| Channel | Purpose | Target Market | Audience Segments | Project Elements | Goals | KPIs | |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| **Website** | Preliminary: Conduct brand management for RR Boards. Establish a unique name to register, positioning the product as part of the brand portfolio for scalability, variations, innovations, and future development. To avoid public confusion and value blindness, there should be a distinction between RiverRecycle waste management and RiverRecycle commercial products. | | C-Suite | Website | Traffic & Engagement | Traffic and Reach: | |
| | | Southeast Asia/Regional | | Structure | Lead Generation | Unique Visitors | |
| | | Global | | UX/UI | Subscribers | Pageviews: | |
| | | | Design and Development: | SEO | | Session Duration | |
| | | Industries: | Chief Design Officer | Content Roadmap | Brand Awareness/Cultivation | Bounce Rate | |
| | | B2B | Architects | Content Development | SERP | Referral Traffic | |
| | | | Landscape Architects | Blog | Thought Leadership | Social Media Traffic | |
| | Create a dedicated website for RR Boards. A subdomain or domain redirect can work. The new website will serve as the central hub and vital channel for all organic, owned, earned, and paid activities or marketing efforts concerning RR Boards. This will provide a strong foundation for SEO and content, ensuring effective pipeline funneling, online visibility, and reach. It will act like the brain as it relates to the nervous system. | Construction | Landscape Designers | Product Content | Education & Learning | Organic Search Traffic | |
| | | Builders | Interior Designers | FAQs/Knowledgebase | Content Digestion | Paid Search Traffic | |
| | | Contractors | | Forms | [redacted] | | |
| | | Developers | Operations: | Landing Pages | [redacted] | User Engagement: | |
| | | | VP of Operations | Customer Service | | Time on Site | |
| | | Architecture & Design | General Manager | [redacted] | | [redacted] | |
| | | [redacted] | [redacted] | [redacted] | | [redacted] | |
| | | [redacted] | [redacted] | | | | |
| | | | | | | | |
| **Paid** | PPC performance display advertising is utilized mostly for immediate results or for a specific period or for particular campaigns due to its ability to target specific audiences and measure performance in real time.<br><br>For B2B, LinkedIn has been the most effective platform because it allows you to target professionals based on their industry, job title, company size, and other relevant criteria. Other channels depend on the target audience's response, engagement, participation, and presence. | same as website | same as website | LinkedIn Paid Ad Programs | Immediate response | LinkedIn | |
| | | | depends on campaign (targeted) | | | Campaign-Level KPIs: | |
| | | | | [redacted] | Lead Generation | Cost Per Click | |
| | | | | [redacted] | | Click-Through Rate | |
| | | | | | Brand Awareness/Cultivation | Conversion Rate | |
| | | | | | Thought Leadership | Cost Per Acquisition | |
| | | | | | Education & Learning | Return on Ad Spend | |
| | | | | | Content Digestion | Impression Frequency | |
| | | | | | [redacted] | Frequency | |
| | | | | | [redacted] | Ad Relevance Score | |
| | | | | | | | |
| | | | | | | Audience Targeting KPIs: | |
| | | | | | | Target Audience Overlap | |
| | | | | | | [redacted] | |
| | | | | | | [redacted] | |

| Channel | Purpose | Target Market | Audience Segments | Project Elements | Goals | KPIs |
|---|---|---|---|---|---|---|
| **Events** | Tradeshows and expos are great channels to showcase products to prospects who already have increased levels of buyer intent.<br><br>Potential clients are actively doing hands-on research, seeking solutions, scanning for products, or keeping themselves updated with industry trends or developments. In-person engagement builds rapport and enhances the ability to prove product value. Networking creates connections with other industry professionals, potential partners, and influencers. Brand visibility, exposure, and credibility increase. | same as website | same as website | Booth<br>[redacted] | OOH/Offline to Digital Pipeline<br><br>Lead Generation<br>Customer Acquisition<br>Brand Visibility & Awareness<br>Generate Media Coverage<br><br>[redacted] | Lead Gen and Qualification:<br>Number of Leads Generated<br>Quality of Leads<br>Lead Conversion Rate<br>Average Lead Value<br><br>Booth Traffic and Engagement:<br>Booth Visitors<br>[redacted] |

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