



Developing a new comprehensive digital strategy plan for a SME company

GROUP 2

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Tables of content

1 – Introduction	3
2 – Current Marketing Strategy	4
3 – LinkedIn: A Digital B2B Marketing Platform.....	5
3.1 - The power of LinkedIn on the business scene.....	5
3.2 - LinkedIn as a digital B2B marketing platform	5
3.3 - LinkedIn Live Events as an online conference platform.....	6
4 – Our digital strategy: Online Masterclasses	8
5 – Value Proposition Canvas.....	10
6 – Digital Strategy Canvas.....	11
7 – Conclusion & Recommendations	18
8 – Appendices.....	19
8.1 - Appendix 1: Salesforce Case Study	19
8.2 - Appendix 2: L'Oréal Case Study	19
9 – References	20

1 – Introduction

In this paper, a strategy for Little Rocket to find digital marketing, gain more visibility and a real online reputation is described. The digital strategy canvas provides an overview of the proposed digital strategy for Little Rocket, its partners, goals, and target audiences, and the like. Three parts make up the canvas: Engage, Enable, and Evaluate. These components are divided into four smaller components, each of which is described and applied to the company.

Little Rocket is a compact agency high-end, focus on getting results, they do provide a straight to the point plan. Little Rocket's mission is to let us discover how to get a decision-making edge with a data-driven approach. The 3 pillars of their business sense are: Technology, Business & Mentality. Moreover, Little Rocket has a full focus on data: Data strategy, data analytics, data democratization, data platforms, managed data services and academy. From a topical perspective, covid helped implement the technology and digital mindset, but in practice, the pandemic was not so simple for them. We can name some of these customers as BP, Aral, Menzis, Asito, Exact, Viro, Eminent, Logic4, Quality Wellennessresort, etc. It is also worth noting that Little Rocket has been nominated twice for "Best Analytics Office" from Netherlands in 2021 and 2022.

The goal of the collaboration between Little Rocket and our working group is to answer the need for a real digital marketing strategy and branding, the need for bending communication on digital scene online and offline, and the need for getting leads and attracting new talents within the company.

In order to give a simplified view on their approach and their solution, here are the 3 phases of a project launch by Little Rocket:

1. **Ideate** the solution
 - o Collect data & prioritize tasks
 - o Refine & validate the outlet
2. **Experiment** the solution
 - o Explore the environment & Proof of Concept
 - o Building Minimum Viable Product & Proof of Value
3. **Industrialize** the solution
 - o Develop & deploy the solution
 - o Integrate & scale the result

2 – Current Marketing Strategy

At this point in time, Little Rocket is lacking a consistent digital marketing strategy. While their website profits from the employment of a dedicated design agency, responsible for a coherent and aesthetically pleasing online presentation, as well as an agency responsible for writing promotional and descriptive texts, the lack of an English version of the site will inevitably lead to lower rankings in search engines such as Google. Their contemporary digital marketing efforts, led by a single intern, focus on the company's presence on different social media platforms, such as LinkedIn, Instagram, and Facebook. It is apparent that for the moderately significant effort that is put into their presence on Facebook and Instagram, very little reward in form of engagement, meaning likes and comments under their posts, is being generated. Their presence on LinkedIn is just slightly better received, as they have amassed 2159 followers (as of 06.11.2022), yet their posts also receive little engagement.

During a meeting with company representatives, we learned that the most successful currently applied strategy to generate leads were so called 'Masterclass' events. These in-person events are hosted by Little Rocket at different conference venues and are free of charge for the attendees. As they require substantial investments, the number of participants is very limited, such that they are almost exclusively drawn from personal contacts of the employees and managerial level of Little Rocket. At the same time, accommodating their customers with such gestures makes these events well-received, resulting in a high conversion rate of attendees to future customers.

Additionally, we were told that the company wants to use LinkedIn as their primary platform to build online brand awareness and to find new leads. Based on these suggestions, we developed our proposal for a digital strategy that Little Rocket could use to develop their online presence and find new potential customers.

3 – LinkedIn: A Digital B2B Marketing Platform

3.1 - The power of LinkedIn on the business scene

LinkedIn is the largest professional network on the Internet in the world, so there is no need to present it in all its aspects. However, let us note that in 2021, there are more than 774 million accounts created on the social network. In addition, it should be noted that in the case of advertising on LinkedIn, 4 out of 5 members are influenced in their purchasing decisions and the LinkedIn audience has 2 times more weight in a chat decision than the average audience according to the report "Salesforce Advertising Index" of 2016. LinkedIn is the place to find B2B audiences online. In fact, 74% of B2B buyers use LinkedIn to research purchasing decisions. LinkedIn members use the platform to network and self-promoter, but they also use it to find out what is going on in the business world. It is also worth noting that LinkedIn is the #1 social network for lead generation and that 80% of marketing leads from social media come from LinkedIn.

