

**A Report for South Wales Fork Trucks
analysing digital marketing best practice,
Using the market leader Scott JCB.**



April 2019

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APPENDICES

Appendix A.....	https://www.scot-jcb.com/
Appendix B	http://www.southwalesforktrucks.co.uk/

1. EXECUTIVE SUMMARY

Digital marketing is the ability to use technologies to acquire and retain customers, as well as increase sales, SWFT are a small organisation based in south wales that are currently struggling to create innovative digital marketing plans. Scot JCB are a market leader that dominate machine sale and hire across both north England and Scotland, they will be used to demonstrate digital marketing best practice.

Scot JCB have a modern, aesthetically pleasing, informative website, however the content is not overwhelming for its reader, they appear to have a clear understanding of the 'Look and Feel' concept.

Scot JCB have a large social media presence, that is well managed, and engaging. The content that is posted on their social media platforms is informative, engaging, and professional. This content is posted regularly as well as being varied, Scot JCB take full advantage of both their owned content, and earned content, as well as paid content.

Scot JCB have well managed platforms, that engage with customers on a day to day bases, including the management of reviews, complaints and recommendations, this is something that SWFT should take inspiration from and incorporate into their digital marketing plan.

2. INTRODUCTION

This report will analyse digital marketing best practice within SWFT's industry, using Scot JCB as the market leader. Kannan and Li (2017) define digital marketing as 'the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers and increase sales'

Introduction to South wales Fork Trucks

South Wales Fork Trucks (SWFT) are a small enterprise in south wales, their main focus is the sale and hire of both, Caterpillar, and JCB Fork Trucks. However, SWFT also sell JCB clothing and merchandise as well as Gas. SWFT are based in south wales, operating out of Crynant, Bridgend, and Newport; They are currently in the process of major expansion and will soon open an even larger main branch in Glyneath. SWFT are struggling to create innovative digital marketing campaigns, although this is not currently detrimental to them, it is of growing concern that it may be in the future. Their website analytics cannot be commented on; However, their Facebook page likes can be used to give an idea of their online presence, at 65 page likes their current reach is limited.

Introduction to Scot JCB

Scot JCB are a market leader, within the machine hire, and sales industry, with seventeen depots across Scotland and the north of England. Similar to SWFT, Scot JCB focus on the sale and hire of JCB machines, however their success has allowed them to expand, they now include all variants of JCB machines within their fleet. Again, it is not possible to use Scot JCB's website analytics to demonstrate their online presence. However, both their twitter page at one thousand one hundred followers, and Facebook page at ten and a half thousand likes give an idea of their online reach.

3. WEBSITE

Scot JCB (2019) have ten main pages on their site, these are: Used Machinery, Machine Types, Machine Parts, Special Offers, Services, Depot Finder, About, Careers, News, and Contact, as well as search bar. These pages are informative, but do not hold so much information that they become like a book to read, because of this Scot JCB have been able to create engaging website pages. Ryan (2014, p.157) states it is important to not overfill a website with content, the user needs enough content to understand what it is a company has to offer and why the customer should choose them, but not so much that it is hard to filter through the initially irrelevant content.

Scot JCB's website covers both the needs and wants of its target audience as well as its own business goals, Ryan (2014, p.45) considers it to be essential for a company's website to include these two factors as well as for them to be clearly defined. Ryan (2014, p.47) continues that the 'look and feel' of a website is an essential contributor to its success, factors including, colours, information, and graphics can significantly impact on the way the viewer perceives your business. See Appendix A, Scot JCB's website is clear, modern, and easy to navigate, using a complimentary colour scheme creating a modern look that has eliminated the clutter. This contributes to its user-friendly appearance, the content is up to date, informative, engaging, and sometimes 'fun'.

4. SOCIAL MEDIA

Both Tiago and Veríssimo (2014), and Ryan (2014 pg. 150-170) highlight three main advantages that social media marketing has to the modern day business: Building ‘mutually satisfying long term customer relationships’, The ability for ‘likeminded’ consumers to communicate with each other - creating consumer empowerment, and finally the ability for a company to gather information and feedback.

Starting with information gathering and feedback, Ryan (2014) reinforces the belief that all publicity is good publicity, although social media creates a platform for public complains, reviews, and criticisms; It also creates a platform for public gratitude, happy customer’s, and recommendations, the latter goes a long way when potential customers are scouting out an organisation to work with. Henman and Burbary (2014) agree with Ryan (2014) stating that as long as bad reviews and public complaints, are handled competently, professionally, and in the mindset that the customer is always right, it is unlikely that these will become detrimental to a business. This Type of damage control is evident across all of Scot JCB’s social media platforms (Scot JCB 2019, b) and (Scot JCB 2019, c)

It is evident that Scot JCB (2019, b) have created long lasting mutually beneficial customer relationships, their social media platforms are constantly updated with stories from long term customers, charities, and event organisers; Of the help they have received from Scot JCB when organising events, when needing long term help, or appreciating Scot JCB allowing them to have ‘sneak peaks’ at new machines. Some of these organisations are big names, and players within their industry, Ryan (2014) would say that Scot JCB have Successfully ‘Influenced the influencers’.

