



**SEM** WIZARD

**Export Marketing Strategy: Sole Case study**  
**27/09/2017**



Specialized in:



[www.sem-wizard.com](http://www.sem-wizard.com)


# Who We Are | Alexandros Kokolis

- Education: Sociology (MA) | Panteion University, Media Studies (MA) | Panteion University
- 14 years of experience in Marketing and Advertising | Account Director for Piraeus Bank and Cosmote Group **Ogilvy & Mather**
- Google Premier Partner | Google AdWords and Google Analytics Certified Partner της Google.
- 200+ online marketing projects with a 7-digit advertising budget in total
- Featured Case Studies in Google's and Facebook's official webpages



# Generating valuable leads for your business!

- Managed & expanded some of the biggest advertising budget accounts in Economy Car Rentals, OPAP and e-travel, with average monthly budgets more than **€250.000**
- Achieved results that became success stories by Google & Facebook





Case study | Google AdWords

e-Travel simplifies campaign management and increases conversion rate by 32% thanks to enhanced campaigns

---



**Overview**

e-Travel is a leading online travel agent in Russia, Greece, Cyprus, Romania and Bulgaria, and has a presence in over 14 markets, covering central and south-eastern Europe. Based in Athens, and founded in 2005, the company's sites include [www.tis.gr](#), [www.piraeusbank.gr](#), [www.wing.gr](#)



Marketing on Facebook Pages Adverts Success Stories Learn How News Search

Success Stories > OPAP



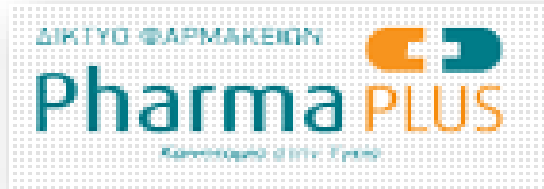
Success Story

The winning formula

- Exclusive Client Service & Marketing background experience, including the formulation of strategy and communication for **Piraeus Bank** and **Cosmote**.
- Offering tailor made solutions and personal customer service.



# Worked with



Great for all company sizes, B2B and B2C!



# SOLE Case Study/ Background

## Some facts:

- ✓ Sole S.A. was founded in 1974 and was the first Greek company to be involved in the renewable energy sources sector.
- ✓ The company still maintains its leadership in the European solar water heater market
- ✓ Sole exports 70% of its production all over the world.
- ✓ Sole was the company chose to place the solar panel heaters on a part of the Burj Khalifa in Dubai- the tallest building in the world.

Sole. The leader in the field of innovative solar energy systems!



# SOLE Case Study/ Background

## The case:

Sole has been focusing on creating B2B collaborations with businesses from abroad. The challenge was to create a solid communication strategy that would generate leads and new business opportunities for the growing company.

The work that had been done in Burj Khalifa was used as a key feature in the communication to demonstrate the experience and professionalism of Sole in international terrain.



# SOLE Case Study/ Target Group

## Strategic Target Group

- ✓ Male & Female
- ✓ Age 35-55
- ✓ Residents of the United Arab Emirates
- ✓ Owners or employees of building construction companies

## Secondary Target Group

- ✓ Male & Female
- ✓ Age 35-55
- ✓ Solar panel distributors in the United Arab Emirates



# SOLE Case Study/ Media Mix and Budget

## Online Marketing

- ✓ Display Ads
- ✓ Google Search Ads
- ✓ Remarketing
- ✓ YouTube Ads
- ✓ LinkedIn social networking
- ✓ E-mail newsletter

## Duration of campaign

4 months- October 2015 to February 2016

## Total Budget

6.000€





# SOLE Case Study/ Objectives

## **The Communication Objectives at the outset of the campaign were:**

- To drive and maximize awareness of Sole in United Arab Emirates
- To start establishing the company as a leader of a solar water heater/panel manufacturer

## **The Business Objectives were:**

- To attract foreign dealers for wholesale
- To generate leads for new B2B collaborations
- To create a mailing list of foreign dealers that will be later utilized for sending news and offers, and also for building and maintaining good relations



# SOLE Case Study/ Campaign Keywords

Analytical keyword research by utilizing online keyword spotting tools. Main prerequisites in the research were:

- Keywords searched by potential B2B clients and private owners
- Keywords that are 100% relevant to the product on offer

Moreover, an analytical research for negative keywords was also carried out in order to optimize the campaign.

