

## Preparations for CosmoProf Online Health Check

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# Background

Twenty Israeli companies are registered to exhibit at the COSMOPROF ASIA exhibition in Hong Kong between November 9<sup>th</sup> and 11<sup>th</sup>. The Israel Export Institute has a stand in which it is hosting many of these companies and has asked for outside help for these participating companies to make sure that they maximize the benefit of attending the show.



The WM Consulting Group is pleased to participate in this effort and this document is a short response to the needs with an analysis of the online health of the participating companies. With only 50 days to go until the start of the show (at the time of writing), speed is of the essence and implementing an aggressive marketing plan cannot be delayed.

There are three marketing phases to consider when attending an international exhibition:

| Phase                 | Action  | Result                            |
|-----------------------|---|-----------------------------------|
| <b>1. Pre-show</b>    | <ul style="list-style-type: none"> <li>▶ Market research using Export Institute Databases</li> <li>▶ Keyword analysis</li> <li>▶ Email marketing using the CosmoProf resources.</li> <li>▶ Aggressive inbound marketing</li> <li>▶ Website promotion and SEO</li> </ul> | Confirmed meetings with prospects |
| <b>2. During show</b> | <ul style="list-style-type: none"> <li>▶ Capture visitor information</li> <li>▶ Qualify leads</li> <li>▶ Capture competitor information</li> </ul>  | Qualified leads                   |
| <b>3. After show</b>  | <ul style="list-style-type: none"> <li>▶ Follow up qualified leads</li> <li>▶ Nurture new leads with an online campaign</li> <li>▶ Follow competitors</li> <li>▶ Adjust inbound marketing according to lessons learned</li> </ul>                                       | New leads<br>Confirmed orders     |

It is assumed that most of the companies attending CosmoProf 2011 are veterans of the international exhibitions and are familiar with the importance of the presentation of the products and the company and in particular:

- Clear marketing message stating advantages and unique features of the products.
- Visually impressive marketing material and packaging.
- Impeccable English.
- Professionally presented booth, marketing material and staff.
- Leveraging the Exhibition resources to invite attendees to the booth.

The WM Consulting Group creates an impact with innovative **print** and **digital** marketing material.

What is not clear however, is the extent or ability of these companies to leverage the many tools in the world of online marketing as drivers to generate leads and encourage people to visit the booth at the show.

# Inbound Marketing

Traditional marketing, or **outbound marketing** refers to a company indiscriminately broadcasting its marketing message via print, television or by simply putting up a simple business card type website. **Inbound marketing** on the other hand is the effect of drawing people to your company and its website through a combination of engaging content spread out throughout the internet, and by working to place relevant content at the points of the internet that potential customers are likely to be found.

Typical inbound marketing tools include:

**Facebook** 750 million users of whom 50% log on once a day.

**LinkedIn** 101 million users, more than 52% outside the USA.

**Blogs** An engaging and effective way to attract attention.

**Adwords** Keyword based pay per click campaigns to drive traffic.

**Landing pages** Clicks on links placed around the web in blogs and adverts should lead visitors to focused landing pages and not to your home page. This helps analyse the effectiveness of any given campaign.

**Calls to action** When visitors arrive at your site, they must be encouraged to make contact, fill a form or download a product sheet or industry report.

There are many other methods which can be employed but the secret of success is a holistic approach which employs a variety of tools together with Search Engine Optimisation.

Inbound marketing is far more **cost-effective** than traditional outbound marketing at 62% less per lead.

Companies that blog have **97% more inbound leads.**

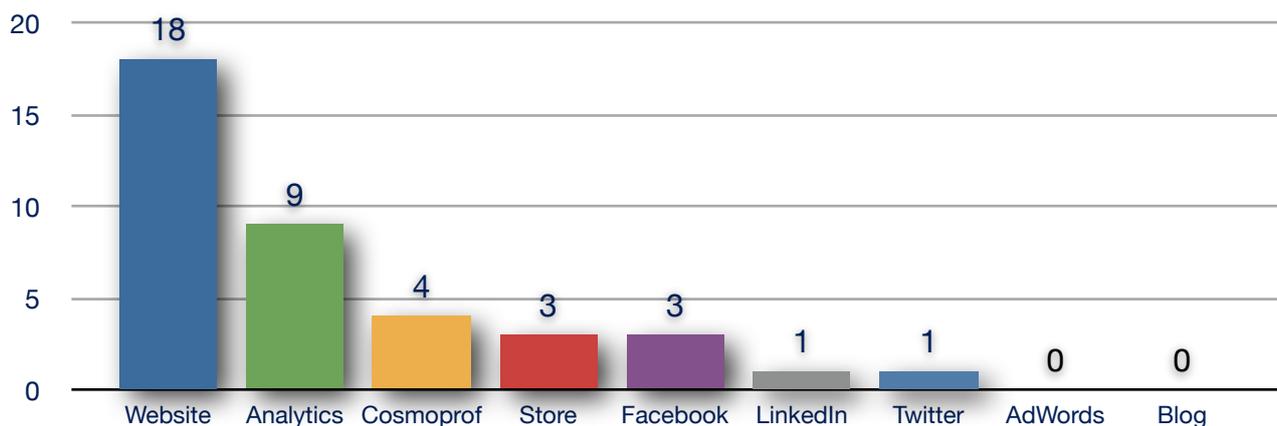
63% of companies using social media say it has **increased marketing effectiveness.**

# Online Health Check

To gauge how prepared the twenty Israeli companies attending Cosmoprof are in terms of their online presence, we analysed their websites to see which of the above mentioned Inbound Marketing techniques they are used. The following attributes were checked for each company:

1. Do they have a website?
2. Do they track visitors to the website?
3. Do you they have an advert or news item on the home page to tell visitors about their attendance at Cosmoprof?
4. Do they have an online store?
5. Do they have a facebook business page?
6. Do they have a LinkedIn business page?
7. Do they have a Twitter account?
8. Do they use Google Adwords to promote the site using Pay Per Click
9. Do they have a blog?

