

# 2023 Digital Marketing Plan

La Rocca Exprés



# Summary

- 1. Annual report overview**
- 2. SMART goals**
- 3. Strategic plan and implementation**
- 4. Monitoring & Team**



# 01 Annual report overview

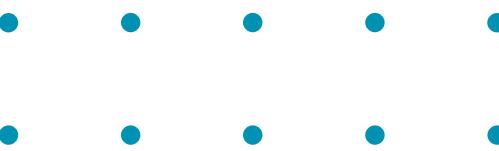


## DIGITAL PRESENCE

Brand awareness  
Digital competitors  
Social media

## WEAK POINTS

## 2023 PROPOSALS



# 01

## 2022 OVERVIEW: DIGITAL PRESENCE

Brand awareness - General

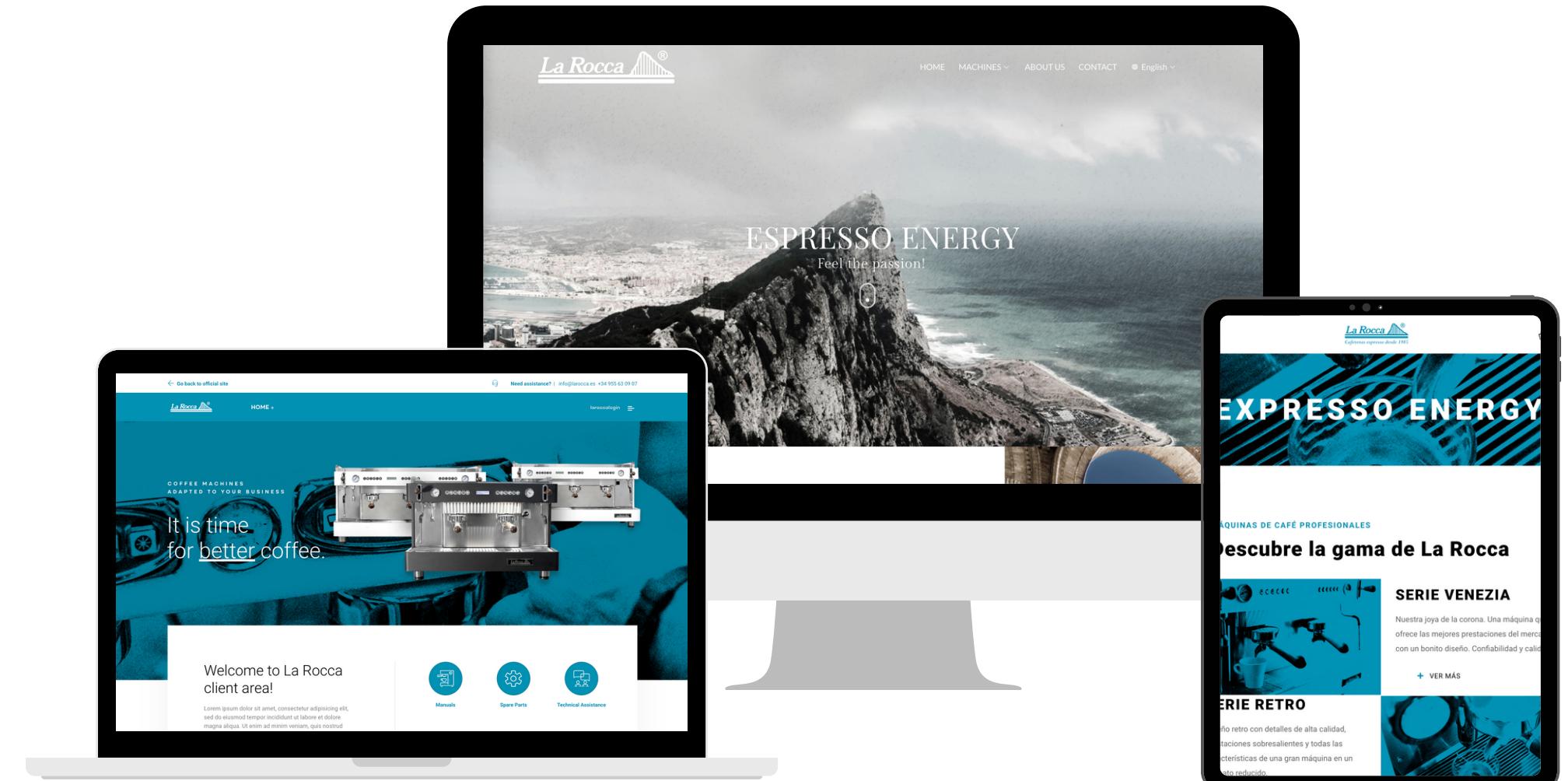
- **2022 digital channels:**

- Website
- Social media

- **Overview:**

- During the year, we have tried to implement a social media strategy that has not been successful. Why:
  - Mismatch between planned strategy and general business goals and target
  - Lack of professional content
  - Lack of communication, coordination and prediction
  - Lack of definition of the general strategy

- At the end of the year, we have begun to unite the brand image between Chile and Spain.
- We have implemented an online store in Chile, for direct sales of machines and accessories.
- We have developed a private portal for clients, which will be accessed from the general website.
- We have not been able to introduce the Retro to Amazon, due to company verification problems (pending review).



