



Campaign Package

CAMPAIGN PACKAGE

What is a campaign package?



New: campaign packages in future

- All important information for campaigns
 - Required texts
 - Feedback form
- Campaign packages are scheduled communication actions planned in addition to regular marketing



2023 - INS Series - General Campaign Information

Product Introduction Kit containing:

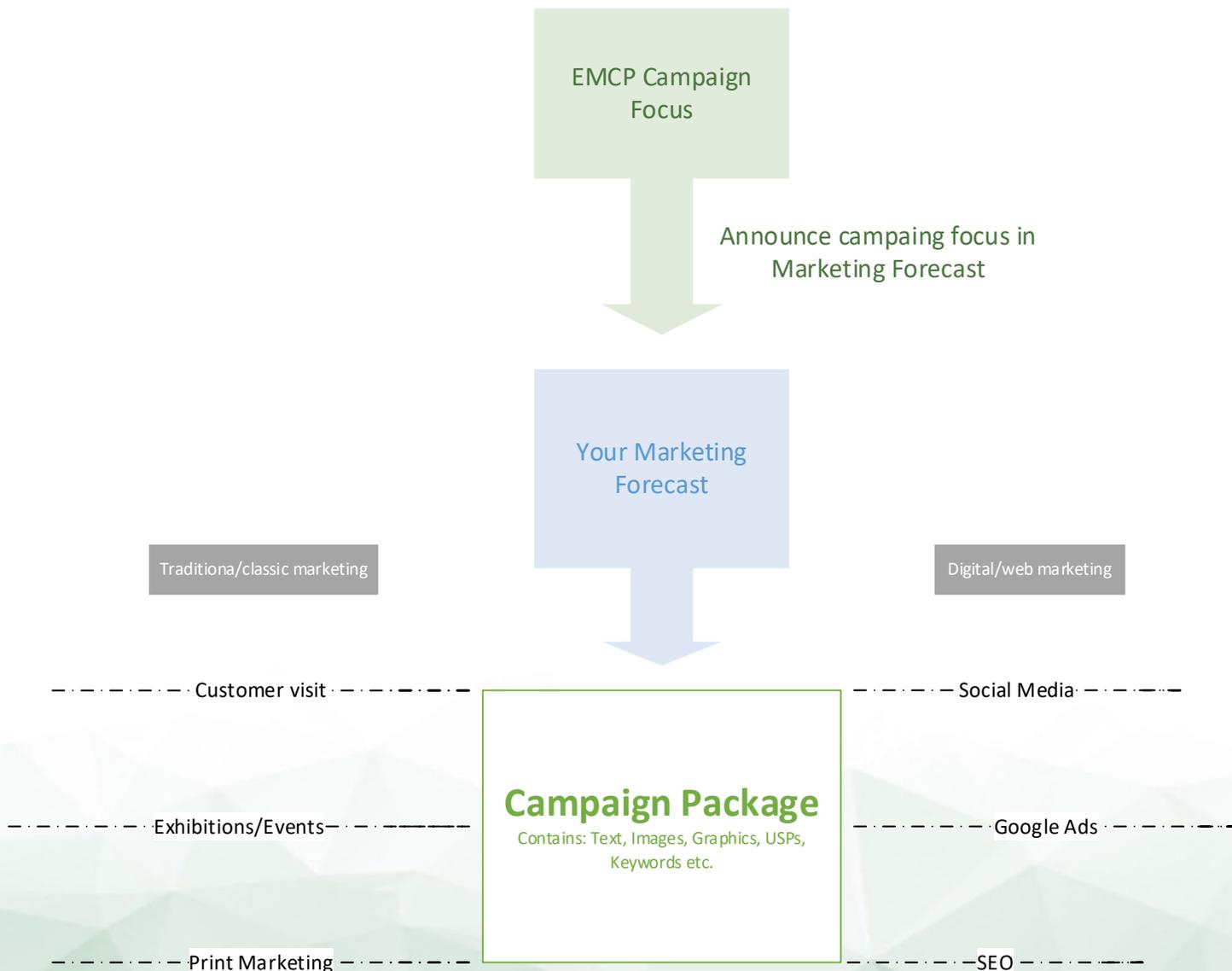
- Photo of Campaign related Product/Application
- Segment & Branches Guide
- Benefits & USP
- Product Advert Templates
- Press Release

