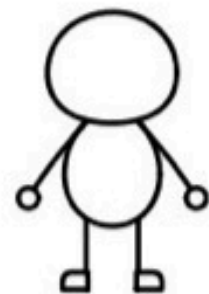
CONTENT CALENDAR

OBJECTIVES



PIOTR

EMAIL MARKETING STRATEGY



THOMAS

EMAIL MARKETING DESIGN

Your individual work may depend on somebody else's.
Consistent communication & support is crucial.

Shared Tasks: Actions, Tactics, Future Recommendations.

ADAM: Develop a SWOT Analysis. Competitor Analysis - must provide the same or similar services, be active on Instagram & LinkedIn, must have a website. Minimum 2 competitors. Provide visual evidence for further analysis (e.g.: links to social media platform).

ANASTASIJA: Develop a PESTEL Analysis. Testimonial Strategy Generation - Identify and explain why they are effective. Content Calendar Development.

SESIL: Explain findings - Analyse pros & cons. Compare to COMET. Include recommendations for enhanced performance.

YELYZABETA: Create an appropriate chart displaying the competitor findings. Focus: LinkedIn, Instagram, Website. Develop social media content mockups.

TOFFER: Research mockup templates. Generate ideas tailored to COMET's.

MÓNICA: Develop a social media marketing strategy considering overall findings, using Trello. Conduct further research into potential gaps in the market. Content Calendar Development.

PIOTR: Research information on effective email marketing strategies. Identify and explain why they are effective

THOMAS: Create an email marketing strategy using findings, specifically tailored to COMET's company. Use mockups for reference and support.

INTRODUCTION

This presentation will showcase the conducted research and work created by The Lunar Team for COMET over the past few weeks.

We encourage you to provide us with any feedback you believe may be valuable for our collaborative project - for your benefit or our own.

Aim

To create an effective digital marketing campaign **to raise awareness** and interest for the **COMET's Supply Chain Software**.

Objectives

Increase efficiency, reduce financial cost & loss risk
Real time tailored-to-client insights enable interventions

STRENGTHS

Recent rebrand, COMET subscription offers unlimited access to services, niche line of work

S

W

WEAKNESSES

Unaffordable for small companies, weak social media presence

OPPORTUNITIES

Potential to collaborate with other companies, social media potential

O

T

THREATS

Many competitors offering similar services, cheaper alternatives for clients

PESTEL

Political

**Highly
regulated
environment**

Economical

- **Inflation**
- **Economic instability**

Social

**Corporate
social
responsibility**

Technological

- **Cybersecurity**
- **Automation**
- **Ai**
- **Global software disruptions**

Environmental

- **Green technology trends**
- **Sustainability requirements**

Law

- **Data privacy laws**
- **Contractual liabilities**
- **Intellectual property**

Comet works with high-risk industries, meaning it faces a tough mix of strict regulations, cybersecurity challenges, and economic pressures. To stay competitive, Comet must leverage technological advancements to stay competitive while addressing environmental sustainability and compliance issues. By understanding these external factors, Comet can better position itself to bring real value to clients and help them manage risks more effectively.

Social Media Content Strategy - Benefits

Identifying the target audience and messaging which COMET wants to release to the public audience is essential to establish and maintain a trustworthy image - the goal is to portray a company image which the public would look up to through consistent appearance on users' screens. Deciding which content to generate and upload is a primary factor, which will improve overtime via data collection and analytical insights provided by social media platforms. Organisation must always be present to prevent mistakes from happening, as many as possible. Encouraging teamwork and equal collaboration between members is what will determine whether a social media strategy is beginning positively or whether it requires extra work.

BUILDING BRAND AWARENESS / BRAND VISIBILITY

TARGETED ADVERTISING - EFFECTIVE USE OF AUDIENCE SEGMENTATION ANALYTICS

DRIVES ENGAGEMENT & FEEDBACK STATING AREAS OF IMPROVEMENT

CREATES BUZZ AROUND PRE-LAUNCH, LAUNCH & POST-LAUNCH OF SUPPLY CHAIN SOFTWARE

ESTABLISHES CREDIBILITY & TRUST - CONSISTENCY, HIGH QUALITY & WELL-ORGANISED CONTENT

REAL TIME ANALYTICS & OPTIMISATION

LONG-TERM CUSTOMER RELATIONSHIPS

COMPETITIVE ADVANTAGE

Social Media Content Strategy - Types of Content

Educational / Leadership

Teach the public what you know. Be humble and transparent. Allow them to learn from you, make them develop a sense of growth by consuming your content.