# 01

## 2022 OVERVIEW: DIGITAL PRESENCE

Brand Awareness - Website Traffic

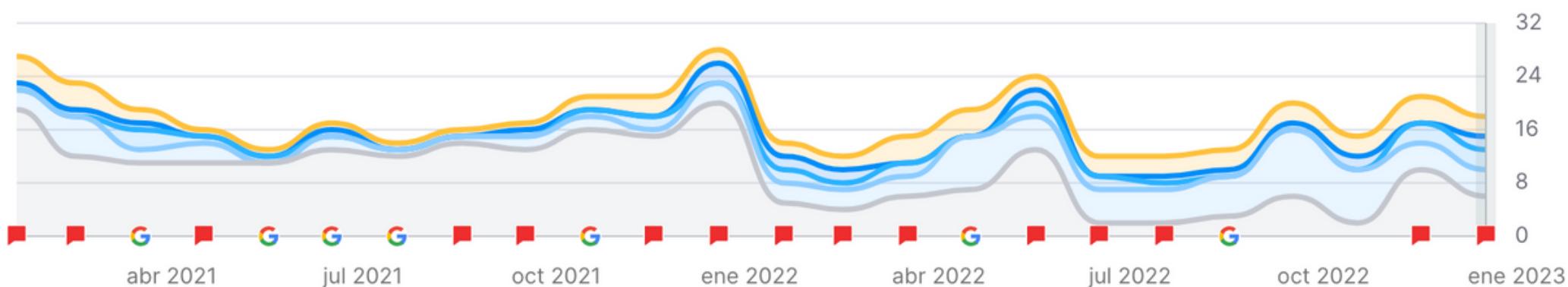
\* Organic traffic

Tráfico orgánico 562/mes



Palabras clave orgánicas 18

Top 3 4-10 11-20 21-50 51-100



\* Organic keywords

### Website traffic

In this graph we can see that organic web traffic has been increasing over time.

However, the keywords are not optimized, so we should do a review in order to implement them in a SEO strategy, alongside with the redesign of the new website, and gradually put the brand ahead of the competition.

# 01

## 2022 OVERVIEW: DIGITAL PRESENCE

### Digital Competitors

\* Organic competitors (web traffic)

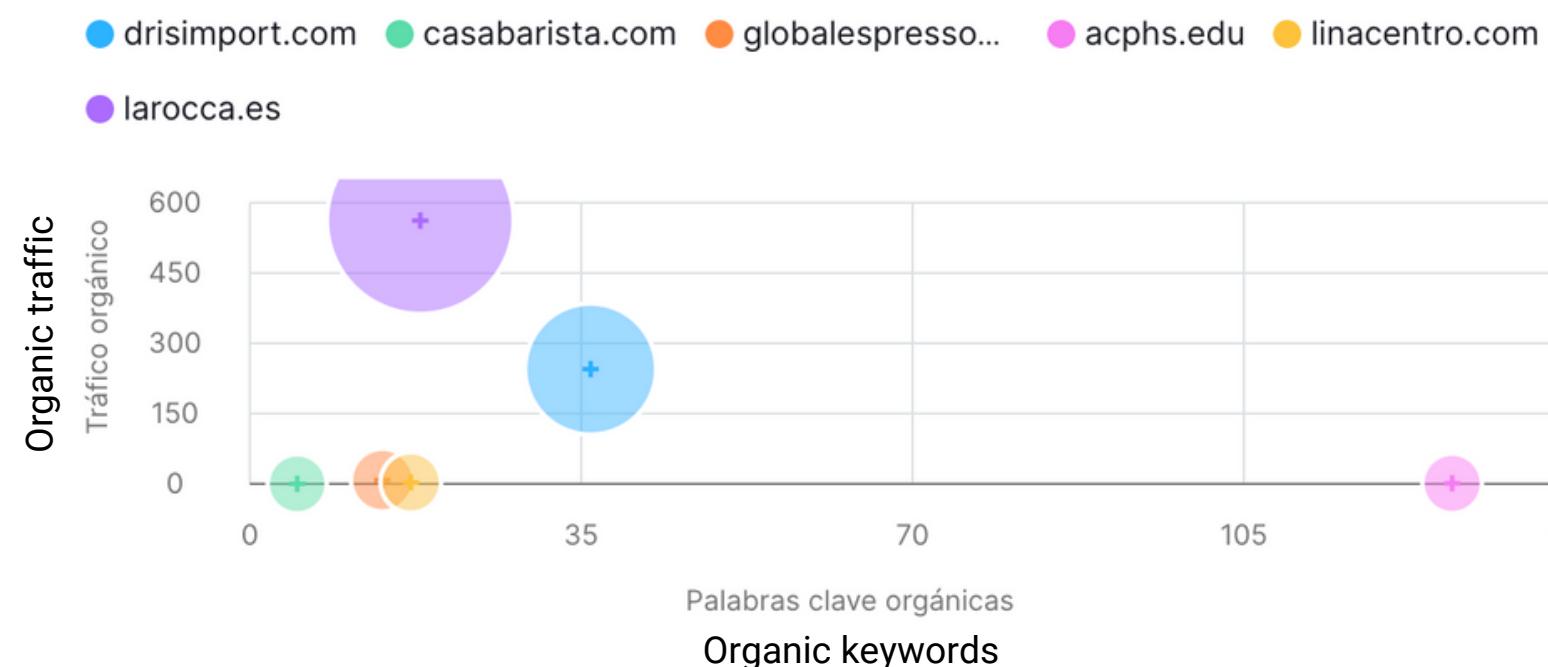
#### Competidores orgánicos 1 - 98 (98)

