

# STARTING WITH THE END IN MIND

National Brand and Marketing Plan

September 2019

# OVERVIEW

Executive Summary

Strategic Objectives

Success Targets

Challenges & Opportunities

Strategic Plan Chart

## OVERVIEW

# EXECUTIVE SUMMARY

**Nycote Laboratories** manufactures and sells unique coating technology internationally. Through years of research and development, their core products set them apart from the competition and as a result have created a solid customer base.

The **Nycote Laboratories** team could continue “business as usual” with a steady level of revenue. However, they are eager to expand the customer base of their legacy products within the aerospace industry and launch a new product.

To increase revenue and awareness of their current and upcoming products, it is imperative that **Nycote Laboratories** develop a strategic branding plan in order to continue to establish itself as the premier coating manufacturer across the globe.

## OVERVIEW

# STRATEGIC OBJECTIVES

1

## ESTABLISH

**Nycote Laboratories** as the innovative leader in nylon epoxy coating products across primary industries and markets.

2

## INCREASE

Pour rate of all products in order to drive top-line revenue.

3

## ENGAGE

New engineers in the aerospace market in order to expand the reach of legacy products.

4

## APPLY

Strategic direction to all branding, marketing, and sales initiatives and consistently communicate the brand promise and sales story across all channels.

5

## TRANSFORM

Marketing efforts and streamline the sales process to decrease pressure on internal staff and become more efficient and profitable.

OVERVIEW

## SUCCESS TARGETS

1

10% INCREASE IN POUR RATE

2

SALES PIPELINE FILLED WITH QUALIFIED WARM LEADS

3

INCREASED WEB TRAFFIC AND FORM SUBMISSIONS

## CHALLENGES & OPPORTUNITIES

1

### LATENT SALES PROCESS

Currently, the sales process is latent and remains relatively dormant until the prospect is ready to buy. Nycote Laboratories runs a lean operation which also makes the end-to-end process react to the market. The goal for 2019 is to fill the pipeline with qualified leads which will require more active and consistent marketing and sales enablement.

2

### OUTDATED BRANDING

The website and other key sales materials will not provide a good experience for prospects looking for more information Nycote's products or interacting with the brand for the first time. A stated goal is to have a new website deployed in 2019, but will take time which means we will need to implement quick changes to the existing site and use landing pages in HubSpot for our first campaign.

3

### LIMITED DATA AND DIGITAL MATURITY

The new tools and strategies outlined in this plan will require employees to be on-boarded with some level of training and expectation. Not only will this require them to learn new tools, but it will inevitably interrupt their existing personal workflow. This, however, is an opportunity for personal growth, as well as business growth. As campaigns progress, we will gain valuable knowledge about prospective customers and will be able to leverage those insights to improve our marketing strategy.

4

### COMPLEX BUYER'S JOURNEY

The aerospace industry is notoriously bureaucratic and filled with red tape. While this makes some sense from a safety perspective, it does not always facilitate a smooth and predictable buying process. We will need to be nimble in our efforts to work around the bureaucracy and make it easy for customers to find all the safety/spec information they might need.

## OVERVIEW

# STRATEGIC PLAN CHART

Over the course of 12 months, we will focus on brand building and awareness of the **Nycote Laboratories** brand. Since engineers and executives at both OEMs and MROs typically drive demand for Nycote's products, we will focus on energies on reaching and engaging these personas with advertisements and content. To do this effectively, though, we will need to build infrastructure to support our initiatives. Once the foundational work is completed in the first few phases, we will launch both the **engineer** and **executive** campaigns.

YEAR-LONG	Marketing Foundations	Brand Building	Campaign Execution
<b>PHASE 1: BOARDING</b>  <b>Marketing Foundations</b>	<b>PHASE 2: TAXIING</b>  <b>Web Design</b>	<b>PHASE 3: TAKEOFF</b>  <b>Content Development</b>	<b>PHASE 4: FLIGHT</b>  <b>Digital Advertising</b>
<ul style="list-style-type: none"><li>• Complete setup and onboarding of HubSpot CRM and Marketing Hub</li><li>• Setup Users and Permissions</li><li>• Create Contact Properties and List Segmentation</li><li>• Write Lifecycle Management Document</li><li>• Create and implement tracking scripts on all web properties</li><li>• Install Google, Facebook, LinkedIn, HubSpot</li><li>• Setup Campaign Tracking</li><li>• Review Engineer persona and conduct interviews</li></ul>	<ul style="list-style-type: none"><li>• Refresh and simplify website design</li><li>• Design layout</li><li>• Write copywriting</li><li>• Optimize website for search (SEO)</li><li>• Title tags, meta descriptions, and page headers</li><li>• Refresh and optimize social media profiles</li><li>• Use new brand creative to paint a cohesive look across web and social</li><li>• Optimize information and linking</li><li>• Create and implement HubSpot blog</li><li>• Design blog listing template and blog page template</li><li>• Develop and publish templates</li></ul>	<ul style="list-style-type: none"><li>• Develop a Video Content Strategy</li><li>• Video Production (Web and Email content)</li><li>• Transcribed Blogs</li><li>• Sizzle Videos (Advertising content)</li><li>• Develop new aerospace case studies</li><li>• Create and publish video and blog content</li><li>• Schedule and publish owned and curated content to social</li></ul>	<ul style="list-style-type: none"><li>• Define top channels</li><li>• Paid press, Google search</li><li>• Define and set up conversion tracking</li><li>• Design new creative assets</li><li>• Design display retargeting ads</li><li>• Write search ad messaging</li><li>• Build targeted audiences on ad platforms (Google Search, Display)</li><li>• Awareness search ad groups (keywords + demographic targeting)</li><li>• Consideration/Decision ad groups (keywords + demographic targeting)</li><li>• Test and launch ad campaigns</li><li>• A/B test display network remarketing creative</li><li>• A/B test search ad language</li><li>• Make bid adjustments</li></ul>

Working in this phased approach allows us to focus and sequence the strategy for the best results, but also provides flexibility for any immediate deliverables or priorities throughout the year.

# COMPETITIVE ANALYSIS

Total Traffic Landscape

Organic Search Landscape

Social Landscape

Opportunity by Channel

Traffic Volume & Sources

## COMPETITIVE ANALYSIS

### TOTAL TRAFFIC LANDSCAPE

EST. TOTAL TRAFFIC VISITS:  
3 MONTH PERIOD

WEBSITE	VISITS	% OF TOTAL
Nycote	200	0.01%
PPG	112.4K	8.92%
AkzoNobel	1.1M	87.30%
MAPAERO	15.2K	1.20%
HSH	4.4K	0.34%
Mankiewicz	20.8K	1.65%
Durabak Store	6K	0.47%
<b>TOTAL</b>	<b>1.26M</b>	<b>100%</b>

The chart displays the total traffic between **Nycote Laboratories** and six competitors. With only 200 visits in a 3 month period, **Nycote Laboratories'** slice of the pie is much smaller than the others with less than .01% of the total pie.

# ORGANIC SEARCH LANDSCAPE

## COMPETITIVE ANALYSIS

### EST. TOTAL TRAFFIC ORGANIC SEARCH VISITS: 3 MONTH PERIOD

WEBSITE	VISITS	% OF TOTAL
Nycote	0	0.00%
PPG	92.2K	13.86%
AkzoNobel	548.6K	82.50%
MAPAERO	599	0.09%
HSH	3.4K	0.51%
Mankiewicz	14.1K	2.12%
Durabak Store	6K	0.90%
<b>TOTAL</b>	<b>664.9K</b>	<b>100%</b>

The chart displays the total organic search traffic between **Nycote Laboratories** and the top competitors. This overview provides insight into which of the competitors take up the largest percentage of the keyword landscape and how much of their traffic is driven by SEO and inbound tactics.

## COMPETITIVE ANALYSIS

# SOCIAL LANDSCAPE

### EST. TOTAL SOCIAL TRAFFIC VISITS: 3 MONTH PERIOD

	WEBSITE	VISITS	% OF TOTAL
■	Nycote	0	0.00%
■	PPG	0	0.00%
■	AkzoNobel	61.7K	91.30%
■	MAPAERO	0	0.00%
■	HSH	0	0.00%
■	Mankiewicz	582	6.70%
■	Durabak Store	0	0.00%
	<b>TOTAL</b>	<b>67K</b>	<b>100%</b>

This chart shows the social landscape. Currently, **Nycote Laboratories** doesn't receive any measurable traffic through their social media channels.

## COMPETITIVE ANALYSIS

# OPPORTUNITY BY CHANNEL

**EST. TOTAL TRAFFIC VISITS BY CHANNEL: 3 MONTH PERIOD**

COMPANY	EST. TOTAL TRAFFIC	PAID SEARCH	DISPLAY	ORGANIC SEARCH	REFERRAL	SOCIAL	DIRECT
Nycote	200	0	0	0	25	0	175
PPG	112.4K	0	0	92.2K	1.9K	0	18K
AkzoNobel	1.1M	2639	220	548.6K	190.3K	61.7K	243.8K
MAPAERO	15.2K	0	0	599	0	0	0
HSH	4.4K	0	0	3.4K	0	0	947
Mankiewicz	20.8K	0	0	14.1K	482	582	5.6K
Durabak Store	6K	0	0	6K	0	0	0

This chart shows **Nycote Laboratories** compared to its competitors within the different traffic channels. Here you can see that out of the 200 visits received; there is a close 80/20 relationship between referral and direct traffic. You can also see that only one of your competitors is currently generating traffic from paid search and display ads, making paid advertising a very promising channel for **Nycote**.

