Scoping Note

Meeting with Client September 1st, 2023

This discussion is about "vectors" and "forces" of the SIGMA360 project. That is to say, defining the intentions, the directions and the ultimate goals Ekovya (the client) wants to reach to improve its position in its market field.

The customer journey

We must define the customer journey from lead to acquisition to ambassador.

[Les 5 etapes du customer journey - Agence [MAP | EMULSION] (map-emulsion.com)](map-emulsion.com)

ACQUISITION PHASE

Brand awareness

Circumscribe our action by keeping in mind that Ekovya must broadcast digital marketing campaigns by creating content and buying media space.

Automatization of Google ads for a future SIGMA360 V2.

CONSIDERATION

Create a blog, independent from Ekovya's website, using WordPress. Use automation to create content. The blog does not endorse Ekovya's identity.

Landing page

A Top 5 that looks like a neutral opinion and redirect to Ekovya's website. (Can also be a "white book", an opinion blog).

Use of cookies! Track the client experience on our website. The cookies are used by a network of partners. **Capture e-mail address!**

RETENTION

Newsletter automation or direct mail => BREVO.

PURCHASE

The first channel of sales is Outbound marketing => call prospects, promotions, or newsletter.

The expected development is Inbound marketing => magnetize prospects through Ekovya's website.

Lead categorization

How to help the marketer to organize leads in the appropriate categories. Ex: Leads from Instagram or Facebook, or LinkedIn? => how to identify where the client comes from? QR code? Create Twilo Phone numbers for rent, associated with contact centers.

Short links creation tool? Ex: **Bitly.**

Website

WordPress + Elementor

Yoast -> Google content analysis.

Contact   Center.
Create Twilo Phone numbers for rent, associated with contact centers.

The salesforce community can be managed by the community, the fans.

On the community forum, people from the company can respond directly.

We have to be careful about customer reviews and the community. It's not always easy to keep track, because some companies have a huge number of messages.

Websites can use algorithms to detect moods (by associating keywords). It's important to respond to show that we don't leave customers without answers.

A community is for acquisition but also for retention. If it responds in a day, then you know you've got a good customer service.

In our case, nobody will participate in the community.

At SAP, we have a user club. This club is important, with people like the director of Mercedes (role of reference).

With the EKOVYA simulation, we don't think we can have a community.

BUT we can have a Loyalty Programme. We can set it up because it could work. It's discount coupons because we're going to have something to say to our customers, like for their birthdays.

At best, it's discount coupons. There really aren't any other solutions.

We'll have to think about completing the offer in the purchase when customers buy.

Campaign issues:

You can have different campaigns.

Example: Black Friday.

FaQ: customer knowledge base.