SieMatic

# MARKETING STRATEGY & PLAN

2020





# CONTENTS


1. MARKET OVERVIEW 3

2. BUSINESS PLAN 6

3. MARKETING STRATEGY & TACTICS 8

4. IMPLEMENTATION & BUDGET 44

# 1. MARKET OVERVIEW



MARKET OVERVIEW

# ECONOMIC GROWTH IN THE UAE

UAE’s economic growth is projected to grow faster in 2020 driven by rising business optimism, fiscal stimulus and higher government and private sector spending in projects related to Expo 2020 Dubai

Expo will make Dubai the second most visited global city in 2020

Dubai’s GDP is projected to grow at 3.2% in 2020



MARKET OVERVIEW

# REAL ESTATE INVESTMENT OPPORTUNITIES

### International investments

Attractive ownership incentives, beneficial visa options and increased spending on landmark projects will draw investors from around the world

### Real estate upswing

Real estate investment in residential buildings, almost tripled in 2018 compared to 2017 and is expected to grow in 2020 due to the Expo and a surge in government and private projects

### Dubai Industrial Strategy 2030

New regulations for incubators and business accelerators will stimulate business formation and the demand for residential spaces



# 2. BUSINESS PLAN

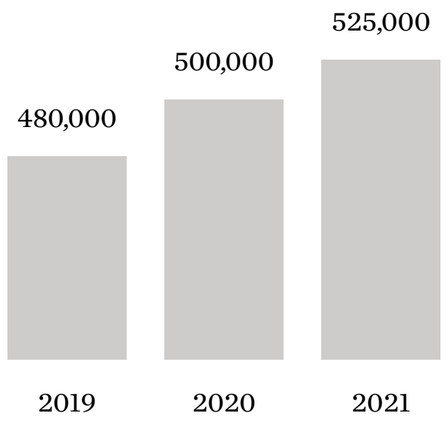
- PERFORMANCE & PROJECTION



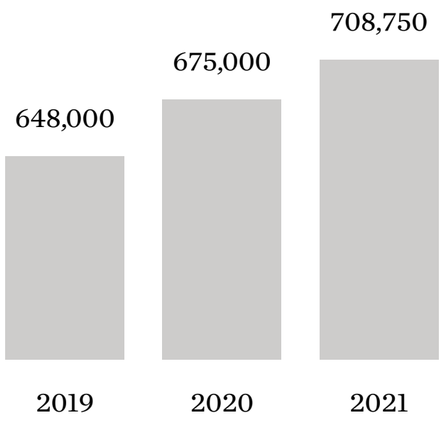
# PERFORMANCE & PROJECTION

(IN EUROS)

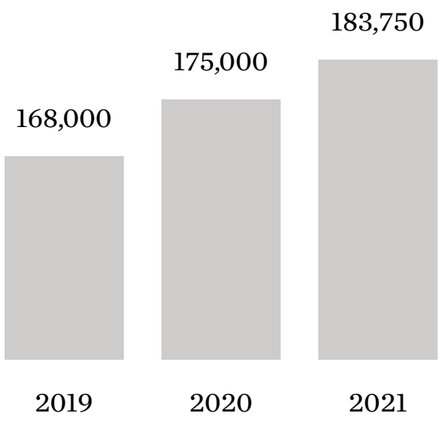
## PURCHASE PRICE




## TURNOVER AT 35%




## PROFIT



# 3. MARKETING STRATEGY & TACTICS

- TARGET AUDIENCE
- STRATEGY
- EXECUTION
  - MEDIA ENGAGEMENT
  - INFLUENCER ENGAGEMENT
  - CONSUMER ENGAGEMENT
  - DIGITAL MARKETING
  - FUTURE ACTIVITIES



STRATEGY & TACTICS

# TARGET AUDIENCE

B2B - Premium developers, architects, interior designers, consultants

B2C (demographics) - A shift from European to Emirati clients

B2C (locations) - Property owners in Emirates Hills, Palm Jumeirah, Al Barari, Dubai Hills, Al Khawaneej, Nad Al Sheba and District 1



STRATEGY & TACTICS

# STRATEGY

Position SieMatic as an aspirational and luxury brand. We will create awareness and demand for the brand in the UAE through experiential events, VIP outreach and press clippings in luxury titles

## IDENTITY DIFFERENTIATION

A product that is truly one-of-its-kind and custom made

## KEY DRIVERS

For the kitchen connoisseur

## LEVERAGE THE POWER OF REFERRALS



# EXECUTION

## MEDIA & INFLUENCER ENGAGEMENT



- Content development
- Magazine editorials
- Other media engagements
- Influencer engagement

## CONSUMER ENGAGEMENT



- SLX event
- EuroCucina trip
- Designer trip
- Gourmet hampers
- Chef experience
- German craftmanship event

## DIGITAL MARKETING



- Social media
- Content mix
- Website
- SEO & PPC
- Google reviews

## FUTURE ACTIVITIES



- Downtown Design exhibition
- SieMatic cookbook
- CMS

EXECUTION

# I. MEDIA ENGAGEMENT

A. CONTENT DEVELOPMENT

B. MAGAZINE & EDITORIALS

C. OTHER MEDIA ENGAGEMENTS



MEDIA ENGAGEMENT

# A. CONTENT DEVELOPMENT

## REGULAR CONTENT

Draft content such as press releases, blurbs, media alerts and story pitches

Pitch for free of cost product placements or editorial features

## CONTENT PARTNERSHIPS

Work with a visual merchandiser to organise the SieMatic showroom in an aesthetic way