## COMPETITIVE ANALYSIS

### TRAFFIC VOLUME & SOURCES

COMPANY	TOTAL TRAFFIC	DIRECT	EMAIL	REFERRALS	SOCIAL	ORGANIC SEARCH	PAID SEARCH	PAID DISPLAY
Nycote	200	87.86%	0%	12.40%	0%	0%	0%	0%
PPG	112.4K	16.06%	0.23%	1.67%	0%	82.04%	0%	0%
AkzoNobel	1.1M	22.17%	4.77%	17.30%	5.61%	49.88%	0.24%	0.02%
MAPAERO	15.2K	0%	96.06%	0%	0%	3.94%	0%	0%
HSH	4.4K	21.53%	0%	0%	0%	78.47%	0%	0%
Mankiewicz	20.8K	27.06%	0%	2.32%	2.80%	67.82%	0%	0%
Durabak Store	6K	0%	0%	0%	0%	100%	0%	0%
<b>TOTAL</b>	<b>1.2M</b>	<b>30.54%</b>	<b>4.87%</b>	<b>24.72%</b>	<b>5.09%</b>	<b>34.45%</b>	<b>0.22%</b>	<b>0.02%</b>

The chart above depicts your **total** traffic broken down by percentage within each channel. For example, **87.86% of your traffic comes from people typing your website into a browser**, while **12.4% comes from people reaching your site from a backlink referral**.

We can see how your competitors are currently leveraging each channel and which channels are driving their traffic.

# POSITIONING

Brand Personality

Sales Story

Taglines

Proof Points & Claims

Account Based Targeting

Buyer Personas

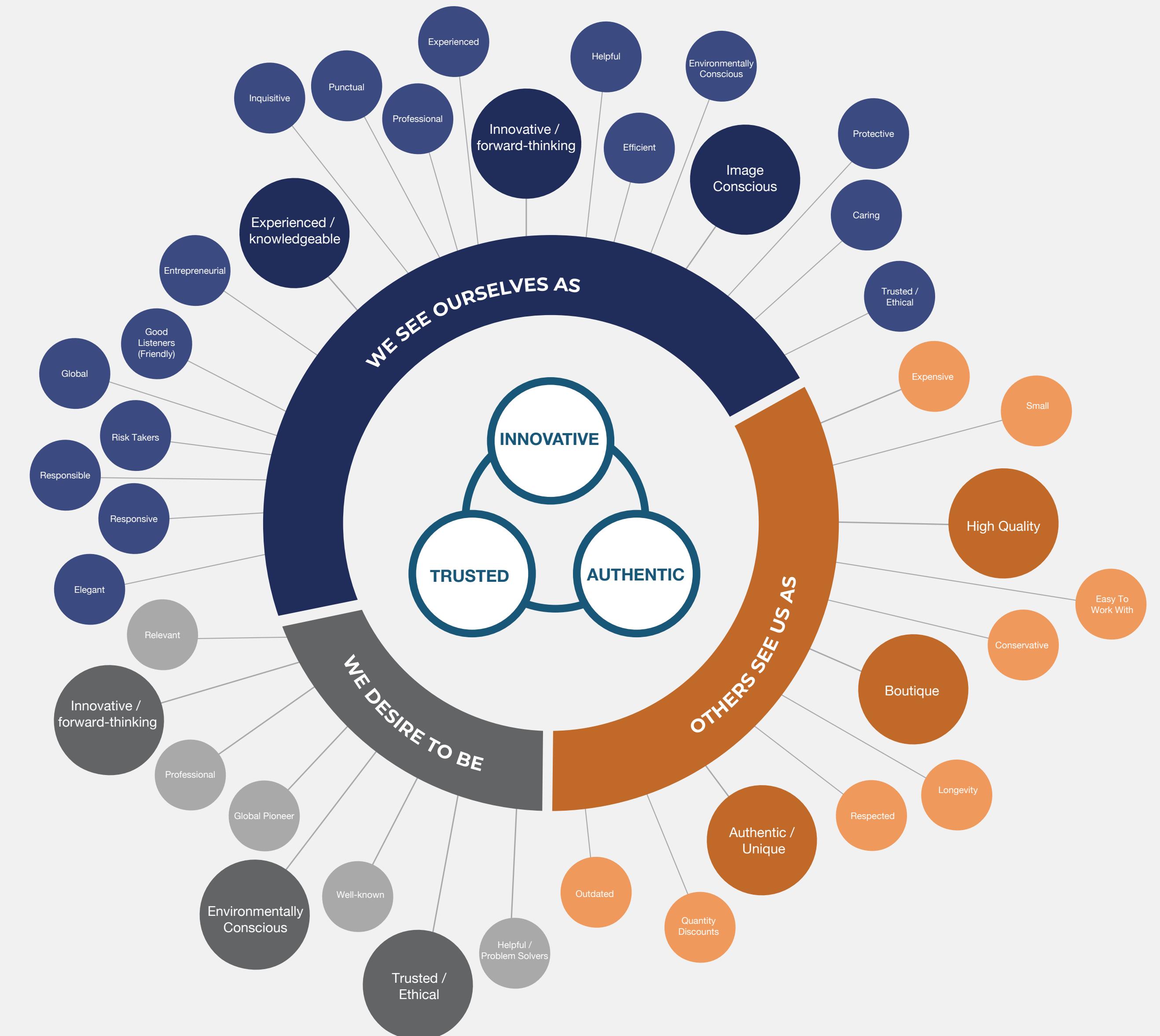
Buyer's Journey

# POSITIONING

# BRAND

# PERSONALITY

At the center of the Nycote brand personality are the primary brand attributes which will ensure we remain **relevant** and maintain a **competitive** advantage within the market and target industries.



## SALES STORY

Nycote Laboratories works with global manufacturers and suppliers in the aerospace, transportation, and renewable energy markets. Nycote produces advanced coating technologies that increase asset lifespan, reduce maintenance costs, and ensure safety. Nycote is the only company to combine the flexibility of nylon with the hardness of epoxy to create a clear, lightweight barrier that prevents corrosion and conductivity.

Nycote Laboratories is a global manufacturer of advanced coating technologies for the aerospace, transportation, and renewable energy markets.

## TAGLINES

A Smart Idea. The Solution of Choice.

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The leader in corrosion prevention

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A History of Chrome-Free Coating Technologies

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Mission-Critical Corrosion Protection since 1956

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# PROOF POINTS & CLAIMS

INNOVATIVE	ENVIRONMENTALLY-CONSCIOUS		
<ul style="list-style-type: none"><li>- Only clear nylon epoxy polymer</li><li>- Environmentally-acceptable chemicals</li><li>- Testing and development of products for new applications</li><li>- Responsive to market and manufacturing demands</li><li>- Versatile, multi-substrate application</li><li>- Custom coating capabilities</li><li>- Applied over or under water-based products</li></ul>	<ul style="list-style-type: none"><li>- No production waste</li><li>- Leveraging environmentally and worker-friendly chemicals</li><li>- Single-pass coating</li><li>- Various application sizes to meet specific square footage need</li><li>- No Minimum Order Quantities (MOQ's)</li><li>- Helps reduce fuel consumption</li></ul>		
HIGH-QUALITY	INCREASE ASSET LIFESPAN	COST REDUCTION	SAFETY & PROTECTION
<ul style="list-style-type: none"><li>- OEM-approved</li><li>- Self-leveling</li><li>- Pinhole-free</li><li>- Chrome-free</li></ul>	<ul style="list-style-type: none"><li>- Prevents corrosion</li><li>- Prevents conductivity</li><li>- Maintains integrity under stress</li></ul>	<ul style="list-style-type: none"><li>- Prevents corrosion</li><li>- Prevents conductivity</li><li>- Lightweight</li><li>- Less maintenance</li><li>- Long lasting and durable</li></ul>	<ul style="list-style-type: none"><li>- Prevents corrosion</li><li>- Prevents conductivity</li><li>- Fortifies degradable products</li></ul>

## ACCOUNT BASED TARGETS

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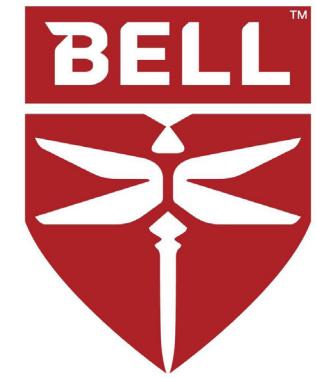


**BOMBARDIER**



**AIRBUS**

**Beechcraft**

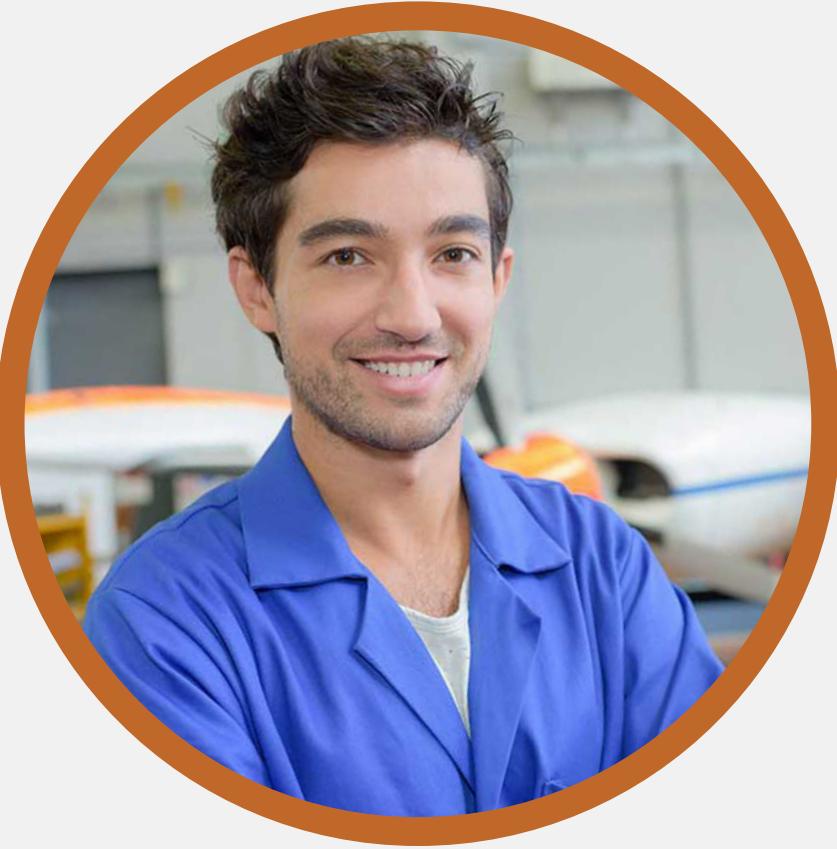


Above are the key accounts that we will target for campaigns that include influencers and engineers.

