

# **Consolidated Marketing Plan - Grainger and Bosch**

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## **Executive Summary**

Grainger, an MRO supplier, has decided to develop a new marketing campaign in order to expand their sales market by targeting a sales increase of Bosch Power Tools by 10% on Grainger.com. In order to achieve this, Grainger hopes to target not only existing customers, but also new ones. This consolidated marketing plan highlights not only the marketing plan for both email and display advertisements, but also the research and analysis that will be needed both before and after the campaigns have been launched.

The advertisements will focus primarily on introducing new consumers to the Grainger brand and highlighting the benefits of purchasing from Grainger.com, as well as reiterating to current consumers why they are the best choice. Before implementing this plan, Grainger will also need to research and analyze why consumers choose other brands, what they are looking for in products, and how they perceive both the Bosch and Grainger brands.

## **Background Information**

### **Client Analysis**

#### *SWOT Analysis*

|                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strengths</b> <ul style="list-style-type: none"><li>● Focus on Research and Development</li><li>● Sales and distribution in many countries</li><li>● Strong customer loyalty due to quality of products</li><li>● Varied profile - foothold in multiple industries</li></ul> | <b>Weaknesses</b> <ul style="list-style-type: none"><li>● High cost infrastructure</li><li>● Employee productivity</li><li>● Cannot respond to product demand</li></ul>            |
| <b>Opportunities</b> <ul style="list-style-type: none"><li>● Increased demands for power tools in both construction and home sectors</li><li>● Innovative new products and technologies</li><li>● International expansion</li></ul>                                             | <b>Threats</b> <ul style="list-style-type: none"><li>● Higher competition</li><li>● Sales decreasing due to higher pricing</li><li>● Availability of substitute products</li></ul> |

#### *Online Presence*

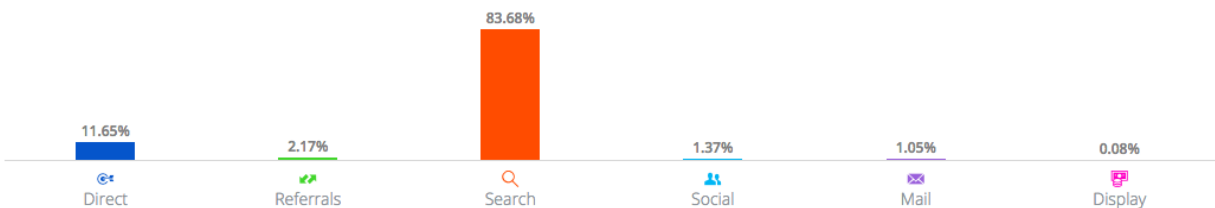
As seen below in Figure 1, the majority of Bosch Power Tools' internet traffic comes from internet searches, followed by direct website visits, although there is a gap of 72.03%. Of these sources, almost all, 99.48%, are unpaid, organic searches, as illustrated in Figure 2. These organic searches typically include the word "Bosch" while paid searches include more specific products.

**Figure 1**

#### Traffic Sources ⓘ

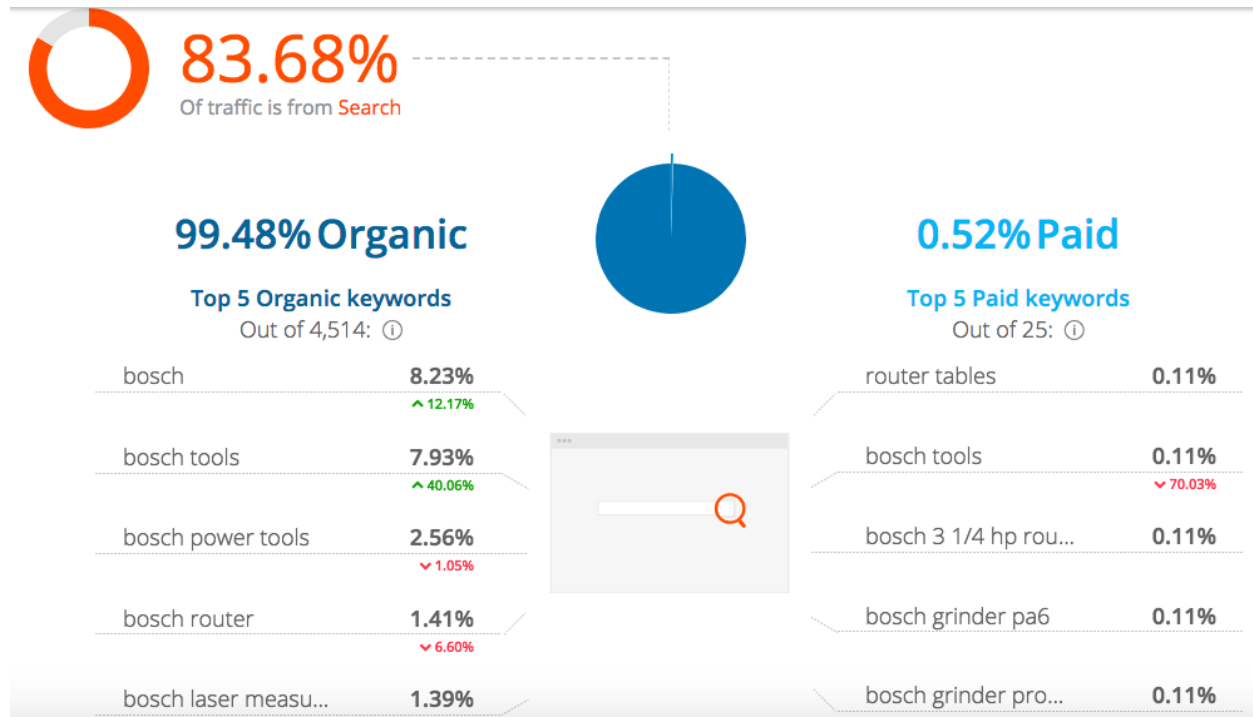
[Embed Graph](#)

