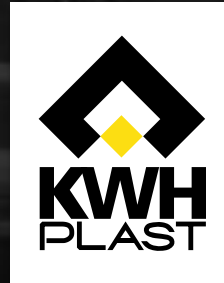


vipu[®]



Case KWH Plast





One of the largest plastic companies in Finland looked for a revised strategy.



How to create a new position on the markets?

How to get new clients and boost sales?

How to create new business with social media?

How to stay interesting for our customers?



Vipu's market survey revealed that customers need help in:

1. Communicating the benefits of packaging
2. Designing attractive packaging
3. Innovating better packaging



The process we used:

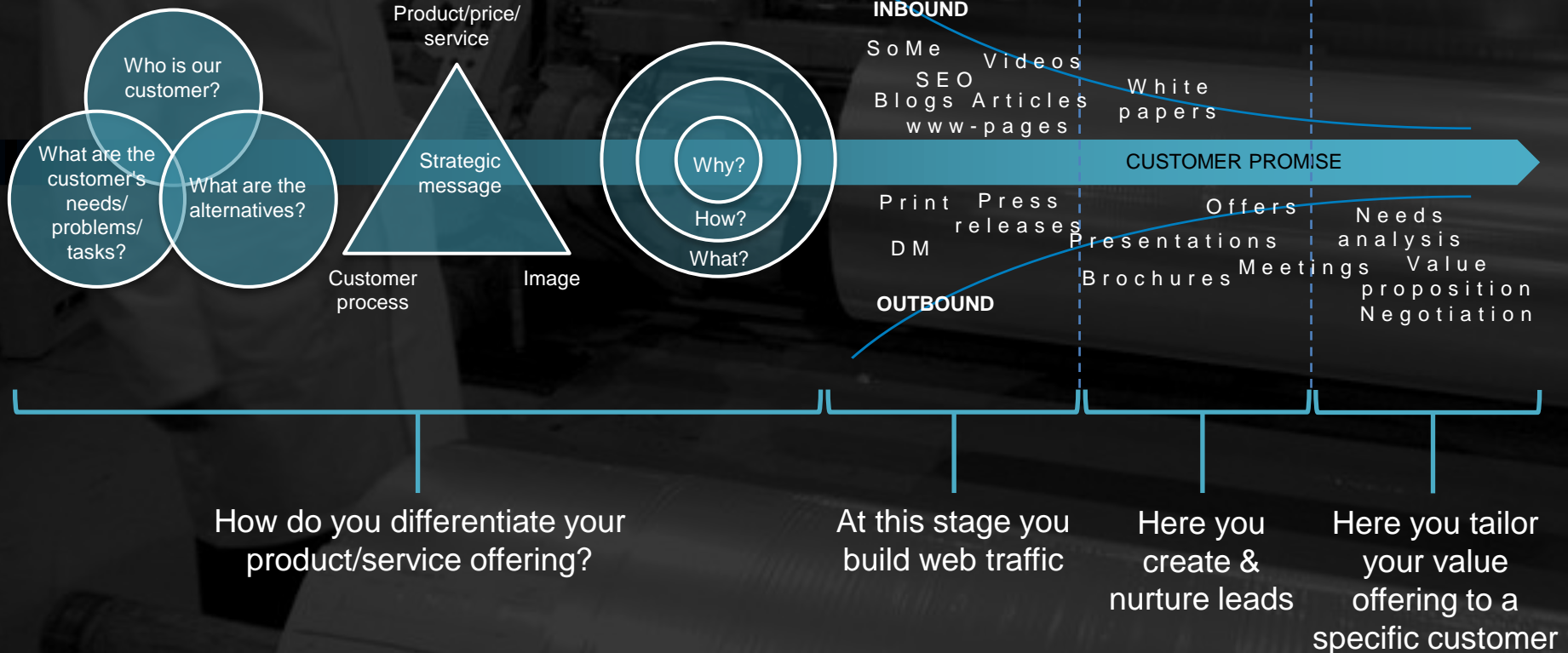
1. Segmentation and Positioning

2. Strategic Message

3. Reason to Buy – Why?

4. Lead Generation and Nurturing

5. Closing





We extended our target group to cover also food industry in addition to converters.



Raw materials



Technical know-how



Converters



Food industry



Retail



Consumers



We extended our target group to cover also food industry in addition to converters.