Campaign Information

- Segments / Branches
- Digital Marketing Advert Presets
- Digital Marketing Keywords
- Media Files

1 General Campaign Information

Campaign Name	INS Series Promotion
Time Range	August 2023 – <u>October</u> 2023
Industries	Manufacturer of <u>Semiconductor</u>
Goals	As the new Standard for <u>insulation testing</u> VDE 0884-10 is coming with new <u>requirements</u> in April 2023, <u>our</u> solution <u>will be</u> one of the <u>only</u> full solution for <u>semiconductor testing</u> at this time. We need to <u>make sure</u> that all <u>potential customers</u> in <u>your territory</u> are <u>aware of</u> <u>the latest</u> INS Series <u>developments</u> and <u>benefits</u> .
Keywords*	<u>insulation testing</u> , <u>vde0884-10</u> , <u>semiconductor testing</u> <u>oil bath IC</u> , <u>ic testing</u> , <u>ic verification</u>





Feedback Form

- What digital marketing means did you use?
- Achievements/results

Feedback Campaign Management Package

1. How did you advertise this campaign? Which tools did you use?

Digital marketing

<input type="checkbox"/> Google Ads	<input type="checkbox"/> SEO (Search Engine Optimisation)
<input type="checkbox"/> Social Media	<input type="checkbox"/> Others (Please specify which one(s))

What were the most successful keywords in your region/territory (e.g. Google Ads)?

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.

Traditional marketing

<input type="checkbox"/> Print (Advert in magazine, posters etc.)	<input type="checkbox"/> Customer visit
<input type="checkbox"/> Event/fair/exhibition	
Which one(s)?	

2. What were the achievements/results of your marketing activities?

<input type="checkbox"/> New customer(s)	<input type="checkbox"/> New potential customer (interest)
<input type="checkbox"/> No customers/no interest	<input type="checkbox"/> Other achievements/results (Please tell us what was achieved/what the results of the activities were?)
Why? Please tell us what the reasons might be? <small>(E.g. financial reasons, products not needed at the moment etc.)</small>	



Digital Marketing



DIGITAL MARKETING

Why is digital marketing important and what are the benefits of it?



- Cost-effective
- Fast & focused (targeting)
- Builds relationships
- Easy to adapt and edit
- Measurable



Digital Marketing

- ✓ Expanded reach
- ✓ Direct respond (like, comment, share)
- ✓ Products & services only a couple of clicks away
- ✓ More measurable
- ✓ Most cost-effective of the two



Traditional/classic Marketing

- Might only reach a certain population
- Not possible with traditional marketing
- Customers need to look up your website later
- Hard to measure and track
- More expensive



GOOGLE ADS



- On your own or through an agency
- How to find appropriate keywords for your region/country?
 - Google Trends

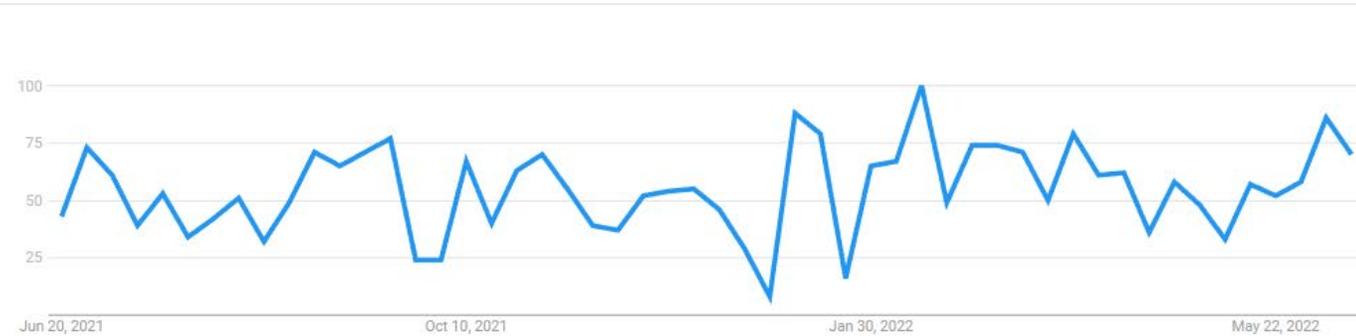


● emc
Search term

+ Compare

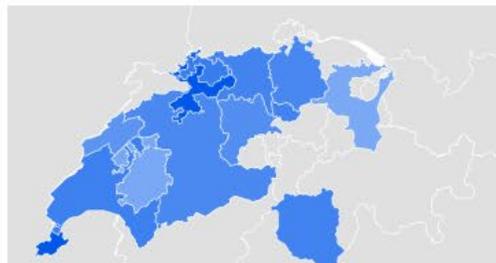
Switzerland Past 12 months All categories Web Search