🖥 On desktop



Source: SimilarWeb<sup>7</sup>

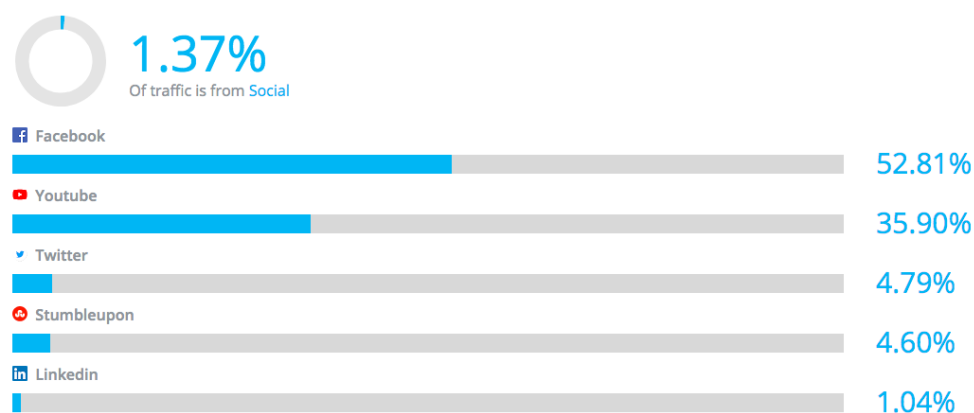
Figure 2



Source: SimilarWeb<sup>7</sup>

Very little of Bosch's internet traffic comes from Social Media, as seen in Figure 3. Within this internet platform however, about half of their social media traffic comes from Facebook. Bosch Power Tools also uses YouTube, Twitter, Stumbleupon, and LinkedIn.

Figure 3  
Social ⓘ



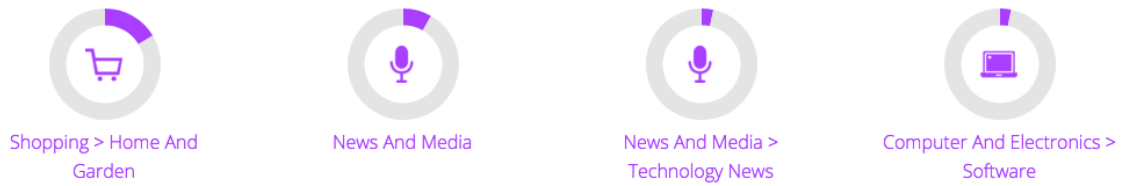
Source: SimilarWeb<sup>7</sup>

As seen in Figure 4, Bosch's online audience is interested primarily home and garden shopping, although other interests makeup their customers as well.

