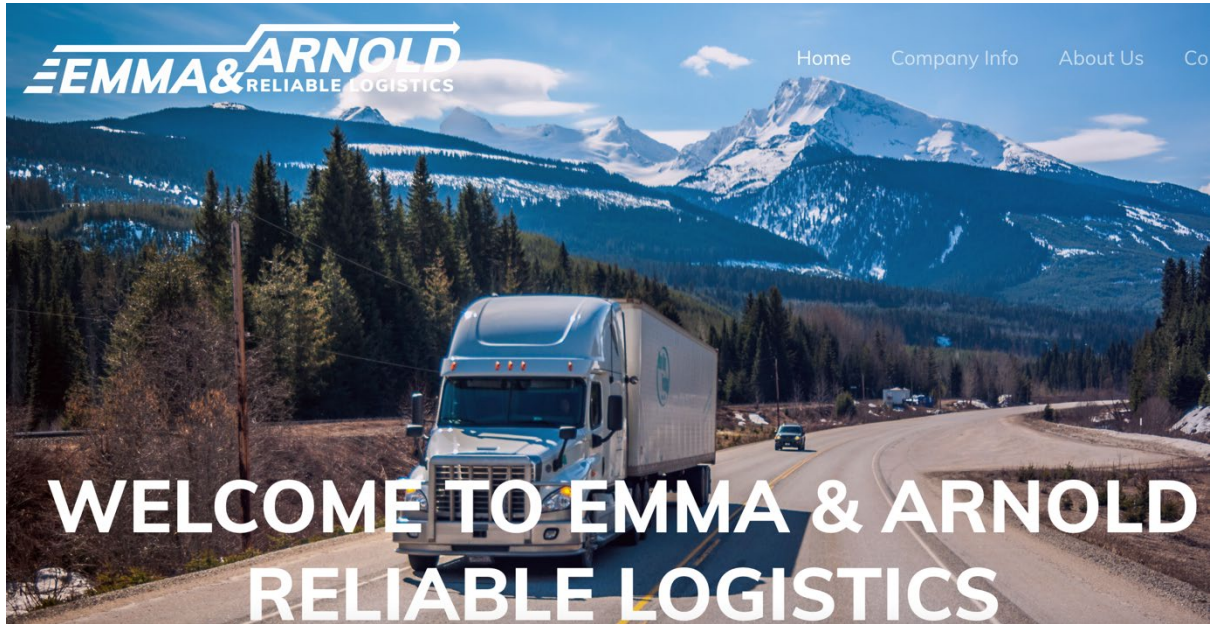Emma & Arnold Reliable Logistics

CLIENT ANALYSIS CORPORATE TREATMENT

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CLIENT ANALYSIS: CORPORATE TREATMENT

A Managerial Report of Emma & Arnold Reliable Logistics

Justification Report Client Insight

by

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PART 1 STRATEGIC BRIEFING

1. INTRODUCTION

Emma & Arnold Reliable Logistics (E&A) wishes to take part in the growth of the logistics industry. In this respect, communication with clients is considered important. Therefore, the aim of our contribution is to find effective ways in which E&A can engage clients through its online content. This report is structured as follows: the description of the company focuses on the vision, mission and current brand identity, it discusses how some important creative communication tools such as the message architecture and the content mission statement were determined, which shall be used later in the report. A content audit was conducted which assesses the quality of the client's content compared with the competitors. The client challenges was discusses and how these challenges can be converted to company objectives.

