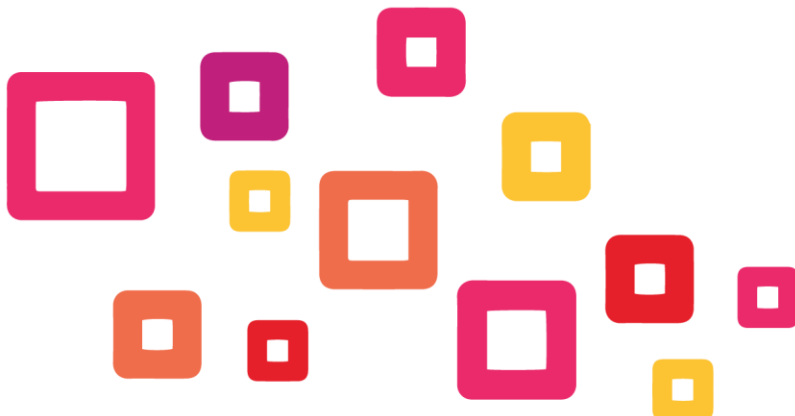


SUBUNIT 4.2

Building an brand and engaging customers

Marketing Strategy Teaching Case



Introduction

The following case study is a continuation of the case study from activity 8. You have successfully developed a CI, a logo and basic elements of a brand for the company DYNA SEAL GmbH. The next step is to develop ideas for a marketing strategy.

Description of the situation

Your company

Your company is a specialized advertising agency that deals with the simple presentation of difficult issues. The company employs 10 staff. The technical equipment is up to date and enables the implementation of all possible solutions. Although the company is considered to be very innovative, it is becoming increasingly difficult to find suitable employees. In addition, the pressure of the competition is increasing, which has already tried several competitors to copy the services.

Target groups

The target groups of the company are primarily companies in the manufacturing sector. Lately, you have increasingly focused on graphic representations and solutions in the area of Industry 4.0. You definitely want to be part of this trend.

Tasks

Develop ideas for a marketing strategy

Your new customer, DYNA SEAL GmbH, a manufacturing company that deals with the production of seals for high-pressure lines in the 3D printing process, has taken the first step towards a successful market appearance with your help. The basic elements of a brand, as well as the CI and logo are present (Activity 8). Now it's about developing ideas for a marketing strategy. Recall the results of Activity 8 again. Build your marketing strategy on these results.

Your tasks

You need to present the first ideas for the new marketing strategy next week.

The following basic conditions or key points from Activity 8 must also be observed:

- The company wants to be perceived as an innovative company.
- The company wants to be a young company.
- The elements of the Industry 4.0 theme must be present in any case.
- The marketing ideas must express technical competence.
- The marketing ideas should be suitable for an international market presence.

In addition, the following points should be noted:

- The marketing ideas should be based on current trends in marketing.
- Your knowledge in the field of neuromarketing should also be included in the marketing ideas.

The following specific tasks have to be done:

1. Develop 5 marketing ideas that meet all the above conditions and key points.
2. Create a PP presentation that presents these 5 points.