**Figure 4**

## Audience Interests ①

### Categories ①



Source: SimilarWeb<sup>7</sup>

## **Problem Statement**

*How can Grainger increase sales of Bosch Tools power tools on Grainger.com to customers who first visit Boschttools.com? Consider the scenarios listed below.*

Scenario 1: Audiences that visit Boschttools.com, look at a power tool (for example a drill), but do not visit Grainger.com

Scenario 2: Audiences that visit Boschttools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the power tools category

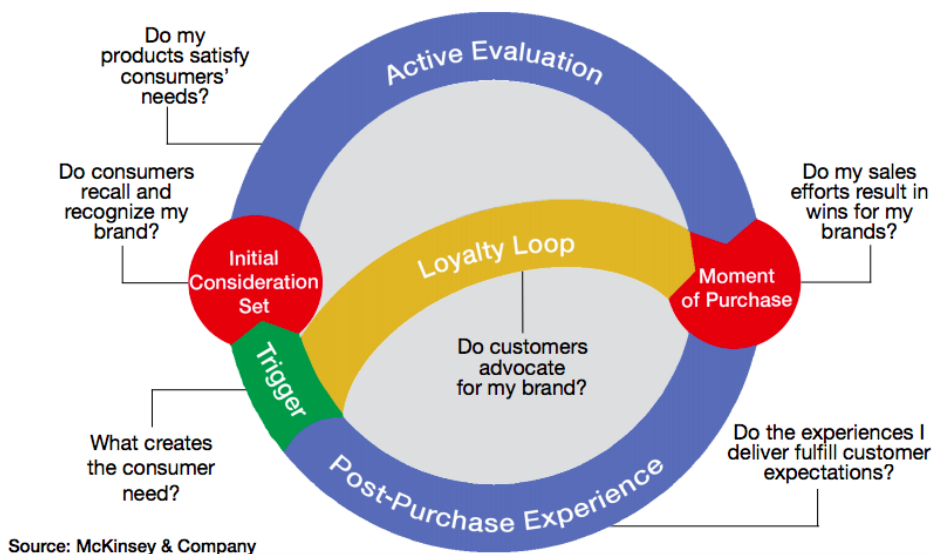
Scenario 3: Audiences that visit Boschttools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the plumbing category but not power tools

*How can Grainger cross-sell/up-sell more Bosch products from categories beyond power tools to its existing customers? You can assume that these existing customers have already bought Bosch brand tools on Grainger.com.<sup>1</sup>*

## **Consumer Decision Journey**

### **Consumer Decision Journey as it Relates to the Problem Statement**

Throughout the buying process, consumers experience a variety of phases of what is called the Consumer Decision Journey. These phases allow marketers to determine what consumers need, as well as how they can encourage consumers to choose their products or services. The audiences described in the scenarios listed in the Problem Statement on page 2 are each linked to one of these phases.



In Scenario 1, audiences that visit Boschtools.com, look at a power tool, but do not visit Grainger.com, exhibits consumers in the **initial consideration set phase** seen in Figure 1. These consumers are looking to find information about the tool that they need, before making the purchase. They are in initial consideration rather than active evaluation, because they are researching Bosch specifically, rather than comparing prices and other brands.

In Scenario 2, consumers that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the power tools category, exhibits consumers in the **active evaluation phase**. These consumers have not only decided what product they need, but have moved on to comparing brands, prices, and other specific details of the product that they are looking for.

In Scenario 3, audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the plumbing category but not power tools, exhibits a consumer that may have been in the **active evaluation phase**, and then experienced a **trigger** that led to the realization that they needed a different product.

## Key Questions, Concerns, and Business Objectives

Figure 1 below helps to illustrate the types of questions that accompany each business objective. Additionally, Figure 2 illustrates the types of data sources that can provide this information.

Figure 1

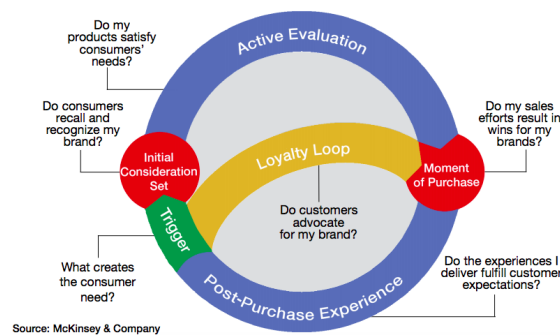
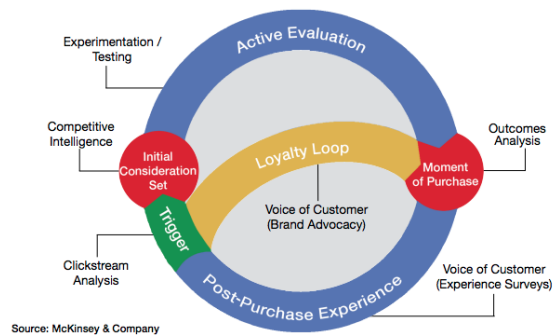