## KEYWORDS

Search terms	Avg. monthly searches <sup>?</sup> ↓	Competition <sup>?</sup>	Suggested bid <sup>?</sup>
solar panels suppliers in uae	70	High	€0.96
solar panel manufacturers	50	High	€0.86
solar panel manufacturers in uae	20	High	€0.72
solar system suppliers	10	High	–
solar cell manufacturing	10	Medium	€1.63

## NEGATIVE KEYWORDS

Keyword (by relevance)	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>
solar water heater manufacturer in india	70	Medium	€0.86
solar water heater manufacturers in india	70	Medium	€0.93
solar water heater manufacturer in pune	30	High	€0.39
solar water heater manufacturer in bangalore	20	Medium	€0.41

# SOLE Case Study/ Campaign Text Ads

## + Text Ads

### [Eurostar Sole®](#)

Solar Panel Manufacturer  
Our Project-Burj Khalifa In Dubai!  
[eurostar-solar.com/manufacture](http://eurostar-solar.com/manufacture)  
(mobile)

### [Solar Panel Manufacturer](#)

Our Project-Burj Khalifa In Dubai.  
Contact Here For Wholesale Info!  
[eurostar-solar.com/manufacture](http://eurostar-solar.com/manufacture)

## + Call only ads

[Call: 0030 210 238-9500](tel:00302102389500)

[Eurostar-solar.com/manufacture](http://Eurostar-solar.com/manufacture)  
Solar Panel Manufacturer.  
High Quality & Certified Products

## + Call out extensions

40 years of experience - Innovative Solar Energy Systems - Exporting 70% of products



# SOLE Case Study/ Campaign Location Targeting

Bearing in mind

- The volume of searches
- The services capability of Sole

We targeted 9 countries, 8 of which located in the Middle East. The Global Market Finder tool which assists in finding export opportunities was also used in order to select the targeting.

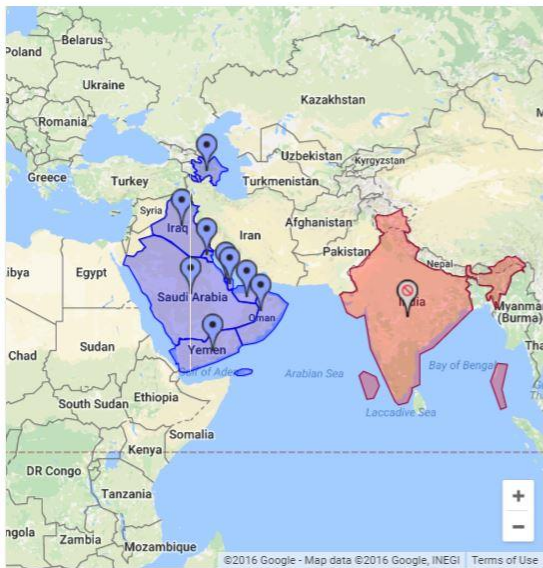
Google Global Market Finder

English

Your business	Search terms	Filter
Select your location: <input type="text" value="United States"/>	Keyword(s): <input type="text"/>	<input type="text" value="G20"/>
Select your language: <input type="text" value="English"/>	<input type="text"/>	<a href="#">Learn more about global markets</a>

Enter one keyword per line ?

Choose your locations



Search | Radius targeting | Location groups | Bu

Enter a location to target or exclude.

For example, a country, city, region, or postal code. Or, click the locations within the map area.

Targeted locations

Azerbaijan - country	1
Bahrain - country	1
Iraq - country	5
Kuwait - country	1
Oman - country	1
Qatar - country	1
Saudi Arabia - country	15
United Arab Emirates - country	7
Yemen - country	1

Excluded locations

Excluded locations	Reach ?	Remove all
India - country	82,500,000	<input type="button" value="Remove"/> <input type="button" value="Nearby"/>
United States - country	217,000,000	<input type="button" value="Remove"/> <input type="button" value="Nearby"/>

Find your global AdWords opportunity.

With Google Global Market Finder, you can find opportunities to reach over 1.9 billion customers around the world.