2. DESCRIPTION OF PERSONA

In order to determine the key content interests of E&A clients, customer research was carried out for E&A. From the customer data collected -through a combination of quantitative & qualitative research- a user persona was created. The data showed that only two users persona were created for E&A but one align most to the company objective and this persona & customer content journey can be seen below.
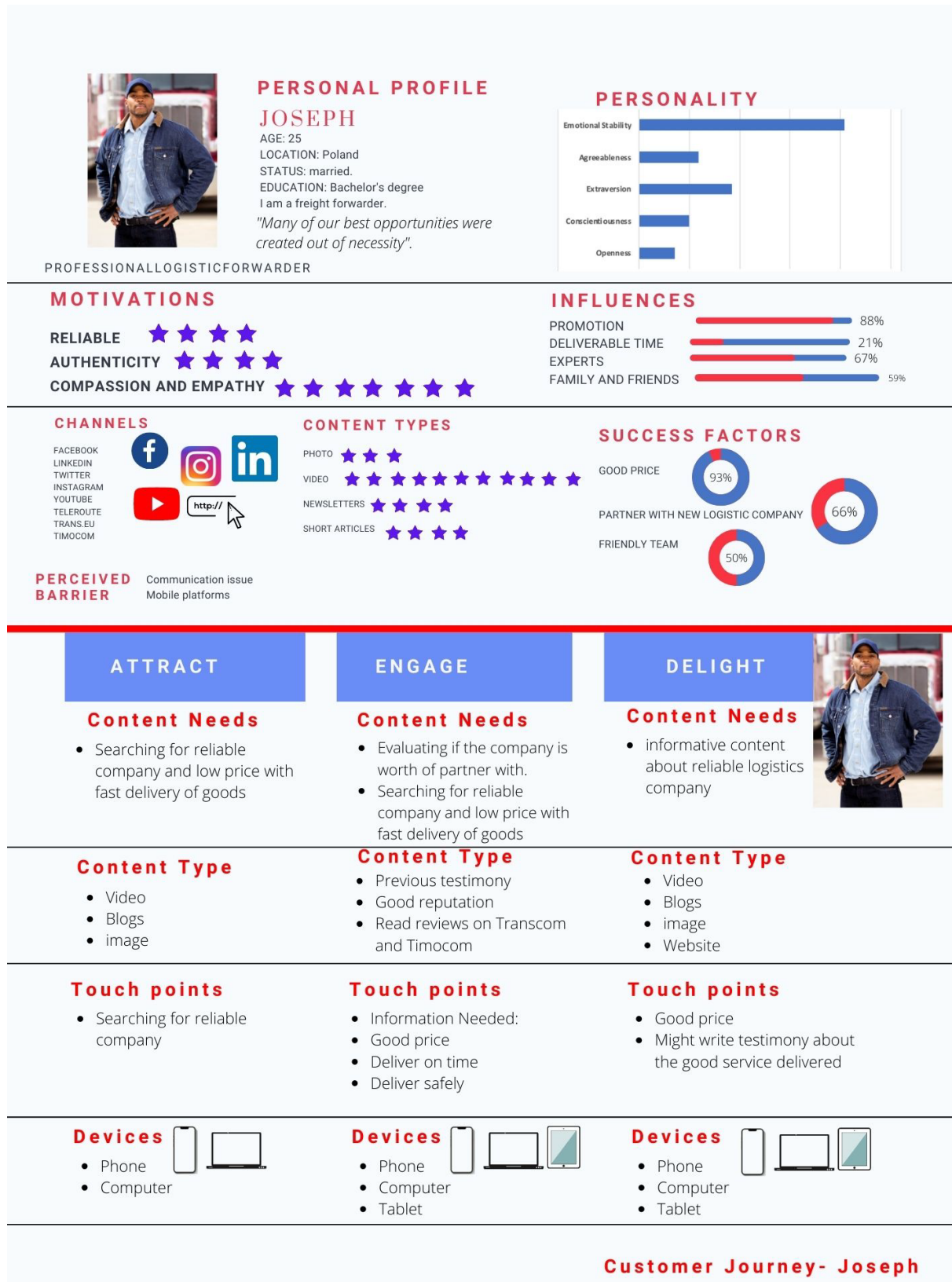
PERSONAL PROFILE

JOSEPH

AGE: 25
LOCATION: Poland
STATUS: married.
EDUCATION: Bachelor's degree
I am a freight forwarder.

"Many of our best opportunities were created out of necessity".

PROFESSIONALLOGISTICFORWARDER

PERSONALITY

- Emotional Stability
- Agreeableness
- Extraversion
- Conscientiousness
- Openness

MOTIVATIONS

RELIABLE ★★★
AUTHENTICITY ★★★
COMPASSION AND EMPATHY ★★★★★★

INFLUENCES

PROMOTION — 88%
DELIVERABLE TIME — 21%
EXPERTS — 67%
FAMILY AND FRIENDS — 59%

CHANNELS

FACEBOOK
LINKEDIN
TWITTER
INSTAGRAM
YOUTUBE
TELEROUTE
TRANS.EU
TIMOCOM

CONTENT TYPES

PHOTO ★★★
VIDEO ★★★★★★★★★★
NEWSLETTERS ★★★
SHORT ARTICLES ★★★

SUCCESS FACTORS

GOOD PRICE 93%
PARTNER WITH NEW LOGISTIC COMPANY 66%
FRIENDLY TEAM 50%

PERCEIVED BARRIER
Communication issue
Mobile platforms

ATTRACT	ENGAGE	DELIGHT
Content Needs • Searching for reliable company and low price with fast delivery of goods	**Content Needs** • Evaluating if the company is worth of partner with. • Searching for reliable company and low price with fast delivery of goods	**Content Needs** • informative content about reliable logistics company
Content Type • Video • Blogs • image	**Content Type** • Previous testimony • Good reputation • Read reviews on Transcom and Timocom	**Content Type** • Video • Blogs • image • Website
Touch points • Searching for reliable company	**Touch points** • Information Needed: • Good price • Deliver on time • Deliver safely	**Touch points** • Good price • Might write testimony about the good service delivered
Devices • Phone • Computer	**Devices** • Phone • Computer • Tablet	**Devices** • Phone • Computer • Tablet

Customer Journey- Joseph

Figure 3: The chosen persona/customer Journey

This persona was chosen based on the client's recommendation because it matches E&A's objective. One of E&A's objectives is to be one of the leading logistics companies in Europe by 2025, but this is not out content objectives. Keeping this in mind, the focus should be on the main target group, namely the business owners. For this reason, Joshua was chosen to develop the content strategy.

3.0 DESCRIPTION OF ORGANIZATION

This chapter focuses on gaining a better understanding of the client behind this research. Through understanding the demands of both the customer and the client, a "sweet spot" can be determined in which the ideal content for both parties can be created and implemented. Through personal interview with the client, the organizational structure became clear. This communication was conducted in a semi-structured interview. The complete interview guide can be found in Appendix 1

E&A was founded in Poland, on May 2019 in Grodzisk WLKP by Emmanuel and Arnold. E&A has a long-standing partnership with LKW Walter. This is one of the biggest players within the logistics industry, with about 1500 employees. The company size of E&A is about 10 employees, and the main routes are within and between Germany, Netherlands, France, Belgium, Poland, Italy, and the Czech republic. E&A transports consumer and non-consumer goods all over Europe. The core customer value can be described as being reliable and being consist in maintaining a high level of quality in their services.