Figure 2



|            | CDJ Phase                 | Consumer Concerns                                                                                                      | Key Question                                                 | Business Objective      |
|------------|---------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-------------------------|
| Scenario 1 | Initial Consideration Set | What tool specifically do I need to accomplish my project?<br>What brand is best suited for my needs?                  | What is the consumer's memory and perception of Bosch?       | Build awareness         |
| Scenario 2 | Active Evaluation         | Are Bosch tools the best quality, price, etc. compared to other brands?<br>Am I getting the best product for my money? | Why would consumers choose another brand over Bosch?         | Influence consideration |
| Scenario 3 | Trigger                   | Is this actually the tool that I need to accomplish my project?                                                        | Why are consumers unclear of where to find desired products? | Improve sales Process   |

## **Data Collection and Analysis**

### **Key Data**

#### *Build Awareness*

In order to determine the consumer's perception of Bosch as well as their associations with the Bosch brand, we must use Competitive Intelligence. While there are a variety of resources that can provide this information, Google Trends and Google Correlate would be the most useful. Within Google Trends I would search keywords and terms such as *Bosch tools*, *Bosch*, *Grainger*, and *power tools*.

#### *Influence Consideration*

When determining consumer's reasons for purchasing brands other than Bosch or if Bosch products are meeting consumers needs, there are a few different types of data that are needed. This includes the Voice of the Customer, Customer Interactions, and general analysis of other brands.

#### *Improve Sales Process*

To improve the sales process, we have to understand the consumer's thought process regarding where they look for specific products and why they change their mind about what products they need. This information can be determined through Clickstream Analysis, the Voice of the Customer, and Outcomes Analysis. Specific data to look at would include cost per click, cost per acquisition/action, and viewable impressions, to name a few.

### **Key Performance Indicators, Data Sources, Analysis, and Benchmarks**

| <b>Business Objective</b> | <b>KPI</b>                                                   | <b>Data Source</b>                                                                                                                                                | <b>Analysis</b>                                                                                                                 | <b>Benchmarks</b>                                                                                                                                                                                           |
|---------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Build Awareness           | Keywords/SEO, Bounce Rate, Amplification Rate, Applause Rate | Competitive Intelligence → Google Trends, Google Correlate                                                                                                        | Categorize and group keywords and opinions stated and determine percentages                                                     | Increasing positive perceptions above 60%                                                                                                                                                                   |
| Influence Consideration   | CTR, Conversation Rate                                       | Voice of Customer → Google Consumer Surveys<br>Analysis → Other brand's websites for pricing, quality, etc.<br>Customer Interaction → Online reviews and comments | -Categorize reasons and determine percentages<br>-Develop price ranges for other brands and determine percentages in each range | -Identify reasons that are prevalent and can be addressed.<br>Lowering percentage for reasons to 30% of customers.<br>-Identify most popular price range and run cost analysis of joining this range if not |

|                       |               |                                                                                                                                                                                                        |                                                                                                                                             |                                                    |
|-----------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
|                       |               |                                                                                                                                                                                                        |                                                                                                                                             | already in it.                                     |
| Improve Sales Process | CPC, CPA, VTR | Clickstream Analysis →<br>Google Analytics,<br>Google Webmaster Tools<br>Voice of Customer →<br>Feedback/surveys,<br>Google Consumer Surveys<br>Outcomes Analysis →<br>Mongoose Metrics,<br>LivePerson | -Determine what sites buyers are going to instead and percentages per site<br>-Determine most prevalent reasons for going elsewhere and why | -Lower percentage of buyers going elsewhere to 40% |

## Bias

With the types of data that I will be collecting, there are a few different types of bias that could be experienced. These would include sampling, questionnaire, and interpretation bias. It is possible to work to eliminate some of these types of biases, but not all.

### *Sampling Bias*

Within the data that I will be collecting, sampling bias can appear in the customer feedback that is collected from surveys and online feedback. Typically, only customers that were on either extreme of the spectrum will respond, meaning that they will typically either be extremely pleased or extremely displeased with their purchase or service. This will likely lead to the responses swaying one way or the other, and not reflecting the true opinions of the typical Bosch customer.

This bias can be combated, however, in a few ways. For example, the company can provide an incentive for the “typical customer” to fill out a survey or provide feedback, such as a discount on their next purchase or the chance to win something. The survey could also be sent to those that only visit the site and do not make a purchase to determine why people are not purchasing from them, as well as why they are purchasing.