Create content (photo and video) for SieMatic projects in the UAE that is used for social media, website, newsletters and editorial features

Collaborate with design influencers to create showroom tours and talk about regional or international kitchen design trends



# A. CONTENT DEVELOPMENT




SieMatic Showroom, Dubai

# A. CONTENT DEVELOPMENT





Jumeirah Park, Dubai

# A. CONTENT DEVELOPMENT





Emirates Hills, Dubai

MEDIA ENGAGEMENT

# B. MAGAZINES & EDITORIALS

## SEARCH FOR COMPLIMENTARY MEDIA OPPORTUNITIES

Connect the brand with luxury lifestyle titles

## PRODUCT PLACEMENTS

Regularly pitch for ongoing product placements

## PAST FEATURES

InsideOut magazine

Commercial Interior Design magazine

Gulf Construction Online magazine



MEDIA ENGAGEMENT

# C. OTHER MEDIA ENGAGEMENTS

## SHOWROOM EVENTS

## EXCLUSIVE PRESS INTERVIEWS








MEDIA ENGAGEMENT

# D. INFLUENCER ENGAGEMENT

## UMM HURAIR SHOWROOM

Engage local design influencers and key media to experience SieMatic at the Umm Hurair showroom

## INFLUENCERS

Collaborate with high end residential architects, designers and influencers such as Tanya Ivin Karam, Rue Kothari, Yusuf Lootah, Clarissa Abualrous and Khalid Shafar







# D. INFLUENCER ENGAGEMENT






The Snack Society - Creating social media content in the SieMatic showroom

EXECUTION

# II. CONSUMER ENGAGEMENT

A. GOURMET HAMPERS

B. CHEF EXPERIENCE WITH MIELE

C. SLX EVENT

D. EUROCUCINA TRIP

E. DESIGNER TRIP

F. GERMAN CRAFTMANSHIP EVENT



# A. GOURMET HAMPERS

Provide new clients with a bespoke gourmet hamper consisting of pasta and condiments from Italy

The gourmet hamper also includes a ‘Welcome Home’ card to congratulate the client on their new kitchen







## WELCOME HOME

Congratulations on your new kitchen.

We hope you enjoy many culinary delights in this centerpiece of your home.

When everything falls into place in the kitchen, harmony is established and the decor and the ambiance become welcoming.

We wish you create many wonderful memories in this beautiful space with your family and friends.

SieMatic

CONSUMER ENGAGEMENT

# B. CHEF EXPERIENCE WITH MIELE

Organise a private dinner for select SieMatic clients with a personalised experience through ChefXChange

Provide the clients with a unique culinary journey, building brand equity and promoting word-of-mouth marketing to other prospective individuals



CONSUMER ENGAGEMENT

# C. SLX EVENT

Showcase the new SLX kitchen range within the showroom through interactive touchpoints that encourage guests to stay and explore

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**Interactive sushi station** with a renowned chef, a **mocktail bar** where drinks are prepared by a **mixologist**, an interactive board game to give the feel of a social gathering, **live music** and a **dessert experience** by a pastry chef

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Organise an interactive discussion with the SieMatic CEO

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Identify partnership opportunities with complimentary brands to maximise event exposure

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CONSUMER ENGAGEMENT

# D. EUROCUCINA TRIP

Organise a trip to EuroCucina in Milan, focused on SieMatic's showcase

Invite the visitors to SieMatic's flagship showroom in Milan and present the latest developments

Plan visits to museums such as MARTa Herford and city architectural tours











CONSUMER ENGAGEMENT

# E. DESIGNER TRIP

Organise annual designer trips to Germany centred around SieMatic's in-house fair in September 2020

Plan similar activities as the EuroCucina trip along with a visit to the SieMatic showroom and factory for valuable insight on state-of-the-art German design, an interactive event with local designers and a tasting menu prepared a German chef







CONSUMER ENGAGEMENT

# F. GERMAN CRAFTMANSHIP EVENT

Invite individuals from creative industries for a German craftmanship and design event at the ESAG Design Hub, d3

Partner with brands that embody German craftmanship and create art pieces and interactive design objects

The event can have a panel discussion with key participants from each brand, talking about innovation in the creative fields





EXECUTION

# III. DIGITAL MARKETING

A. SOCIAL MEDIA

B. CONTENT MIX

C. WEBSITE

D. SEO & PPC

E. GOOGLE REVIEWS



DIGITAL MARKETING

# A. SOCIAL MEDIA - INSTAGRAM

1,916 followers

Frequency : 3 posts per week

Engagement rate : 1.16%

Average comments/post : 1

Average likes/post : 22

Page was created in December 2015

*As per industry insight benchmarks, an average engagement rate is 0.75% and 1-3% is considered strong