3.2 - LinkedIn as a digital B2B marketing platform

To guarantee the completion of the objectives given by Little Rocket, notably the increase of their visibility on the digital scene and the attraction of new customers, we propose that the company carries out Growth Hacking via LinkedIn. It is about using data, tech, and psychology to find innovative ways to gain customers. For this, Little Rocket will have to use the AARRR method:

1. Acquisition: customer visits your site
2. Activation: customer appreciates the UX
3. Retention: customer comes back to your site
4. Revenue: customer buys your product
5. Referral: customer talks about the purchased product

First, LinkedIn is a professional tool with a lot of resources for companies, using it effectively can be a springboard for Little Rocket, which is why they must be meticulous with their Social Selling Index (an algorithm calculating the relevance of a LinkedIn account and its impact on others).

These two objectives are intrinsically linked, it is by improving their visibility and e-reputation that Little Rocket can attract more leads. If Little Rocket's ambition is to attract customers by actively prospecting, Little Rocket will be able to use the "Waalaxy" feature usable by companies on LinkedIn, which will allow them to prospect easily and directly via LinkedIn. Waalaxy is a multi-channel prospecting tool and a Chrome-based extension that allows you to fully automate your prospecting tasks, securely and efficiently. It fully automates your actions and sequences them according to specific deadlines and conditions. This tool is an effective way to collect data on your leads and to perform scrapping. Unfortunately, not every LinkedIn user displays their email address, so Little Rocket could also use other tools like Hunter or Drop Contact to collect email addresses. This is to carry out emailing campaigns via an email marketing campaign tool like SendInBlue for example. All these tools offer a free version allowing an already interesting use.

For Little Rocket to assert its place on LinkedIn and increase its visibility, it will have to set up "inbound", which corresponds to creating free content to promote the company and thus get leads, and "outbound" which will also attract new leads by creating advertising on LinkedIn. [16]

However, if Little Rocket does not want to prospect directly via LinkedIn, they can still attract new customers and generate leads via tools offered by LinkedIn such as the Marketing Solutions tool. This tool allows you to leverage the demographic data of professionals to target the right people by job title, company, industry, hierarchy level, and more. But also target your website visitors, connect with the right people, and create account-based marketing campaigns. That is why Little Rocket should consider LinkedIn as a B2B marketing platform. This marketing tool solution will allow Little Rocket to create ads that capture the attention of their target audience by:

- Using Sponsored Content to deliver their company's news on the LinkedIn feed.
- Using Message Ads to create personalized messages will generate far more conversions than a simple email.
- Using Text Ads to launch marketing campaigns with a simple title, description, and a small image.

Furthermore, as stated earlier, Little Rocket needs to collect data from its leads. With this tool, they can simplify conversions with LinkedIn Lead Gen forms. Lead Gen forms remove the biggest barrier to online conversion: the need for prospects to fill out forms manually. When LinkedIn members click on Little Rocket ads, their profile data will be automatically entered into a form they can submit with one click. This will save time for users and provide more accurate and complete information for Little Rocket. It will also be possible for Little Rocket to measure the ROI (return on investment) of their campaigns: Real-time reporting allows you to easily demonstrate the effectiveness of their lead generation campaigns on LinkedIn. Thus, Little Rocket will be able to use the conversion metrics offered by this LinkedIn tool to accurately assess the effectiveness of their LinkedIn ads, but also by relying on integrated analysis tools to optimize their campaigns. Lead conversion rates on LinkedIn are three times higher than on other major advertising platforms.

3.3 - LinkedIn Live Events as an online conference platform

We suggest Little Rocket use LinkedIn to conduct their online Masterclass to simplify access for customers and prospects, as well as attract the most attendees in a professional manner. Location is everything when it comes to events, and virtual events are no exception. On LinkedIn, it is possible to host your events in a safe, trusted environment. By using this one of our third-party broadcasting tools, Little Rocket would be able to stream live to their event attendees and engage his audience before, during and after their event with a product optimized for a low-friction, high-engagement attendee experience.

This new feature of LinkedIn could help Little Rocket to attract the right professional audience by:

- **Maximizing attendance with no registration**

The more attendees your event attracts, the more views and engagement it will see, which helps it get more reach in the feed.

- **Gating your event and collecting leads**

Little Rocket could attach a registration form to collect the name, email, job title, company, and country of people who sign up for your event. Then, download a list directly from their event page or sync leads directly with their CRM.

- **Targeting your event for free**

They can use organic post targeting to select the exact audience they want their event to reach on LinkedIn, with options to target by language, location, function, industry, and more.

- **Promoting your event with ads**

By using this, they could even amplify their LinkedIn event to maximize attendance by boosting an organic event post or using the Event Ad format.

Additionally, the LinkedIn Live Event may allow Little Rocket to supercharge its reach and engagement thanks to different features. This tool would allow them to build an instant audience with automatic notifications, in addition, all LinkedIn Live Events allow the host to easily share the replay of their live event content so it could benefit them for max distribution and finally, Little Rocket could optimize engagement with event analytics.