### *Questionnaire Bias*

Questionnaire bias can also appear in the customer feedback that will be used to gather data about Bosch and Grainger. Any data that comes from a survey or questionnaire can contain this bias, as it can come from the phrasing of questions, the layout of the survey, as well as many other stimuli.

Questionnaire bias can be combated by ensuring that questions are phrased very neutrally and clearly. Additionally, provide a number of different metrics within questions, including some multiple choice options, some free answer questions, some scale questions, etc.

### *Interpretation Bias*

Interpretation bias will be most common in analyzing the voice of the customer and customer interactions online. For data that does not come directly from a clear-cut survey question, there will always be room for the analyzer to interpret data in ways that may not actually reflect the feelings of the customer. For example, online comments can be perceived as hostile, while in reality the customer did not have any issues with their purchase and future purchases will not be affected.

Interpretation bias can be eliminated by ensuring that surveys are very clear and do not allow room for responses that are very apparent and not ambiguous. When it comes to customer interactions, the analyzer can follow-up with users to confirm their meaning in cases that it may not be clear.

## **Channel Strategy**

For the email and display marketing campaigns, a different approach will be needed for each audience category included in the problem statement. The biggest difference between the two approaches is that one audience is aware of the Grainger brand while the other is not, so more information and introduction will be required.

### **Audience Category 1**

*Customers who first visit Boschtools.com*

For audiences in this category, it is clear that they understand what product they are looking for, but may not be aware of Grainger's existence or the benefits of purchasing from Grainger rather than directly from Bosch or another supplier. This means that the most important goal of the email and display campaigns is to get the Grainger brand into consumer's minds through branding and persuasion.

Through **display campaigns**, Grainger can create brand recognition by strategically placing ads through paid advertising. This could include several strategies and tactics. First, Grainger can use paid advertising on search engines such as Google, Yahoo, and Bing, so that their brand appears in searches for Bosch power tools. Second, they can place advertisements on websites that offer display ads such as Facebook, targeting users who have search for Bosch power tools recently. Third, a partnership could be considered through other power tool forums and websites to advertise digitally for Grainger.

**Email campaigns** may prove to be a little trickier, as Grainger may not have direct access to email lists of the consumers that they hope to target. If possible, email lists should be bought or obtained from Bosch and other power tool forums and websites and used to send emails from Grainger. These lists will provide consumers that are already interested in the product and are most likely looking to purchase the goods that Grainger has to offer. Additionally, email list could be obtained for those in charge of purchasing at major construction, contracting, and power tool retail companies. These emails should first highlight why purchasing from Grainger is beneficial. For example, highlighting price comparisons or discounts, fast shipping, and ease of purchase are all reasons to choose Grainger over a competitor. In addition, the emails should also provide consumers with an incentive to purchase from Grainger. Incentives such as a first time buyer discount or a limited time offer would be a good example. To ensure quick action, the incentives should only be available through a certain date.

### **Audience Category 2**

*Existing customers who have already bought Bosch brand tools on Grainger.com.*

While audiences in this category are already aware of the Grainger brand, they may be unsure as to whether or not Grainger is the best option for purchasing the tools that they are interested in. The most important aspect of advertising at this phase is to ensure that Grainger's offerings are satisfying consumer needs and also providing the best options compared to their competition.

Through **display campaigns**, Grainger should highlight the benefits and discounts of purchasing from Grainger, much like this phase with Audience Category 1, consumers must be convinced that Grainger is the right decision, although they are already aware of the brand itself. Targeting social media ads can be

used with these consumers as well, although less work will be involved to reach these consumers. In this case, Grainger can pull users from their own data, meaning consumers that have visited their website or searched for Grainger specifically on a search engine will see ads on social media platforms as well. While these ads can focus less on brand recognition, they should still focus on incentives and benefits of purchasing from Grainger rather than competitors.

Similarly with **email**, it would be more beneficial to email Grainger's own email list with incentives to purchase, rather than reaching out to lists from other sources, since this audience is already aware of Grainger's existence and what they do as a company. Again, discounts and highlighting the benefits of purchasing directly from them will be the most important things to include in the email campaigns.

Within the various groups of consumers that are included in this audience category, the email and display ad tactics may vary. For example, for audiences that visit Boschtools.com and look at a power tool, Grainger would want to encourage the next step of visiting Grainger.com. This means focusing mostly on the benefits of purchasing from Grainger. Once the consumer has visited Grainger.com and logged in, they should ensure that the process of purchasing and researching tools is very clear and user friendly.