DIGITAL MARKETING

# A. SOCIAL MEDIA - FACEBOOK

10,970 likes

Frequency : 3 posts per week

Demographic : 87% aged 25 to 44

Audience : 33% female and 66% male

Page was created in December 2015



# B. CONTEXT MIX - STATIC POSTS




**Product spotlight**
Higlight SieMatic's products and ranges, talking about details, technical aspects and aesthetics

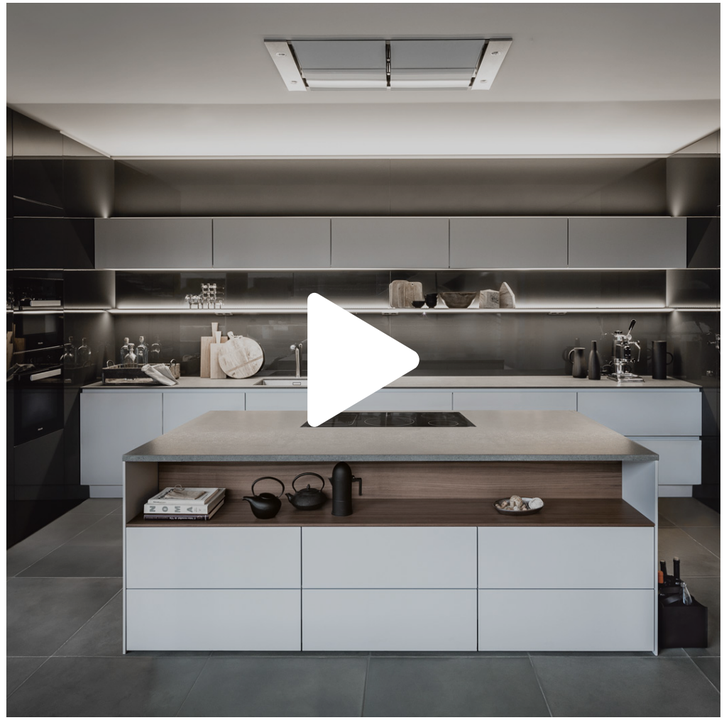



**Collage**
Overview of details such as materials, textures and finishes




**Project spotlight**
Highlight key projects completed in the UAE in a carousel format

# B. CONTEXT MIX - VIDEOS



**Features**
Animations that focus on magazines that feature SieMatic UAE




**Aesthetic videos**
Videos from SieMatic Germany that are edited and formatted to suit the UAE audience

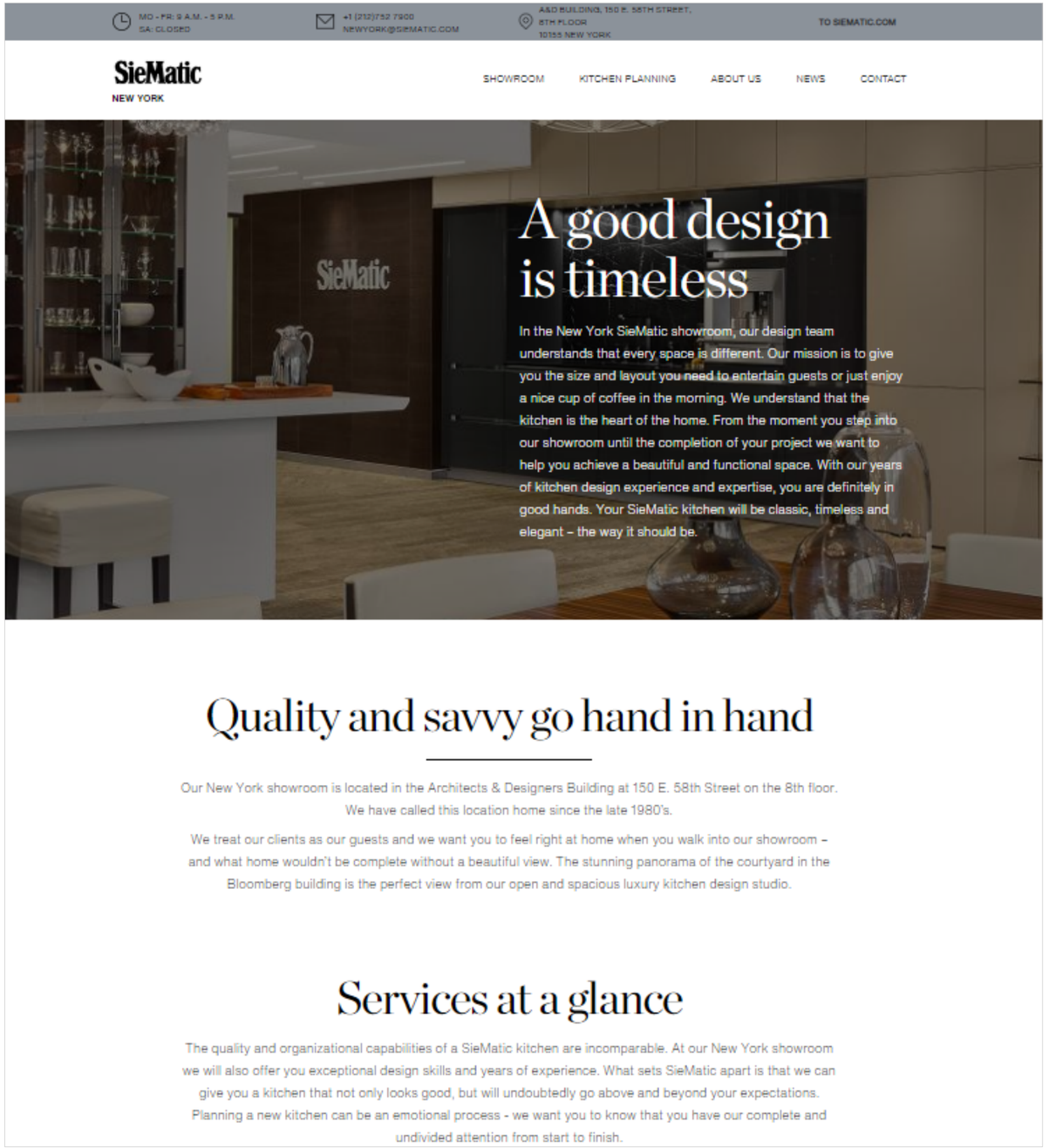



**Recipes**
Videos where recipes are created in the SieMatic showroom and shared as inspirational content

DIGITAL MARKETING

# C. WEBSITE

Initial proposal was to adapt SieMatic New York's website for the UAE. However, we created a more customised, user-oriented and structured version