The target customers are the logistics companies within Europe and E&A aims at acquiring more clients/customers through a media strategy with a targeted content. For now, the company has no specific content except for its website, which is mostly informative but could very well be enhanced. However, to change and enhance the content strategy it is important to realize that money and time are crucial and must be made available to this end in order to reach the target audience.

3.1 MISSION AND VISION

The most effective goals are those that are specific, measurable, attainable, realistic, and time-bound. Collins and Porras' first create a framework that defined organisational vision and mission organisations. This framework consisted of a guiding philosophy which led to: Core ideology clearly stated principles about the organisation's vision, mission and principles . It's the glue that holds the enterprise together such as a consistent identity that transcends product or market life cycles.

Core value: been consistent with the idea the company believe that is authentic to the behaviour of the organisation, during card sorting workshop with E&A, potential values were written out into 3 categories, this has been used as input to determine the core values which can be seen in page 11&12.

Core purpose: every organization has a purpose, this is heartbeat of the organization that guides and directs an organization, The core purpose of the organization was established through communication with the client (see Appendix 2interview transcription) E&A describe their purpose as follows: "Consistency and reliability are key to us" both the purpose and the core values will function well in establishing a strong vision and mission statement for E&A.

A Mission Statement defines the company's business, its objectives and its approach to reach those objectives. A Vision Statement describes the desired future position of the company. Elements of Mission and Vision Statements are often combined to provide a statement of the company's purposes, goals and values (Kotler, 2020). Through establishment the core ideology of Collins & Porras model with mission and vision of Kotler statement. the mission and vison were approved by the client

Mission Statement: To provide the best professional services to clients.

Vision Statement: To be a logistics Market Leader by 2025 and to create sustainable community among logistic business owners .

4.0 BRAND ANALYSIS

4.1 BRAND IDENTITY(CBBE)

In order to assesses the identity of E&A the customer-based brand equity (CBBE) was used. Customer-based brand equity (CBBE) is used to show how a brand's success can be directly attributed to customer's attitudes towards the brand. The CBBE model looks at building a brand as a sequence of steps, the steps are as follows (see also figure 1):

Brand building blocks

Figure 1: Brand equity model, CBBE Model (Keller, 2008)

4.2 BRAND SALIENCE OR BRAND IDENTITY

Achieving the right brand identity means creating brand salience. This is the extent to which customers are aware of the brand and how often, how easily and to what extent the E&A brand is recognized by customers. Brand identity helps customers to recognize the brand under different conditions and makes it possible for them to link to the brand name, logo, symbol etc.

E&A first identifies the company's target customers, which are freight forwarders, but can also be business owners and individuals. According to (Kotler, 2020) a brand can be positioned better by associating its name with a desirable benefit. E&A develops a brand identity by positioning the company as reliable and consistent in delivering its services (i.e. delivering goods on time). According to clients that is something they would value greatly. It

is recommended that E&A to rebrand their brand identity in as much their target audience is a logistics business owners.

4.3 BRAND MEANING

Brand meaning identifies and communicates what the brand means to its customers, and what it stands for. Brand meaning is made up of two major categories of brand association. These are related to performance and imagery:

- **Performance** defines how well E&A services meet the reputable customers' needs. According to Keller's model, performance consists of five categories: 1) primary characteristics and features, 2) product reliability, 3) durability and serviceability, 4) service effectiveness, efficiency, and empathy; 5) style, design and price. Currently,

- **Imagery** refers to how well the E&A brand meets customers' needs on a social and psychological level. It is about the perception of the customer. Information the customer's own experiences was directly gathered via interviews. It showed that in the customer's perception E&A met the customer's needs.

E&A's brand performance should demonstrate its reliability and consistency. The clients know the services are well organized. The E&A's brand imagery enhanced the friendship and values which makes their clients still use their services.

4.4 BRAND RESPONSE

Brand response is also called brand judgement. This has to do with the customer's personal opinions of the brand. The customers' response to the brand typically falls into two categories: judgments and feelings. The category judgements centers around the four sub-categories.

- **Quality** – the clients judge the services based on its actual and perceived quality of E&A providing the services. The quality of the services provided by Emma & Arnold can be improved base on the customer's insights.

- **Credibility** – clients judge credibility using three dimensions: expertise (which includes innovation), trustworthiness, and likability. Our findings indicate that the credibility can be enhanced through a change in the message architecture.

- **Consideration** – the clients judge how relevant the services are to their unique needs. We use the research we have carried out into customer's insights to identify E&A customers' specific needs.

- **Superiority** – clients assess the superiority of the brand by comparing it with competitor's brands. Here, E&A still struggles to compete with competitors in terms of funding their business.

4.5 FEELINGS

There are six positive brand feelings that clients can get from the services: warmth, fun, excitement, security, social approval, and self-respect.

In E&A's content strategy we focus more on three out of the six aspects of brand feelings, namely excitement, social approval, and self-respect.

4.6 BRAND RESONANCE

The final step of the model focuses on the ultimate relationship and level of identification that the clients have with the brand.

Our goal is to strengthen the brand and services by focusing more on brand resonance by creating a social networking framework to induce clients to share the E&A ad on their social media platforms. As the target group indicate that E&A's brand imagery enhanced the friendship and values which makes their clients still use their services.

PART 2 STRATEGIC PRINCIPLES FOR CONTENT CREATION

5.0 MESSAGE ARCHITECTURE

A message architecture summarises the strategy of communication goals in a short list of attributes and phrases used by an organization. These approaches help to separate communication goals from brand values. The shareholder of E&A were present at the card sorting session. On the 5th of December 2021 the workshop was held online. The workshop lasted for more one hour 30 minutes and was separated in three categories. Each categories shall be briefly discussed below.