Interest over time



Interest by subregion

Subregion



1	Canton of Solothurn	100	<div style="width: 100%;"></div>
2	Geneva	100	<div style="width: 100%;"></div>
3	Basel-Stadt	94	<div style="width: 94%;"></div>
4	Basel-Landschaft	68	<div style="width: 68%;"></div>



GOOGLE ADS



- On your own or through an agency
- How to find keywords (and hashtags) for your region/territory
 - Google Trends
 - Google Ads' Keyword Planner



Discover new keywords ✕

Start with keywords

Start with a website

Enter products or services closely related to your business

+ Add another keyword

English Switzerland

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Enter a site to filter unrelated keywords

Using your site will filter out services, products or brands that you don't offer

Get results



Social Media Marketing



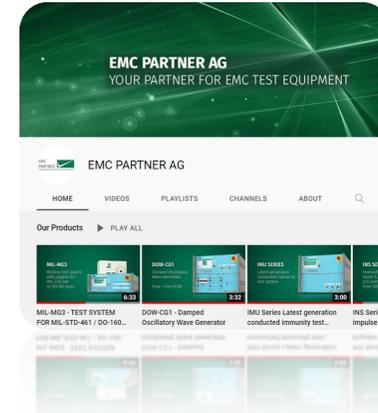
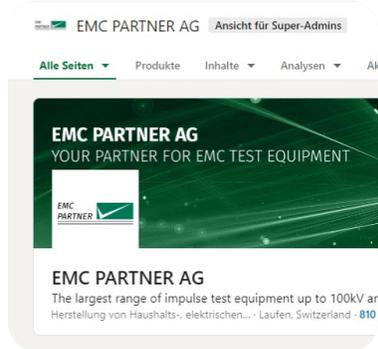
SOCIAL MEDIA

Benefits of social media?



- Connect & network
- Increases market reach / increases visibility
- Brand identity
- Attract & address potential customers

ON WHICH SOCIAL MEDIA PLATFORMS ARE WE ACTIVE?



www.linkedin.com/company/emc-partner-ag

- Product promotion
- Image promotion
- Networking
- Credibility
- Company news
- Tell company's story
- B2B: opens up great potential in different industries



twitter.com/emcpartner

- Product promotion
- Image promotion
- Networking
- Company news
- We would like to boost our Twitter account



youtube.com/emcpartner

- Product promotion
- Image promotion
- In-depth videos (coming)
- Explainer videos

HOW TO INCREASE SOCIAL MEDIA REACH?

POST EMCP RELATED CONTENT REGULARLY

- News
- Products, product functions, features, benefits
- Services
- Events that EMCP is participating in / at which EMCP is represented by you (such as exhibitions etc.)
- Holidays





HOW TO INCREASE SOCIAL MEDIA REACH?