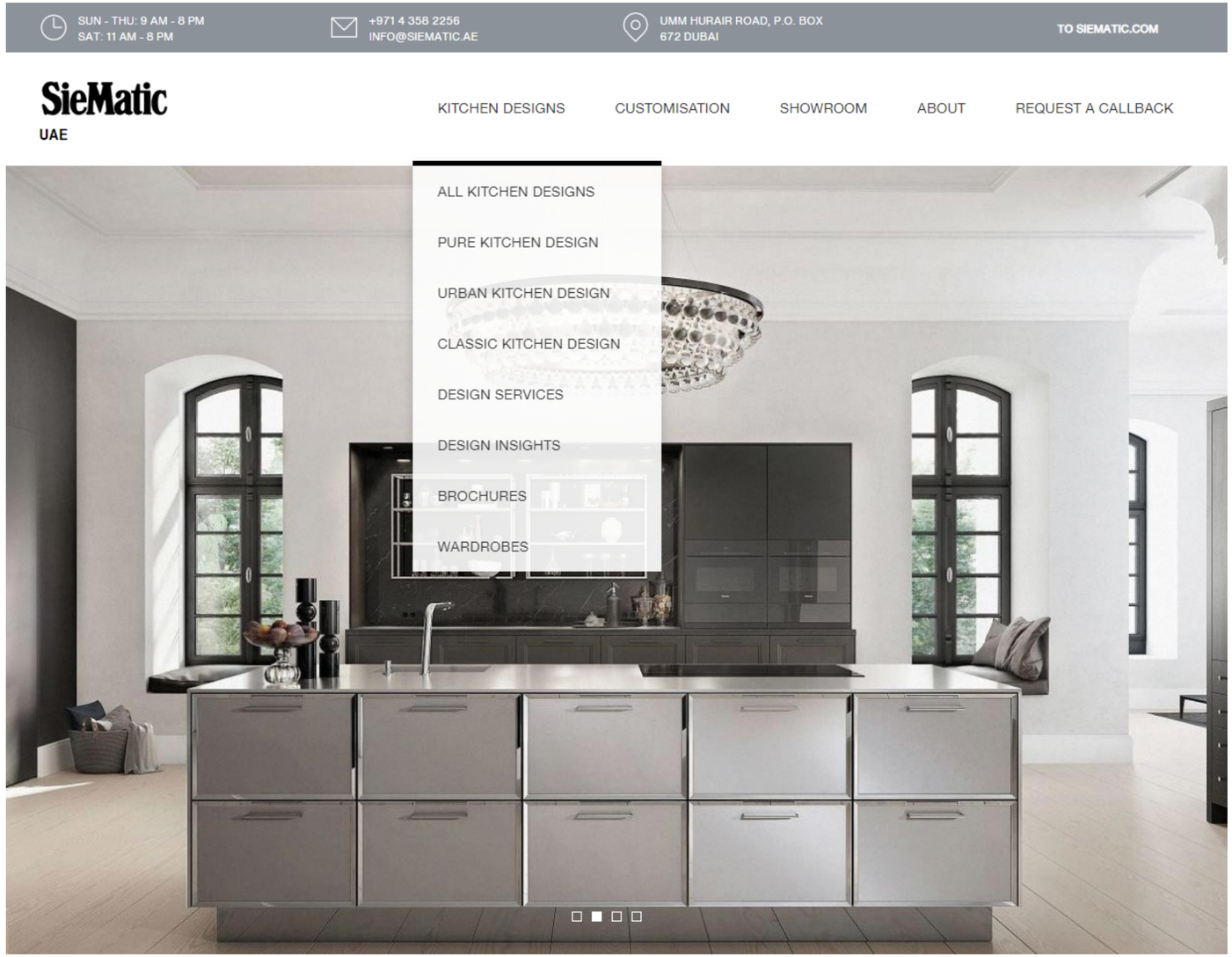


# C. WEBSITE

Different sub-sections (drop down menu) under the five main headers

This helps with SEO and provides more information about SieMatic products to end clients