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## POSITIONING

### BUYER PERSONAS



## ENGINEER ERIC (YOUNGER)

Engineer

- Single
- Male (primarily)
- 25+
- \$90k+
- Company: OEMs and MROs
- Location: Metro Worldwide - U.S. Europe (Germany, England, France), Mexico, Brazil

### CONCERNS

- Cares about price
- Saying, "We need this."
- Communication Preferences: Text / Messenger, LinkedIn, Presentations, Video

### PRIMARY GOALS

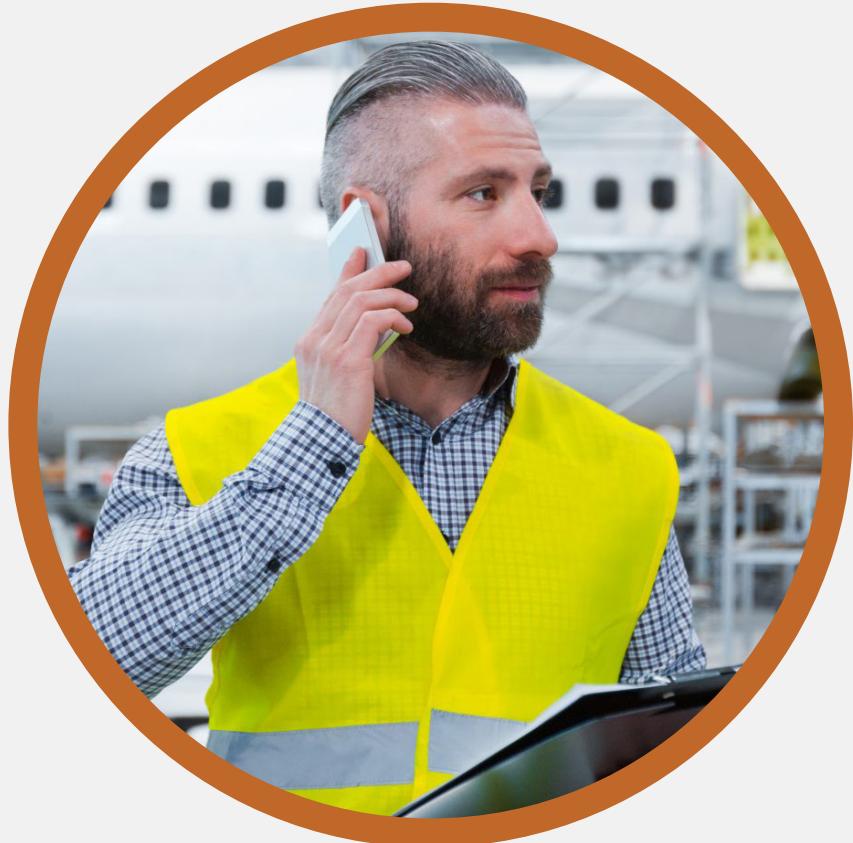
- Effectively lead Research & Development
- Find a coating product that works on specific parts
- Find a replacement for old coatings that are out of production
- Replace chromium coating product
- Seen as the smartest, star engineer with most product knowledge
- Simplify the process by using single coating product in multiple applications

### CHALLENGES

- Bureaucracy and costs of materials
- Older engineer dropping off and taking legacy knowledge

## POSITIONING

### BUYER PERSONAS



## ENGINEER ERIC (OLDER)

Engineer

- Married
- Male (primarily)
- 45+
- \$120k+
- Company: OEMs and MROs
- Location: Metro Worldwide - U.S. Europe (Germany, England, France), Mexico, Brazil

### CONCERNS

- Cares about price
- Saying, "We need this."
- Communication Preferences: Phone, Email, Video, (doesn't like Presentations)

### PRIMARY GOALS

- Lead Research & Development
- Find a coating product that works on specific parts
- Find a replacement for old coatings that are out of production
- Replace chromium coating product
- Simplify the process by using a single coating product in multiple applications
- Be seen as the smartest engineer with most product knowledge

### CHALLENGES

- Bureaucracy and costs of materials
- Not interested in mentoring the younger engineer

## POSITIONING

### BUYER PERSONAS



## CORPORATE CATHY

Corporate Executive

- Married
- Female / Male
- 50+
- \$120k+
- Company: OEMs
- Location: Metro Worldwide - U.S. Europe (Germany, England, France), Mexico, Brazil

### COMMUNICATION PREFERENCES

- Phone, Email, Video, Presentations, In-Person

### PRIMARY GOALS

- Learn more about Nycote products
- Know value propositions and key features
- Grow their business
- Cut costs and reduce aircraft weight
- Be an industry leader
- Network with others in the industry

### CHALLENGES

- Highly competitive industry
- Rising costs of production
- Too busy to absorb all information

## POSITIONING

# BUYER PERSONAS



## ANALYST ANNIE

Supply Chain Analyst

- 为人已婚 Married
- 男性为主 Male (primarily)
- 年龄 38 - 60
- 收入 \$120k+
- 公司 OEMs Company: OEMs
- 地点 全球运营 - 美国、欧洲（德国、英国、法国）、墨西哥、巴西 Location: Metro Worldwide - U.S. Europe (Germany, England, France), Mexico, Brazil

### COMMUNICATION PREFERENCES

- Phone, Email, Video, Presentations

### PRIMARY GOALS

- 想要生产线以最高效和成本效益的方式移动

### CHALLENGES

- 保持低成本
- 产品位置和交付速度
- 有时处于困境
- 工程师有需要回答的问题

## POSITIONING

### BUYER PERSONAS



## SUPPLIER SAM

Buyer / Procurement Specialist at Aerospace Supplier

为人夫 Married

为人 Male (primarily)

年龄 35 - 45

收入 \$90k+

公司 Company: Aerospace Suppliers

地点 Location: Metro Worldwide - California, Florida, Texas, Washington

### COMMUNICATION PREFERENCES

- Phone, Email, Video
- Saying, "My client has a problem"

### PRIMARY GOALS

- Fill purchase orders
- Get in, get out
- Left alone

### CHALLENGES

- Unhappy with their job
- Clocks in and out, doesn't like to help
- Doesn't care about product pricing

## POSITIONING

# BUYER'S JOURNEY



## ENGINEER ERIC

Engineer

### PAIN POINTS, QUERIES & VALUE PROPOSITIONS

Awareness

- What are the best airplane coatings?
- What light-weight coatings are available for airplanes?
- What anti-corrosion coatings are available for airplanes?
- Final clear coat for aesthetics?
- What are the best coatings that don't use toluene or chrome?

Consideration

- Does Nycote use chrome?
- Does Nycote have toluene?
- Can I sample Nycote?
- Is Nycote available in my country?
- What ingredients/compounds does Nycote use?
- Will Nycote work on metal, plastic, or glass?

- What coatings can I use on \_\_\_\_\_?
- What did the previous engineer use with similar specs for other problems (or look in publications, ie corrosionpedia, engineering.com + Specific names and case studies)

Decision

- What technical support does Nycote provide?
- Will the current Nycote products work on \_\_\_\_\_?

- What are the VOCs in Nycote products?
- How does Nycote differ from water-based coatings?
- How do you apply Nycote?
- Does this product work for this spec?

## POSITIONING

# BUYER'S JOURNEY



**CORPORATE CATHY**  
Corporate Executive

## PAIN POINTS, QUERIES & VALUE PROPOSITIONS

Awareness

- How do you make sure planes are safe?
- How do you make planes lighter and faster?
- How do you cut airplane production costs?

Consideration

- Who is the CEO of Nycote?
- Where is Nycote made?
- Why would I choose Nycote over other products?

# DELIVERY

Key Strategies

Specific Tactics

Engineer Campaign

# KEY STRATEGIES

DELIVERY

## CONTENT DEVELOPMENT

Establish efficient process for content creation through a “Content Cadence” that will serve as the core of all blog, email, social, video, landing page, cornerstone, and advertising content.

## SOCIAL PUBLISHING

Optimize operational aspects of social media marketing while leveraging growth tactics (i.e. thought leadership) for brand activation.

## TECHNOLOGY

Establish and utilize technologies that give us deeper customer insights and allow us to work more efficiently.

## SEARCH ENGINE OPTIMIZATION

Grow rankings in search through improvements to on-site technical SEO and effective external link building strategies.