- Go global now**  
Automatically translate keywords into your customers' language.
- Geographic distribution**  
See where customers are searching for your product, from Albania to Zimbabwe or anywhere in between.
- Estimate cost**  
Make the most out of your ad budget by comparing cost estimates across languages and locations.

[Learn more about AdWords for Global Advertisers »](#)

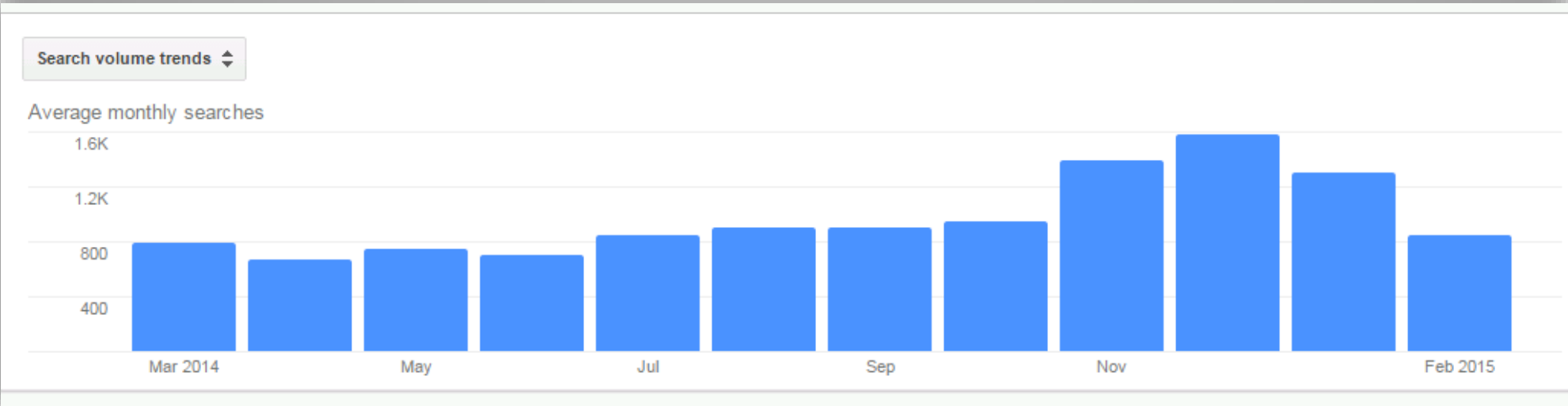
© 2014 Google - [Contact Us](https://services.google.com/fb/forms/globaladvertiser/en?target=_blank) - [Help](http://www.google.com/support/globalmarketfinder?hl=en?target=_blank) - [Privacy Policy](http://www.google.com/intl/en/privacypolicy.html?target=_blank) - [Send us feedback](https://spreadsheets.google.com/a/google.com/viewform?formkey=dEFiOENnYUFONmpjVHixOXNOSUNraUE6MQ?target=_blank)



# SOLE Case Study/ Campaign Timing

Considering the seasonality of the searches, we started the campaign one month prior to the beginning of the peak period, in October 2015.

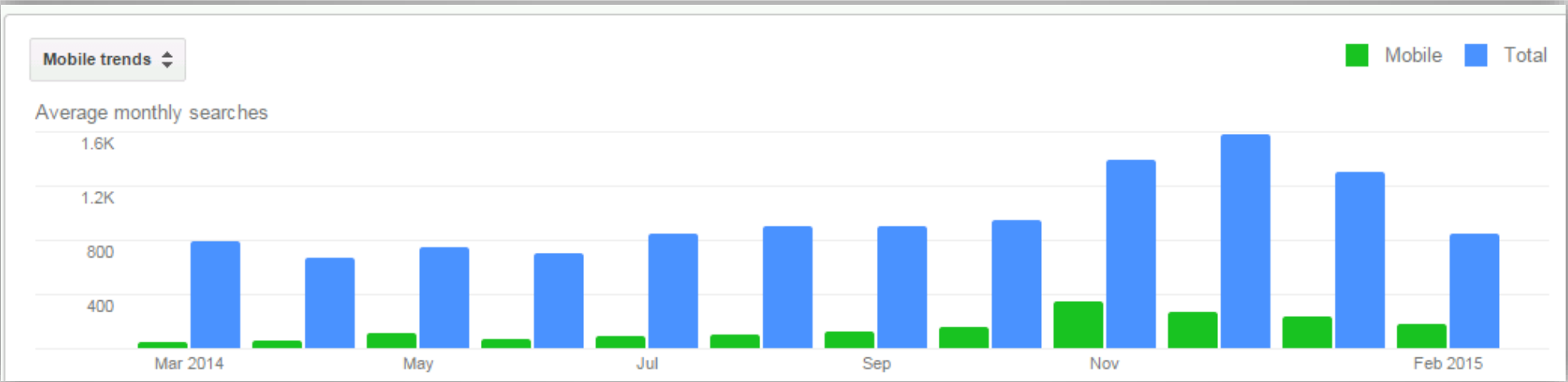
The campaign was completed in February 2016.