Promote a longer browsing duration



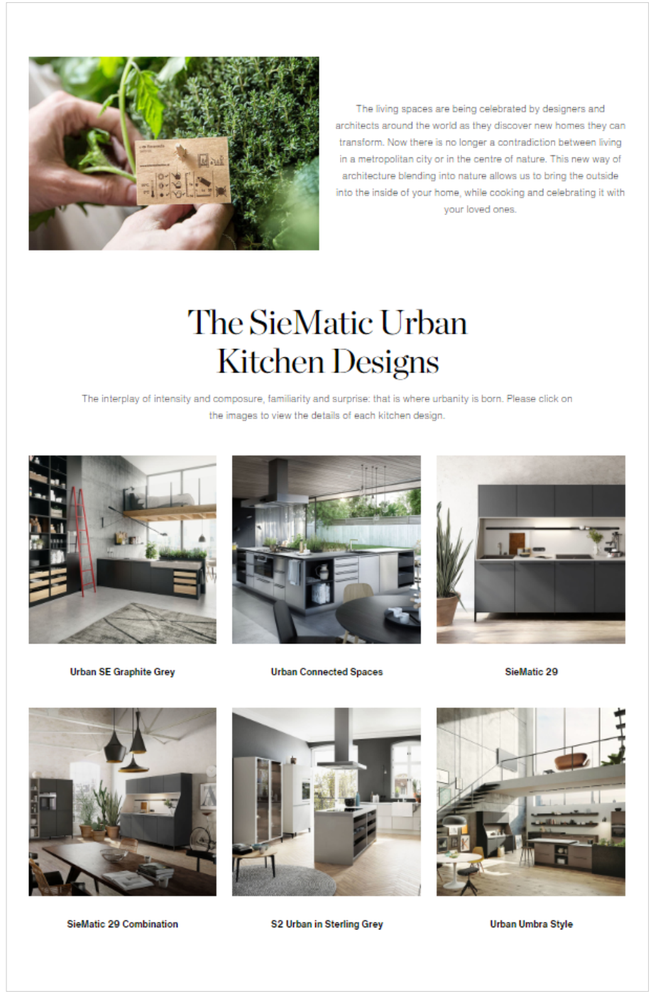
# C. WEBSITE

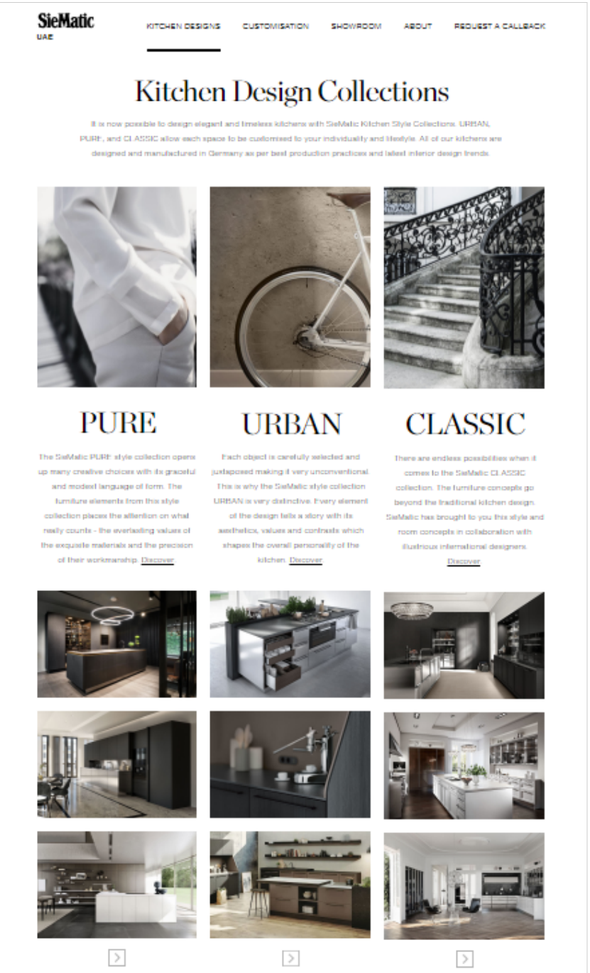
Structured approach when it comes to the kitchen designs section

Other sub-pages include design services and insights, brochures and customisation options

Regular content updates regarding news, projects and events keep the website relevant and updated