Testimonials

Show the public your service's value. Show, not tell - by sharing client reviews. Promoting success stories reinforcing the software's benefits, increasing the public's interest to visit COMET's website and potentially contacting the team if relevant.

Engagement Tactics

Interactive Content encourages followers to ask questions via story polls or post debates.

Promoting Webinars (educational live content) Live Demos curiosity draws in public attention, leading them to becoming informed about free webinars. Promotion must include networking benefits.

Discount Offering, e.g. Online competition winner. Entry requirement: Engage with and share your content - Naturally reaching a wider audience.

Social Media Content Strategy - Platforms

LinkedIn is a valuable platform which supports users - businesses and individuals, to reach their desired audiences with ease, offering direct targeting and simple promotion to reach businesses and work-related interests.

Content Dynamic:

- Carousel Statics
- Company updates

Content Launch Dates:

- Monday 08:00am
- Wednesday 08:00am

Instagram is a busy platform, where algorithm and promotions work magically. There is no real need to implement paid advertisements, there easy share and access.

Content Dynamic:

- Video content: Make viewers feel connected, informed, and involved.

Content Launch Dates:

- Monday 10:00am-12:00pm
- Thursday 11:00am
- Friday 15:00pm

Supply chain managers frequently face uncontrollable challenges from external factors: geopolitical issues, natural disasters, and pandemics can all disrupt crucial management processes.

However, with the right tools, there are essential aspects of supply chain management that remain within our control. Here's what's vital for a resilient and efficient supply chain:

- Real-time insights: COMET's data feeds allow managers to anticipate disruptions early.
- Proactive risk management: COMET's tools help organisations identify and manage risks proactively.
- Time and cost efficiency: Supplier profile completion accelerates approvals and reduces admin burden.
- Organised documentation in one place: COMET centralises supplier information for improved visibility across the supply chain.

Let COMET simplify your complex supply chain.

Book a demo today  <https://buff.ly/45BI8t2tt>



RISK-FREE **supply chain** includes:

- Real-time insights
- Proactive risk management
- Automated routines
- Document tracking

 **comet**

Book a demo
to secure your
supply chain today

Webinar

Digital Marketing

"JOIN OUR WEBINAR:
TRANSFORM YOUR SUPPLY
CHAIN WITH CUTTING-EDGE
SOFTWARE!"

Date

Time

Sign Up

Speaker here

ROLE HERE



FOR MORE INFORMATION
+123-456-7890

Audience Segmentation & Key Messaging for Email marketing

Target Audience

- Industries: Manufacturing, Retail, Healthcare, Utilities, Construction.
- Decision-Makers: Procurement Managers, Supply Chain Directors, Risk Managers, Chief Operations Officers.
- Behavioral Segments: Prospects who attended webinars, downloaded case studies, or previously interacted with COMET materials.

Key Messaging Themes

- Efficiency: "Streamline your supply chain with real-time visibility."
- Cost Savings: "Reduce operational costs with automated risk assessments."
- Visibility: "Gain full transparency into your logistics and supplier operations."
- Compliance: "Ensure adherence to regulations with automated compliance tracking."

Email Campaign Structure Overview

Email 1: Introduction to COMET Supply Chain

- Subject: "Revolutionize Your Supply Chain with Real-Time Risk Management"
- Highlight Pain Points and Introduce COMET as a solution.
- CTA: "Download our whitepaper" or "Schedule a Free Demo".

Email 2: Case Study

- Subject: "See How Our Supply Chain Reduced Supplier Risk by 30%"
- Share success story and outline challenges solved by COMET.
- CTA: "Read the Full Case Study" or "Book a Consultation".

Email Campaign Structure Overview

Email 3: Features and Benefits Breakdown

- Subject: "3 Essential Features of COMET Supply Chain"
- Feature Highlights: Real-Time Visibility, Automated Risk Assessment, Compliance Tracking.
- CTA: "Schedule a Free Demo"

Email 4: Re-engagement Email

- Subject: "We Miss You! Here's a 15% Discount on Your First Month"
- Re-engage leads and highlight value.
- CTA: "Claim your 15% discount and Book a Demo Today"

Automation, Drip Campaigns, and Content Focus

Automation & Drip Campaigns:

Triggered Emails: Automated emails based on user actions (e.g., downloads, sign-ups).

Drip Campaign Example:

Day 1: Welcome Email

Day 3: Case Study

Day 7: Feature Breakdown

Day 10: Offer Discount

Content Types & CTAs:

Whitepapers, Case Studies, Videos, Webinars.