## DIGITAL ADVERTISING

Test and validate message-audience fit across multiple digital media channels to optimize conversion paths for new customer acquisition.

## EMAIL MARKETING

Establish consistent cadence of segmented email campaigns to increase loyalty and promote new initiatives and products.

## WEBSITE

Optimize the primary website and build supporting landing pages properties that as a growth surfaces for all campaigns.

## INFLUENCER MARKETING

Engage with previous customers, current clients, and media contacts to spread Nycote Laboratories’ message and increase reach.

## DELIVERY

# SPECIFIC TACTICS

### CONTENT DEVELOPMENT

#### Repurpose-able Content Creation

Identify Nycote Laboratories Core Messages, content, and Value Propositions, which will be reflected in all other types of content based on audience profiles.

#### Blog Content

Create consistent short-form (300 words) and long-form (800 words) blogs for placement on the site as well as guest posts elsewhere.

#### Email Content

Create regular email campaigns, aiming for specific audience profiles.

#### Cornerstone Content

Develop significant content offers and video media for optimized sales enablement.

### TECHNOLOGY

#### HubSpot CRM

Establish CRM platform and integrate with Quickbooks. Segment and groom database for campaign accuracy.

#### Google Remarketing Script

Setup and implement Google script on all web properties.

#### Facebook Pixel

Create and integrate Facebook Pixel on all web properties.

#### AdRoll

Create AdRoll account. Implement script on all web properties.

## DELIVERY

# SPECIFIC TACTICS

### DIGITAL ADVERTISING

#### Multivariate Testing

Run sophisticated advertising tests using all possible permutations of message, image, and audience options to optimize conversions.

#### Landing Page Testing

As part of multivariate test campaigns, A/B test landing page formats, layouts, and messages to optimize conversions.

#### Campaign Optimization

Establish long-term campaign plans using insights from multivariate testing.

### WEBSITE

#### Design

Develop website design concept. Create sitemap and wireframes. Research solutions to meet design needs.

#### Development

Rapid prototyping to validate assumptions and create go-forward development plan.

#### QC

Test and verify that site works properly. Make final adjustments before launch.

## DELIVERY

# SPECIFIC TACTICS

### SOCIAL PUBLISHING

#### Content

Create steady social posts based on Core Messages to audience segments and publish with organic segmentation.

#### Publication Frequency

Increase social posting across all channels to 3-5 per week, leveraging increased content availability.

#### Response Monitoring

Ensure quick follow-up to direct messages, comments, and replies across social networks.

### SEARCH ENGINE OPTIMIZATION

#### SEO Audit

Conduct in-depth SEO audit to identify issues, errors, and opportunities for metadata, keywords, and technical aspects of SEO.

#### On-Site Technical SEO and Metadata

Make adjustments and fixes to on-site issues identified in audit and optimize each page based on keyword research.

#### External Link Building and Guest Content

Reach out to target media and influencer contacts to place content and earn effective backlinks.

## DELIVERY

# SPECIFIC TACTICS

### EMAIL MARKETING

#### Campaign Segmentation Pre-Planning

Fit email database to audience profiles as segments. Orient messages to those segments.

#### Marketing Automation

Establish automated workflows for follow-up based on email interactivity and purchase behavior.

#### Email Optimization

Test and validate optimal subject lines along Core Messages. Test and validate optimal email formats.

### INFLUENCER MARKETING

#### Identify Customer and Social Influencers

Use tools to identify social (LinkedIn) influencers. Gather testimonials from customers. Search for blog influencers.

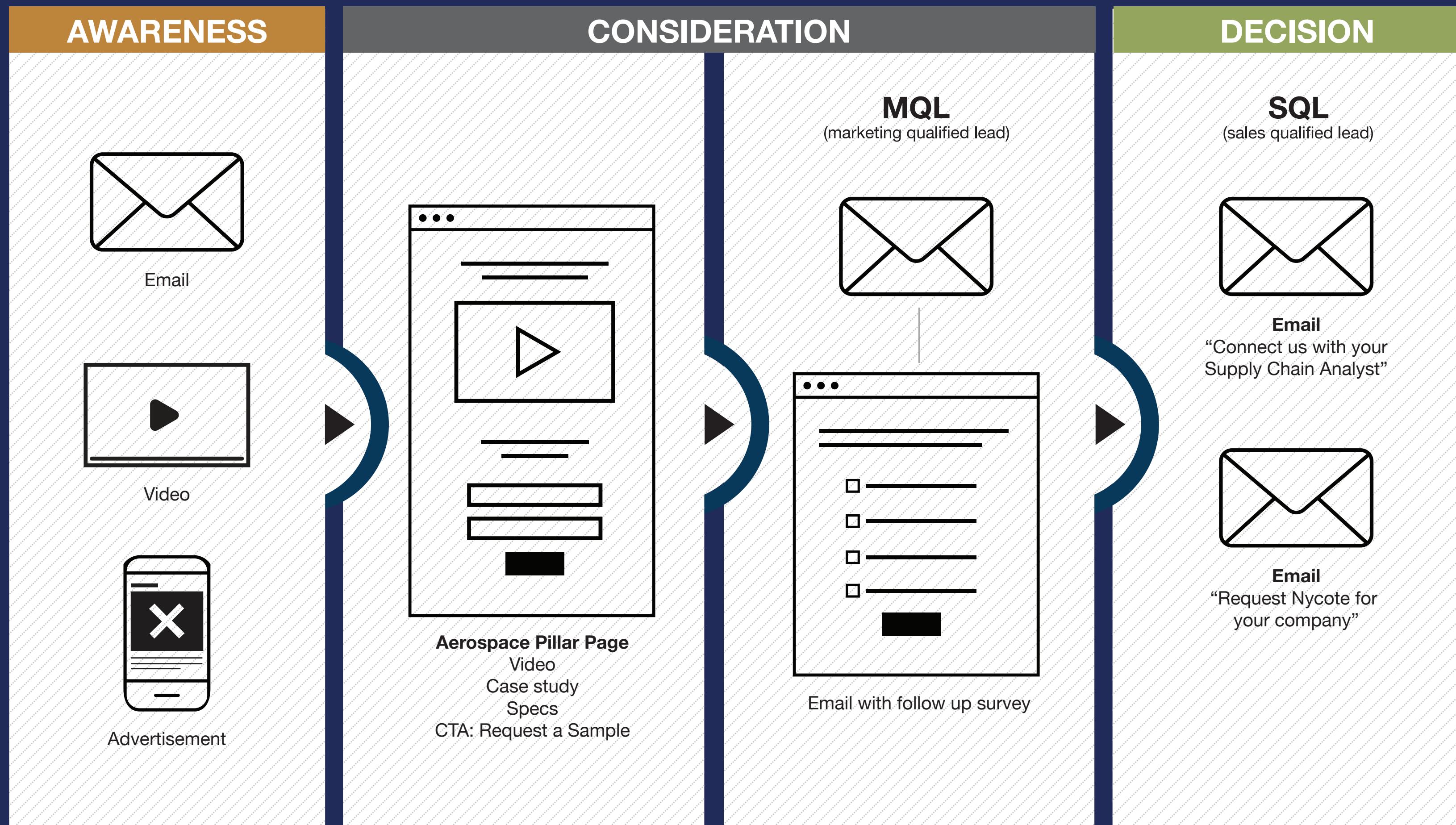
#### Develop Influencer CRM

Segment influencers into 3 tiers based on popularity. Import into HubSpot CRM to track engagement.

#### Tiered Influencer Outreach

Create outreach messages. Engage directly with influencers via email or social.

# ENGINEER “ENGAGEMENT” CAMPAIGN



This is the core campaign that we would build to nurture engineer prospects from the **awareness stage** through to a “**warm sales qualified lead** (e.g., SQL) in the **consideration and decision stage**. As the SQL’s arrive near the end of the workflow the sales team would engage with them to close the sale with their corresponding Supply Chain Analyst. This customized workflow applies not only to this first campaign, but to each campaign moving forward.

# DIGITAL ADVERTISING STRATEGY

Campaign Summary

Success Targets

Advertising Channels

SEM Opportunities

SEO & Content Strategy

## CAMPAIGN SUMMARY

### OVERVIEW

Once all foundational work has been completed, we will develop photo and video ads and launch a digital advertising campaign. Initially, we will test campaigns on several platforms, including Facebook, Google, LinkedIn, YouTube, and various online publishers. Once we've completed the testing phase, we will select the best-performing platforms and relaunch the campaigns.

The ad campaigns will target two key personas: engineers and executives in the aerospace industry. The goal will be to drive traffic to an aerospace pillar page featuring Nycote content and guide prospects towards requesting a product sample.

### OBJECTIVES

- Achieve national brand visibility for Nycote
- Generate audience intelligence for Nycote products
- Reach and engage engineers at OEMs and MROs
- Establish Nycote and featured partners as thought leaders
- Establish Marcie Simpson as a thought leader

### BUDGET

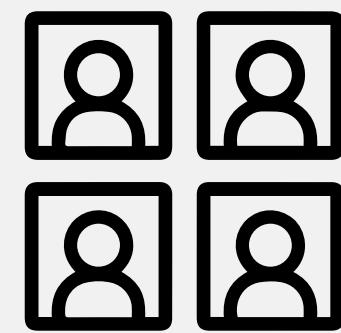
\$60,000 Annual Digital Ad Budget

(Budget can be modified based on reach targets and ROI)

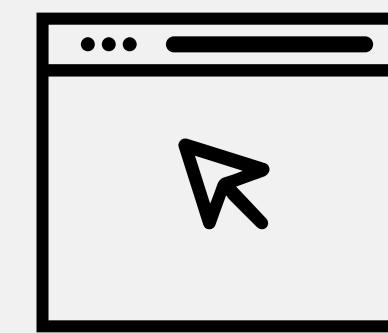
## DIGITAL ADVERTISING STRATEGY

# SUCCESS TARGETS

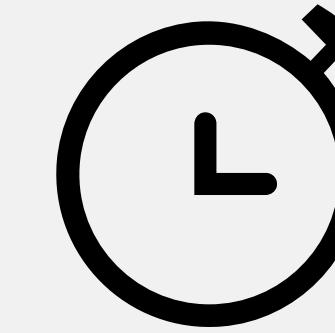
To help us measure the campaign objectives we will monitor the following KPI's.