Personalised content offer users the ability to connect with the SieMatic team



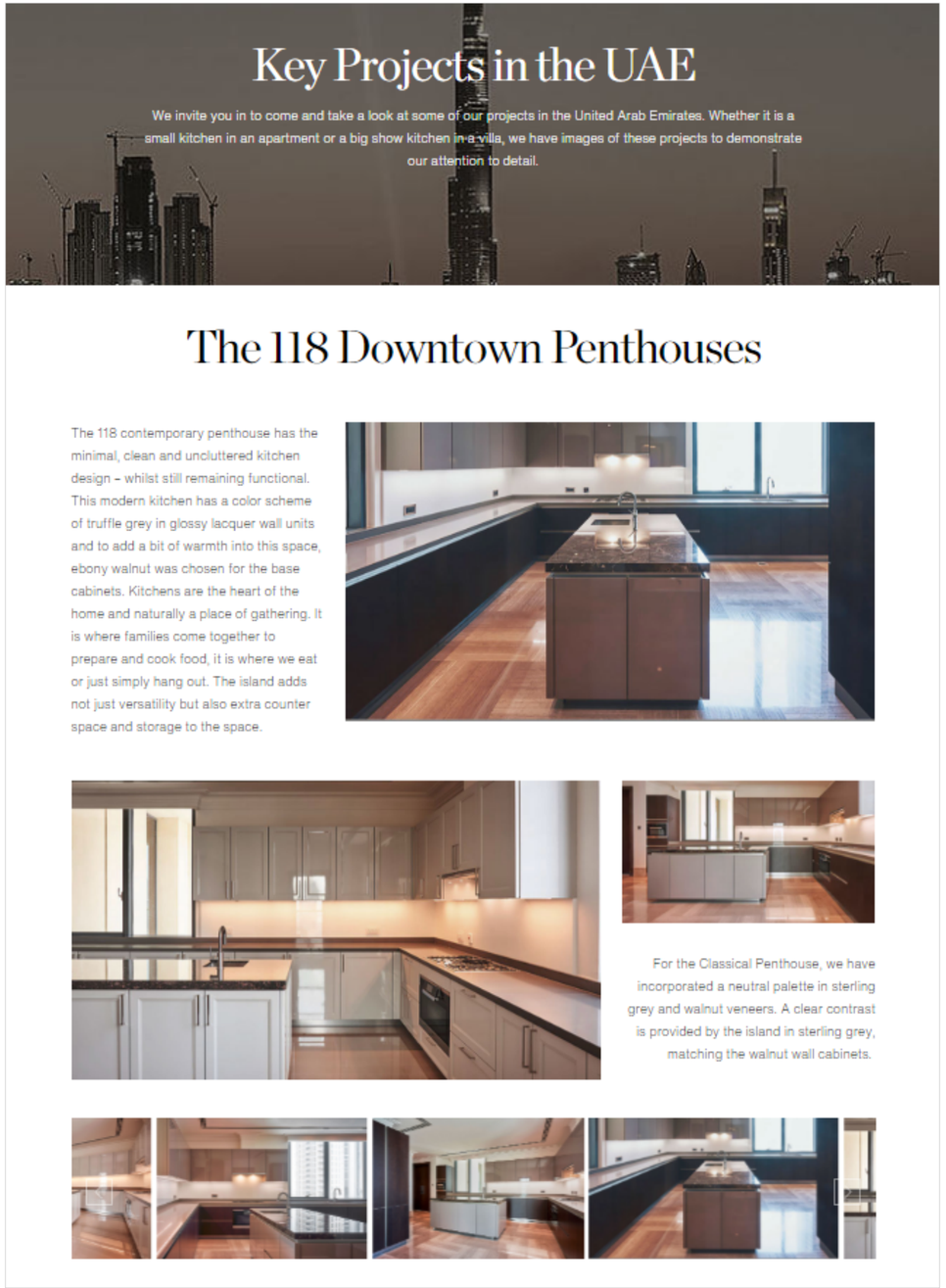
DIGITAL MARKETING

# C. WEBSITE

About section contains SieMatic UAE's portfolio, highlighting completed projects

Images taken professionally are uploaded with inspirational content

Projects are also hyperlinked on social media and quarterly newsletters, re-directing traffic to the website

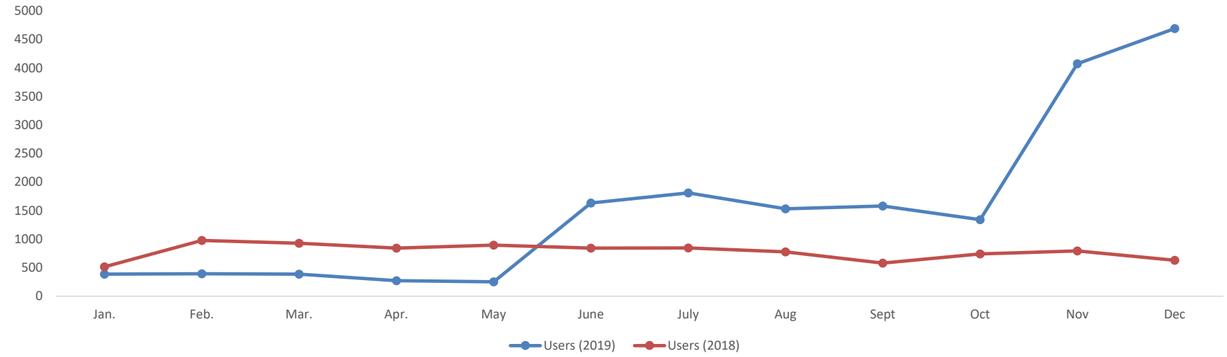


# D. SEO & PPC - 2019 RESULTS

Significant increase of about 70% in qualified leads through calls and email inquiries

Increase in website traffic by 51%

Returning visitors increased by 40% showing a steady growth in brand interest




| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2018 | 517 | 978 | 930 | 843 | 896 | 844 | 848 | 777 | 583 | 742 | 794 | 631 |
| 2019 | 387 | 396 | 388 | 272 | 252 | 1,635 | 1,811 | 1,534 | 1,582 | 1,342 | 4,075 | 4,691 |