4 – Our digital strategy: Online Masterclasses

The digital strategy we propose capitalizes on the proven concept of the currently held in-person Masterclasses by translating, and therefore reusing, content presented in these offline events into a digital format, promoted via LinkedIn and realized using LinkedIn Live Events, a new service available since December 2021, which has already been tried and tested by many renown international corporations and which is capable of hosting scalable online events in a secure and professional environment. We dub this endeavor ‘Online Masterclasses’, as it tries to capture the most prevalent advantages of its offline counterpart, while reaching many times higher numbers of managers of potential future clients at a fraction of the cost per attendee.

Online webinars or workshops can be a highly effective component of any digital strategy. Through them, Little Rocket would be able to highlight its understanding of the industry, abilities, skills, products, and services while also encouraging target audience participation and even emotional investment in the enterprise's operations.

LinkedIn Live Events encapsulates all functionality, only short of the streaming tool itself, that is required for promoting and running an event of this kind: Invitation, registration and access management, promotion of the event via free organic event posts or via premium ‘Event Ads’, and real-time stream management using embedding of third-party streaming software all implemented functionalities, as are those that come into play after an event is completed, such as replay sharing and advanced analytics that give insights into valuable data such as participant demographics [7]. The main advantage of choosing LinkedIn Live Events over other online streaming providers is that it centralizes all required features while being seamlessly integrated with the LinkedIn ecosystem. This means that everything, from the event promotion via advanced targeting and data analytics to reaching out to former participants, is possible within the same platform, and Little Rocket for the most part does not need to maintain their own data sets of potential clients.

The course of action for Little Rocket when holding an Online Masterclass would be about as follows: In the weeks leading up to the event, it would be promoted on LinkedIn, using the built-in tools of the site to specifically target decision-makers at companies that fit their target customer profile. The so-called ‘Event Ads’ on LinkedIn together with their conversion-based pricing models allows advertisers to pay on a per-attendee basis, such that Little Rocket only pays a fee for those users that show up to the event and so that they can set the number of desired attendees more or less precisely. Those interested can easily sign up directly and free of charge via LinkedIn and are asked to provide valuable information such as the industry they are working in and the name of their company. We recommend a maximum number of 50 participants initially, so that the interactive character of a Masterclass workshop can be maintained. On the day of the event, LinkedIn automatically notifies all attendees and forwards them to the event webpage, a LinkedIn Live Events domain. Here a plethora of features allow for an interactive event style similar to an offline Masterclass, involving the participants and keeping them engaged.

The content for the workshops can be reused from previous offline workshops, with the speakers just slightly adjusting for an online format. Especially at the beginning, when the Online Masterclasses are not yet well-known, we recommend having a moderator for the workshop, maintaining the flow of the event, and keeping the audience engaged, and potentially also to use as a selling hook. To this end, a Dutch B-list celebrity, such as a radio or TV host might be an interesting choice. Well-known public speakers in the business/IT sphere could also serve this purpose.

Towards the end of a workshop, during a break, the participants are asked to rate the experience on a five-star scale. Those who rated the experience highly, meaning with four or five stars, are asked whether they would be comfortable with Little Rocket contacting them about a potential future project. After the break, a final Q&A session concludes the event, which serves to collect feedback and ideas for future workshops, as well as engaging with the participants (and hopefully future customers) on a personal level.

When the Online Masterclass concludes, Little Rocket can gain insight into the event analytics, which will help them optimize participant engagement and audience targeting for future webinars. Those participants that enjoyed the event and agreed to being contacted should be messaged by a personalized, non-automated message within the following days, if possible, using information on their potential data- and IT-related concerns that Little Rocket gained during the workshop.

For the remainder of this report, we will use the following terms as defined:

- Leads: Participants who signed up for and attend an Online Masterclass
- Prospects: Leads who stayed in an Online Masterclass for the entire duration, rated the experience positively, and agreed on being contacted by Little Rocket to discuss their company case afterwards
- Clients: Prospects who were contacted and agreed to work together with Little Rocket on a project

5 – Value Proposition Canvas

To get a better understanding of Little Rocket's requirements and to ensure a good-fit between the new digital strategy plan and their expectations, the value proposition canvas was created to describe and visualize how the proposed strategic plan creates value for the company.