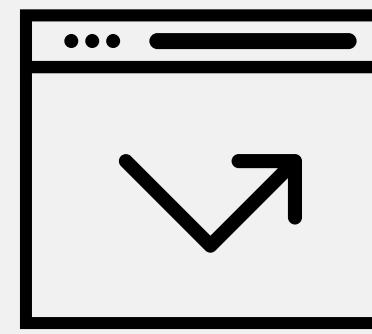
Total Leads



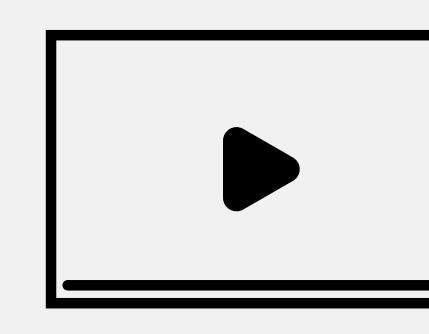
Website Visits



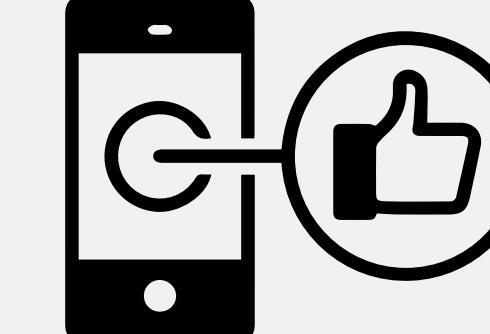
Time on Page



Bounce Rate



Video Engagement



Social Interactions  
with Ads

## ADVERTISING CHANNELS

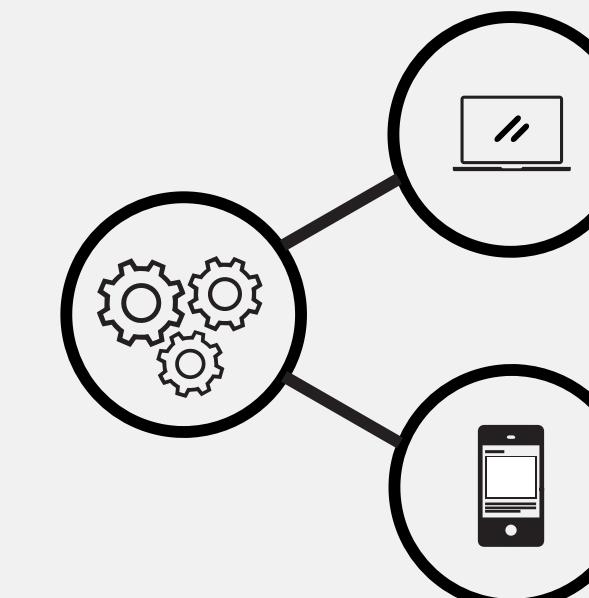
Throughout this campaign, we will target our audience through **4 Main Advertising Channels:**

- Facebook
- LinkedIn
- Google (SEM & Display)
- Programmatic Advertising

facebook®

Google

LinkedIn



# **FACEBOOK STRATEGY**

ADVERTISING CHANNELS



## **CUSTOM AUDIENCE – ADS**

Paid Facebook Ads will allow us to target a very specific audience based on interests and demographics. These ads will appear in the news feed, on Instagram, and on the right-column for both desktop and mobile.

## **RETARGETING & LOOKALIKE AUDIENCE – ADS**

Since Facebook's retargeting function is very powerful and sophisticated, we should deploy a Facebook Pixel on **nycote.com** and other web properties in order to retarget visitors with ads on Facebook. The Pixel, a small line of code injected into relevant web pages, will help us gain understanding as to who our audience is and how to be most effective with our strategy.

# LINKEDIN STRATEGY

ADVERTISING CHANNELS



## CUSTOM AUDIENCE – ADS

To reach a professional audience, we'd run ads on LinkedIn allowing us to target the two primary personas. We'd be able to target people by company, job title, industry and job seniority, which describes the rank and influence of a member's current role in their organization.

## RETARGETING – ADS

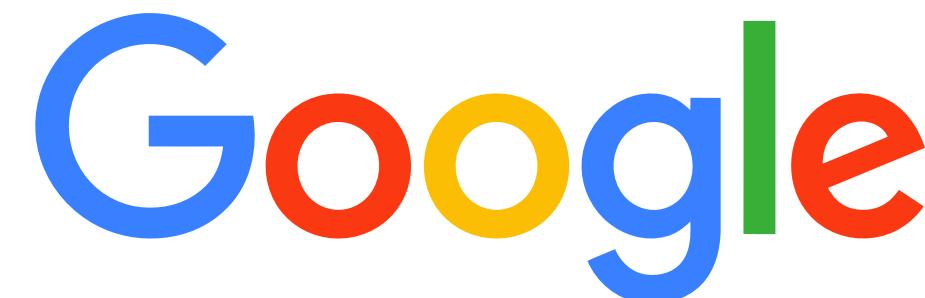
Similar to Facebook, we need to install LinkedIn's Insight Tag, which would allow us to retarget visitors to the website with ads on LinkedIn.

## MATCHED AUDIENCE – ADS

Similar to Facebook, we need to install LinkedIn's Insight Tag, which would allow us to retarget visitors to the website with ads on LinkedIn.

# GOOGLE STRATEGY

## ADVERTISING CHANNELS



### GOOGLE ADWORDS

Our Google AdWords strategy will target people beyond the Facebook network and cast the broadest reach. Similar to the Facebook Web Traffic Ads, these ads will direct people back to the website or landing page and create national visibility of the brand.

With managed placements we will target our audiences on the websites they are likely to visit. Affinity audiences will allow us to target people based on their interests. The text ads will serve as a great way to appear at the top of Google search results for any keywords we'd like to target.

### GOOGLE ADWORDS - RETARGETING

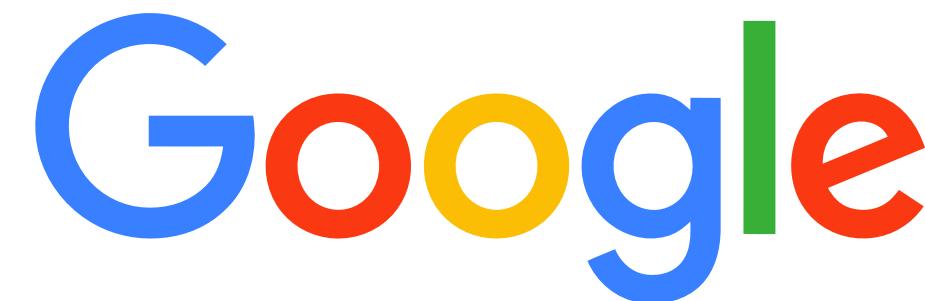
We will deploy an AdWords Retargeting **Nycote Laboratories** web properties to retarget visitors with ads on Google and YouTube. The AdWords Retargeting script, a small line of code injected into relevant web pages, will help us gain understanding as to who our audience is and how to be most effective with our strategy.

### GOOGLE ADWORDS - VIDEO PRE-ROLL

Running video snippet ads on YouTube and other sites that allow for video advertising is a great way to promote the 15 - 30 second sizzles of content.

# GOOGLE STRATEGY

ADVERTISING CHANNELS



## GOOGLE ADWORDS - SEM

The SEM text ads will allow us to target specific keywords and phrases our persona will be searching for. By targeting these keywords our ads will appear at the top of the search and compete with other brands that are currently ranking higher for keywords such as “Chrome Free Metal Coating”.

## KEYWORD TARGETS

The SEM text ads will allow us to target specific keywords and phrases our persona will be searching for. By targeting these keywords our ads will appear at the top of the search and compete with other brands that are currently ranking higher for keywords such as “Chrome Free Metal Coating”.

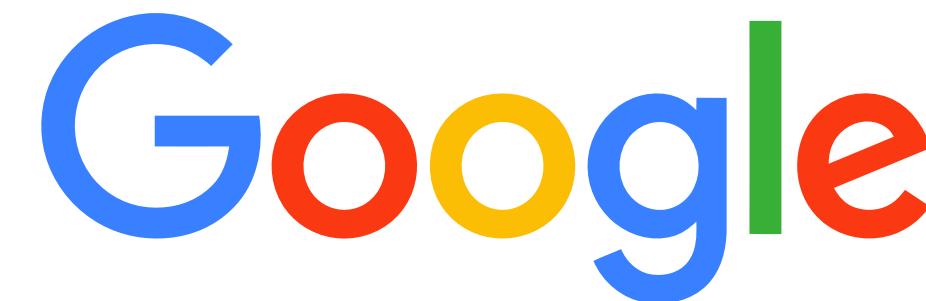
# GOOGLE STRATEGY

## ADVERTISING CHANNELS

### SEARCH ENGINE MARKETING (ENHANCED TEXT ADS)

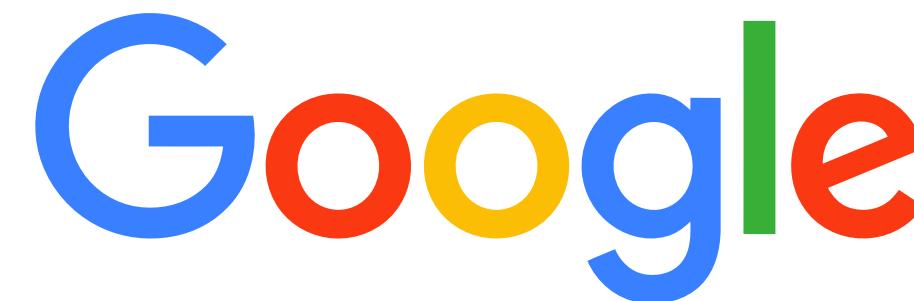
The SEM text ads will allow us to target specific keywords and phrases our persona will be searching for. By targeting these keywords our ads will appear at the top of the search and compete with other brands that are currently ranking higher for keywords such as “Chrome Free Metal Coating”.