### **Email Ad Marketing Campaign**

| <b>Objective</b>        | <b>Frequency</b>                    | <b>Recipients</b>                                                                                                                                                | <b>Tone</b>                           | <b>Content</b>                                                                                                                                                                                                                        |
|-------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Build awareness         | Week 1                              | Email lists obtained from Bosch, other power tool forums & websites; those in charge of purchasing at construction, contracting, and power tool retail companies | Informational, encouraging            | Highlight why consumers should purchase from Grainger - savings, faster shipping, ease of purchasing process. Goal is to introduce consumers to the Grainger brand and highlight why they are better than the competitor.             |
|                         | Week 2                              | See above                                                                                                                                                        | Provide consumers with an action item | Offer first-time buyer discount or a limited time offer to ensure quick action and provide an incentive for purchasing from Grainger. By using a discount code, new consumers can also be tracked and direct results can be analyzed. |
|                         | Week 4                              | See above, but remove consumers who have purchased before by eliminating newly registered emails with Grainger from this list                                    | Provide consumers with an action item | Once the deadline for action from the previous email has passed, offer one more incentive to first-time buyers. This email should be similar to the previous one, with small changes.                                                 |
|                         | Week 6 (continue every month or so) | See above, but remove consumers who have purchased before by eliminating newly registered emails with Grainger from this list                                    | Persuasive                            | Continue every month or so sending first time customers incentives to purchase tools from Grainger.                                                                                                                                   |
| Influence consideration | Every week                          | Grainger customers                                                                                                                                               | Excited, actionable                   | Offer discounts or a limited time offer to ensure quick action and provide an incentive for purchasing from Grainger. This could be in the form of flash sales, offering various codes for each offer.                                |

**Display Ad Marketing Campaign**

| <b>Objective</b>        | <b>Recipients</b>                                                                                                     | <b>Tone</b>                           | <b>Content</b>                                                                                                                                                                                                                        |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Build awareness         | Social media users who have liked or search for Bosch Tools, other power tools brands, work at construction companies | Informational                         | Highlight why consumers should purchase from Grainger - savings, faster shipping, ease of purchasing process. Goal is to introduce consumers to the Grainger brand and highlight why they are better than the competitor.             |
|                         | See above                                                                                                             | Provide consumers with an action item | Offer first-time buyer discount or a limited time offer to ensure quick action and provide an incentive for purchasing from Grainger. By using a discount code, new consumers can also be tracked and direct results can be analyzed. |
| Influence consideration | Grainger customers (those who have liked Grainger on Facebook, visited Grainger.com, searched for Grainger)           | Excited, actionable                   | Offer discounts or a limited time offer to ensure quick action and provide an incentive for purchasing from Grainger. This could be in the form of flash sales, offering various codes for each offer.                                |

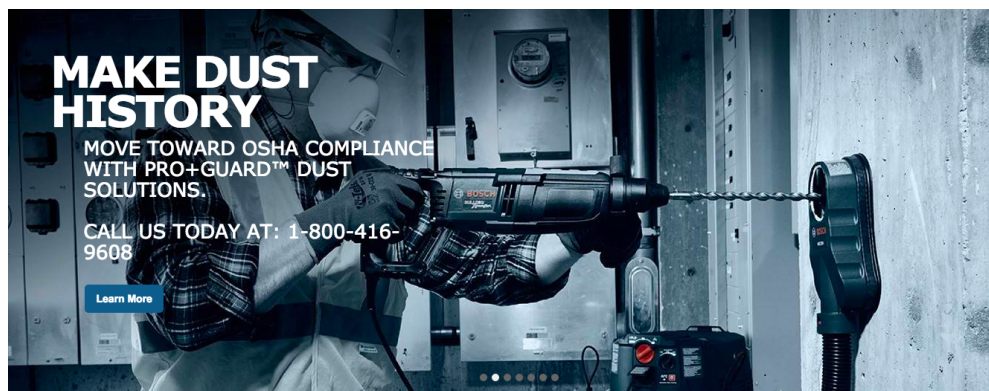
### Keeping Branding Consistent

In order to keep the email and ad content aligned with Bosch's brand essence and its product positioning in the marketplace, I would want to work directly with Bosch's marketing team, as well as Grainger's. Part of maintaining aligned content can come from who the email campaigns are sent to. By accessing Bosch's email lists, the products are being presented to Bosch's current fans and consumers, keeping the products in the same market. While we know that these consumers are already interested in Bosch's power tools, the goal of the campaign will be to encourage the consumers to purchase their products from Grainger.

