



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

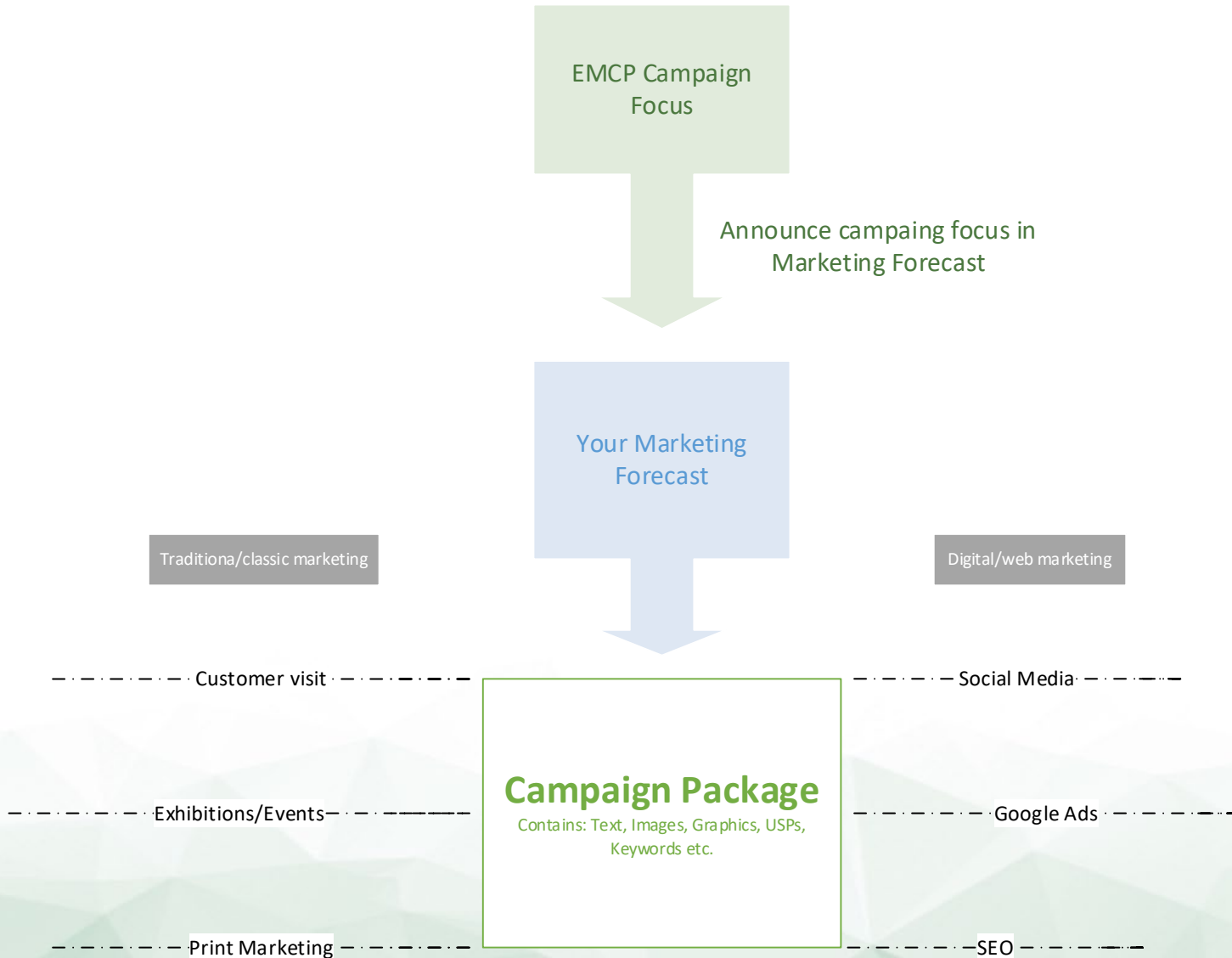
Campaign Name INS Series Promotion

Time Range August 2023 – October 2023

Industries Manufacturer of Semiconductor

Goals As the new Standard for insulation testing VDE 0884-10 is coming with new requirements in April 2023, our solution will be one of the only full solution for semiconductor testing at this time. We need to make sure that all potential customers in your territory are aware of the latest INS Series developments and benefits.

Keywords* insulation testing, vde0884-10, semiconductor testing, oil bath IC, ic testing, ic verification





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? (E.g. financial reasons, products not needed at the moment etc.)	