Dominio
<a href="#">drisimport.com</a> ↗
<a href="#">casabarista.com</a> ↗
<a href="#">globalespressomachines.com</a> ↗
<a href="#">acphs.edu</a> ↗
<a href="#">linacentro.com</a> ↗
<a href="#">laroccaskincare.com</a> ↗
<a href="#">caffegusto.es</a> ↗
<a href="#">catunambu.cl</a> ↗
<a href="#">roccagrill.es</a> ↗
<a href="#">sanidadanimal.com</a> ↗

This shows the lack of SEO strategy.

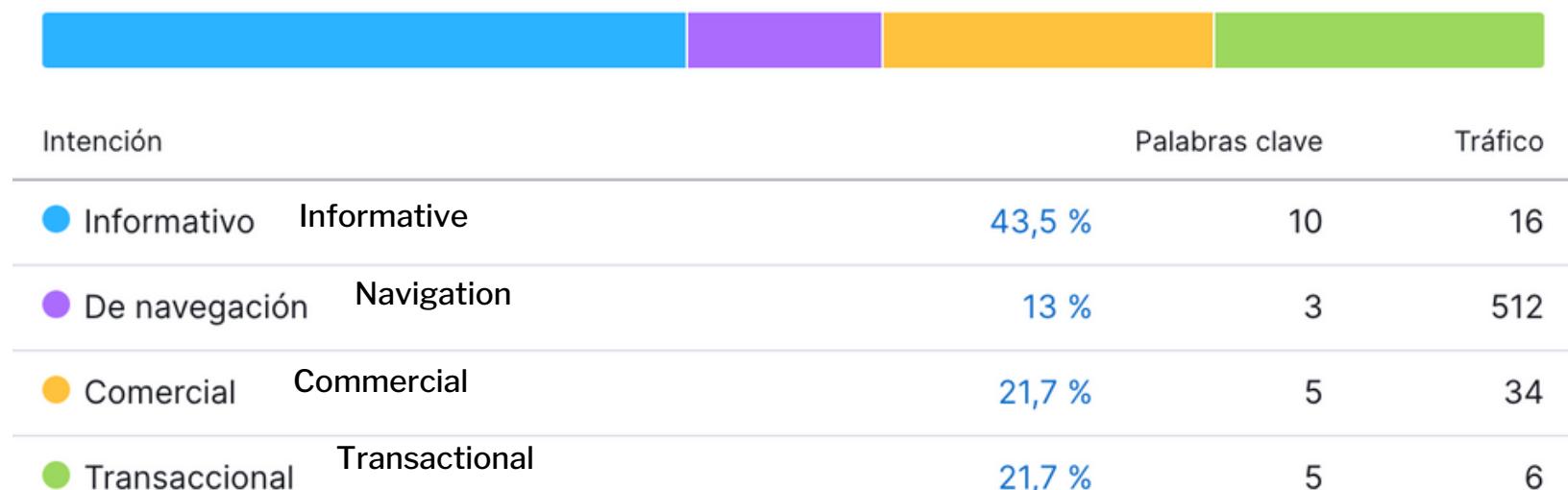
\* Competitors positioning map

#### Mapa de posicionamiento de la competencia



\* Keywords by intent

#### Palabras clave por intención



# 01

## 2022 OVERVIEW: DIGITAL PRESENCE

### Social Media 1/2

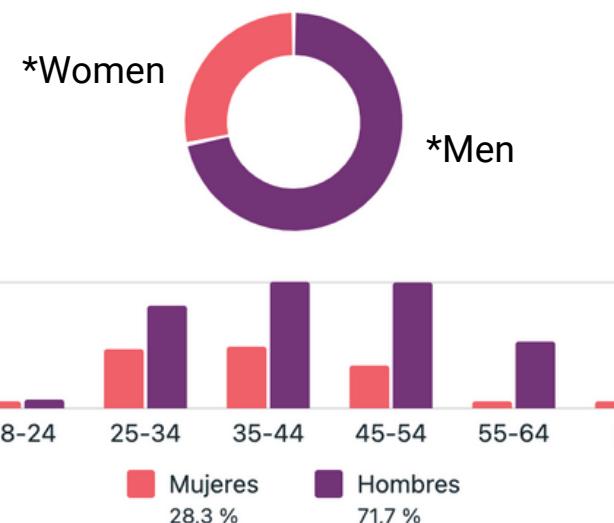
- **Highlights:**

- In general, we have optimized the our profiles on social media.
- We have been posting 1-2 posts per week on IG and FB, with different content, and posting IG stories almost daily.
- We have focused on generating more attractive content that catches the audience, using videos and reels format (despite the las of resources and content we have).
- We have also implemented an infographics strategy, differentiating us from the competition.
- And most importantly: **we have improved the results** compared to 2021 organically and without budget.