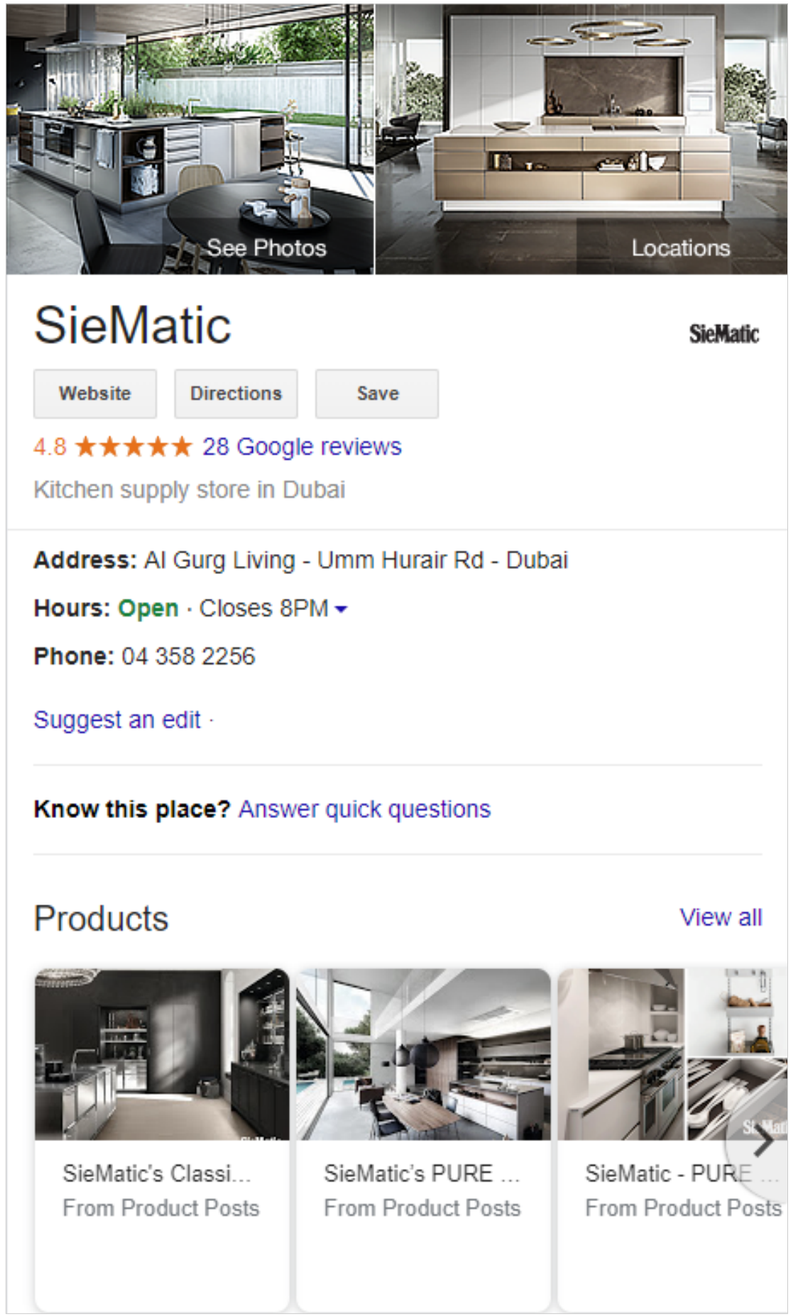
DIGITAL MARKETING

# D. SEO & PPC - GOOGLE MY BUSINESS 2019 RESULTS

Continued keyword development and competitor analysis to monitor and implement the most valuable and relevant keywords