# SOLE Case Study/ Campaign On Mobile

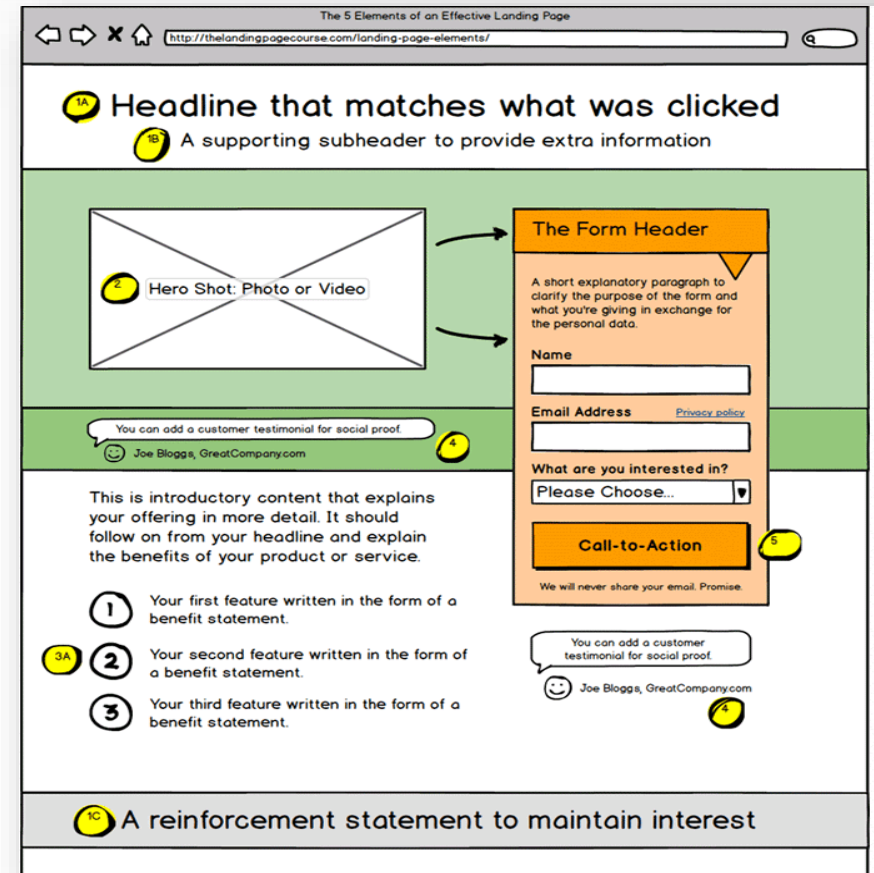
The campaign included tailor made ads for mobiles, as:

- 20% of Searches are on Mobiles
- Mobile Ads need different bids due to the very competitive environment



# SOLE Case Study/ Website

- ✓ Creation of a new English landing page in collaboration with a designer and a copywriter.
- ✓ Creation of Q&As and facts section:
  - Why choose us?
  - What are the products' most important advantages compared to the competition?
  - Certifications and Trust Badges
  - Countries where Sole products are distributed
- ✓ Onpage SEO in order to improve the website's position in Organic results



# SOLE Case Study/ Landing Page

## Our Company

EUROSTAR Solar Water Heater Manufacturer in Greece

### Trust the leader in the field of innovative solar energy systems!

Sole S.A. was the first Greek company to be involved in the renewable energy sources sector, since its foundation in 1974. Until today, it still maintains its leadership in the European solar water heater market exporting 70% of its production all over the world.