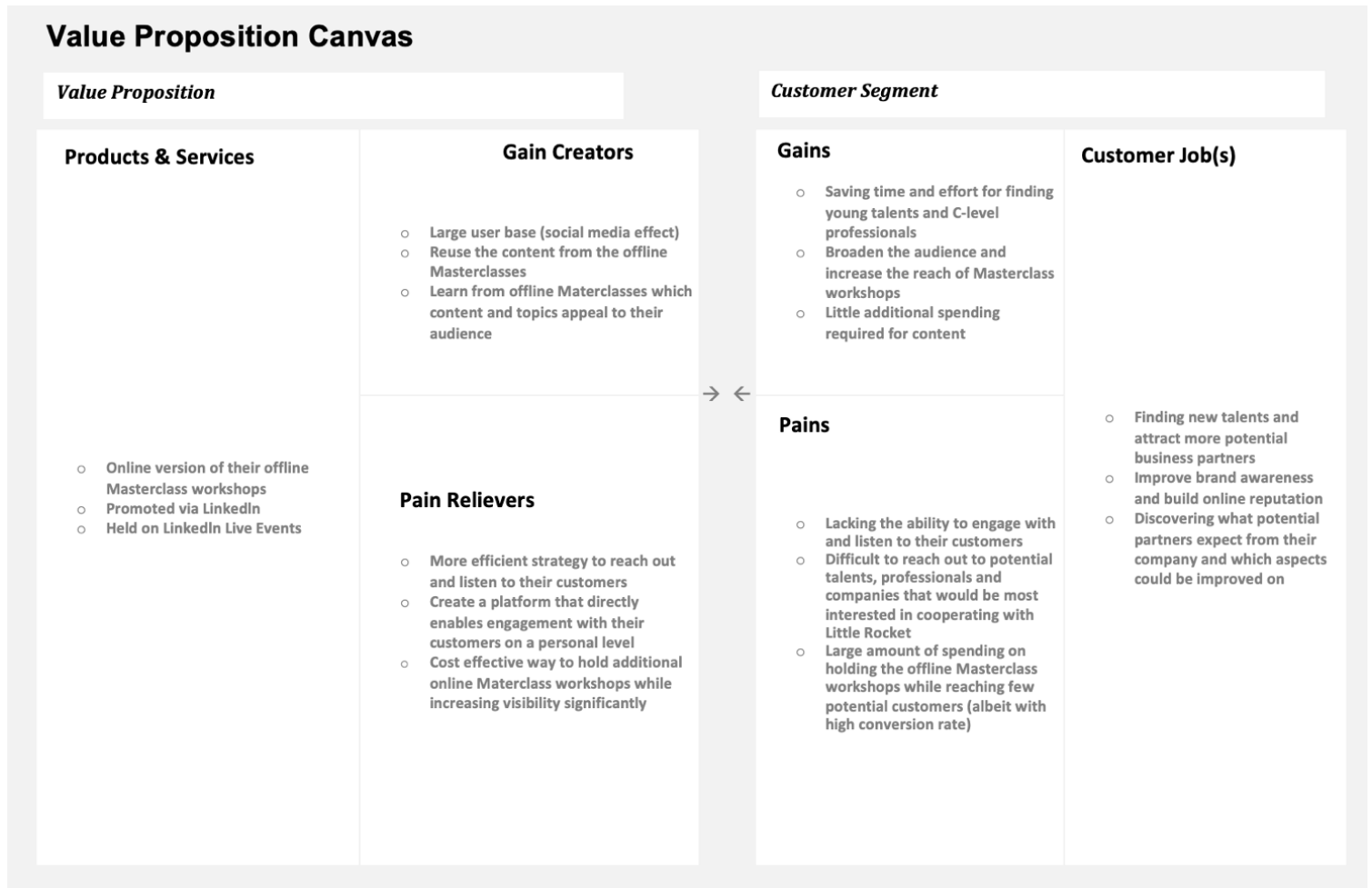
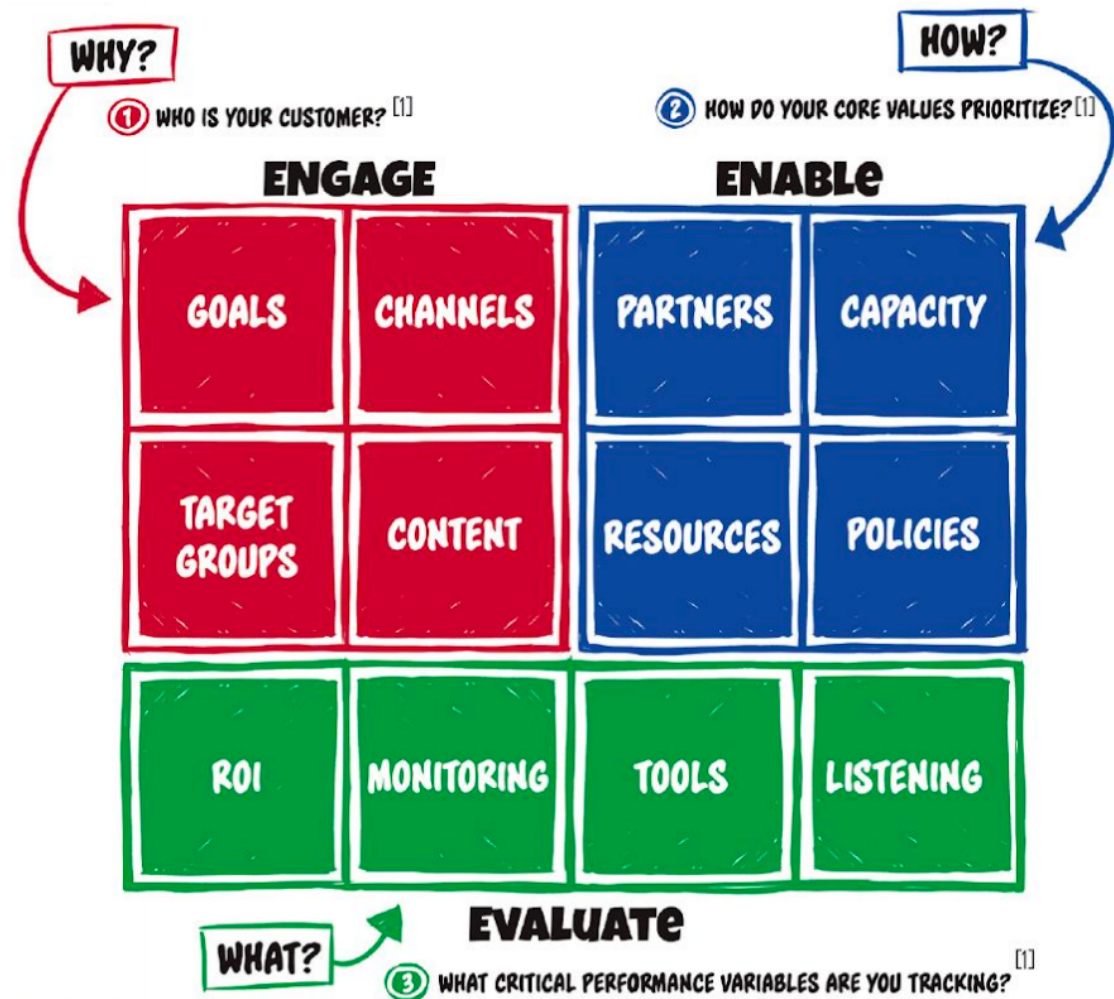