MODIFIERS	SERVICES	CONCATENATE
Chrome Free	Metal Coating	Chrome Free Metal Coating
Pinhole Free	Composite Metal Coating	Pinhole Free Composite Metal Coating
Anti-Corrosive	Nylon Coating	Anti-Corrosive Nylon Coating
Chromium Coating	Alternative	Chromium Coating Alternative



# GOOGLE STRATEGY

## ENHANCED TEXT ADS



The image displays four examples of Enhanced Text Ads (ETAs) for Nycote coatings, arranged in a 2x2 grid. The top row shows desktop versions, and the bottom row shows mobile versions. Each ad includes a headline, a URL, a detailed description, and two product entries (Nycote 7-11 and Nycote 88) with their respective descriptions.

**Desktop Examples:**

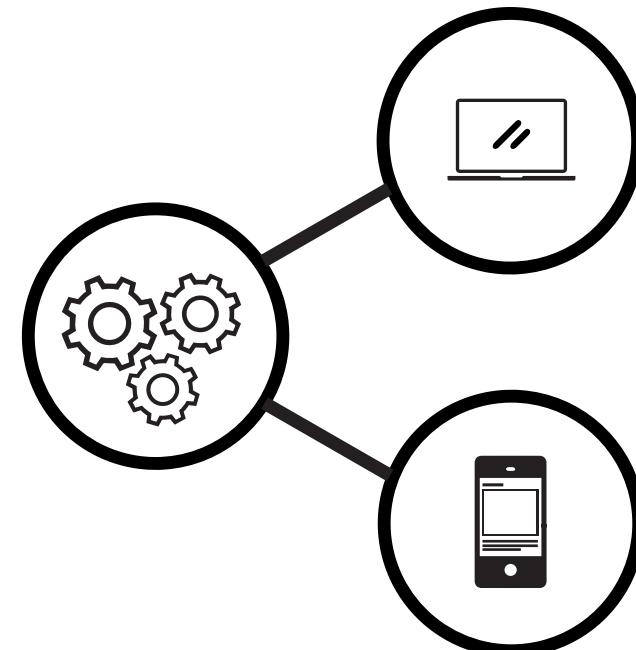
- Buy Nylon Metal Coatings Today | Get 100% Corrosion Protection**  
Ad www.nycote.com/Chrome-Free/Coatings  
Experience a single pass coating built for multiple aerospace and automotive applications.  
EU/ IATA/ REACH Compliant · ISO 9001:2015 Certified · Manufactured to Order · AS9100D Certified
- Nycote 7-11**  
Paint, spray or dip Nycote® 7-11.  
Protect metal from aircraft fuels.
- Nycote 88**  
Protect metal from corrosion.  
Resist ester hydraulic fluids.
- Get the Strength of an Epoxy | And the Flexibility of Nylon**  
Ad www.nycote.com/Chrome-Free/Coatings  
Solution of choice by Boeing, Airbus, Embraer and other original equipment manufacturers.  
EU/ IATA/ REACH Compliant · ISO 9001:2015 Certified · Manufactured to Order · AS9100D Certified
- Nycote 7-11**  
Paint, spray or dip Nycote® 7-11.  
Protect metal from aircraft fuels.
- Nycote 88**  
Protect metal from corrosion.  
Resist ester hydraulic fluids.

**Mobile Examples:**

- Get the Strength of an Epoxy | And the Flexibility of Nylon**  
Ad www.nycote.com/Chrome-Free/Coatings  
Solution of choice by Boeing, Airbus, Embraer and other original equipment manufacturers.  
EU/ IATA/ REACH Compliant. ISO 9001:2015 Certified. Manufactured to Order. AS9100D Certified.
- Nycote 7-11**
- Nycote 88**
- Call (818) 764-9498**
- Buy Nylon Metal Coatings Today | Get 100% Corrosion Protection**  
Ad www.nycote.com/Chrome-Free/Coatings  
Experience a single pass coating built for multiple aerospace and automotive applications.  
EU/ IATA/ REACH Compliant. ISO 9001:2015 Certified. Manufactured to Order. AS9100D Certified.
- Nycote 7-11**
- Nycote 88**
- Call (818) 764-9498**

# PROGRAMMATIC ADVERTISING & PR

## ADVERTISING CHANNELS



## PROGRAMMATIC ADVERTISING AND PR

We will also leverage the Google Display Network, PR Newswire, and other programmatic platforms to choose specific websites that will display our ads and press releases. Below is a list of some sources we'd look to target.

**Forbes**  
.com

**HBR**

**DRUDGE REPORT**

The  
**Economist**

THE  
WALL STREET  
JOURNAL.

**Bloomberg**

**Inc.**

**Business Today**

**FORTUNE**

**Entrepreneur**

\* These sites will change during the course of the campaign due to each site only allowing for certain ad types.  
(i.e. video vs. display vs. text only)

# CONTENT STRATEGY TARGETS

ADVERTISING CHANNELS

## MANAGED PLACEMENTS FOR CONTENT AND PRESS

We will also leverage direct targets to choose specific websites that will display our ads and feature our content. Below is a list of some websites we'd look to target.



\* These sites will change during the course of the campaign due to each site only allowing for certain ad types.  
(i.e. video vs. display vs. text only)

## CONTENT MEDIA & AWARENESS

### VIDEO MEDIA

TOPICS
Brand / Origin Story
How To videos (more authority)
FAQ video "What is...?"
Product and Services
We are a best fit for...
Bio videos for emails

### GENERAL “AWARENESS” TOPICS

TOPICS
What is aerospace manufacturing?
What is aerospace manufacturing technology?
What is aerospace manufacturing process?
What is composite manufacturing aerospace?
What is additive manufacturing aerospace?
Who owns consolidated aerospace manufacturing?

# CONTENT SPECIFICS

MODIFIERS	SERVICES	CONCATENATE
Chrome Free	Metal Coating	Chrome Free Metal Coating
Pinhole Free	Composite Metal Coating	Pinhole Free Composite Metal Coating
Anti-Corrosive	Nylon Coating	Anti-Corrosive Nylon Coating
Chromium Coating	Alternative	Chromium Coating Alternative

# BRAND EXPERIENCE

Website

Social Media

Marketing Collateral

## BRAND EXPERIENCE

# WEBSITE AUDIT

## CHALLENGES & OPPORTUNITIES

- Heavy reliance on dropdown navigation
- Lack of interaction opportunities
- Large amounts of blocks text
- Lack of white space
- Unable to compare products
- No marketing technology (remarketing)
- Only one CTA - contact sales
- Blog on separate platform
- Serves different experience for mobile

The screenshot shows the homepage of NYCOTE Laboratories Corporation. At the top right, there are links for "Track your package" with a tracking icon, "ENGLISH" with a dropdown arrow, and flags for USA, France, and Brazil. The main navigation menu includes "HOME" (which is highlighted in orange), "PRODUCTS", "INDUSTRIAL USES", "SDS", "NEWS", and "ABOUT". The header features a large image of a Boeing 747 aircraft flying through clouds. A red diagonal banner across the image reads "CHROME-FREE". To the right of the banner, the text "Nycote Liquid Protective Coatings" is displayed in bold, followed by "A history of chrome-free coating technology". Below the banner, the text "Advantages of An Optimized Highly Cross-linked Copolymer Coating" is written in blue, followed by a paragraph about their unique multi-block copolymerization coating technology. Further down, it highlights their solution as the choice for Boeing, Airbus, and Embraer. A list of advantages includes being chrome-free, pinhole-free, void-free, imperious, having simple surface preparation, being easy to apply via brush, spray, or dip-spin, being EU/IATA/REACH compliant, manufactured to order, and ISO 9001:2015 and AS9100D certified. On the right side of the page, there's a sidebar with social media links for Facebook and Twitter, a section for "Tweets by @NycoteUSA", and a video player at the bottom.