Another aspect of maintaining Bosch's brand essence will be to use graphic design elements of Bosch's current branding. This would include the clean blue and white lines that are in many of their images and ads, as well as the "strong" images that make appearances in many of the images on their website<sup>2</sup>, and are included below. For example, some tools are displayed against a background of concrete or surrounded by lightning bolts, and others next to images of megaphones. These images and branding give the perception of strong and powerful tools, so we would want to continue using similar images in marketing to remain consistent.



Another important aspect of Bosch's images is to show the tools in action. Many of their images include the tools at construction sites, so we would want to continue using such images. However, if the hope is to expand to the "DIYers," we would want to also include marketing images of the tools being used at home, by people of all ages and genders and being using an a variety of different projects.



## **Test and Control Plan**

### **Research Objectives**

Marketing research objectives include information mostly about the consumer and their thought process during purchasing. These objectives can include items such as brand awareness, consumer perceptions and experiences, and also product satisfaction.<sup>4</sup> Below, these objectives are linked to the various scenarios included in the Problem Statement.

| <b>Scenario</b>                                                                                                                                                                                                          | <b><u>Research Objectives</u></b>                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Audiences that visit Boschtools.com, look at a power tool (for example a drill), but do not visit Grainger.com                                                                                                           | 1. Brand awareness<br>2. Consumer perception<br>3. Brand image                      |
| Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the power tools category                                                                       | 1. Buyer behavior<br>2. Product satisfaction<br>3. Intent to purchase behavior      |
| Audiences that visit Boschtools.com, look at a power tool, and then visit Grainger.com, log in to Grainger.com, and visit the plumbing category but not power tools                                                      | 1. Buyer behavior<br>2. Consumer perception<br>3. Consumer experience               |
| How can Grainger cross-sell/up-sell more Bosch products from categories beyond power tools to its existing customers? You can assume that these existing customers have already bought Bosch brand tools on Grainger.com | 1. Consumer perception<br>2. Product satisfaction<br>3. Intent to purchase behavior |

### Recommended Research for Achieving Research Objectives

| Research Objective          | Primary Research                                                                                                                                                                        | Secondary Research                                                           | Tools                                                                                                                                                      |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brand Awareness             | -Survey to consumers who have searched or liked on social media other power tools brands and ask if they know about Grainger, what they think it is, etc.<br>-Social media interactions | Website visits from various tool brands and retailers compared to Grainger's | <b>Primary:</b> Pop up surveys on social media, email surveys, Facebook insights<br><b>Secondary:</b> Google Analytics                                     |
| Consumer Perception         | Same as above, with additional questions about pricing and quality perception                                                                                                           | None available                                                               | <b>Primary:</b> Pop up surveys on social media, email surveys                                                                                              |
| Brand Image                 | See above                                                                                                                                                                               | See above                                                                    | See above                                                                                                                                                  |
| Buyer Behavior              | Clickstream analysis of both Boschttools.com and Grainger.com users                                                                                                                     | Sales numbers from other businesses compared to Bosch and Grainger           | <b>Primary:</b> Google Analytics, ClickTale, 4Q by iPerceptions<br><b>Secondary:</b> YTD reports from public sources                                       |
| Product Satisfaction        | -Product ratings online, on social media<br>-Surveying customers                                                                                                                        | Consumer Reports                                                             | <b>Primary:</b> Analyzing individual product and brand ratings on both Bosch and Grainger as well as Facebook<br><b>Secondary:</b> Annual Consumer Reports |
| Intent to Purchase Behavior | Clickstream Analysis                                                                                                                                                                    | None available                                                               | <b>Primary:</b> Google Analytics, ClickTale, 4Q by iPerceptions                                                                                            |
| Consumer Experience         | -Compare different interfaces and website scenarios to determine what consumers prefer<br>-Surveys                                                                                      | None available                                                               | <b>Primary:</b> Optimizely                                                                                                                                 |

## **Testing Recommendations**

### **Email**

| <b>Objective</b> | <b>Recipients</b>                                                                                                                                                | <b>Content</b>                                                                                                                                                                                                                        | <b>Testing</b>                                                                                                                                                                                         |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Build awareness  | Email lists obtained from Bosch, other power tool forums & websites; those in charge of purchasing at construction, contracting, and power tool retail companies | Highlight why consumers should purchase from Grainger - savings, faster shipping, ease of purchasing process. Goal is to introduce consumers to the Grainger brand and highlight why they are better than the competitor.             | Send first to small sample of Bosch email list, since this will be the easiest non-Grainger list to obtain. Track the open rate and click thru rate to determine interest.                             |
|                  | See above                                                                                                                                                        | Offer first-time buyer discount or a limited time offer to ensure quick action and provide an incentive for purchasing from Grainger. By using a discount code, new consumers can also be tracked and direct results can be analyzed. | If the open rate and click thru rate were substantial with Email #1, send the offer to this same list. Again, track the open and click thru rates, but also track the redemption of the discount code. |