Table [1]: Value Proposition Canvas of the new digital strategy plan at Little Rocket

6 – Digital Strategy Canvas



1. Engage

1.1. Goals

The goal of the E-strategy for Little Rocket consists of three main parts:

First, focused on generating leads through online Masterclass: Generating around 50 leads per online masterclass is the target that should be achievable by following a set of organized rules and instructions to aim at conducting a quality workshop.

Second, conversion of leads to prospects: At least 20% of the leads should be willing to work with Little Rocket after the workshop and they should be in a managerial position at companies fitting the target customer profile.


Third, conversion of prospects into clients: The last step is to convince at least 30% of prospects into becoming clients by entering a contract with Little Rocket.

1.2. Target Audience

The target audience of the company should be ambitious and young businesses and their management that want to get ahead of the competition. In fact, Little Rocket decides to carefully choose companies which they want to work with because they only cooperate with companies who want to learn how they can have a data-driven way of working instead of asking for dashboards so that they can become autonomous. They also offer to guide businesses through legislative change which may require them to have a more rigorous approach to data management.

They also want to learn with any companies that want to become more digital with a certain size and revenue such as medium-sized with at least more than 50 employees or mature/big companies with dedicated budget for data solutions. Little Rocket needs to attract C-level management executives who have influence over strategic planning to collaborate with them.

Here are 2 examples of personas realized for Little Rocket:



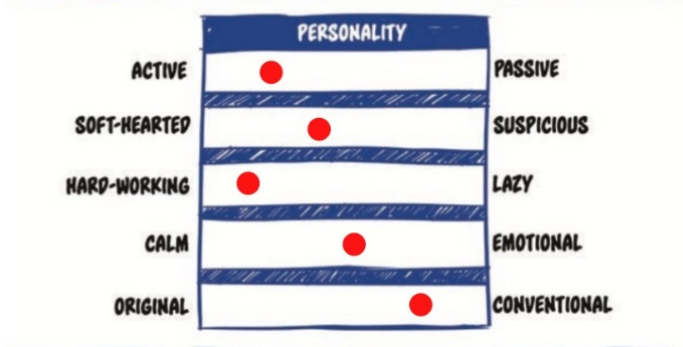
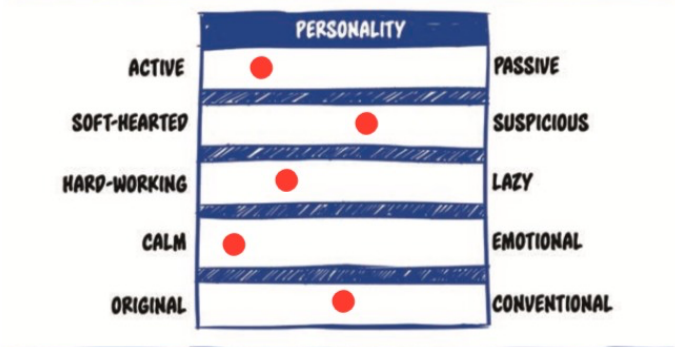
NAME: Thomas Plisson
QUOTE:
AGE: 42 years old
JOB: Chief Digital Officer
EDUCATION: BS in IT