5.1 CATEGORIZE

With the card sorting session, one hundred words were selected and were divided into three phases:

1. Who we are: "How do you think your company is perceived"?
2. Who we would like to be: "How would you like the company to be perceived by clients and competitors"?
3. Who we are not: "Which are the terms that you don't want your company to be associated with"?

The chosen approach is the following: The facilitator starts the process of the card sorting by introducing the main purpose of the exercise. All the three Shareholder were participate. Within this phase, the shareholders were asked to sort approximately 100 phrases into three sub sections. They are "who we are", "who we are not" and "who we would like to be". At

the end of this phase all the words that were sorted into the category "who we are not" was eliminated from further analysis. The remaining words were carried over to the next phase.

5.2 FILTER

In this phase Arnold, Rene and Emma was asked to assess the words that were segmented under "who we are". The shareholders were asked to group all words which in his opinion related to one another. Then they were asked to choose the word(s) that in their opinion most accurately represented what his organization would like to become and to carry these words over to the next phase. The words that were not a match were eliminated from further consideration.

5.3 CATEGORIZE FURTHER

The third phase, Arnold, Rene and Emma was asked to sort the words within the ending "who we would like to be". The main objective in this phase to eliminate as many overlapping words as possible, to have at least 15 words remain.

- Experienced
- Successful
- Futuristic
- Impactful
- High-quality
- Reliable
- Inspirational
- Important
- Consistent
- Tactical
- Structured
- Ambitious
- Diverse
- Friendly
- Flexible

5.4 ANALYSE & ELABORATE

In the final phase only Arnold and Emma assess the words that were remaining. In addition, both owners were asked to sort the words into categories that they felt fit well together and ideally, name this category. They proceeded to sort the words in categories that they believed fit well and march the organisation. The table below shows how Arnold and Emma divide the words and what category name they gave to each subsegment.

Professionalism(Tone of Voice)	The Service(Core)	Objectives (Strategy)
Impactful Diverse Friendly Consistent	High-quality Tactical Structured Flexible Reliable Experienced	Futuristic Inspirational Important Successful Ambitious

Table 1: Message Architecture Outcomes.

Finally, the shareholders described the overarching categories as follows:
Professionalism is the E&A ethic, which describes the conduct of the employees while doing their job. And The service is how we hope to deliver our services to our clients, of which they think that reliability will become our priority. The company objective is to be a successful logistic owner and help other to grow.

3.5 Critical Assessment

Upon assessing the finalised message architecture, it shows that the card sorting session deviated from the initial intention. The main purpose of the card sorting by the shareholders was focused too strongly on company objective rather than communicate with their customers. Another approach of prioritizing communication goals is by using the Venn diagram (see figure 4).
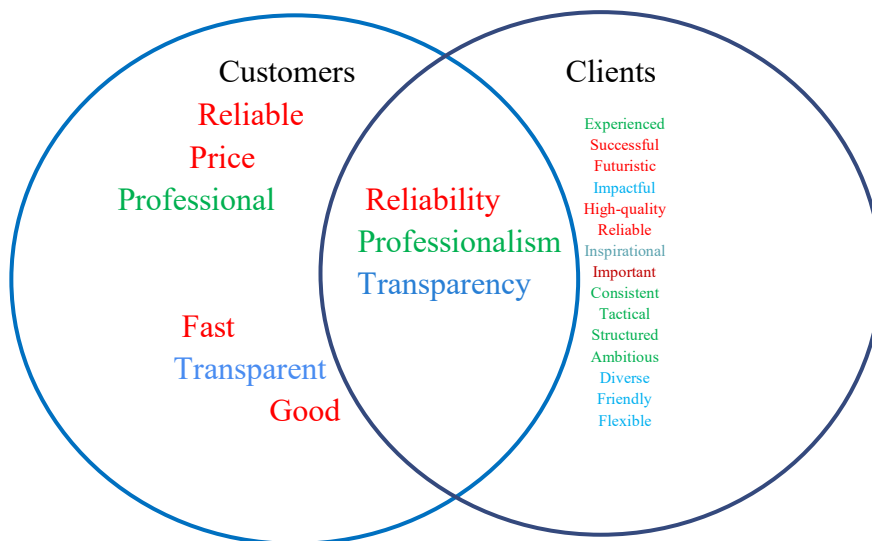

Figure 4: Venn Diagram

6.0 SWEET SPOT ANALYSIS

E&A's sweet spot it's the interaction between the customer and the shareholders can be found by using a Venn diagram in figure 4. The result of the card sorting was derived from the persona, which provided the input for the sweet spot analysis. The two data sets were combined in a Venn diagram in order to find the overlap in the given information. Related synonyms were linked together in the intersection. The terms used in this message architecture do not imply the actual goal of the company, but they capture the key messages we will try to communicate through online content and design. The sweet spot shows three selected words (Reliability, Professionalism, Transparency).

Reliability in this context is that the services provided by E&A will operate in a defined environment without failure. **Professionalism** is the E&A ethic, which describes the conduct of the employees while doing their job. With **transparency** is meant to establish the trust and goodwill by building and keeping the company's reputation for openness and honesty in their business dealings.

6.1 CONTENT MISSION STATEMENT

"We at E&A Logistics offer business owners exceptional value through both our professional service and our inspirational content. We aim to set the standard for professionalism in delivering a positive, reliable experience for business owners through our online contents, by connecting businesses and providing clear information".