The results of the analysis can be seen in the following graph:



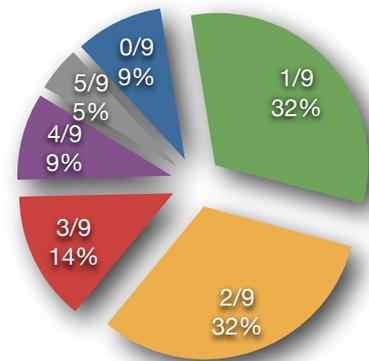
This analysis tells us that out of the 20 Israeli companies attending CosmoProf Asia:

- ▶ 2 of them have no website at all.
- ▶ Less than half track visitors to their site.
- ▶ Only 4 told visitors that they are going to be at CosmoProf.
- ▶ Only 3 had a Facebook account and 1 had a Linked In or Twitter account
- ▶ None are running an AdWords campaign or maintaining a blog.

Of the nine attributes listed here, all but one are **free marketing tools** which have proven benefits and significantly increase website traffic, generate leads and ultimately bring in revenue!

If we grade each company on a scale of 1 to 9 according to how many of these features they incorporate, we find that 78% have a score of 3 or less (see diagram at right). This means that even though the companies are investing time and money into flying to Hong Kong to search for buyers, they have not leveraged the wide array of free online tools that are available.

Clearly Israeli companies have a long way to go to improve their online presence and the only good news for the Cosmetics sector is that they are not the only sector needing to catch up!



## What can you do?

Each company attending CosmoProf should **today** go and take a few simple steps to improve their online presence and increase the chance of attracting qualified leads to their website and setting up meetings in Hong Kong. These steps will not only help with the November exhibition but will form the building blocks of your inbound marketing strategy for the rest of 2011 and into 2012. In particular:

- ▶ Install Google Analytics on your website.
- ▶ Put an advert for CosmoProf on your home page with your booth number.
- ▶ Consider using some of the promotional resources that CosmoProf offer.
- ▶ Improve your websites search engine optimization by following simple rooms for content and keywords.
- ▶ Start a Google Adwords advertising campaign with a modest monthly budget to ‘test the waters’. Advertise your presence at CosmoProf, target specific countries, consider an advert in a local language and make sure that a click on the advert takes the visitor to a form on your website to fill in with his details.
- ▶ Create a personal LinkedIn profile and a business profile for your company. Encourage your colleagues to join as well.
- ▶ Create a Facebook business page and post interested facts about your product or customer stories every few days. Encourage consumer interaction and debate.
- ▶ Create a Twitter account and send out information about your products, your stories and your planned presence in Hong Kong.
- ▶ Consider upgrading your website to provide a more professional, immersive experience and to conform to Inbound Marketing standards.

The WM Consulting Group will be happy to take on any or all of these activities for you and provide support before, during and after CosmoProf.

**At the time of writing, there are only 50 days left to CosmoProf so please contact us today!**

If Google can't find you,  
then **no-one can!**

# About the WM Consulting Group

The WM Consulting Group (WMCG) is a strategic marketing and business development consultancy founded in 2004 which works closely with Israeli and international companies to enter new markets and establish brands in Israel and throughout the world. Specialising in FMCG, hi-tech, healthcare and security, we focus on providing cost-effective services that provide tangible and quantifiable benefits:

**Marketing** Market research and development and execution of strategic marketing plans with a focus on integrated inbound marketing.

**Creative Services** Our creative team develops innovative marketing material for both web and print media.

**Business Development** Representing our clients, we identify and engage potential customers or partners.

Our experienced staff of multi disciplinary professionals has worked with leading companies worldwide. Our clients include local Israeli companies wishing to grow domestically, established companies which already have an international presence and are looking to expand and improve their image, and start-ups which have a product and are ready to take their first steps in foreign markets. In all cases, our team's vision and creative skills helped them grow and succeed.

The WM Consulting Group also works under the ISKO brand to focus on bi-lateral trade between Israel and South Korea. With our Korean-based team, we help introduce Israeli and Korean companies to buyers, partners and distributors.



## About Warren Marland

Warren has more than 20 years of experience in marketing and international business development and has worked for blue-chip companies across the globe in various senior marketing and management positions. With a rich and varied background and managing a team including graphic design, advertising and finance professionals, he is now in demand as a marketing and business development consultant to companies wishing to establish a brand and image, or enter or expand in new markets. Having traveled and worked extensively in the USA, Europe and the Asia Pacific region, Warren is able to call upon a network of multidisciplinary professionals both in Israel and around the world for projects of any size.

A handwritten signature in black ink, appearing to read 'W Marland'.

Warren Marland

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