Raw materials



Technical know-how



Converters



Food industry



Retail



Consumers



We came up with a new
customer promise:

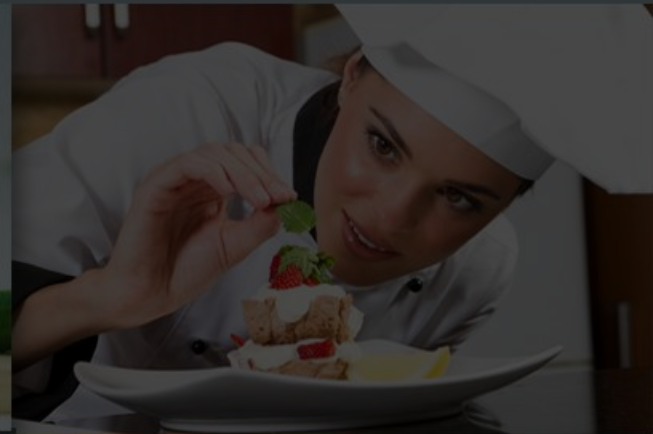
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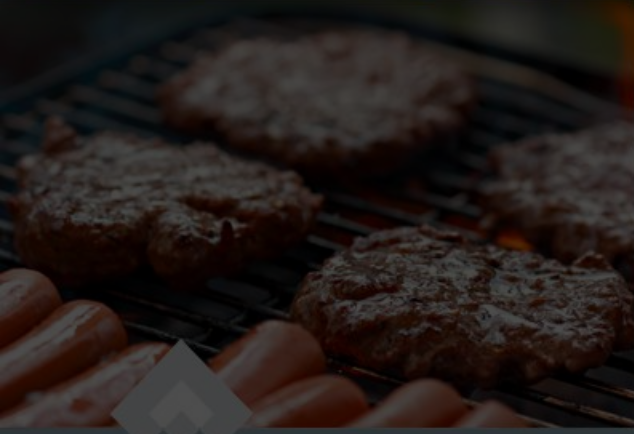


KWH Plast

Where your needs, great
packaging and innovation meet



Customer's buying center and their needs



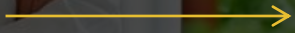


Messages, Media, Buying Center

Messages

Media

Buying Center



"Where your needs, great packaging and innovation meet"



WWW

eDM

BLOG

PR



White paper

CallCenter

Converters
Food industry

Managing director

Purchasing manager

R&D manager

Purchaser

Production manager

Owner

Operator





The new strategy implementation steps

1. Launching the customer value program
2. Tuning the sales process
3. Presenting the new strategy to the market
4. Management and reporting



1. Launching the customer value program

- Reassess the way we go to market
- Value selling workshops with converters and sales/marketing team
- Launch KWH Plast for food industry with clear customer promise, a new web site and active use of social media



2. Tuning the sales process

- Define clear sales process and how to manage and close opportunities
- Seamless integration of marketing automation and CRM system
- Better sales forecasting



