

## 2019 Gold Quill Awards Communication Management Divisions Work Plan

<b>Entrant: Amanda Farley</b>	<b>Division/Category: Division 1: Category 7</b>
<b>Organization: SSDM</b>	<b>Time period: August 2018 - present (Q2 2019)</b>
<b>Entry title: SSDM Introduces Bosch ADS</b>	<b>Entrant's role: Strategic Design &amp; Direction</b>
<b>Your team members' names (if applicable): Amanda Farley, Elise Hubel</b>	
<p><b>Project description:</b></p> <p>Based on our success with OTC Tools - a Bosch brand of professional vehicle electronic diagnostic equipment, automotive fuel maintenance and a wide range of servicing tools and equipment with various manufacturing facilities - SSDM was given the opportunity to develop a six-month digital marketing campaign for the launch of a new Bosch-branded product line - <b>Automotive Diagnostic Solution (ADS)</b>.</p> <p>The target audience would include automotive diagnostic specialists (technicians) and vehicle repair shop owners.</p> <p>Working closely with the Bosch ADS marketing team, SSDM constructed a strategic plan to help educate the audience on the new product as well as help generate leads through demo requests.</p>	

### 1. THE BUSINESS NEED OR OPPORTUNITY

SSDM has been working with both Bosch US as well as its Automotive Service Solutions Business Unit of the Bosch Automotive Aftermarket Business Division since 2012. Our work within the divisions continues to expand; as success is achieved with one division, other divisions have wanted to experience the same results.

Establishing a regional presence in 1906 in North America, the Bosch Group employs 35,000 associates in more than 100 locations, as of December 31, 2018. According to preliminary figures, in 2018 Bosch generated consolidated sales of \$14.5 billion in the U.S., Canada and Mexico. Bosch products are built with a purpose; to enhance quality of life through innovative technological solutions.

Operating across four business sectors – Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology – Bosch is uniquely positioned to offer customers a multitude of value-add, cross-sector solutions across a diversity of industry applications. In addition to providing outstanding products, Bosch uses its world-class expertise in sensor technology, systems integration, software and services, as well as its own IoT cloud, to offer each customer connected, cross-domain solutions from a single source.

The Automotive Aftermarket division (AA) provides aftermarket accessories and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a vast range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its portfolio includes products made as Bosch original equipment, as well as aftermarket products and services developed and manufactured in-house. More than 17,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time.

The Bosch ADS series of automotive shop diagnostics tools offers many distinct competitive advantages, including built-in Wi-Fi which allows the technician or mechanic to find additional information (for instance, regarding a recall) right from the device, eliminating the need to leave the bay to access information from a separate desktop or laptop computer.

Bosch ADS is a new product series that needed education and awareness in the marketplace. Although, Bosch is not a new brand it was to this audience. Through demonstrations, the product's benefits could be showcased and purchase interest increased. Bosch management realized that a digital campaign could achieve their ambitious near-term goals through very careful targeting and message placement. We were very pleased that they chose SSDM as the partner that could get them the desired results.

## 2. STAKEHOLDER ANALYSIS

To determine target audiences, in-market research helped to identify the personas of those who would most likely convert. The initial audiences were independent mechanics, dealerships and collision shops, which is a rather small and technical focus. Some in-market audiences that came from our research were:

- Autos & Vehicles/Auto Parts & Accessories
- Autos & Vehicles/Auto Repair & Maintenance
- Consumer Electronics/Mobile Phones
- Autos & Vehicles/ Auto Parts & Accessories/Engine & Transmission

## 3. GOALS AND OBJECTIVES

### Objectives/KPIs

- Increase requests for ADS (Automotive Diagnostic Solution) **product demonstrations**
- Increase **sales** of ADS products
- Increase **subscriptions** to Technician Nation, a new online community for technicians to use as a resource for addressing trending vehicle issues.  
<https://techniciannation.com>

Based on client needs and expectations, SSDM determined a **finalized goal** for this campaign would be **604 actions across the three KPIs**.

⇒ **Campaign Investment - Media Budget: \$40,000**

Media	Budget	Actual
Search	\$18,500	\$20,884.75
Video	\$8,650	\$7,78.69
Programmatic	\$5,850	\$3,053.65

Remarketing	\$8,000	\$7,793.70
<b>Total</b>	<b>\$41,000</b>	<b>41,510.79</b>

⇒ **Campaign Investment - Agency Services Budget: \$40,000**

Strategy and Deployment\*: \$10,000 (deployment strategy detailed in section 4 below)

Search Optimization and Management + Analytics: \$30,000

#### 4. THE SOLUTION OVERVIEW

**Programmatic campaigns** were used to initially engage and educate our audiences, then remarketing (based on recency), including products viewed, engagements, and calls-to-action for demonstration requests. As ADS was a new product series of Bosch, it was important to get the brand in front of the right audiences to start the customer journey.

**Keyword strategies** focused on competitive, branded and diagnostic tool search terms. Using *geographic targeting*, SSDM had the ability to fluctuate bids by state to enhance performance.

**Search marketing** efforts utilizing the keyword strategies targeted audiences who are actively looking for the ADS products, are lower in the customer journey funnel, and ready to take action. This strategy was used to increase overall conversion rates (traffic to lead).

**Remarketing** campaigns were used to create awareness and reach previously engaged audiences based on the programmatic and search marketing campaign executions. Look-alike targeting was used and audiences created based on profiles for those who had completed a demo request.

Client-provided video was used within the programmatic campaign. Look-alike targeting was based on audiences who had completed a demonstration request.

#### **\*Deployment Strategy**

As the campaign unfolded, emphasis shifted based on the targets' movement through the sales funnel - from awareness to action.

<b>Campaign Emphasis</b>	<b>1st 30 days</b>	<b>2nd 30 days</b>	<b>After 60 days</b>
Search	20%	50%	60%
Remarketing	10%	20%	25%
Programmatic	70%	30%	15%

#### 5. IMPLEMENTATION AND CHALLENGES

The SSDM team brainstormed a strategic keyword list to come up with the right verbiage to reach audiences ready to take action and the strategy was working. Our highly targeted ads and messaging resonated with the audience and the response was so much better than anyone ever expected.

SSDM more than doubled the total campaign goal of 604 actions and attributed this success to the fact that it was a highly monitored and optimized campaign. There was heavy push to avoid any plug-and-play campaign tactics by insisting on full discovery and solid strategic campaign tactics related to KPIs.

The SSDM team of strategists combed through the data daily, stratifying keywords and budgets, and our creative team responds quickly, tweaking messaging to reach further and further into this unique marketplace. A/B testing was especially valuable, given the fact that this is a brand-new product with no previous marketing tactics, metrics or creative.

## 6. MEASUREMENT AND EVALUATION

When Bosch approached SSDM about this campaign, the product didn't even have a name yet, as it was completely brand-new. In six short months, the client's goals were not only met but exceeded. **Delivered** results topped expectations by **150%**.

Due to its overwhelming success, this campaign was a finalist for the 2019 Interactive Marketing Awards.

KPI results are illustrated in the following graphic.

### Snap Shot Highlights

Overall, this campaign performed significantly well and exceeded many of the benchmark goal numbers that were set prior to the start of the campaign. Benchmark goals included:

- Goal actions: 604
- Goal sessions: 36,540
- Goal for time on site: 1:30 - 2:00
- Total actions: 1,528
- Total sessions: 48,630
- Total time spent on site: 0:48