7.0 THE CONTENT

Due to the lack of content from E&A, it was decided to focus on assessing the content of the main logistic company, LKW Walter .

Generally, the marketing mix for companies is defined by 4P: Product, Price, Place and Promotion. However, for logistics companies, a 7P mix model is the best option, with additional people, process, and physical evidence (Arora, 2016). In this context we focus more **promotion** (the content), **people** (The target audiences), **Process** (how the content delivered) , and **physical evidence** (platforms such website, LinkedIn, YouTube and Twitter). It was chosen to focus on these four platforms because these platforms where used by the chosen persona.

7.1 WEBSITE:

The competitors website was assessed in order to restructure the E&A website. This will helps to determine what type of content competitors are displaying on their website and whether E&A should emulate this process.

7.2 YOUTUBE

Presently, E&A don't have his YouTube channel, in order to structure the new YouTube channel effectively, was decided to follow the YouTube structure of main competitor (LKW Walter). The engagement rate and impressions made were also assessed for this platform as this information is publicly available. The engagement rate was calculated using the following formula: Likes + Comments / Views *100. The competitors linked their YouTube channel to their website for easy access in one click.

7.3 LINKEDIN

LinkedIn is key media channel using by E&A, the linked subject to the content audit. In order to apply a consistent sampling size, systematic sampling was also used on this channel (Bryman, 2012).

7.4 TWITTER

As the Twitter has relatively no content posts that can be assessed, but we able to access the competitors Twitter page, the amount of likes post has been used as the number of impressions. It is not possible to collect further data (such as the engagement rate) on these post.

8.0 CONTENT DOMAIN

The findings from the content audit allow for interpretation of where E&A could potentially establish their content domain. E&A has no content strategy in place. With the implementation of a strategic content domain the organization could synchronize efforts to deliver consistent content on all the three platforms mention above. In addition, the establishment of a strategic content domain can aid the creation of topics or themes regarding this domain. The content audit showed that E&A Event is an extremely saturated segment within content audit. However, the segment of round table conversations among the participants during the event it open an opportunities for the new and existing clients. This segment is strongly desired by the user persona. Therefore, the strategic content domain that E&A should focus on is described as "Building Community/Connecting people.

8.1 CONTENT ORGANIZING MODEL (MM MODEL)

All companies can be sorted into levels of maturity within content marketing. The levels are called "level 1 initial, level 2 repeatable, Level 3 defined, level 4 managed, and level 5 optimized". Each separate phase analyses the level of integration of content marketing within a business (Proenca D, 2016). It can be determined that E&A is currently in the initial stage. They are creating content, but it lacks overall direction, strategy and integration within the organization. The domain can be classified as "Building Community/Connecting people" by establishing a variety of different topics that E&A can create content consistently, then these can progress towards the last level of content maturity model "optimized level".

8.1.1 THE FUTURE

In the following chapter all the future elements of E&A have been ordered. This includes client objectives and the preconditions. This information shows how the client can proceed to create content that is satisfying to both the user persona and is able to achieve company objectives.

8.1.2 OBJECTIVES

The content marketing describes as "a marketing and business process of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience with the objective of driving profitable customer action" (Pulizzi, 2016). Thus, the key objective of this content strategy plan is to ensure, the target audience of E&A become inspired to the service of E&A. In order to achieve this goal, sub goals must be established. In order to structure these sub-goals, the content marketing funnel by Gerretsen and Machilese (2018) shall be used. The model has been depicted below:

Figure 5: Content Marketing Funnel, Gerretsen & Machilese, 2018.

As can be seen above the funnel consists of five individual phases. It is essential to understand that a content marketing approach is a full funnel approach. However, as was established in the previous subparagraph, E&A is currently still in the initial level of the content organizing model. While all the objectives shall be described below according to the content marketing funnel, the focus shall lie on solving TOFU objectives as the largest bottlenecks currently occur here. In the following subparagraphs each objective has been outlined according to the funnel.

8.1.3 AWARENESS (AUDIENCE, VISITOR AND INTERESTED VISITOR)

The top of the this funnel consists of the awareness and interest stages with existing visitors. It is important that E&A has a good content types to targets the audience. As a result, it will

drives more traffic to the E&A website in the awareness stage. The content domain of "E&A" can be used as building community/connecting people domain to attract, engage and delight the consumers of E&A.

8.1.4 DESIRE (BUYER AND REGULAR BUYER)

In this segment of the funnel, lead generation becomes important. This is the equivalent of the attract/engage phase in the user persona buyer journey (see chapter 1.1). Therefore, in order to generate these leads, strong hub content such as signing for the coming up events or instruction email about the event should be created here to entice the E&A clients to know the benefits of attending the event, in the E&A landing page users sign up the E&A email list.

8.1.5 ACTION(INTERESTED VISITOR)

The Interested visitor phase is a segment in which engaging the user is important. Therefore, engaging content should be implemented in this stage that would drive the customer through to the next phase of the funnel. As it was stated earlier, E&A is still in the starting phase of developing content, 20% average watch time is used as an initial guideline.

8.1.6 LOYALTY (BUYER, REGULAR BUYER AND AMBASSADOR)

Buyer & Regular- in the phase the E&A clients used the services. The dwelling time, this is time the clients of E&A spent on the E&A webpage. The moment the visitors arrives on an E&A webpage to the moment they left the page. The benchmark for any average company spent on webpage is considered somewhere between 2-4 minutes. It will good idea to assign 2 minutes as an indicator for E&A. E&A want to retain their regular clients, one method of achieving this is through implementing bonus catalogue for the target audience. This implies for every clients that requested for the event guideline and procedure receive an additional discount on his or her service rendering by E&A.