3. Presenting the new strategy

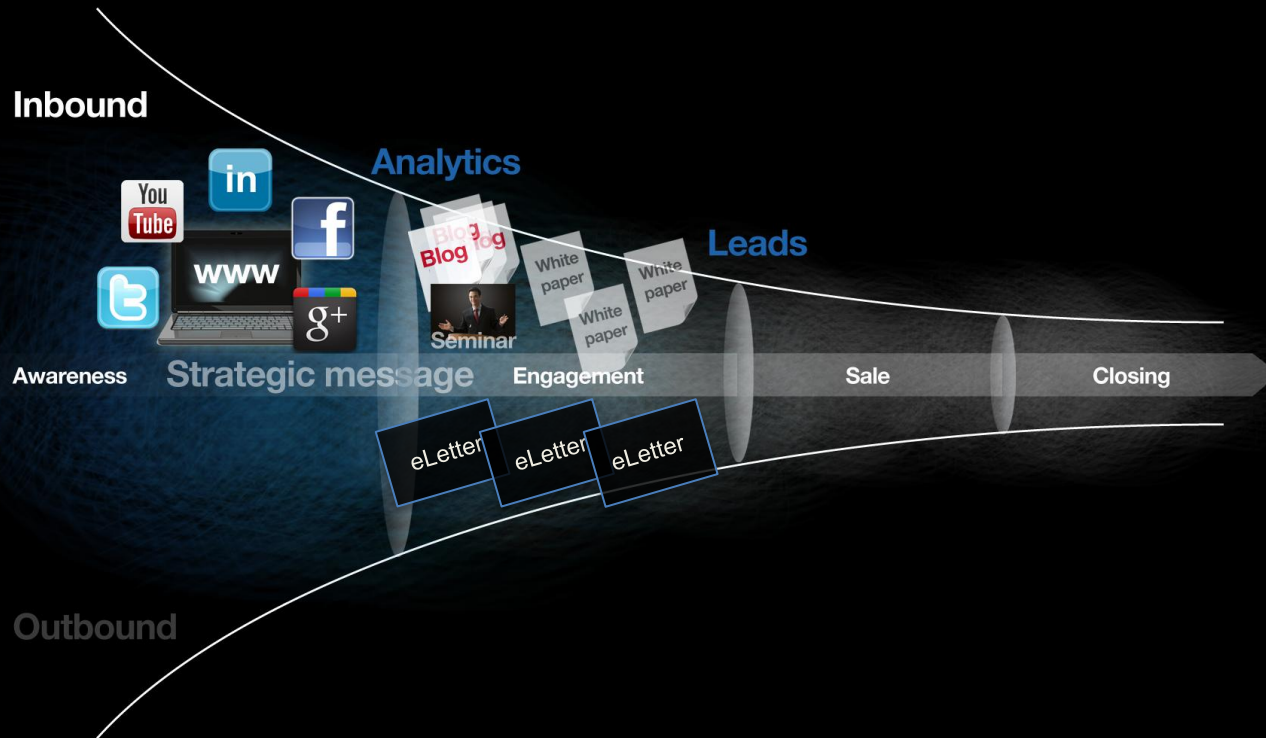
- Create new presentation materials
- New web pages with lead generation functionality
- New LinkedIn and Xing pages, both company and personal



4. Management and reporting

- Follow up online meetings once a month
- Presentation and discussion on the metrics
- Addressing the issues that arise
- Fine tuning segmentation

Web pages are the hub of your digital marketing





"A colleague posted me KWH Plast's Youtube video"

Matti Mattila, production manager

Inbound



Inbound



"I just read an article about KWH Plast's new packaging film. The article was tweeted by one packaging magazine I follow "
Matti Mattila, production manager