FEMALE/MALE



NAME: Ellen Snijders
QUOTE: "Data is intangible gold"
AGE: 35 years old
JOB: Data Analyst
EDUCATION: Business School (IT)

FEMALE/MALE



HOBBIES: passionate about and constantly monitors the latest trends in digital technology
GOALS: drive digital and cultural transformation needs the technology to be efficient
FAVOURITE MEDIA: LinkedIn, Youtube
FRUSTRATIONS:

HOBBIES: Logical reasoning games
Reading news
Social Media
GOALS: Manage its data efficiently for the implementation of a new tool
FAVOURITE MEDIA: LinkedIn
Facebook
Channel 5
FRUSTRATIONS: Not being able to manage all the data
Not lowering the costs of use

1.3. Content

An effective and comprehensive masterclass should be conducted by an experienced expert and concentrate on a certain topic. A masterclass is typically intended for those who are familiar with the fundamentals and want to look deeper or gain a more professional perspective on a subject. Little Rocket's Online Masterclasses give participants the chance to

speak with the lecturer face-to-face and receive feedback that can be useful in various aspects.

We propose a content schedule for the events as follows: One Online Masterclass event should be held every three months, with one LinkedIn organic event post promoting the event per week in the month leading up to an event, and one additional post on the day of the event and on each of the two days prior (so four posts in the last week before the event).

A content schedule provides a broad overview of what will happen next. There are tools available for developing, maintaining, and collaborating on content.

- Notion is the all-in-one platform for company projects, content sharing, databases, and notes.
- The most common choice for most teams is Google Sheets. Free and great for teamwork but requires effort to set up.

The most crucial element in a successful digital strategy is post planning. Planning posts will enable Little Rocket to avoid duplicating any topics or content while maintaining a consistent style and brand personality across all company content and social media channels.

1.4. Channel Choice

Using LinkedIn is a way of providing a credible profile to partners, clients, and prospects. It would allow the company to take care of promoting the Online Masterclass. LinkedIn has supportive infrastructure to host a digital event for B2B companies and has a powerful platform called LinkedIn Live Events, which is a unique way of interacting with the audience where the audience can interact and ask questions through live comments. It includes tools like invitation, registration, access management, organic post targeting, promotion via Ads, boosting of organic event posts, stream embedding, engagement options, replay sharing, analytics, etc. But to be able to stream there are some conditions: The streamers must have 150 or more followers/connections, the account or page must be actively creating content and should maintain good relationship with LinkedIn community policies.

The quality of the live stream plays a key role in creating a professional image of the company in the minds of the audience. And to achieve a high-quality in streaming, collaborating with a professional production company like 'Say Yeah Motions' would be helpful. 'Say Yeah' started as a music company which later grown into a live streaming area where a team of enthusiastic professionals aim to help companies and individuals in achieving top quality while streaming, and a branch of 'Say Yeah' is also located in Enschede.

2. Enable

2.1. Partners

Little Rocket will have to call upon many partners in order to be able to accomplish its digital strategy at best. The company cannot do everything itself and will have to resort to outsourcing services. For Online Masterclasses, it will be necessary to have a professional radio or TV host to animate the webinars who could potentially be Dutch B-list celebrities. Then, they will need a production studio to provide a suitable setting such as 'Say Yeah Motions' which specializes in audiovisual productions. Furthermore, they will need to cooperate with a graphic design agency to create visuals for LinkedIn that match their identity. Finally, a text writing agency should be approached to promote posts about Online Masterclasses but also weekly content about themes to address on LinkedIn for the audience.

2.2. Capacity

Capacity means that Little Rocket needs to allocate their employees with the proper competencies and abilities to achieve the desired results. Within Little Rocket, a start-up mentality is prevalent, which means that every employee can contribute to business objectives and take part in projects. In the interest of cutting costs, Little Rocket should therefore first turn towards their in-house skills and identify which required capabilities do not need to be outsourced. By adopting the start-up mindset, Little Rocket benefits from having a motivated, dynamic, and productive team that creates innovative ideas consistently to promote their business to success. Likely, one full-time digital marketing and communications position is required at Little Rocket to manage the promotion and execution of the online Masterclasses events.

2.3. Resources

Resources refer to the estimated financial budget for implementing a new digital strategy plan together with all relevant potential technological expenses at Little Rocket. Based on that, we consider that the resources consist of five different major aspects, namely professional moderator, external speakers, production and studio, LinkedIn Event Ads as well as a streaming tool. Table [2] provides an overview of our estimated required budget for the proposed new digital strategy plan.