What will set the E&A apart from competitors are the level mentioned above that need to be very diligently handled in order to gain a leadership position before 2025 (this is according to the company's long-term objective).

9.0 CONTENT PERFORMANCE:

An overwhelming 91% of business-to-businesses (B2B) like E&A use online content marketing to engage with their clients. E&A create their contents themselves, both on social media and on their own website.

9.1 CLIENT'S CHALLENGE

This section presents the finding of the client's challenge using lead management funnel which 6 stages, but when moving the prospects towards a sale there are three stages. 1) TOFU: Build awareness to generate leads, 2) MOFU: position the brand on the market and make it easy to generate leads 3) BOFU: at this stage the company is aware of the scope of the previous two stages, and the business continues to improve its efforts in these directions. The lead management funnel is the process of funneling the target audience through distinct stages until they decide to make purchase or using the services. (Richards, 2017).

These model was used and during the interview with the clients the important question was asked: "How would you describe your organization's online contents maturity level"?

During the interviews with E&A's clients we identified two common challenges that are related to the target audience. These two are the communication challenge with various nationalities (in various languages) and the lack of sufficient reputable truck drivers. With respect to the latter, it should be mentioned that due to covid-19 pandemic E&A lost two of their reputable drivers and is still searching for new drivers to replace them.

Challenge 1: How to reach and attract the clients in various countries within Europe through effective online content? How can we use a content strategy to solve the communication challenges with respect to languages?

Challenge 2: How can E&A deliver effective online content that is relevant and meaningful to find new truck drivers within Europe.

In this context, we will focus on top of the funnel(TOFU) for E&A to attract the widest audience for potential leads. For E&A to succeed with TOFU lead generation, it recommended to leverage his content on Social media, Events, SEO etc.

10.0 PRE-CONDITION

Currently, the organizations key resources are the three owners Emma, Arnold and Rene. Arnold is in charge of their content creation. Recommended that E&A considers hiring an additional employee in order to oversee the implementation of their content marketing. With respect to budgets and spending, the organisations tend to spend more of their content total marketing budget on content strategy.

Through the interview with the client (see Appendix 2: interview transcription), it became apparent that a budge of 8,400 per year is available. On average, small businesses spend between 2000 euro and 10,000 euro for content marketing each month (WebFX, 2022).

With the fact, it is advise that they focus on organic content by focusing mainly on the initial level of the funnel(TOFU) to attract the widest audience for potential leads. By doing this it will benefit them more and consequently, reduce the risk of wasting resources on focusing on the rest of the marketing funnel.

PART 3 ASSESSMENT CURRENT CONTENT

11.0 CONTENT AUDIT

Content audit analysis is an approach to the analysis of documents and texts (which may be printed or visual) that seeks to quantify content in terms of predetermined categories and in a systematic and replicable manner. However, it is usually treated as a research method because of its distinctive approach to analysis. This chapter gives a literature overview and explores the Hero-hub-hygiene strategy.

11.2 HERO-HUB-HYGIENE STRATEGY

The hero-hub-hygiene strategy forces marketers to create content in a coherent flow to attract attention as well as to engage customers in a brand. The hero-hub-hygiene method lets brands and companies retain visitors and actively work on creating a close-knit community (Nguyen, 2018).

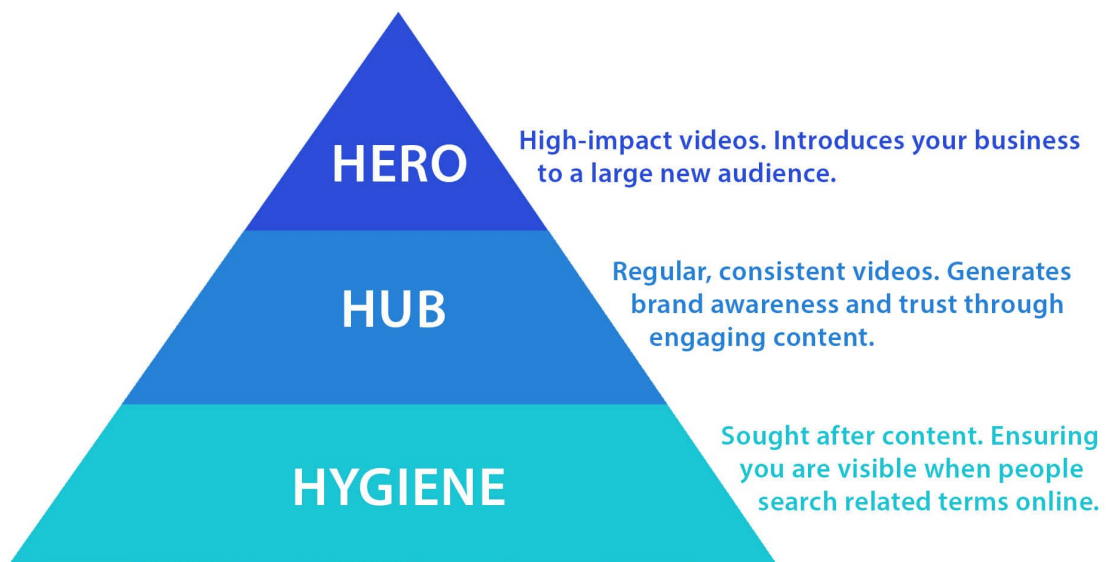The three stages of this model are shown in figure 7 and each stage is explained next.