Awareness

Strategic message

Engagement

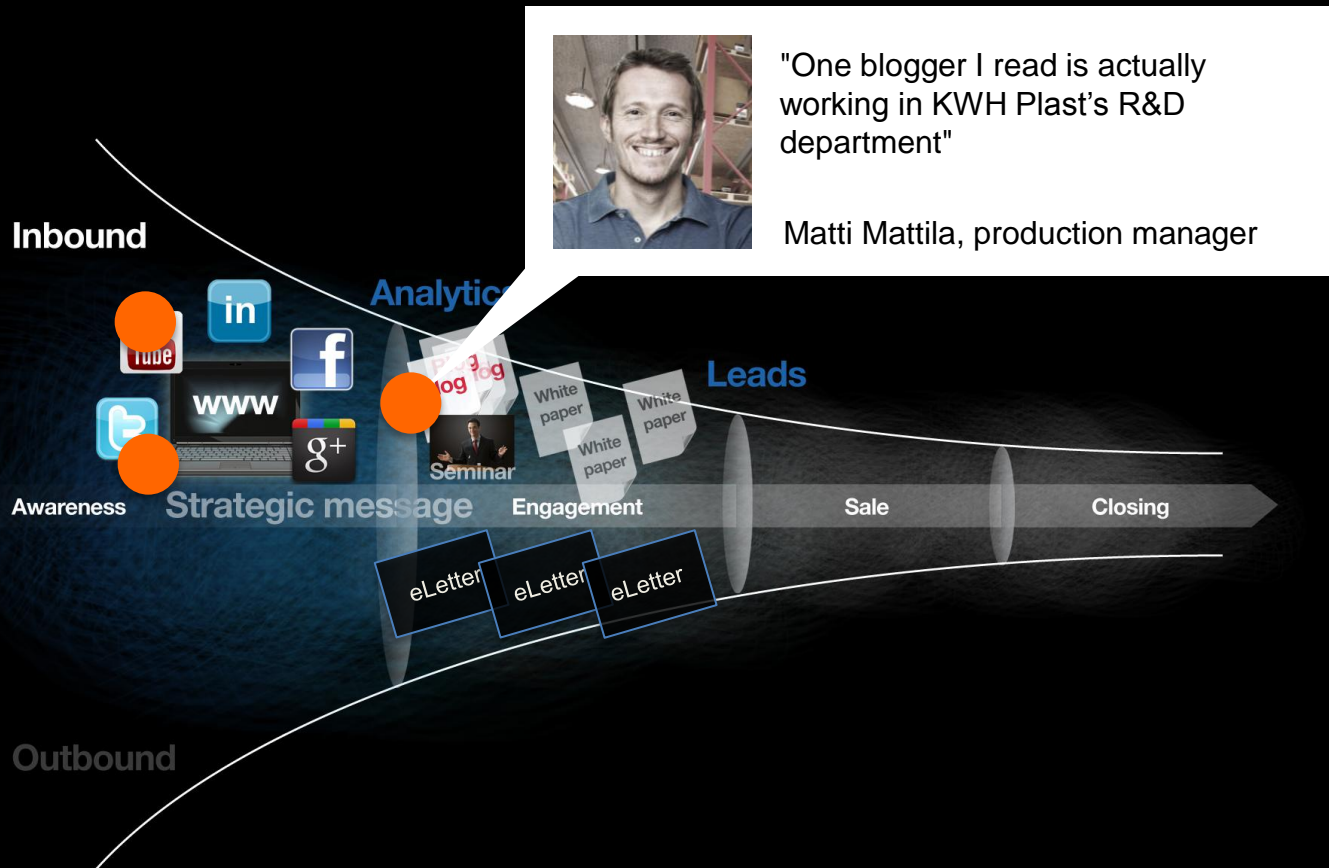
Leads

Sale

Closing



Outbound



"One blogger I read is actually working in KWH Plast's R&D department"

Matti Mattila, production manager

Inbound

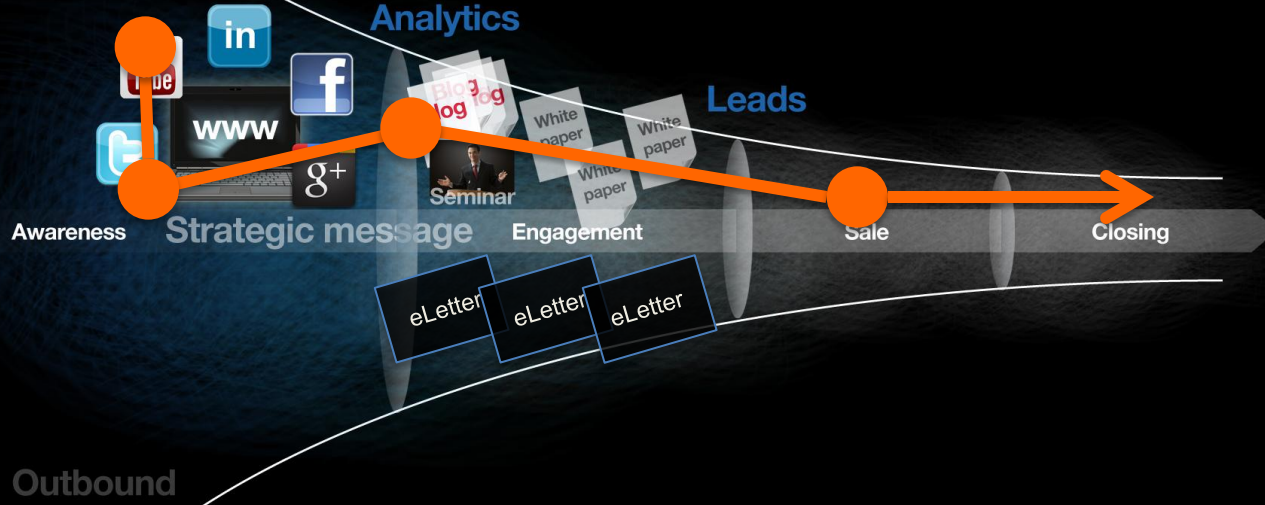


"When I searched information about new packaging solutions, I found an article on KWH*s web pages. I gave my contact information to download it"

Matti Mattila, production manager



Inbound



Analytics

Leads

Awareness

Strategic message

Engagement

Sale

Closing

Outbound

eLetter

eLetter

eLetter



The web pages were redeveloped to generate leads:



See other products

- [Barrpeel](#)
- [Barrtec](#)
- [Meriflex-KWH](#)
- [Propeel](#)
- [Propeel IWS](#)
- [Protec](#)
- [Protec AF](#)
- [Protec SUP](#)
- [Starpeel](#)
- [Startec](#)
- [Synprint-KWH](#)

New Barrpeel AF easy to open barrier film

With Barrpeel, you can create packaging laminates with an excellent gas barrier and the traditional PP advantages such as retortability, excellent sealability and a good combination of stiffness, toughness and transparency.