Examples of CTAs: "Download the Whitepaper", "Schedule a Free Demo", "Read the Case Study"

Key Metrics, Optimization, and Frequency

KPI's To Track

Open Rates:

Aim for 20-25%

Click-Through Rates

(CTR): Target 5-8%

Conversion Rates:

Target 10-12%

A/B Testing:

Test subject lines, CTA placements, and email lengths to optimize performance.

Email Frequency:

Limited Time

Campaign: 2 emails
per week

Long-Term

Engagement: 1 email
every 10-14 days

Conclusion: Personalized messaging, educational content, and strong CTAs are key to engaging prospects and driving conversions.

EMAIL 1 - INTRODUCTION EMAIL

Hi [Recipient's Name],

I hope you're doing well. My name is Euan Henderson, Business Development Manager at COMET, and I wanted to introduce you to our latest tool for enhancing incident management. At COMET, we focus on improving business performance through intelligent, data-driven solutions.

Our newly launched Incident Management Module is specifically designed to solve common challenges such as:

- **Fragmented Processes:** Most systems don't offer built-in tools for root cause analysis, but our module streamlines the entire process, saving time and resources.
- **Limited Data Insights:** Extract valuable insights from your incident data with our advanced analytics, making informed decisions easier.
- **Complexity Overload:** Simplify your operations with our user-friendly system that reduces ongoing maintenance costs and minimises training.

I'd love to show you how our solution can benefit your organisations. Would you be available for a quick call this week to discuss how COMET could help streamline your processes? Looking forward to hearing from you!

Best regards,
Euan Henderson
Development Manager, COMET

Reasons for this:

The email highlights specific pain points that most B2B clients can relate with. The buyers often want to know how the businesses can help their business prosper and this email showcases it all in one.

It also adds on the benefits such as saving time, resources and even the reduction of maintenance costs and minimised training. This allows the businesses to realise what potential they have when working for the business which makes the decision easier.

There is also a friendly greeting which is needed within these emails nowadays since most businesses don't want to get a generic plain Jane email that doesn't stand out. So by doing this it opens a door to a more personal relationship.

Finally it also allows busy business clients to read the important parts thanks to the bullet points which help them get straight to the point which helps them make a quick read out of the email we have offered.

Thomas

EMAIL 2 - Case study

Subject: See How COMET Reduced Supplier Risk by 30%

Hi [Name],

I wanted to share how COMET has helped organisations like yours improve efficiency and reduce supplier risk. Recently, one of our clients used COMET to achieve a 30% reduction in supplier-related risks, leading to fewer disruptions and smoother operations.

How COMET Made a Difference:

- **Identified Risks:** Pinpointed high-risk suppliers, reducing costly delays.
- **Root Cause Analysis:** Helped the team address recurring issues and prevent future ones.
- **Streamlined Operations:** Enabled proactive risk management, increasing overall efficiency.

With COMET, they transformed their supply chain, achieving better stability and stronger supplier partnerships.

If you'd like to see how COMET can do the same for your organisation, reply to this email or [\[click here\]](#) to request a free demo.

Best regards,

Euan Henderson

Business Development Manager, COMET

Benefits:

The tone of this email makes it professional as well as still approachable for clients you are working with. This is important to make sure to happen since most B2B clients appreciate having a mutual understanding between the two as well as creates a good rapport for COMET by using the friendly tone within this email structure.

By giving clients quantifiable results it helps them understand how well the system works for business by using a clear demonstration showcasing result-orientated. This may also help them with the justification on whether they should invest in the new system that COMET offers.

Same as the other emails it has clear instructions on what the client must do next in order to make the next step. This is good since it allows the client to not overthink as much as well as reduces the barrier to take action and move forward. I think another big thing is that many b2b clients find it hard to juggle with so many tasks at hand so by making it clear and concise it helps them with their busy schedules which they will see that you respect.

Thomas

EMAIL 3 - FEATURES AND BENEFITS BREAKDOWN

Subject: Enhance Incident Reporting with COMET's Advanced New Features

Dear [Name],

In 2022/23, the Health and Safety Executive (HSE) reported that approximately 561,000 workers in Great Britain sustained non-fatal injuries at work. Unfortunately, many of these incidents went unreported in real time, resulting in delayed responses and heightened risk.

COMET's latest Incident Management Module addresses these issues directly, offering a range of improvements:

- Real-Time Reporting: Ensures timely data capture to reduce response delays.
- Mobile-Friendly Design: Fully optimised for mobile devices, enabling seamless data entry in the field or on the go.
- Offline Capabilities: Capture incident details without internet access, ensuring uninterrupted data collection and analysis.