Resources	Financial Required Budget
Professional moderator	<ul style="list-style-type: none"> ○ 1000€ - 3000€ / Online Masterclass ○ Potential to cut costs by using in-house moderators (Little Rocket employees)
External speakers	<ul style="list-style-type: none"> ○ 3000€ - 10000€ / Online Masterclass ○ Potential to cut costs by using in-house moderator (Little Rocket employee)
Production & studio	<ul style="list-style-type: none"> ○ 2650€ - 5000€ (Say Yeah Motions Webinar package)
LinkedIn Event Ads	<ul style="list-style-type: none"> ○ ~25€ CPL (cost per lead) [15] ○ 1250€ / Online Masterclass (= ~50 potential leads)
Streaming tool	<ul style="list-style-type: none"> ○ Restream (41€ / Month, 123€ / Online Masterclass)
Total required budget	8023€ - 19373€ / Online Masterclass

Table [2]: Estimated financial budget for the new digital strategy implementation

2.4. Policies

Regarding LinkedIn, Little Rocket will be able to stay on the same track and use humorous, provocative promotional organic event posts for Little Rocket's promotional posts on LinkedIn / communication (but never malicious/ad-hominem attacks). In addition, Little Rocket will have to consult design agencies to maintain coherent visual presentation and also run important posts (e.g., announcement of online Masterclass) past head of marketing and potentially even higher level. The company should exchange in team on the next topics to be discussed on social networks. Finally, there must be guidelines on engaging/interacting with comments online such as having a policy in place to collect in a database and subsequently evaluate all feedback and suggestions.

The General Data Protection Regulation (GDPR) refers to a European legal framework that sets guidelines for protecting personal data [14]. For handling prospect's data (i.e., participants who agreed to be contacted by Little Rocket), the company might need to collect and store personal information from these participants to a certain extent. Little Rocket will ensure that their system complies with the GDPR regulations by fulfilling all main necessary requirements. Before collecting and processing the personal data with the aim of contacting prospects with personalized messages in the future, Little Rocket needs to ask for a clear and explicit consent from individual prospects for being contacted and having their contact information stored in Little Rocket's system (i.e., prospects are fully informed about what they are consenting to and the consequences of their consents). Once those targeted participants' data is collected, the company will save records of their consents and inform prospects about their rights under the GDPR. More specifically, prospects are fully informed that they are allowed to withdraw their consent at any time. In addition to that, Little Rocket will make sure

to keep all the prospects' data safe and confidential by encrypting them into the company's internal database.

Apart from GDPR compliance, Little Rocket needs to be attentive about not infringing any copyright. Speakers should be encouraged to use original content in their presentations, and where non-original content is used, this must be explicitly stated, and the original source properly referenced.

3. Evaluate

3.1. ROI

The three primary metrics to determine the return of investment of the Online Masterclasses are:

- Number of leads / Online Masterclass spending
- Number of converted prospects / Online Masterclass spending
- Number of converted clients / Online Masterclass spending

3.2. Monitoring

It is important for the company to measure the success of a digital strategy by analyzing the data recovered at the end of it. For online masterclasses, it would be useful to measure the difference between the leads generated, the number of new prospects and clients. First, we should measure the number of leads generated by tracking the number of participants for each event since the company wants to increase it. They should focus also on the retention rate by looking through the percentage of leads who stayed until the end of the webinar.

The company should also measure the number of followers over a month because each one of these may be potential clients. The evolution will determine how many people are viewing or interacting with the posts and indicate the growth of the notoriety. It gives a good idea of the relevance of the posts. The more interesting the content, the more people will follow. A decrease of the number of followers would mean that a change in social media strategy would be necessary. The number of views of each post would allow it to better identify the topics and types of posts that appeal most to the audience.

The engagement rate refers to the total number of interactions such as likes, shares and comments over the total number of impressions. It is also one of the most important key performance indicators since it estimates the quality of the posts. Finally, the conversion rate is a measure of how many customers the advertising campaign helped the company to attract. More specifically, it is the percentage of people who clicked on the ad to those who reached the advertising campaign, in this case either a quote or a phone call.

3.3. Tools

The primary tools required for the operation of the Online Masterclasses are all included in the LinkedIn Live Events platform, with the exception of the streaming tool, for which we recommend Restream, as it is one of LinkedIn's 'Preferred Partners', allowing for seamless integration with their services, and provides the most extensive functionalities to professional users.

Besides that, many other tools can be connected to LinkedIn like the Sales Navigator, to target the right buyers, understand key insights, and make outreach personalized, or Waalaxy, which was presented in the third part of this report. These tools aim at generating new leads in order to transform them into hot prospects and then potentially into customers. Websites also exist and can be used as tools to maximize your chances of obtaining the data you are looking for on your leads, such as Hunter to find email addresses from general lead information. The final goal of this data research is prospecting by emailing, as it can be the case with the email marketing tool SendInBlue.