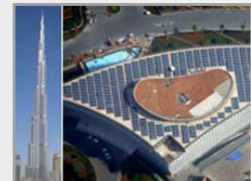
Sole produces solar thermal collectors, thermosyphon solar water heaters, compact solar water heaters and undertakes projects for sanitary or process hot water, room heating, pool heating and Solar Air Conditioning.

### Technological Excellence

The philosophy and main objective, upon which SOLE was founded and developed, was, and will always be the production of quality, high tech solar water heaters, hot water boilers and solar panels, and the ultimate satisfaction of the ultimate customer. Thus, the company has a specialized research and development department which constantly improves and develops the quality of SOLE products. All solar water heaters, boilers and solar panels manufactured according to the ISO 9001:2008, quality management system and certified their reliability and performance by the EKEFE DIMOKRITOS, INTA (Spain), CERTIF (Portugal), CSTB (France) and TUV (Germany) and SRCC (USA) institutions.

The innovative technology applied by SOLE, is a result of long experience of the company personnel and responsible administration.

### Big Projects



**BURJ KHALIFA TOWER, DUBAI, 2009**

It isn't a coincidence that SOLE has undertaken many ambitious solar energy projects in Greece, as well as many other countries.

[Download the pdf to view our big projects.](#)



**Sole S.A.**  
Solar Appliances Manufactures



**Sole S.A.**  
Solar Appliances Manufactures

### Landmarks in the history of the Company

1974	Panos Lamarinis establishes the 1st solar products manufacturing company in Greece and the European Union. The same year SOLE S.A. produces the well known solar water heater "HELIO THERMO".
1975	The company innovates and applies the closed circuit

**Our products all over the world:** ARGENTINA, AUSTRALIA, CHILE, BRAZIL, CUBA, CYPRUS, DENMARK, DOMINICAN REPUBLIC, MALTA, MEXICO, MOROCO, N.ZEALAND, PORTUGAL, ROMANIA, SPAIN, LEBANON, FINLAND, GERMANY, HUNGARY, IRELAND, ITALY, LA REUNION, TUNISIA, UAE, KENYA, S. AFRICA, SAUDI ARABIA, ALBANIA, CROATIA, FRANCE.

## BECOME A DISTRIBUTOR TODAY!

Full Name: (required)

Company:

E-mail: (required)

Address: (include city, zip code, state/country)

State:

Country:

Tel. - Fax: (include area/country codes)

Your Comments: (required)

Submit

Reset

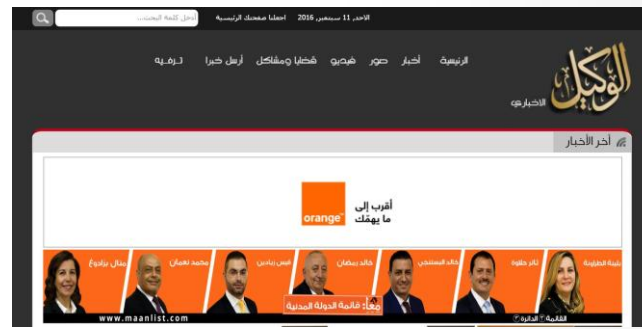
with its products is present in 18 countries exporting in Europe, North Africa, Middle East and South America. - The applications of solar energy from SOLE start from a simple home and extend to hotels, sports centres, industrial plants, etc. In 1999 SOLE SA completes international innovative projects of "Solar air conditioning heating and cooling" with solar collectors, Climasol, with selective surface.