\* FB Followers  
Seguidores de la página de Facebook ⓘ

603

Edad y sexo ⓘ



\* Main countries in FB

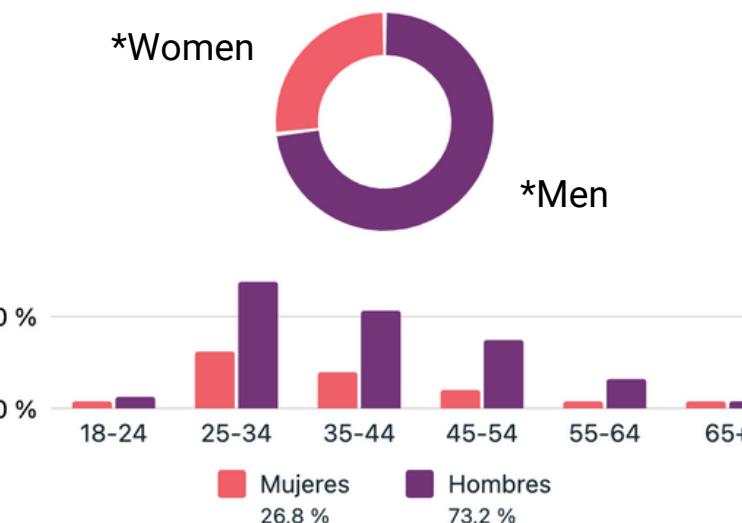
Países principales

España	45.9%
Tailandia	22.4%
Chile	6.3%
México	2.8%
Países Bajos	2.7%
Myanmar	2.2%
Australia	1.3%
Estados Unidos	0.8%
Indonesia	0.8%