## BRAND EXPERIENCE

# WEBSITE AUDIT

## HIGHLIGHTS

### INFORMATIVE

- Has a lot of information per product and per page

### VIDEO

- Great for providing more information in a friendlier way

### NAVIGATION

- Clear navigation structure

The screenshot shows the homepage of NYCOTE Laboratories Corporation. At the top right, there are links for "Track your package" with a tracking icon, "ENGLISH" with a dropdown arrow, and flags for USA, France, and Brazil. The main navigation menu includes "HOME" (which is highlighted in orange), "PRODUCTS", "INDUSTRIAL USES", "SDS", "NEWS", and "ABOUT". The header features a large image of a Boeing 747 aircraft flying through clouds. A red diagonal banner across the image reads "CHROME-FREE". To the right of the banner, the text "Nycote Liquid Protective Coatings" is displayed in bold, followed by the subtitle "A history of chrome-free coating technology". Below the banner, a section titled "Advantages of An Optimized Highly Cross-linked Copolymer Coating" is shown, featuring a quote about the company's unique multi-block copolymerization technology. It also highlights their unique process of blending nylon and epoxy. A list of advantages follows, including being chrome-free, pinhole-free, void-free, imperious, and suitable for various application methods like brush, spray, and dip-spin. The company is also noted as EU/IATA/REACH compliant, manufactured to order, ISO 9001:2015 and AS9100D certified, and a solution for Boeing, Airbus, and Embraer. On the right side of the page, there is a sidebar with social media links for Facebook, Twitter, and LinkedIn, showing the company's profiles and follower counts. There is also a section for tweets from the company's Twitter account.

## BRAND EXPERIENCE

# WEBSITE AUDIT

## ISSUES

### NOT RESPONSIVE

- Website does not restructure for mobile devices, but serves a different experience entirely

### LACK OF WHITE SPACE

- Large amounts of text with a lack of white space means that the experience becomes overwhelming

Track your package ENGLISH ▾

NYCOTE<sup>®</sup>  
LABORATORIES  
CORPORATION

HOME PRODUCTS INDUSTRIAL USES SDS NEWS ABOUT

CHROME-FREE

Nycote Liquid Protective Coatings

A history of chrome-free coating technology

T-Mobile Wi-Fi 8:40 AM 83%

nycote.com

NYCOTE<sup>®</sup>  
LABORATORIES  
CORPORATION

CHROME-FREE

Nycote Liquid Protective Coatings

A history of chrome-free coating technology

CALL US

Advantages of An Optimized Highly Cross-linked Copolymer Coating

Nycote<sup>®</sup> Coatings, A Smart Idea. Our Multi-Block Copolymerization coating technology makes us unique.

We are unlike any coating technology on the market today because we have a unique process of blending the flexibility of nylon with the strength of an epoxy which interweave into a self-leveling complex barrier.

Nycote<sup>®</sup> is the solution of choice by Boeing, Airbus, Embraer and other original equipment manufacturers.

- Chrome-free
- Pinhole free / void-free imperious barrier simple surface preparation
- Easy application, Brush, Spray, dip-spin
- EU/ IATA/ REACH Compliant
- Manufactured to order
- ISO 9001:2015 and AS9100D Certified Company

Tweets by Nycote<sup>®</sup> Lab Mixer D @MixerD Watch this brief President and CEO #coatings #aero

Advantages of An Optimized Highly Cross-linked Copolymer Coating

Nycote<sup>®</sup> Coatings, A Smart Idea. Our Multi-Block Copolymerization coating technology makes us unique.

We are unlike any coating technology on the market today because we have a unique process of blending the flexibility of nylon with the strength of an epoxy which interweave into a self-leveling complex barrier.

Nycote<sup>®</sup> is the solution of choice by Boeing, Airbus,

< > 🔍 8 ...

## BRAND EXPERIENCE

# WEBSITE AUDIT

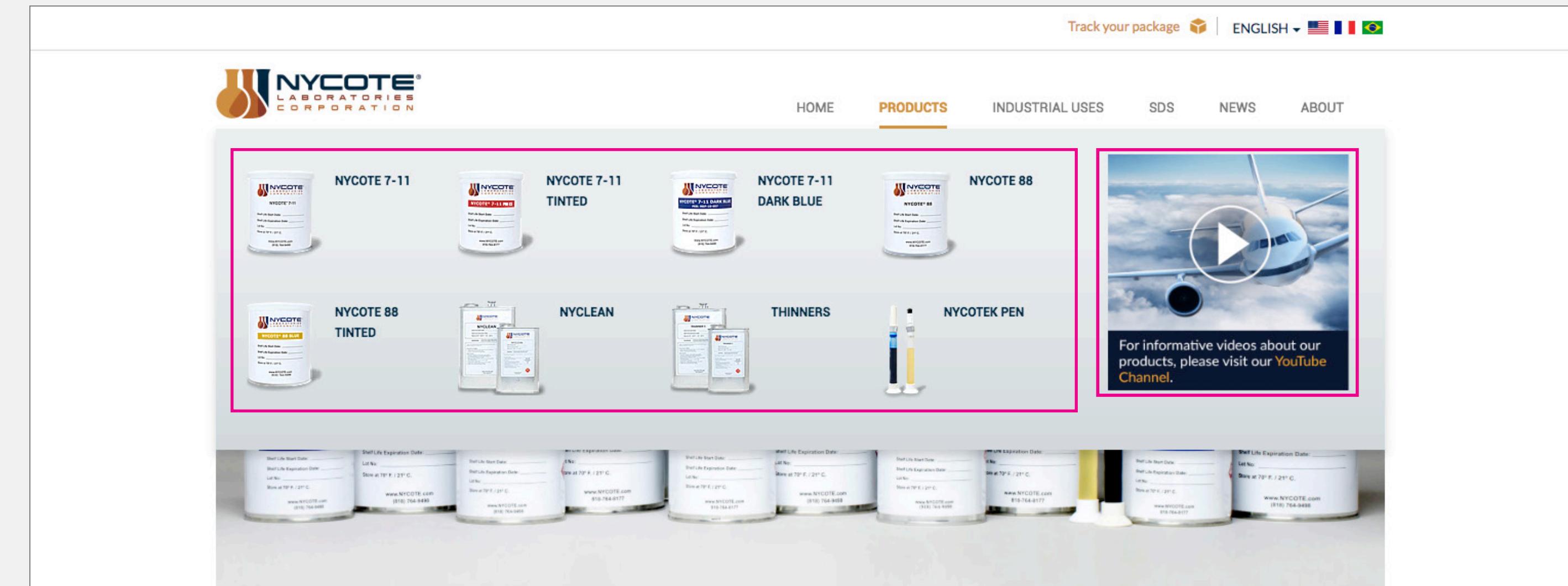
## ISSUES

### NAVIGATION

- Navigation is strong, but it's also the only way to get to the products
- The YouTube link directs people away from the website, which is not ideal

### INCONSISTENT PHOTOS

- The hero photos on the sub pages are very inconsistent and reminiscent of stock photography



## EXECUTIVE SUMMARY

### LARGE AMOUNT OF CONTENT

The current site has many pages of content that will need to be consolidated in the new site. The process of selecting what stays and what goes will be tedious, but necessary. We should focus on what is most important to Nycote Laboratories and its customers. Once we know what's staying, we should be able to create more hierarchy and opportunities for interaction with the content.

### INCONSISTENT EXPERIENCES

Between the mobile site, the desktop site, and the blog, there are three different online experiences the audience is receiving. These should be cohesive and consistent across all devices. Similarly, getting consistency in the text and photo selection will create a more seamless experience between pages

### PRODUCT EXPERIENCE

The website currently is built more as an informational site than a shopping site. Looking at ecommerce websites will show us opportunities to “sell” the products more. Initial ideas include featured products on the homepage, product comparisons, and having a CTA more compelling than contacting the sales department.