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

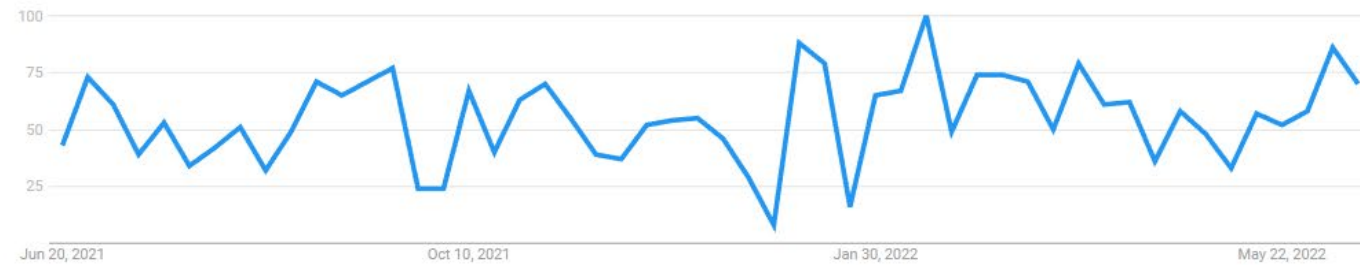
Switzerland ▼

Past 12 months ▼

All categories ▼

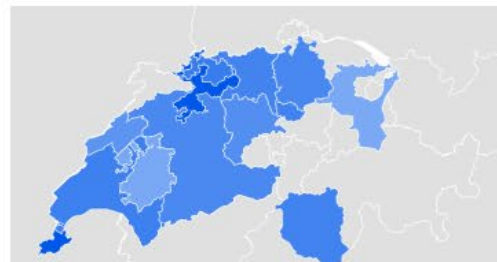
Web Search ▼

Interest over time ?



Interest by subregion ?

Subregion ▼



1	Canton of Solothurn	100	<div></div>
2	Geneva	100	<div></div>
3	Basel-Stadt	94	<div></div>
4	Basel-Landschaft	68	<div></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



Keyword Planner



SEARCH



REPORTS

TOOLS AND
SETTINGS

Discover new keywords



Start with keywords

Start with a website

Enter products or services closely related to your business



emc



+ 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



https://

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

Get results



Social Media Marketing



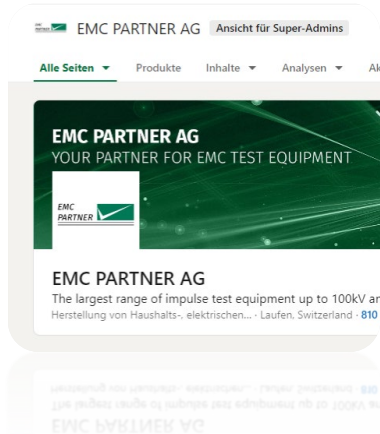
SOCIAL MEDIA

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?



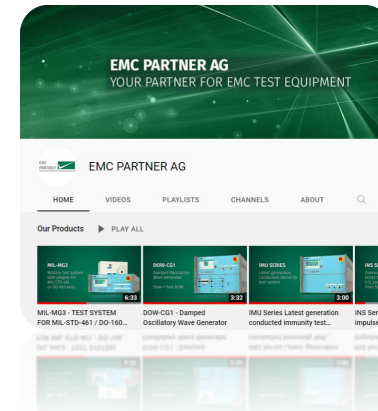
www.linkedin.com/company/emc-partner-ag

- 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?



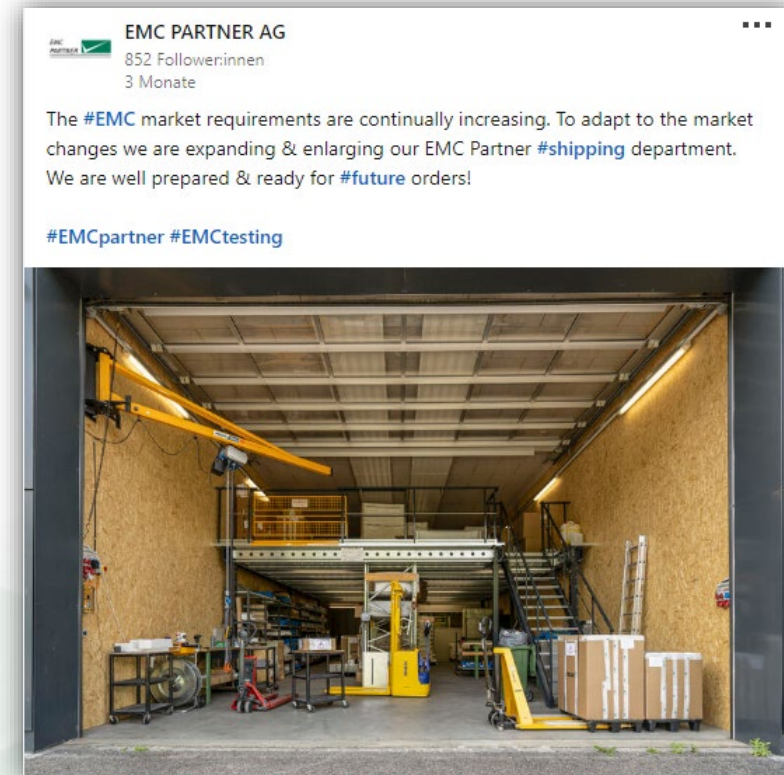
- Don't forget the HASHTAGS!
 - Use hashtags consistently
 - Tag EMCP accounts (LinkedIn, Twitter) / use EMCP YouTube videos
 - Use websites that help you to find hashtags for social media:
 - SISTRIX
 - RiteTag
 - Tag the event, group or page which is organising the event
- The more you tag, the more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