\* IG Followers  
Seguidores de Instagram ⓘ

260

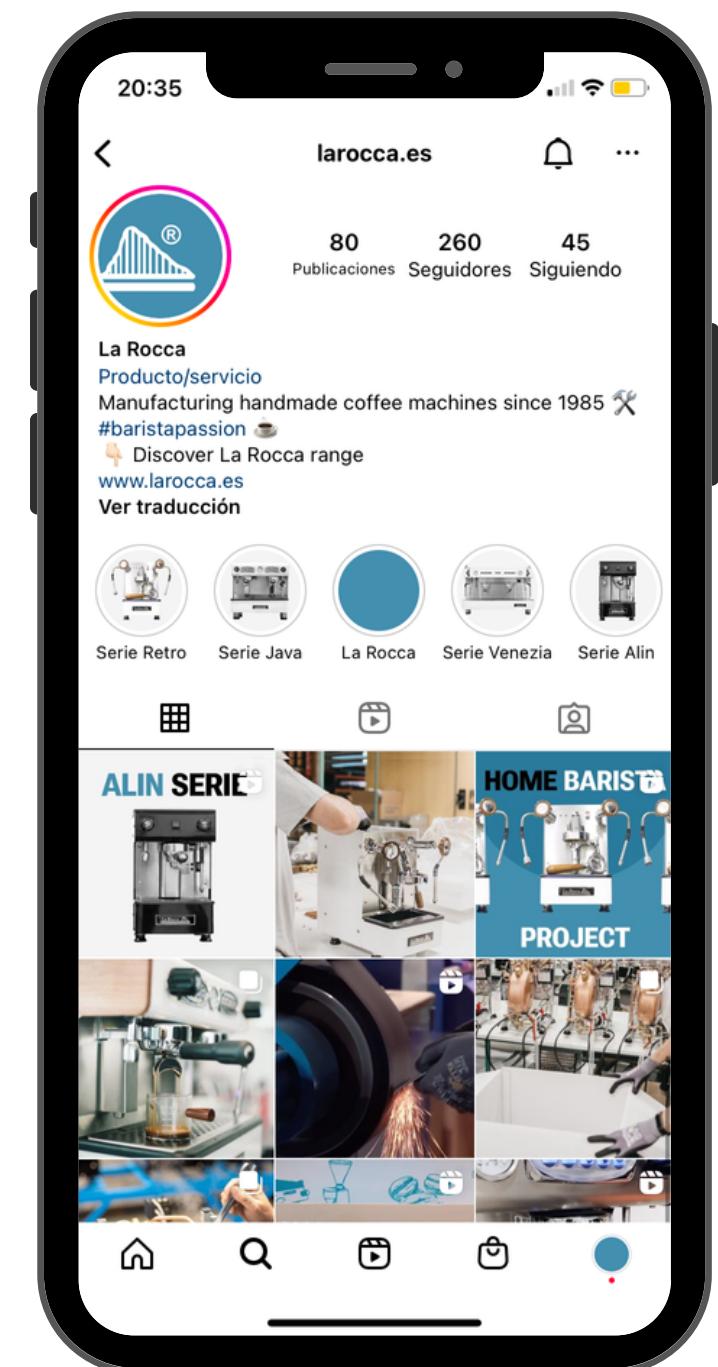
Edad y sexo ⓘ



\* Main countries in IG

Países principales

España	35.4%
Chile	33.5%
Países Bajos	7.7%
Tailandia	3.5%
Singapur	1.9%



# 01

## 2022 OVERVIEW: DIGITAL PRESENCE

### Social Media 2/2 Results

2022 vs. 2021

\* People reached on FB

Alcance de la página de Facebook ⓘ

**27 484** ↑ 772,5 %

4000,0

3000,0

2000,0

1000,0

0

21 ene 2 mar 11 abr 21 may 30 jun 9 ago 18 sep 28 oct 7 dic

\* People reached on IG

Alcance de Instagram ⓘ

**3982** ↑ 988 %

400

300

200

100

0

21 ene 2 mar 11 abr 21 may 30 jun 9 ago 18 sep 28 oct 7 dic

\* New 'Likes' on FB

Nuevos Me gusta de la página de Facebook ⓘ

**59** ↑ 40,5 %

4

3

2

1

0

21 ene 2 mar 11 abr 21 may 30 jun 9 ago 18 sep 28 oct 7 dic

\* New Followers on IG

Nuevos seguidores de Instagram ⓘ

**79** --

3

2

1

0

24 may 9 ago 10 sep 11 oct 8 nov 25 nov

\* FB profile visits

Visitas a la página de Facebook ⓘ

**2496** ↑ 147,9 %

40

30

20

10

0

21 ene 2 mar 11 abr 21 may 30 jun 9 ago 18 sep 28 oct 7 dic

\* IG profile visits

Visitas al perfil de Instagram ⓘ

**664** ↑ 133,8 %

20

15

10

5

0

21 ene 2 mar 11 abr 21 may 30 jun 9 ago 18 sep 28 oct 7 dic

# 01

## 2022 OVERVIEW: WEAK POINTS

### STRATEGY & IMAGE

Feeling that the general strategy is not well defined or in tune with the brand image.

### COMMUNICATION & COORDINATION

We need better coordination to act in harmony and develop the strategies as expected.  
Sense of **team**.

### FOCUS AND GOALS

Who we are?  
What do we want?  
What's our audience?

III

### LACK OF CONTENT

We do not have professional content to help us improve the brand image.

IV

# 01

## 2022 OVERVIEW: DIGITAL PRESENCE

2023 Proposals

### NEW BRANDING STRATEGY

We will develop a **new branding strategy**, highlighting the company's values, goals and target, as well as a new visual identity.

New **logo** proposal.

### WEBSITES & DIGITAL TOOLS

We will **standardize the brand image** on the different platforms.

We will redesign the websites, according to the new branding, and develop new actions that **help digitize the company**.

### MORE VISIBILITY

We will carry out a new strategy to generate visibility within the sector, with a **budget** allocated to digital ads and marketing actions.

We will schedule marketing actions **quarterly** in advance.

### NEW SOCIAL MEDIA STRATEGY

We will implement different strategies **in each social network**: Facebook (closer to customers and distributors) and Instagram (more *brand showcasing*).

### TRIANGLE PROJECT

We will develop a **brand new and differentiated and strategy** for the Triangle project, dedicated to high-end machines.

# 02 SMART goals

**S**pecific  
**M**easurable  
**A**chievable  
**R**elevant  
**T**ime-Bound



# 02 SMART GOALS



## OUR GOALS

- 1. GET LEADS / NEW CLIENTS  
CREATE A MUCH WIDER DISTRIBUTOR NETWORK**  
Start getting between 1-5 monthly leads by the end of the 1st semester
- 2. GENERATE INTEREST / IMPROVE ENGAGEMENT**  
Increase engagement rate by 5% MoM