HERO High-impact videos. Introduces your business to a large new audience.

HUB Regular, consistent videos. Generates brand awareness and trust through engaging content.

HYGIENE Sought after content. Ensuring you are visible when people search related terms online.

Figure 7: Hero-Hub-Hygiene model (Travers, 2021)

Hygiene content is the functional content that forms the foundation of the content strategy, and it plays an important role in guiding the audience through the purchasing process. Hub content usually generates brand awareness and increases engagement with your audience. Hero Content is designed to spread brand awareness and to increase engagement of the brand.

Therefore, the goal for content creations is to develop a strategy that exploits the usefulness of media (Yang, 2018). The important key in this regard would be to understand the tools and

approaches to implement an effective online ad. The main purpose is to improve the online content for the E&A.

The following are research sub-questions:

1. What platform is used by the logistics companies to reach their clients?
2. What kind of online content motivates the target audience to use E&A services?
3. (a) What type of content should a logistics company use to engage with their clients?

12. METHODOLOGY

12.1 SAMPLE DECISION

The content audit will give us a chance to improve online contents for E&A that would fit well with the target audience. We need to decide what category to place in: Keep, Improve, Remove or combine.

The main reasons for using these categories is to determine on how each piece of contents fits with the E&A online contents. However, there are other important factors such as content types, Hub-Hero-Hygiene content, Online platform, engagement rate, etc.

For the purpose of using content audit for our content strategy, it was necessary to carry out primary quantitative research using existing online content from E&A competitors. The specific content was chosen as the empirical setting. In this content strategy, five online platforms were selected to identify which platform was used most by competitors. Second, the topic categories of the online content were aligned with our persona. We need to know if the content mission statement fits our client and our chosen persona.

12.3 SAMPLE SIZE

The final sample size obtained was 100 online contents from five platforms such as Internet (websites), Facebook, LinkedIn, Twitter, and YouTube.

13.0 RESULTS OF THE CONTENT AUDIT

This chapter reports and justifies overall content analysis. All data was extracted from various online content and was screened and coded for descriptive statistical analysis, which was conducted using an excel program. This chapter was structured in the order of solving the client challenges presented in chapter two (p7) but starts with the website because it is the platform used most by the competitors. We looked at how competitors used 3H taxonomy type of content (Hero, Hub and Hygiene), content type (Av, Blogs, Image/text, video/text and visual), and content category (Brand communication, brand community, Experimental,

Functional, Information and sales promotion). And based on this, data analysis was performed. The engagement rate was calculated as the total number of interactions of the content received divided by the total number of followers, multiplied by 100%. From all of this we determined what content we should keep, adapt, or kill.

13.1 PLATFORM USE BY LOGISTIC COMPANY TO REACH THEIR TARGET AUDIENCE?

In this section we focus on the platform used by the competitors and E&A. We tried to find out which of the common online platforms (Facebook, LinkedIn, Twitter, Internet websites, and YouTube) were used most by competitors and E&A. Internet is the platform that is used most among competitors (57%) of which 5% is accounted by E&A. Then YouTube (21%) is used most with 4% for E&A, follow by Twitter (14%), Facebook (6% with 1% for E&A), and LinkedIn (1%). See also figure 8.
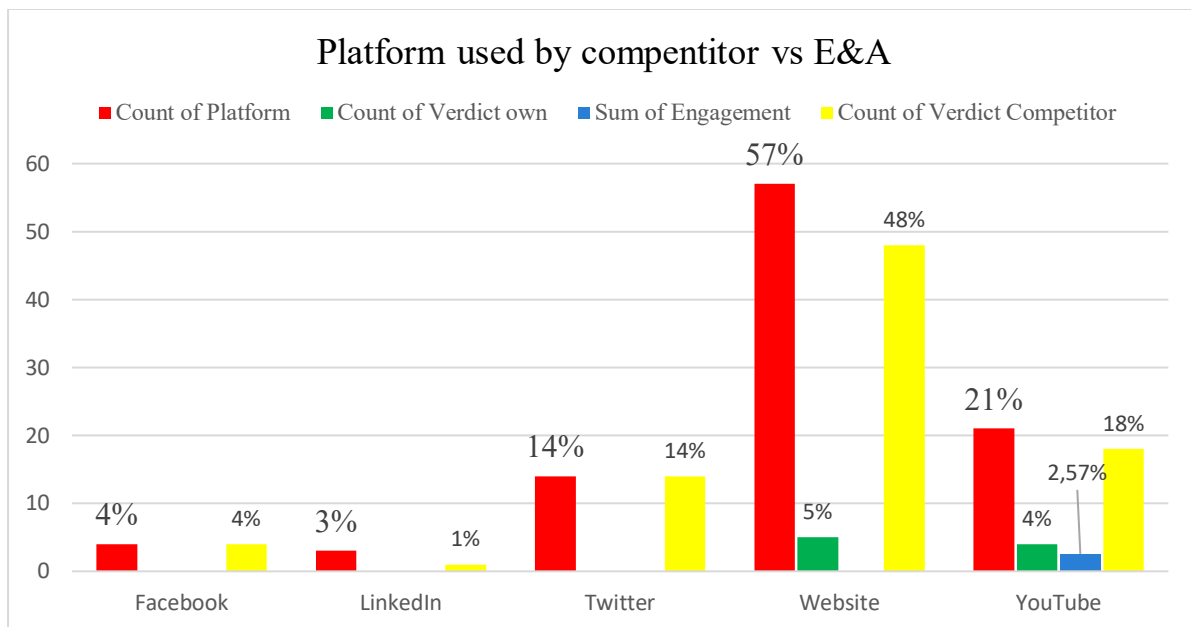

Figure 8: Platform used by competitors vs E&A.