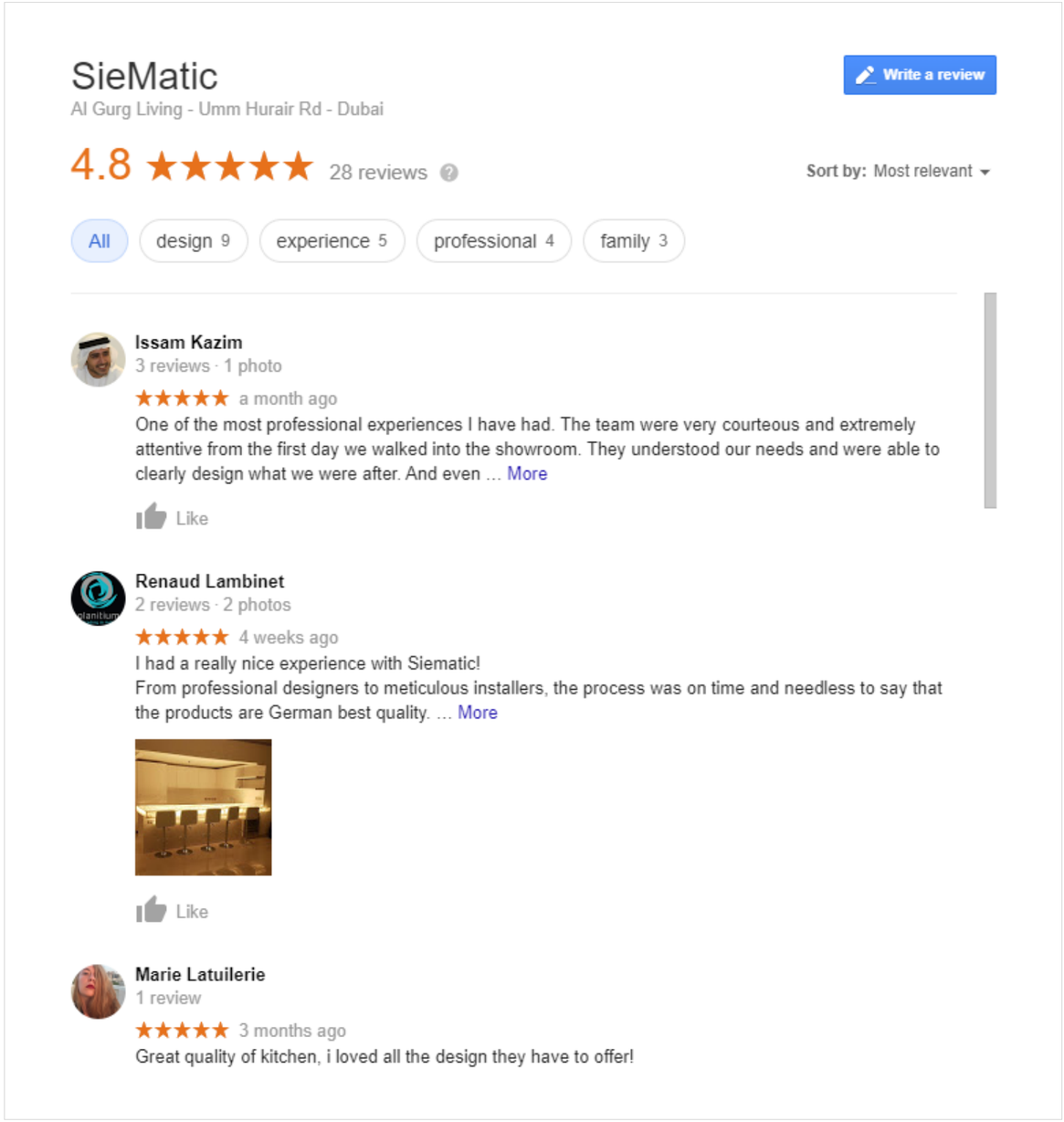
Monitor competitor digital strategies

Google My Business profile enables users to discover the brand with updated content (store timings, product and contact details and images) directly from search results



# E. GOOGLE REVIEWS

Once a project is complete, the professional images are sent to the client with a request to write a Google review



EXECUTION

# IV. FUTURE ACTIVITIES

A. DOWNTOWN DESIGN

B. SIEMATIC COOKBOOK

C. CONTENT MANAGEMENT SYSTEM



FUTURE ACTIVITIES

# A. DOWNTOWN DESIGN EXHIBITION

Participate at Downtown Design and showcase the new SLX range or a combination of Pure, Urban and Classic ranges in an interactive manner

Interact with designers, architects and consultants from the UAE and abroad about SieMatic ranges, their functionality and unique attributes



FUTURE ACTIVITIES

# B. SIEMATIC COOKBOOK

Collaborate with UAE-based and international chefs to create a cookbook featuring traditional German dishes being prepared over SieMatic ranges



FUTURE ACTIVITIES

# C. CMS

Engage with individual leads and customers through customised interactive targeting by email and social media campaigns



# 4. IMPLEMENTATION & BUDGET



# BUDGET 2020

| CATEGORY | DESCRIPTION | TIMELINES (2020) | COST (AED) | TOTAL COST (AED) | COST (EUROS) | TOTAL COST (EUROS) |
|---|---|---|---|---|---|---|
| MEDIA ENGAGEMENT | Content Building | 12 months | 30 x 3,000 = 90,000 | 120,000 | 22,385 | 29,845 |
| | Showroom Events | | 30,000 | | 7,460 | |
| | Magazine Features | | - | | | |
| | Influencer Engagement | | - | | | |
| CONSUMER ENGAGEMENT | SLX Event | March | 60,000 | 190,000 | 14,925 | 47,260 |
| | Euro Cucina Trip | April | 1,000 (invitation cards) | | 250 | |
| | Designer Trip | September | 80,000 | | 19,900 | |
| | Gourmet Hamper | 12 months | 40 x 175 = 7,000 | | 1,740 | |
| | Chef Experience | | 4 x 3,000 = 12,000 | | 2,985 | |
| | German Craftmanship Event | | 30,000 | | 7,460 | |

# BUDGET 2020

| CATEGORY | DESCRIPTION | TIMELINES (2020) | COST (AED) | TOTAL COST (AED) | COST (EUROS) | TOTAL COST (EUROS) |
|---|---|---|---|---|---|---|
| DIGITAL MARKETING | Ads | 12 months | 1,000 x 12 = 12,000 | 153,000 | 2,970 | 37,867 |
| | Social Media | 12 months | 3,000 x 12 = 36,000 | | 8,910 | |
| | SEO | 12 months | 2,750 x 12 = 33,000 | | 8,167 | |
| | PPC | 12 months | 6,000 x 12 = 72,000 | | 17,820 | |
| FUTURE ACTIVITIES | Downtown Design | November | 150,000 | 225,000 | 37,305 | 55,960 |
| | SieMatic Cookbook | - | 75,000 | | 18,655 | |
| SHOWROOM DECORATION | SLX Decoration | March | 10,000 | 10,000 | 2,472 | 2,472 |

# BUDGET 2020

| CATEGORY | TOTAL COST (AED) | TOTAL COST (EURO) |
|---|---|---|
| MEDIA ENGAGEMENT | 120,000 | 29,845 |
| CONSUMER ENGAGEMENT | 190,000 | 47,260 |
| DIGITAL MARKETING | 153,000 | 37,867 |
| FUTURE ACTIVITIES | 225,000 | 55,960 |
| SHOWROOM DECORATION | 10,000 | 2,472 |
| CUMULATIVE INVESTMENT | 698,000 | 173,404 |

Proposed contribution by SieMatic Germany - **20% (34,680 Euros)**

Al Gurg Living



A MEMBER OF
EASA SALEH AL GURG
GROUP