# 03 Strategic plan & implementation

TARGET

MKT TACTICS

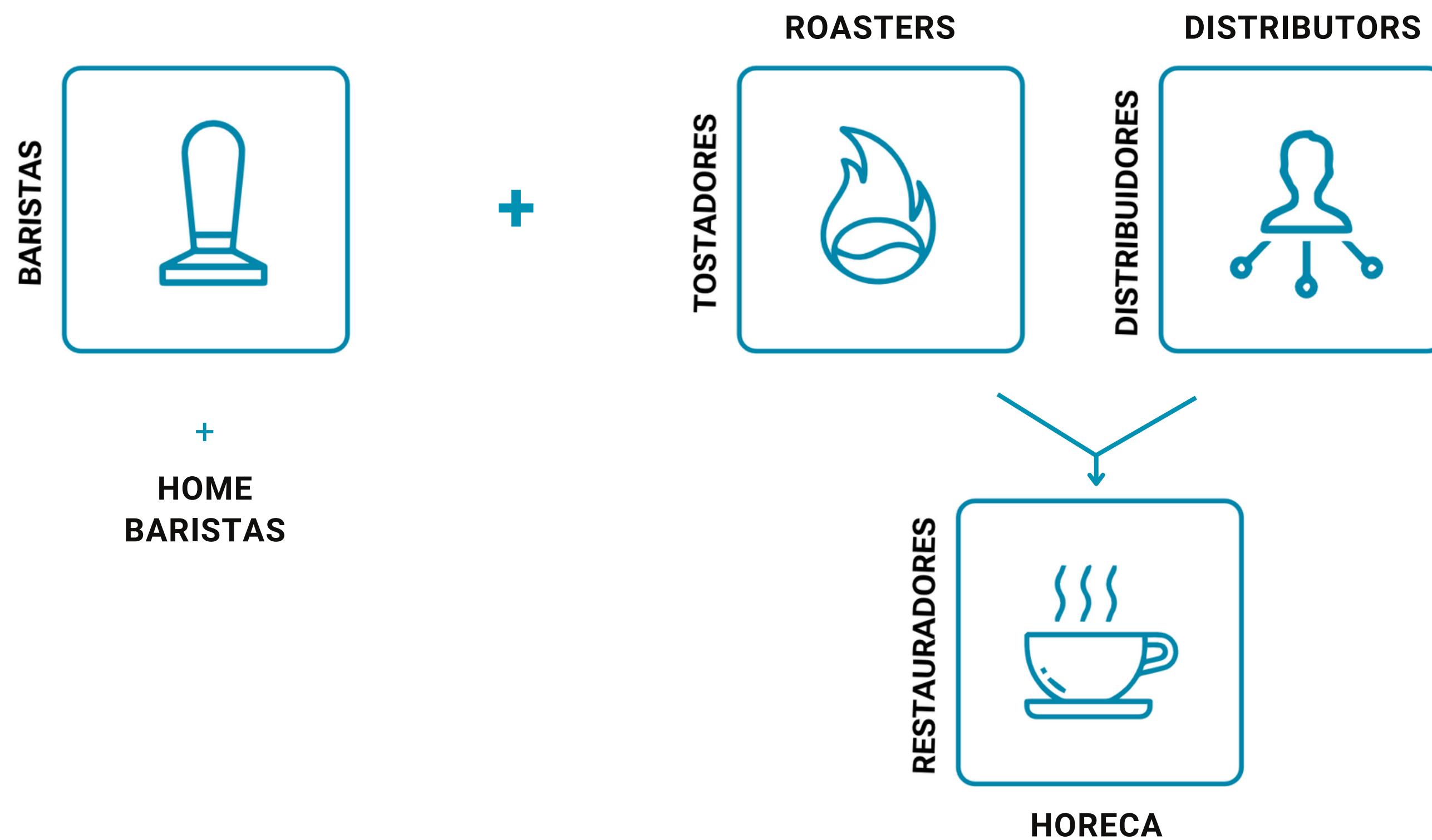
IMPLEMENTATION

SOCIAL MEDIA PLAN

# 03

## STRATEGIC PLAN

Our target



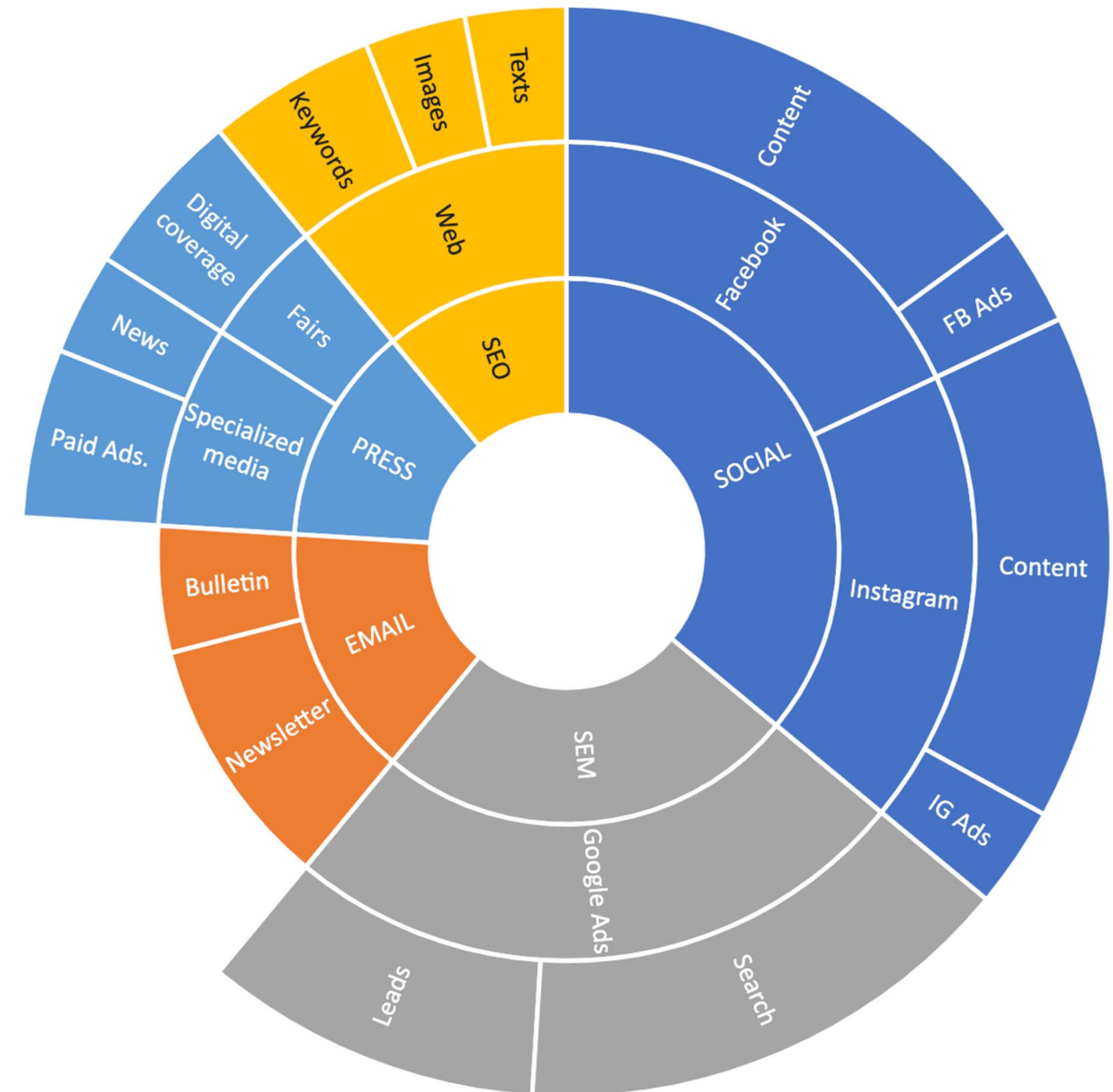
# 03

## STRATEGIC PLAN

Marketing tactics / Actions

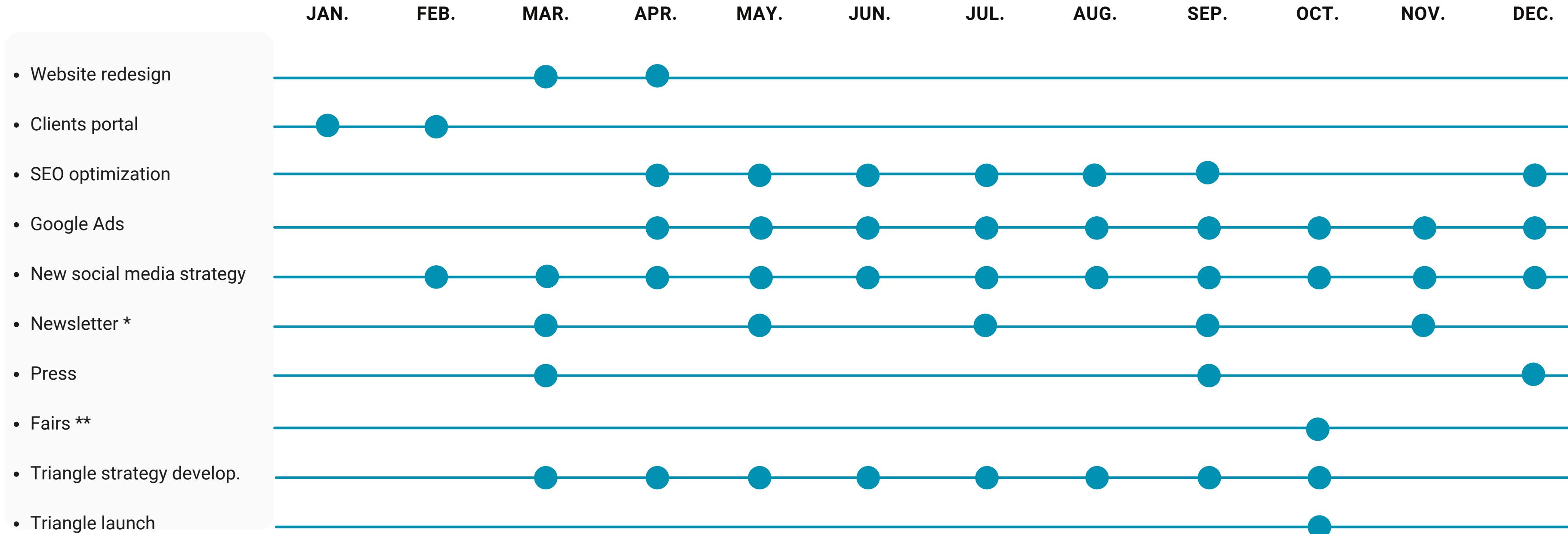
The proposal for 2023 includes:

- Web optimization and keywords study to achieve positioning in the first Google search results.
- Budget for Google Ads campaigns, with the objective of 1) appearing in search results and 2) getting leads.
- Two different social media strategies for Instagram + Facebook.
- Time to time newsletters and service bulletins for clients/distributors.
- A digital coverage in fairs and promotion on specialized media.



# 03 IMPLEMENTATION

## Timeline



\*The frequency of bulletins and newsletters may vary depending on the needs.

\*\*Other fairs and events in Asia/Chile pending confirmation.