3.4. Listening

On the online Masterclasses side, we want to know how quickly we want Little Rocket to respond to questions, comments, and complaints in a way to improve Masterclasses. Little Rocket will have to interact with his target audience by setting up Q&A sessions for example. In addition, it would be wise to organize interactive workshops around a topic chosen by the attendees. Finally, Little Rocket will have to set up surveys/questionnaires at the end of workshops to gather feedback, questions, and opinions on the Masterclasses but also to use them as a way to do proactive listening. Indeed, it will be possible for Little Rocket to ask the attendees the topics of their choice for the next workshops or case study of the next online Masterclass for instance.

From LinkedIn's point of view, Little Rocket should mainly interact and engage with its target audience thanks to the comment and interactions options. The social networks, including LinkedIn, that Little Rocket owns should also be used as a way to collect data that can be used for the development of the company. The same principle of proactive listening can be implemented on LinkedIn, being a direct link to its readers, Little Rocket can question, probe and exchange with customers, prospects and even leads. As an earned media, we should interview customers about the services provided as a form of recommendation for other clients and to gain insights.

7 – Conclusion & Recommendations

In conclusion, we can say that the use of a tool such as LinkedIn as a communication anchor on the digital scene is the best choice for Little Rocket. The different features of LinkedIn will allow the company to interact with its target audience in order to improve its content and work proactively on the needs of its customers. It also allows the company to share relevant content with its readers and thus increase their e-reputation and visibility on the social network via targeted and premium advertising. In addition, the LinkedIn Live Event platform will allow little Rocket to set up conferences, discussions, and exchange moments with its current and future customers, including online Masterclasses. One of the major advantages of LinkedIn is that all features have a way to analyze the performance of our advertising, content, and lead generation.

Moreover, our digital strategy did not rely solely on LinkedIn, it capitalizes on the proven concept of the currently held in-person Masterclasses by translating, and therefore reusing, content presented in these offline events into a digital format. Online webinars or workshops can be a highly effective component of any digital strategy. Through them, Little Rocket would be able to highlight its understanding of the industry, abilities, skills, products, and services while also encouraging target audience participation and even emotional investment in the enterprise's operations. Those interested can easily sign up directly and free of charge via LinkedIn and are asked to provide valuable information such as the industry they are working in and the name of their company. Well-known public speakers in the business/IT sphere could also serve this purpose. Towards the end of a workshop, during a break, the participants are asked to rate the experience on a five-star scale.

Finally, regarding the recommendations made to the company, in addition to all the recommendations already stated in this report, we would suggest to Little Rocket to hire a qualified person, on a fixed term contract, in order to take care of the marketing and communication of the company. Currently this role is being handled by an intern, we believe that to achieve a goal such as increasing visibility and improving their reputation through the management of Little Rocket's digital strategy, a qualified, full-time employee would be wise.

8 – Appendices

8.1 - Appendix 1: Salesforce Case Study

The main challenge of Salesforce was to explore ways to maximize organic viewership and engagement. “Video is a huge part of our marketing strategy,” says Marissa Kraines, Senior Director of Social & Content Marketing for Salesforce. Salesforce identified LinkedIn as a good fit because of the company’s strong built-in audience on the platform. Late last year, Salesforce tested the LinkedIn Live feature by simulcasting their biggest annual event, as well as episodic video content leading up to it. About results, for the 11-part series, Salesforce drew over 600,000 organic viewers, with a 3% engagement rate that toppled benchmarks. After driving stellar engagement and viewership with the web series, Salesforce saw similar results when streaming its biggest annual conference on LinkedIn. Today, at a time when many companies are seeking ways to reach their audiences interactively and at scale without the availability of physical events, Salesforce’s success with bringing the experience online is especially noteworthy.

Salesforce has created a reliable routine for viewers. One key to Salesforce’s high engagement and viewership rates, Marissa believes, was giving their audience something to plan around and look forward to. “What we found is creating a cadence of content where people knew that they could come back to on a regular date and time really helped with our viewership,” she says. As advice for other marketers who are aiming to make an impact with video, Marissa emphasizes that it is important to dive in deeper rather than toeing the waters and start with a strategy.

8.2 - Appendix 2: L’Oréal Case Study

L’Oréal, A world leader makeup brand which uses BrandStorm competitions as a center part of its employer brand strategy promoting the idea of plastic less future for the beauty industry had hosted a successful LinkedIn event in 2020. Despite the obstacle COVID-19, the event was streamed through LinkedIn Live. However, it was expected to be quite a challenging task to recreate the L’Oréal BrandStorm 2020 final as a digital event, but it turned out to be an enormous success by breaking the barrier of international audience engagement and building community experience around in the event.

The event was well promoted with 40 LinkedIn posts in the form of organic and paid promotions culminating teaser video with a hashtag #Brandstorm2020 of the upcoming 2020 L’Oréal BrandStorm event. LinkedIn was chosen as a platform because of its supportive infrastructure to host a digital event for a top performing brand like L’Oréal and its proven track record for organic and paid promotions by maximizing reach and engagement across world. Around 2000 viewers participated in the 2-hour stream which set a record in the history of L’Oréal brand, the event reached over 8.5 million people with around 33,000 engagements which was more than double the reach of previous year event.

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