If you would like to learn more or see COMET in action, please respond to this email or click [\[here\]](#) to request a free demonstration.

Should you have specific questions or wish to discuss your organisations unique needs, I would be delighted to assist.

Warm regards,

Euan Henderson

Business Development Manager, COMET

Reasons for this:

By adding the statistics within the first paragraph this could potentially catch the readers attention indefinitely. A potential way of making it more clear is even by making the statistics in bold which will make it easier for business owners to see right away as well as for professionals to see the important information which is shown via the bullet points and the bold words.

By using these key features that are highlighted in bullet points it shows the consumers the key selling points of the incident management tool. This allows them to really see whether it will be beneficial and fit into their own business operations well in a easy and simple way rather than searching all over online or on your website.

By giving the clients two different ways of accessing way to contact them it gives clients an easier feel especially being able to click the link to request a free demo. By making this bold and adding a url link to go right to the page to book a demo it makes it easier for less tech savvy people as well as makes it more inviting for people who want a solution with minimal commitment.

Thomas

EMAIL 4 - RE-ENGAGEMENT EMAIL

Subject: We Miss You! Here's a 15% Discount Just for You 🎉

Hi [Name],

We noticed you haven't been in touch with us lately, and we just wanted to say... we miss you!

At COMET, we're committed to helping you streamline incident management and enhance safety, and we'd love to reconnect and see how we can support your goals. To make it easier, we're offering you an exclusive **15% discount** on our Incident Management Module for a limited time.

Whether you're ready to explore new solutions now or just want to ask a few questions, we're here whenever you need us. This discount is our way of saying thank you for considering us-and reminding you that we're always ready to assist.

If you're interested, simply reply to this email, and I'll be happy to set everything up for you!

Warm regards,

Euan Henderson

Business Development Manager, COMET

P.S. Don't hesitate to reach out if you have any questions or need more details.

Reasons for this:

The email promotes a sense of familiarity which B2B clients like since it shows an actual interest in their wellbeing since working with them. By using the words "we miss you" it can show the sentiment behind the email as well as remind them about their value COMET.

The email comes off as non intrusive to the B2B clients which is good since most businesses want to feel respected so by giving them a choice and letting them know they are there it makes it not only a stronger relationship but COMET will also be on the top of their minds when they think about incident management needs.

Since this is a re-engagement email with clients it is better to make the email friendlier and more open. The language being used is formal but also not overly formal to keep the relationship in a good balance. As well as that by adding the incentive it creates an easier financial incentive to the clients which may be struggling so by doing this it could potentially motivate clients to make the decision of using COMET for their operations again.

Thomas

WEBINAR DESIGN 1



comet

Webinar Supply chain management

"Unlock the Future of Supply Chain Management: Join Our Exclusive Webinar!"

Speaker Here
Senior Marketing
Date of the webinar
Time it will be held

[Sign Up](#)

FOR MORE INFORMATION
[+44 \(0\)1224 937497](tel:+441224937497)

Reasons:

The initial picture of the speaker can create a sense of a human element which can help clients feel like they're truly speaking to an actual person as well as that by adding a known speaker it can create attention to the people who may know this speaker within the field with builds traction all over to your webinar. The reason being that the speaker potentially is known for their expertise and knowledge within the field.

The colours and sleek background create a sense of professionalism and using the similar colours and logo within the invitation can help people recognise it is COMET. This creates the sense of trust, but it also allows new clients to have an easier way of identifying your business.

Another thing is that it instantly states what is happening within the webinar which is good since B2B clients are usually busy so by adding these in bold and easy to read letters it allows the feel of respect on the other side of clients.

The sign-up link being so easy to access is very helpful to busy business clients too since some might be in a rush or even some might not be as tech savvy so by adding this it helps them which benefits us for new and older clients.

Guest speakers –

Thomas

Testimonial Strategy

Testimonials are effective in marketing because they appeal to various psychological drivers such as social proof, authority and emotional connection. They help mitigate uncertainty, build trust and ultimately influence consumer behaviour by showing validation of product or service.

Social proof theory [Cialdini, 1984] - psychological and social phenomenon where people look to others' actions or opinions to guide their own behaviour, especially in uncertain situations.

Bandwagon Effect - psychological phenomenon where people adopt behaviours, styles, or attitudes because others are doing so. It's a cognitive bias that can impact people's decisions in many areas, including consumer spending.