2000	SOLE S.A. continues to execute among others, 2 more projects in Crete for Solar Air Conditioning.
2001-2004	SOLE S.A. keeps expanding its products sales to continuously more and more countries around the world.
2005	SOLE S.A. develops a new 'universal' support frame for its thermosyphon systems that can be applied to both flat and tile roofs.
2006-2008	SOLE S.A. from this year on exports 70% of its products in 35 countries while maintaining its leadership in the Greek market.
2008	SOLE S.A. delivers another big project in Hungary for solar air conditioning in a supermarket.
2009	SOLE S.A. conquers the skies by supplying the solar system to the highest building in the world (BURJ KHALIFA in DUBAI).
2010	Among several collective installations in large hotel complexes SOLE S.A. delivers in operation the solar system of Dubai Sports Complex one of the most advanced stadiums in the world.
2011	SOLE creates an innovative product, "AIRSOL", solar air collector for room heating
2012-2013	SOLE redesigns and recreates HELIO THERMO, solar water heater, the most popular system in Greece. At the same time designs the corresponding product EUROSTAR -ECO for the markets outside Greece.
2015	SOLE develops a new technology of solar linear concentrating collectors for temperatures up to 400°C.



# SOLE Case Study/ Campaign Ads

Increasing Brand Awareness by targeting websites that our potential clients prefer. Direct communication with the most effective of those websites in terms of results, in order to have premium banner placements.



## Topics of placements

- Business & Industrial › Energy & Utilities
- Business & Industrial › Industrial Materials & Equipment
- Business & Industrial › Energy & Utilities › Renewable & Alternative Energy › Solar Power
- Business & Industrial › Energy & Utilities › Renewable & Alternative Energy



SOLAR WATER  
HEATER  
MANUFACTURER

The Leader In The  
Field Of Innovative  
Solar Energy Systems!



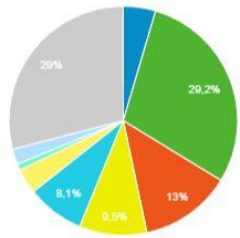
# SOLE Case Study/ Campaign Results

- 32 filled forms from UAE targeting campaigns in landing page
- 46 filled forms from UAE targeting campaigns in contact page
- Conversion rate 4% στο google search
- 30 Direct calls from search ads
- 609% increase traffic from UAE in comparison with previous period

+ AD		Edit	Automate	More actions...	Labels
<input type="checkbox"/>	<input type="checkbox"/>	Ad	Status ?	Clicks ? ↑	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="tel:00302102389500">Call: 0030 210 238-9500</a> Eurostar-solar.com/maker Solar Panel Manufacturer. High Quality & Certified Products	Approved	30	

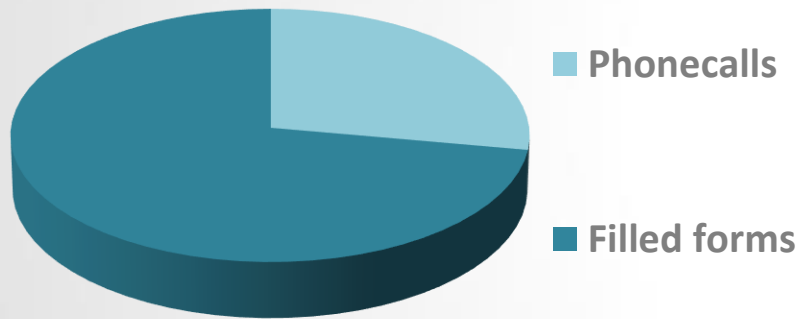
Κύρια ιδιότητα: Καμπάνια / Αναγνωριστικό καμπάνιας Ομάδα διαφημίσεων

Απεικόνιση σειράς Δευτερεύουσα ιδιότητα Τύπος ταξινόμησης Προεπιλογή

Καμπάνια / Αναγνωριστικό καμπάνιας	ΦΟΡΜΑ OUR COMPANY EN (Ολοκληρώσεις στόκου 8)	Κλικ	Συνεισφορά στο σύνολο:
	35 % του συνόλου: 66,04% (53)	41.808 % του συνόλου: 100,00% (41.808)	<input type="text" value="Κλικ"/> 
1. MIDDLE EAST -SAUDI ARAB 329715417	22	4,57%	
2. REMARKETING ABROAD 329715657	6	29,15%	
3. NEW DISPLAY UAB TOPICS 375418857	3	12,96%	
4. NEW DISPLAY BRAZIL TOPICS 375419577	2	9,54%	
5. AFFINITY MIDDLE EAST NEW 399960657	1	8,12%	
6. REST LATIN AMERICA 329715057	1	0,03%	
7. (not set)	0	0,00%	

# SOLE Case Study/ Campaign Results

## Generated leads during campaign






### In numbers:

- 108 total leads
- Around 80% of total leads were B2B, therefore relevant leads
- 40% of relevant leads are ongoing  
This is a very important number considering that each deals will last for months or even years.