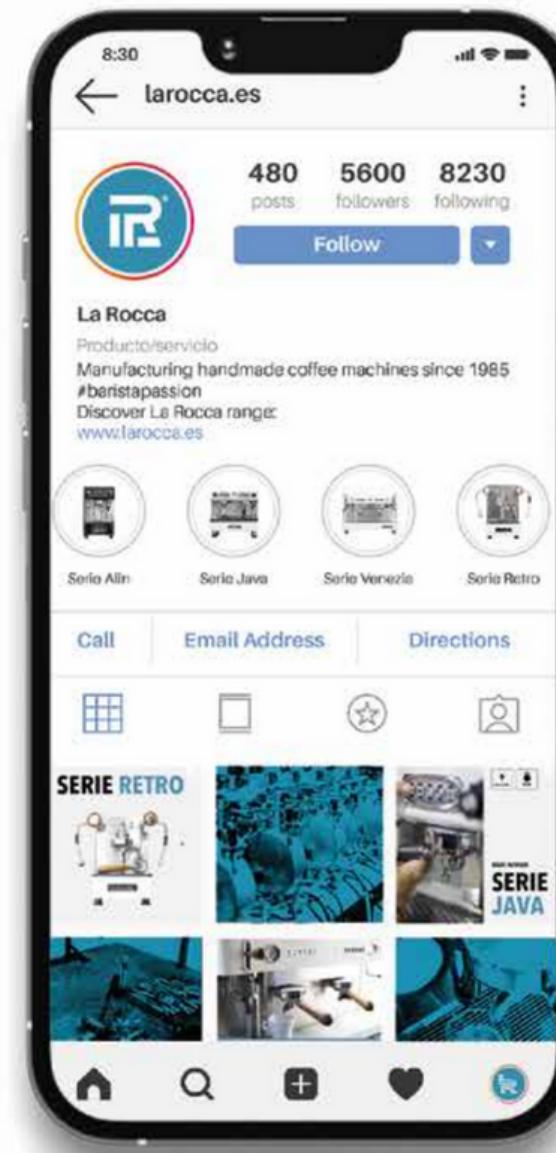
# 03 SOCIAL MEDIA PLAN

Structure



- **Workflow:**

- We will plan the content -at least- 1-3 months in advance, then request the content and **send it out for feedback** and corrections.
- We will follow **different strategies for each platform**: Instagram and Facebook.
  - Instagram: focused on our product range dedicated to the barista's passion (+ home baristas), with way more creative content, and room for explaining who we are and what we do.
  - Facebook: focused on our Distributor Partner Concept (Think Global, Act Local) + product development.
- \* Of course, these two strategy may merge.
- The post frequency will be:
  - 1 post/week on Instagram, with more dynamic and visual content (video, reels, infographics).
  - 2 post/week on Facebook, one of them will be the content posted on IG, in a more optimized format for FB, and another specific post.



# 04 Monitoring & Team

KPI'S

TEAM ROLES

# 04 MONITORING

KPI's

We will make monthly & quarterly reports to measure results, which include the following metrics:

## SOCIAL MEDIA

- Reach
- Impressions
- Profile visits
- Number of publications / Formats
- Average number of likes/publication
- Total likes
- Average comments/post
- Total comments
- Engagement rate
- Total number of followers
- Number of new followers
- Number of unfollows

## WEBSITE

- Website visits
- Organic traffic vs. paid
- Most visited pages
- Average session duration
- Bounce Rate
- User type (new/recurring)
- Users by country
- Users by city
- Users by gender and age
- Devices used
- Source channels
- Paid traffic
  - CPC
  - CTR
  - Conversion rate
  - ROI or return on investment
- Total sales
- Orders
- Products sold
- Best sellers products

## GOOGLE & META CAMPAIGNS

- Reach
- Impressions
- Clicks
- Average CPC
- interaction rate
- Conversion rate
- Investment per campaign
- Total investment

## EMAIL CAMPAIGNS

- Total recipients
- Successful deliveries
- Opens
- Recipients who clicked
- Total clicks
- Bounces
- Unsubscribed
- Open rate
- Click rate
- Clicks per unique open

# 04 MKT TEAM

Structure and team roles

	WEBSITE	SOCIAL MEDIA	ADS	EMAILS	PRESS / FAIRS
<b>ALEJANDRO (GENERAL MANAGER)</b>	Overall supervision	Strategy supervision	Budget	Database, topics and overall supervision	Overall management
<b>JOSÉ MANUEL (FACTORY)</b>	-	Should help with technical content when necessary	-	Supervision and help with content when necessary	Support and production
<b>JUANMA CAFEÍNA (QUALITY)</b>	Support when necessary	Should help set the topics and create the content requested	-	Supervision and help with content when necessary	Overall supervision
<b>MARILÓ (DIGITAL)</b>	Overall management and SEO strategy	Overall management	Will perform all Google and Meta campaigns and make reports	Will perform all campaigns and make reports	Support
<b>RAQUEL (BRANDING)</b>	Branding strategy, graphics, manuals and downloadable docs	Branding strategy and support	Graphic support	Graphic support	Strategy and overall execution
<b>INÉS (CONTENT)</b>	Content creation and support	Will create the content requested, in advance, based on the schedule	-	-	Content support when necessary
<b>THE RANDOM BOX (SOCIALS)</b>	-	Will create the (graphic) content, schedule and post in all platforms. Will make reports	Graphic support	-	Social media coverage

## **2023 Digital Marketing Plan**