Why is Testimonial Marketing effective?

- Builds trust: Testimonials provide social proof, making potential customers trust your brand more easily.
- Enhances credibility: Reviews from real customers or experts lend authenticity and reliability to your product or service.
- Reduces uncertainty: Testimonials reassure potential buyers by showcasing others' positive experiences, easing their purchasing decision.
- Leverages social proof: People tend to follow others' recommendations, especially if they see peers endorsing the product.
- Emotional appeal: Personal stories create an emotional connection, which can be a powerful driver of consumer action.
- Increases conversion rates: Trustworthy testimonials can directly boost the likelihood of conversion by validating the customer's choice.
- Provides relatable perspectives: Testimonials can come from customers in similar situations, making the product feel relevant and attainable.
- Showcases real-world results: Testimonials highlight actual benefits, helping potential customers envision how the product will work for them.
- Boosts brand reputation: Positive testimonials contribute to a strong brand image and reputation, especially when shared publicly.
- Encourages word-of-mouth: Testimonials can inspire more customers to talk about their positive experiences, leading to organic growth.

CONTENT CALENDAR BENEFITS



IMPROVES STRATEGIC
PLANNING

ENABLES BETTER TRACKING
AND OPTIMIZATION

ENSURES CONSISTENT
POSTING

ENHANCES COLLABORATION
AND ALIGNMENT

IDENTIFIES
COMMUNICATION GAPS

CONTENT CALENDAR SOFTWARE

VISUAL TASK MANAGEMENT

SHARED BOARDS

REAL-TIME COLLABORATION

COMMENTS SECTION

CUSTOMISABLE BOARDS

DEADLINE & REMINDER FEATURES


INDIVIDUAL TASK DELEGATION & ACCOUNTABILITY

PROGRESS TRACKING WITH AUTOMATION




CONTENT CALENDAR SCHEDULE - Example 1





 Educational - Mon, 06/01/2025

in list **LINKEDIN CONTENT**

Notifications

 Watch

 Description 

CAROUSEL:

Static 1: Who are we and why does our service matter?


Static 2: State COMET's objectives. Showcase daily work visually.


Static 3: Graph displaying the number of customers COMET has gained in the last X amount of time.

Static 4: CTA "Contact us for further information" "Find out how your business can flourish with our service"



CONTENT CALENDAR SCHEDULE - Example 2





 **Testimonial - Wed, 08/01/2025**

in list **LINKEDIN CONTENT** 

Notifications

 Watching 

 **Description** 

CAROUSEL

Static 1: Tell the public what this post is about. E.g. "John's Story", "John's Experience"

Static 2: Graph displaying the number of satisfied clients after engaging with COMET's Supply Chain


Static 3: Let's have a look at some client reviews...

- Include client reflection -
 - Compare their business before and after working with COMET
 - Their experience with COMETs communication and overall support

Static 4: "We are one message away from making your business' succession our mission"


CONTENT CALENDAR SCHEDULE - Example 3





 **Appreciation - Fri, 10/01/2025**

in list **LINKEDIN CONTENT**

Notifications

 Watch

 **Description** 

Week Recap

Team Photo - humanising, encouraging a sense of involvement feeling within viewers.

Caption Statement:

"We are proud to celebrate the success of our Supply Chain Software launch earlier this week. We extend our gratitude to our clients and partners for their continued trust.

By optimising logistics and improving supply chain efficiency, our software is making a real impact across industries. This achievement reflects the hard work of our team and our users' valuable reviews [CTA - link to previous post; testimonials].

The growth of our software will be continued for supporting our clients in reaching new levels of operational excellence.

COMET"

[Include relevant hashtags]

ADDITIONAL CONTENT IDEAS

- ▶ CTA - Risk Management Support
- ▶ "A Day in the Life" Vlog - Showcase members' work relates to Supply Chain Software
- ▶ "Launching our Supply Chain / Risk Management Software" Vlog - BTS, Reflections, Experience
- ▶ General BTS Content. Reels are extremely popular - If short and snappy, the more the better!

Key Performance Indicators (KPIs)

Social Media

- ▶ Measuring analytics-likes, comments, shares
- ▶ Review which form of content is most popular with your audience-photos,reels,videos
- ▶ Compare engagement online to that of competitors

Website (SEO)

- ▶ Measuring increasing/decreasing website traffic
- ▶ Updating SEO regularly and monitoring whether this affects website traffic
- ▶ Compare traffic on website to conversions-is there a link?

Questions?