We can also add [anti-fog](#) functionality to Barrpeel films. This gives excellent optical properties in humid conditions as well. Excellent sealing properties are maintained since the AF functionality is integrated into the film.

The barrier structure of Barrpeel films is based on layers of PA or EVOH. Typical applications include [cling films](#), [form-fill-seal \(FFS\)](#) films and other flexible

Typical barrier structure



Download the Barrpeel brochure by giving your email

First Name

Last Name

Phone

(we will keep your email completely private) *

[Download](#)



Barrpeel-X2346

is based on special block co-polymers. It is a good barrier lamination film with EVOH. The film has a retortable peel property.



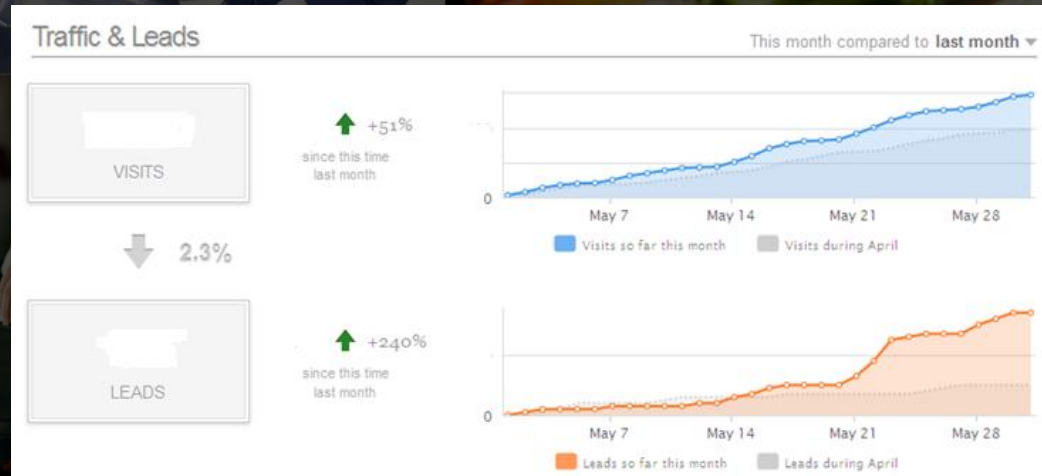
Using website analytics to

1. Measure marketing actions
2. Identify customer interests and needs
3. Analyse competitors
4. Fine tune web sites



1. Measure marketing actions

- How are our marketing actions turning into visitors and converting leads?
- Which actions and content (e.g. white papers, e-mail campaigns) are working best?
- How to revise actions based on findings?





2. Identify customer needs

- Who downloaded our material and from which companies?
- What did they download and which pages did they browse?
- What are the roles, needs and interests of different buying center members?

Lead Name	Buyer	User	Influencer	Liason	Decision maker	Comments
	x					
			x			
					x	
			x			
				x		
		x				
					x	
	x					
			x			
					x	



3. Analyse competitors

- How are our competitors doing on key marketing metrics?
- How are we doing compared to our competitors and how the rankings are changing over time?

Website	Website Grade	mozRank	Traffic Rank	Indexed Pages	Linking Domains	Facebook Fans	Twitter Followers
	88	5.2	4,519,430	69	49	N/A	N/A
	64	4.8	3,061,490	385	98	N/A	N/A
	77	6.0	11,451,139	213	105	N/A	N/A
	79	5.7	2,156,112	2,110	216	N/A	N/A
	86	5.2	1,948,016	1,480	193	N/A	N/A
	72	6.1	769,760	5,040	227	N/A	N/A
	85	7.1	876,217	2,200	81	N/A	N/A
	87	5.7	1,672,286	1,200	312	N/A	N/A
	62	5.2	8,098,163	95	24	N/A	N/A



4. Fine tune web sites

- For example, test which "buttons" attracts most visitors?
- Fine tune according to page performance analysis

DOWNLOAD
A FREE WHITE
PAPER

Creating a perfect
lidding film

DOWNLOAD
A FREE WHITE
PAPER

What properties
make a
**PERFECT LIDDING
SOLUTION?**

Variation 1



views

3.6%

clicks

18.5%

submissions

Variation 2



views

4.3%

clicks

11.9%

submissions

For more information, please
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contactus](https://www.vipunet.com/en/contactus)

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