### **Display Ad Marketing Campaign**

| <b>Objective</b>        | <b>Recipients</b>                                                                                                     | <b>Content</b>                                                                                                                                                                                                                        | <b>Testing</b>                                                                                                                                                   |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Build awareness         | Social media users who have liked or search for Bosch Tools, other power tools brands, work at construction companies | Highlight why consumers should purchase from Grainger - savings, faster shipping, ease of purchasing process. Goal is to introduce consumers to the Grainger brand and highlight why they are better than the competitor.             | Start by targeting the smallest group (and cheapest) with Facebook advertising, such as men 20-30 who like Bosch Tools' page. Track impressions and click thrus. |
|                         | See above                                                                                                             | Offer first-time buyer discount or a limited time offer to ensure quick action and provide an incentive for purchasing from Grainger. By using a discount code, new consumers can also be tracked and direct results can be analyzed. | Same as above, but also track code redemption.                                                                                                                   |
| Influence consideration | Grainger customers (have liked Grainger on Facebook, visited Grainger.com, searched for Grainger)                     | Offer discounts or a limited time offer to ensure quick action and provide an incentive for purchasing from Grainger. This could be in the form of flash sales, offering various codes for each offer.                                | Start with those who like Grainger's Facebook page, target men 20-30. Track the impressions, click thru, and discount code redemption.                           |

## **Sources**

<sup>1</sup>Coursera.com. “Problem Statement.” <https://www.coursera.org/learn/digital-marketing-capstone/supplement/bNjMY/problem-statement>

<sup>2</sup>Bosch.com. <https://www.boschtools.com/us/en/>

<sup>3</sup>David Court, Dave Enziga, and Ole Jorgen Vetvik. 2009. “The Consumer Decision Journey”. [http://www.mckinsey.com/insights/marketing\\_sales/the\\_consumer\\_decision\\_journey](http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey).

<sup>4</sup>DeFranzio, Susan E. “Develop Clear Research Objectives for Your Survey Research Project.” <https://www.snapsurveys.com/blog/develop-clear-research-objectives-for-your-survey-research-project/>

<sup>5</sup>Dubois, Lou. “11 Best Web Analytics Tools.” <https://www.inc.com/guides/12/2010/11-best-web-analytics-tools.html>

<sup>6</sup>Kaushik, Avinash. “Best Social Media Metrics: Conversation, Amplification, Applause, Economic Value.” *Occam’s Razor*. <https://www.kaushik.net/avinash/best-social-media-metrics-conversation-amplification-applause-economic-value/>.

<sup>7</sup>SimilarWeb.com. <https://www.similarweb.com/website/boschtools.com>.

<sup>8</sup>“The Difference Between Secondary and Primary Market Research.” <https://www.allbusiness.com/the-difference-between-secondary-and-primary-market-research-1310-1.html>

<sup>9</sup>[https://d18ky98rnyall9.cloudfront.net/\\_73257802285260a596d64be9aa15ff0a\\_M1\\_Principles-and-Concepts.pdf?Expires=1526169600&Signature=JUG2YLSQ2DkFbGI6pmXkZfvXqKGtxD1JvyLO5Nfkth0Q~4jBAQHWdAaozXXvNfZbEIWh4cbAZs3BLHzIg2rsibbN6kMd8DBug15F77aHyI2X49pbFmoAVm-PzM9ykwAoBDaKNoN59VGh9U3EGPIHvCQcqxnclwnCibUzV1na6U\\_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A](https://d18ky98rnyall9.cloudfront.net/_73257802285260a596d64be9aa15ff0a_M1_Principles-and-Concepts.pdf?Expires=1526169600&Signature=JUG2YLSQ2DkFbGI6pmXkZfvXqKGtxD1JvyLO5Nfkth0Q~4jBAQHWdAaozXXvNfZbEIWh4cbAZs3BLHzIg2rsibbN6kMd8DBug15F77aHyI2X49pbFmoAVm-PzM9ykwAoBDaKNoN59VGh9U3EGPIHvCQcqxnclwnCibUzV1na6U_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A)

**Word Count: 3,947**