Event





16.01.2023

Company news



18

Product/Function


 **EMC PARTNER AG**
819 followers
3mo • Edited • 

This helper increases your test efficiency

We always try to provide our customers with reliable and effective testing equipment. We love smart and intuitive concepts for generators and accessories. This is why our IMU Series is so appreciated by our worldwide customers. But sometimes we have to care for many different things and this is when our testing wall chart for [#iectesting](#) gives you support to the fullest.



Download now for free: <https://lnkd.in/eaXJ7DD8>
[#emc](#) [#emv](#) [#emcpartner](#)

The IMU Series - Perfect solutions for professional test demands:
<https://lnkd.in/eCRwwZ9V>




The image shows two blue EMC IMU Series testing units on a green surface. A white wall chart with various diagrams and text is positioned behind them.

Holidays

 **EMC PARTNER AG**
819 followers
2mo • 

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

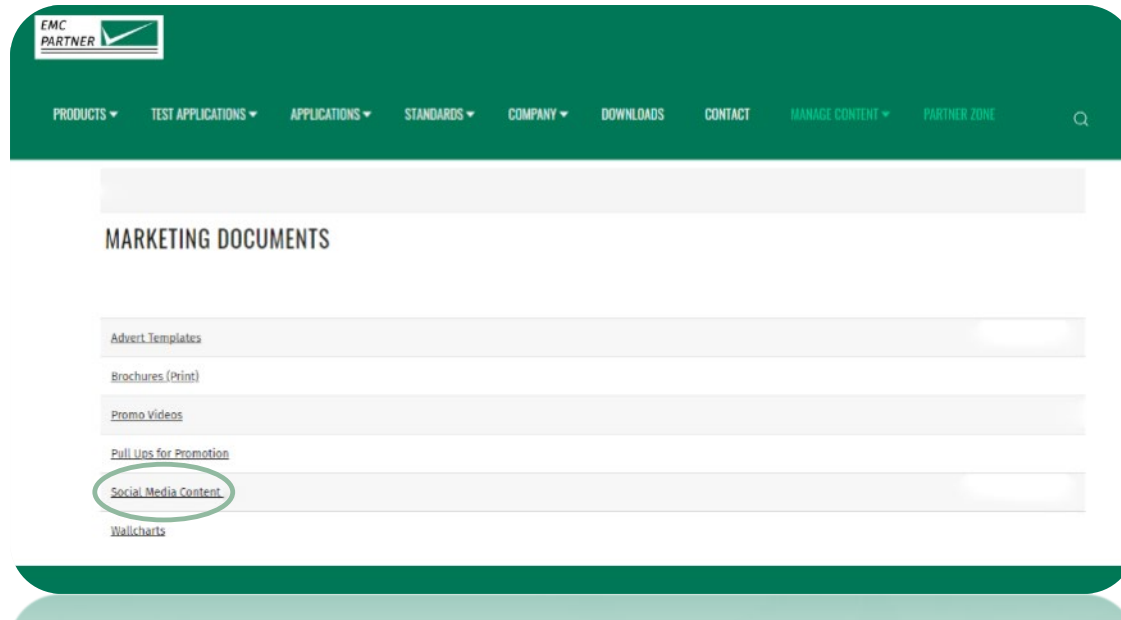


The graphic features a green background with various Easter-themed elements: a yellow rooster, colorful Easter eggs, a white bunny wearing glasses, and a white cloud-like shape containing the text "wishes you HAPPY EASTER". The EMC Partner logo is also present in the cloud shape.



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