## BRAND EXPERIENCE

# SOCIAL MEDIA

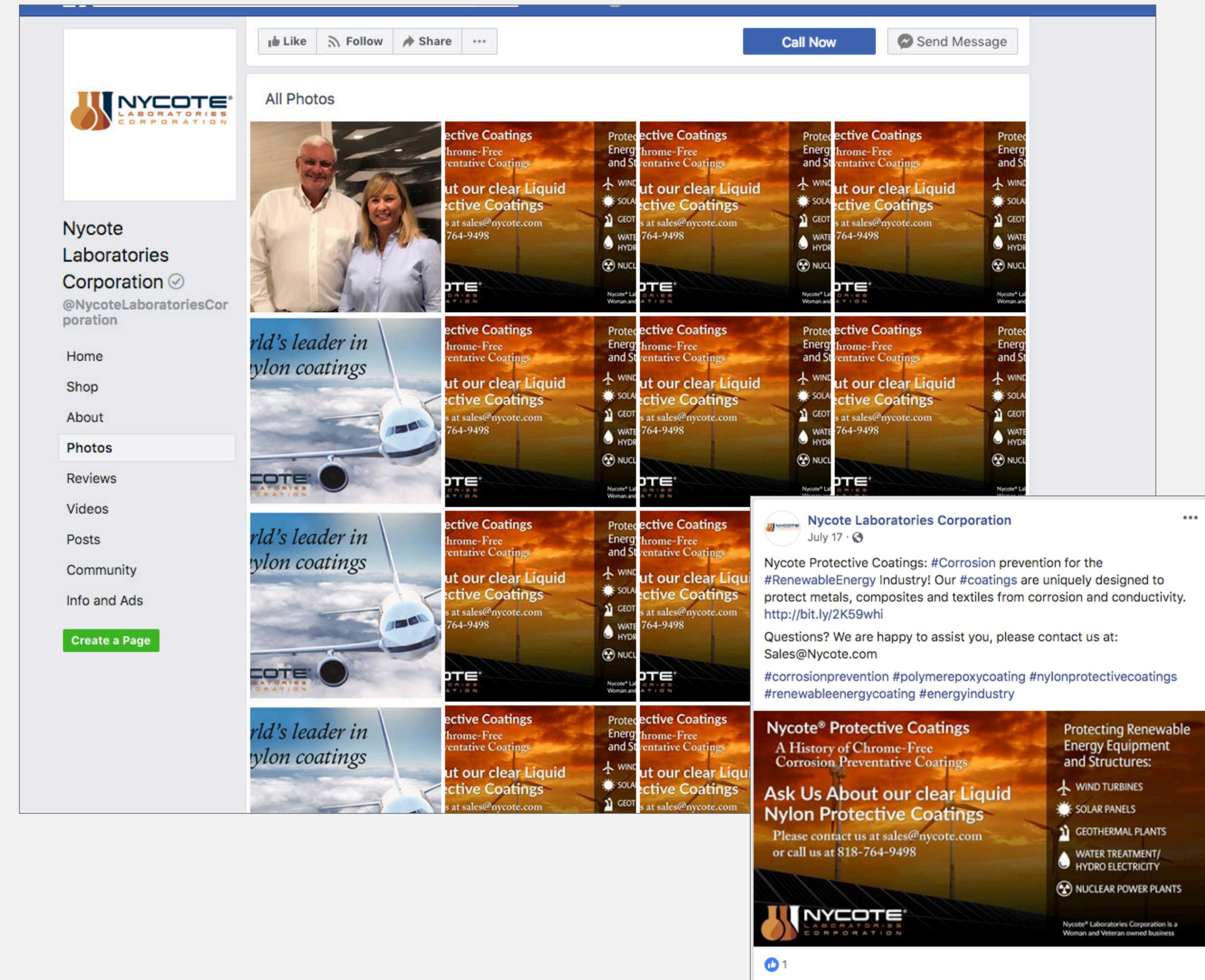
## ISSUES

### REPETITIVE POSTING

- Often repost the same image with the same or similar messaging

### PHOTO SELECTION

- The tumultuous sky seems to create a sense of fear or anxiety, where the blue sky is calm



BRAND EXPERIENCE

# MARKETING COLLATERAL

## ISSUES

### INCONSISTENCY

- Design style is inconsistent across various collateral

BRAND EXPERIENCE

# MARKETING COLLATERAL

## ISSUES

### INCONSISTENCY

- Design style is inconsistent across various collateral



**Prevent Corrosion. Protect Structural Integrity.**  
Liquid nylon coating protects against wear, corrosion, friction and conductivity.





**THE NYCOTE® PERFORMANCE ADVANTAGE**

**Friction Reduction      Wear Protection**  
**Corrosion Protection**  
**Impervious Barrier      Reusable**  
**Single Pass Sealant      Water Proofing**

Nycote Laboratories has been a pioneer in industrial coating technology for over 60 years. Our liquid nylon protection is a revolutionary barrier against corrosion, friction and conductivity for mission-critical aerospace and marine applica-

**NYCOTE LABORATORIES**  
**Corrosion Protection**  
Our unique formula provides a protective barrier for metals and other compounds. Its fluid application eliminates pinholes and gives surfaces a void-free impervious barrier that is unattainable by other products. Nycote® is easily applied by spraying, painting or dipping.

Painting/Coatings

Preventing corrosion.  
Protecting structural integrity.  
Liquid-nylon coating protects against wear, corrosion, friction, and conductivity.

**Nycote**  
**Link 360**

[nycote.com](http://nycote.com)  
818.764.9498

# LOOKING AHEAD

Marketing Foundations

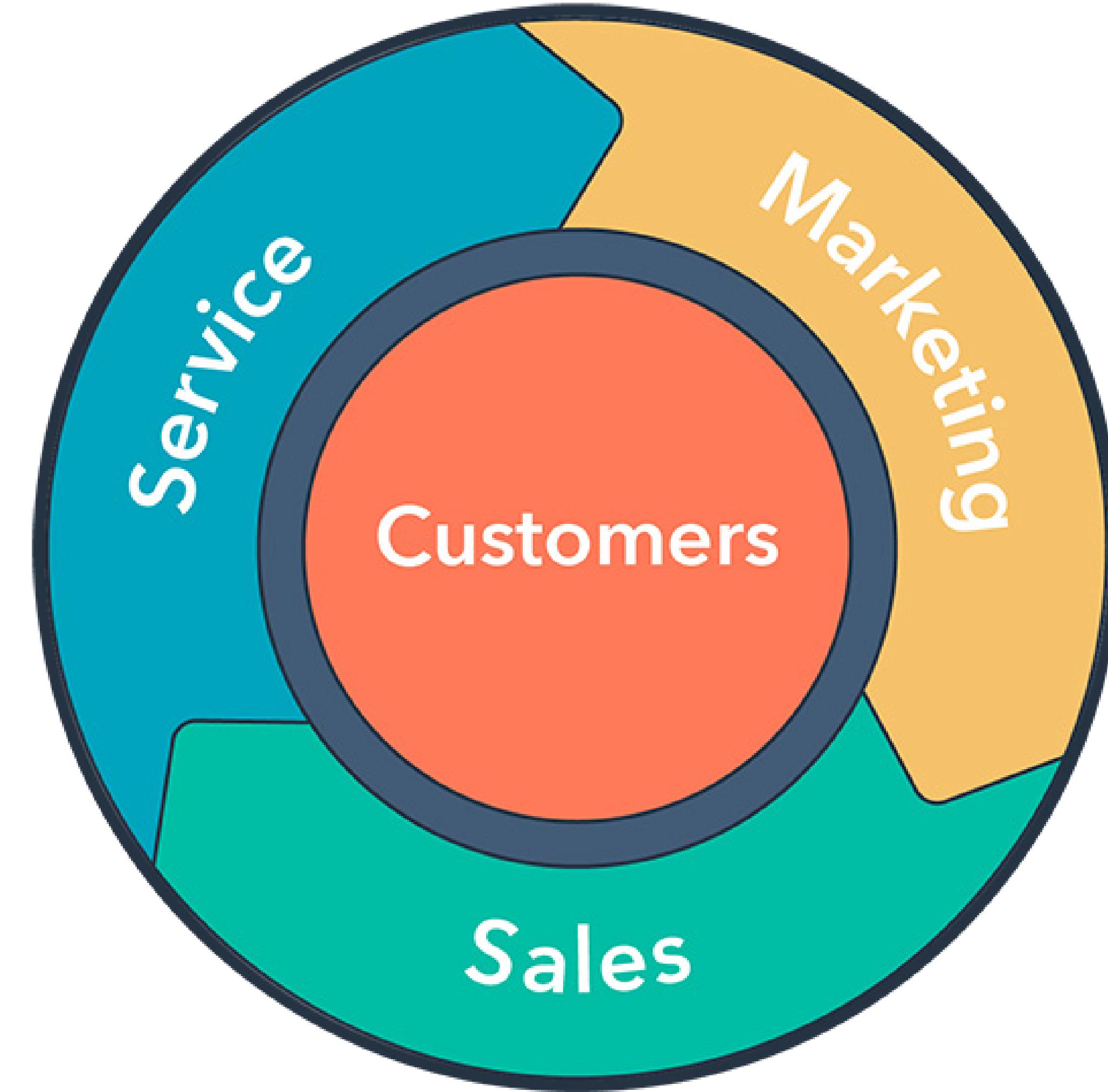
HubSpot Platform

Long-term Impact

Timeline & Budget

## MARKETING FOUNDATIONS

LOOKING AHEAD



## LOOKING AHEAD

# HUBSPOT PLATFORM



Required onboarding: \$3,000 \*

\*Onboarding fee waived with agency partnership  
Monthly fee: \$800 (based on annual billing)

## PROFESSIONAL MARKETING GROWTH STACK

For more experienced marketers and growing marketing teams. Run complete marketing campaigns at scale with automation and nurturing.

- |                              |                                 |                          |
|------------------------------|---------------------------------|--------------------------|
| ✓ Lead analytics dashboard   | ✓ Blog & content creation tools | ✓ Subdomain availability |
| ✓ Lead flows                 | ✓ SEO & content strategy        | ✓ Marketing automation   |
| ✓ Collected forms            | ✓ Mobile optimization           | ✓ Goal-based nurturing   |
| ✓ Contact activity           | ✓ Social media                  | ✓ Salesforce integration |
| ✓ Contact management         | ✓ Email marketing               | ✓ Smart content          |
| ✓ Contact & company insights | ✓ Calls-to-action               | ✓ Attribution reporting  |
| ✓ HubSpot branding removed   | ✓ Landing pages                 | ✓ User roles             |
| ✓ Custom form fields         | ✓ Analytics dashboards          | ✓ A/B testing            |
| ✓ Phone & email support      | ✓ Standard SSL certificate      |                          |

LOOKING AHEAD

## LONG TERM IMPACT



CENTRALIZED INFORMATION  
& TRACKING



STANDARDIZED PROCESSES



INCREASED EFFICIENCY & OVERCOMING  
ORGANIZATIONAL INERTIA



CONTINUAL EXTRACTED INSIGHTS

LOOKING AHEAD

## LONG TERM IMPACT



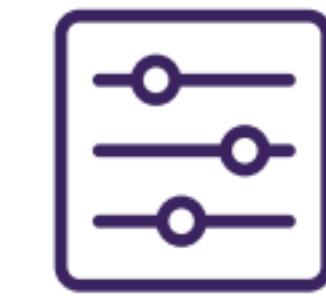
CLOSING DEALS FASTER & WITH AUTOMATION



ADDITIONAL FOCUS ON CUSTOMER SUCCESS



EXPANDING MARKETING AND SALES TOOLSET



SUSTAINING TEAM SUCCESS AND GROWTH



# THANK YOU

## ACCOUNT CONTACT

Ian Evenstar, CEO / Founder

[ian@unincorporated.pro](mailto:ian@unincorporated.pro)

310.818.3639



UNINCORPORATED