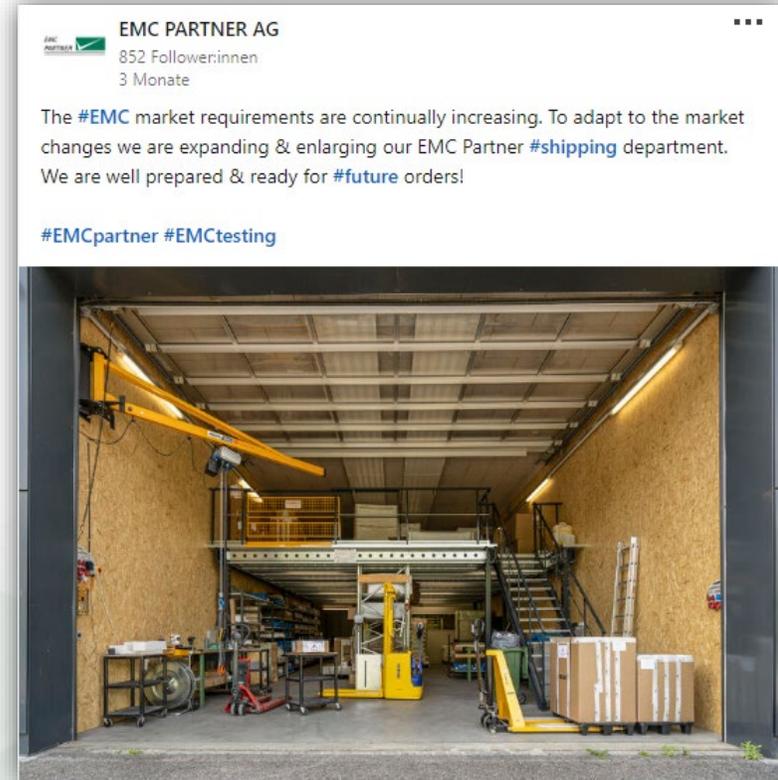
- Don't forget the HASHTAGS!
 - Use hashtags consistently
 - Tag EMCP accounts (LinkedIn, Twitter) / use EMCP YouTube videos
 - Use websites that help you to find hashtags for social media:
 - SISTRIX
 - RiteTag
 - Tag the event, group or page which is organising the event
- The more you tag, the more visitors you gain, leads to increased reach and more followers



Event



Company news





Product/Function

EMC PARTNER AG
 819 followers
 3mo • Edited •

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Holidays

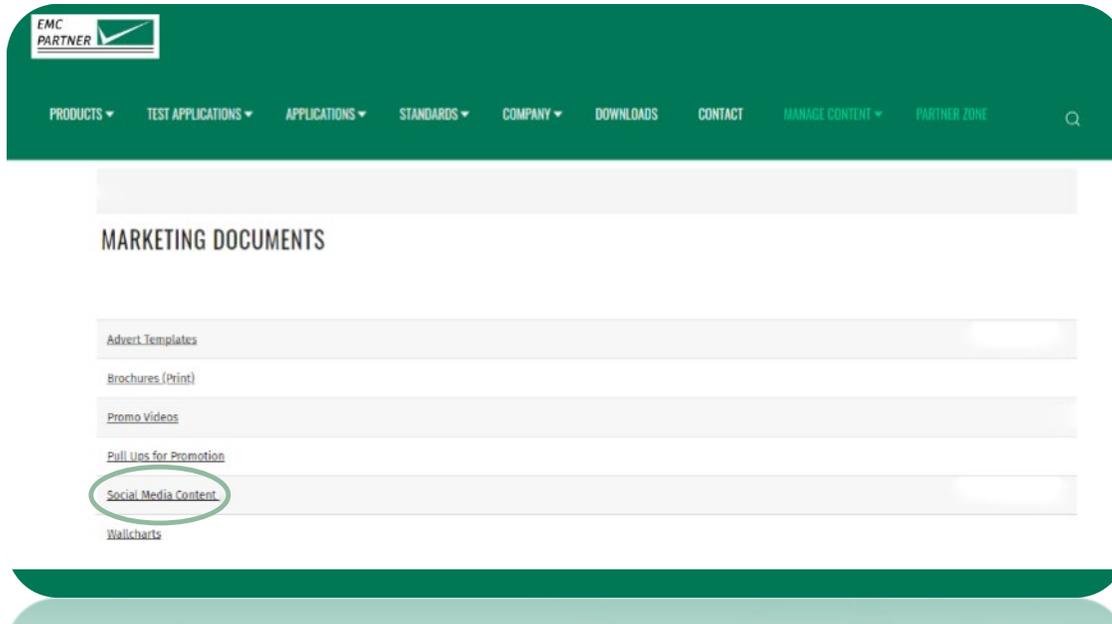
EMC PARTNER AG
 819 followers
 2mo •

Wishing you sunshine, good times and a very happy Easter!
[#emc](#) [#emcpartner](#) [#happyeaster](#)





SOCIAL MEDIA MATERIAL



Social Media Files

- «Downloads» section (new)
 - Log in → Downloads → Partner Zone Documents → Marketing Documents → Social Media Content
- If you need customised material for your social media do not hesitate to contact us

How/where to use marketing tools