13.2 THE 3H TAXONOMY OF CONTENT

The pie chart in figure 9 below shows the 3H system of content marketing. It can be seen that 55% of E&A's competitors use Hub content to generate brand awareness and increase engagement with the audience by continuously uploading video content. Hero content is used by 35% of the competitors. About 10% of hygiene content is used by the competitors.
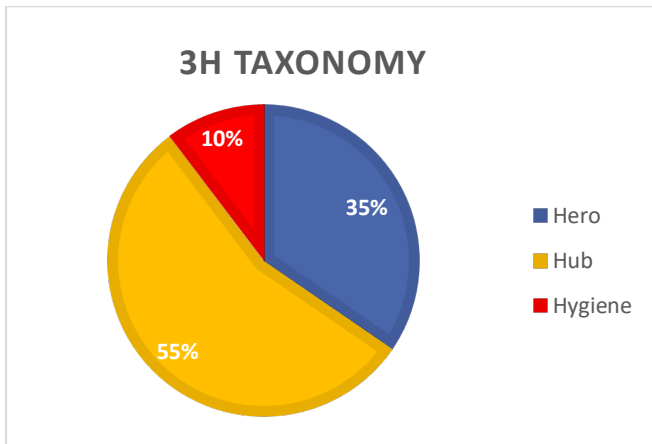
Figure 9: 3H Taxonomy

The pie chart in figure 12 below shows the verdict, based on content of the competitors on three categories: keep, improve, remove, or combine. About 48% of the content from the competitors is relevant to the chosen Persona, see page 10. We decided that it would be good to keep 39% of the content gathered from competitors in an adapted form for the online content for E&A. Only 13% of the competitor's content is thought not to be relevant to our chosen Persona.
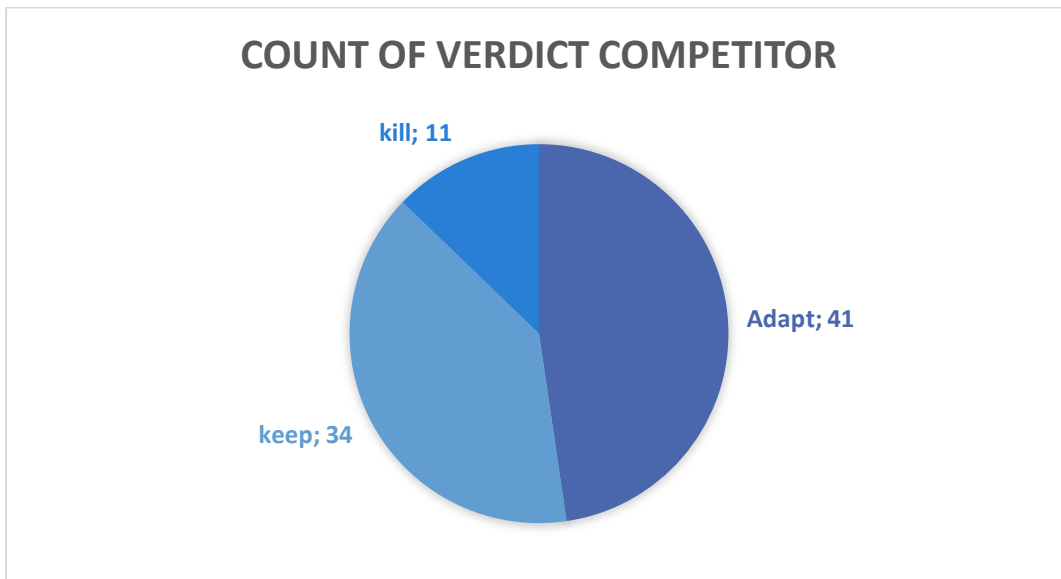

Figure 12 the verdict competitor

13.3 CONCLUSION AND RECOMENDATION

The online content strategy is used to frame company massages in such a way that the messages maintain a high level of interest in the client's minds. Firstly, The E&A currently still find themselves in the initial stage of content marketing. This is due to lack negligent and not knowing the benefit of content marketing of how to use content marketing effectively to generate lead in logistic organisation. In order to structure their content more effectively, the content mission statement was created in conjunction with the shareholders and this will help E&A in creating content in the near future.

Through auditing, the content domain of "Reliability, transparency and professionalism" is well defined. This allows for a strong entrance into the market for logistics. This domain was chosen as it also strongly barely reflects the desires of the user persona but strongly desires for the company goal, in addition is not deemed fit realistic for the client to focus on, because of the purpose of this assignment.

Other important research finds that competitor's online content is relevant and will help us to enhance the E&A online content, both text and video.

14.0 RECOMMENDATION

E&A could implement some of the results of this audit. Firstly, this audit has shown that E&A needs quality online content that engages their clients.

Secondly, we found that E&A do not engage on social platforms like Facebook, Instagram, and Twitter. However, they do engage in LinkedIn. It could be interesting when E&A would come up with a new strategy, putting their Video with text content across various social networks.

Finally, upon the basis of the client challenges, the content audit and the content domain objectives were created together with the client. These objectives were broken down according to each levels of the content marketing funnel. In order to achieve these objectives 8,400 per year is available has been made available as budget. Given the limitations of this budget, most of it should be focused upon the TOFU factors.

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