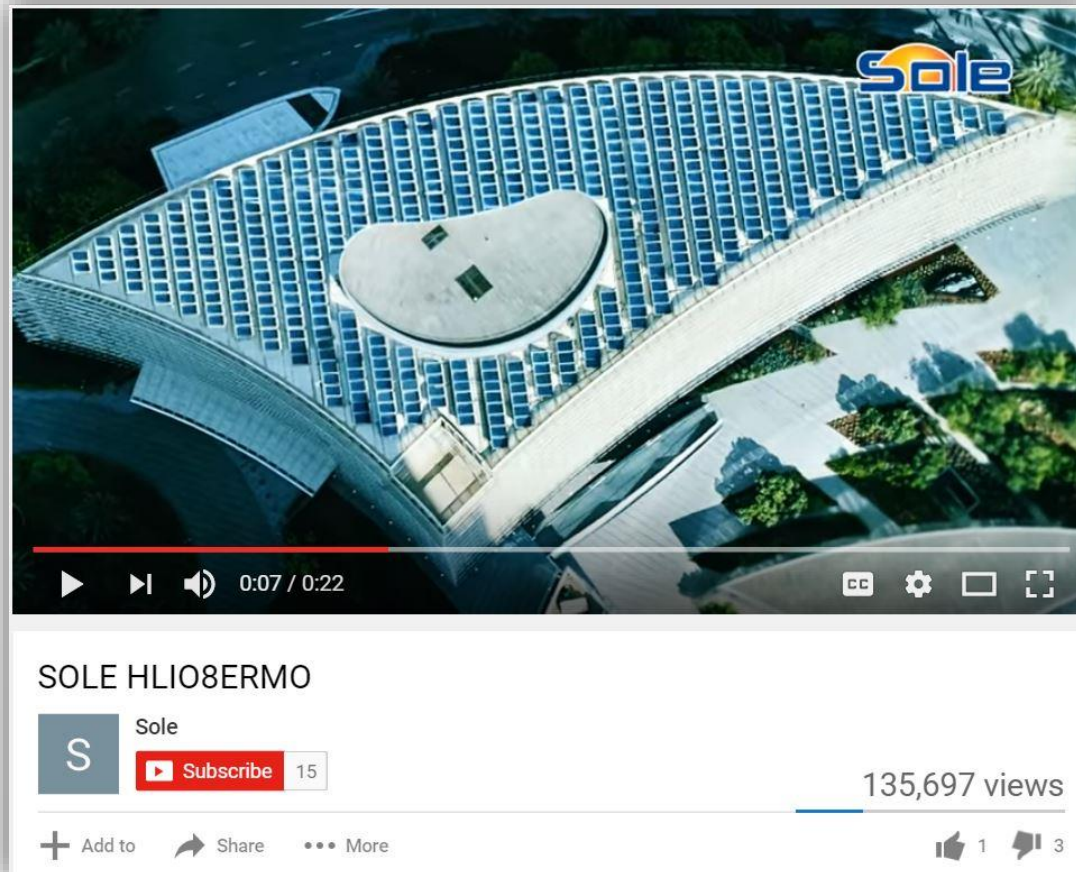
# Campaign Results/ ROI Hypothesis

- If average Gross Revenue for each deal  **50.000€**
- Actual Ability to Sale  **10% (43 leads x 10% =4,3)**
- Actual budget 6.000€  **Gross Revenue growth 215.000€ (4,3 X 50.000€)**



# SOLE Case Study/ Campaign Next Steps

- Creation of Mobile Landing Page
- Continue to monitor competition within targeted markets (site, prices, strategy)
- Perform data-driven optimization within the site and across advertising channels
- YouTube and Display Remarketing to those that did not fill in the Communication Form
- English translation of Sole's Corporate Video





**SEM** WIZARD

[alexandros@sem-wizard.com](mailto:alexandros@sem-wizard.com)

[www.sem-wizard.com](http://www.sem-wizard.com)

Phone: 6936 87 82 81

**Thank You!**