5. CONTENT

Hemann and Burbary (2013) talk about the principal that ‘content is king’ stating that it is now easier than ever to create and publish content to an audience; However, with that in mind it has become equally as difficult to be noticed. Chaffey (2012) indicates the importance of engaging your audience; Hemann and Burbary (2013) state that in order to engage with your audience it is crucial that an organisation creates content that meets the needs, wants, and expectations of its audience, as well as potential customers. Hemann and Burbary (2013) refer to the rapidly expanding digital world, with the growth of online, mobile, and social use forcing a ‘converged media era’. Creating a harmonised merge of the three types of media that would have been traditionally separate, paid media, owned media, and earned media.

An example of the paid media Scot JCB (2019) use is the use of ‘boosted’ Facebook posts, boosting a Facebook post allows for the original post to reach a bigger audience, appearing on the news feed of potential customers as a sponsored add, whether or not they like Scot JCB’s Page. Scot JCB appear to utilise their owned media, across both their website, and social media pages, with posts regularly being made that feature their staff, machines, facilities, as well as other products they have for sale. It is also relevant to note that Scot JCB (2019c) optimise the use of their earned media, sharing posts from happy and grateful customers, as well as maintaining a very efficient response rate to reviews and recommendations across their Facebook and twitter platforms.

Although SWFT have a presence across both twitter and Facebook, they only focus on sharing their own content, there is no evidence to suggest use of either paid, or earned content, this is likely to impact upon the engagement that SWFT will be receiving from their audience; As well as impact on their ability to effectively maximise the reach of their posts.

MAIN FINDINGS

As mentioned previously, the content across all of Scott JCB's Platforms, is consistent, engaging, informative, and varied. This is likely to have been a significant contributor to their success in establishing their brand online, within their market place. SWFT 's content is sparse and repetitive, it's format is not changed between platforms, unlike Scot JCB's who appear to create its content with what platform and audience it is intended for in mind.

6. CONCLUSION

To conclude, Scot JCB have created a very aesthetically pleasing website, using colours that compliment the images of their machines, as well as text that is not over informative, or under informative. The imagery and graphics they use are of high quality; However, it is important to note that it is both very time heavy, and costly to create such a high quality, modern, 'plush' looking website, particularly within an industry that does not yet carry out most of its trading online. The content across all of Scot JCB's social media pages is engaging, informative, and fun, as well as being written to a high standard and posted at a consistent pace. Scot JCB have taken full advantage of their own content, earned content as well as paid content. This is likely to have been a contributing factor to their online success. It is important to recognise that the limitations of this report did not allow for an in-depth look into each of Sot JCB's social media platforms, forcing them to be generalised and grouped as one. In future it would be beneficial to investigate each platform as a separate.

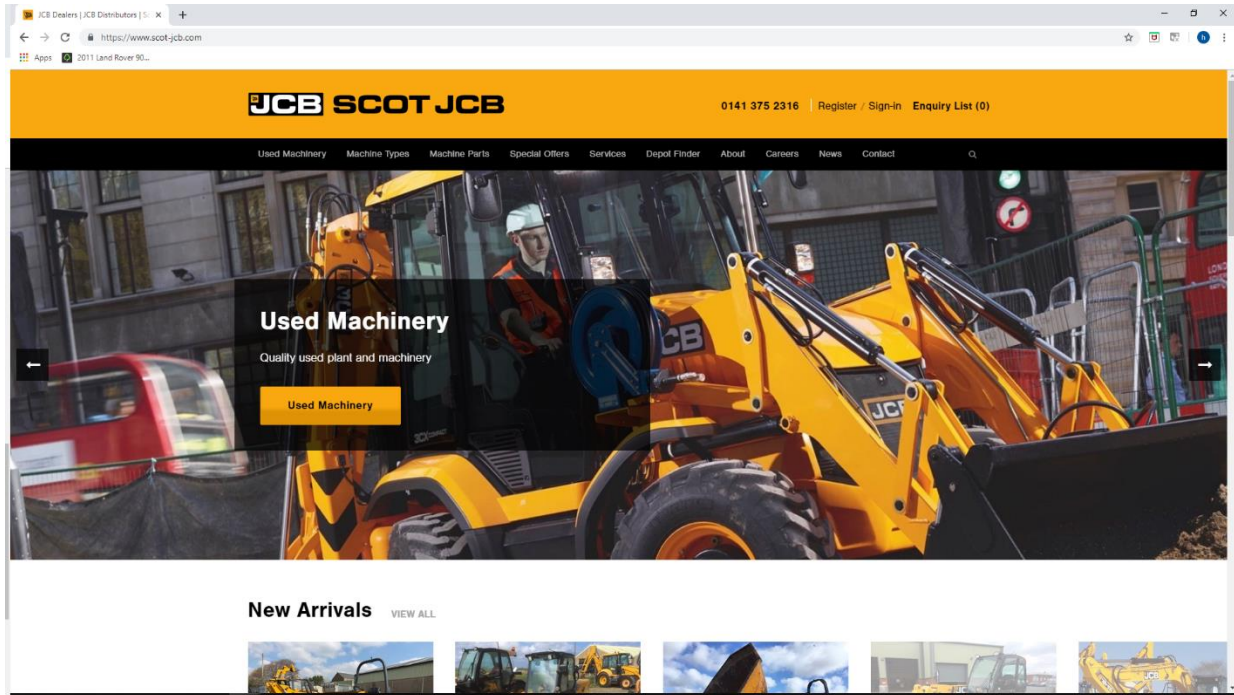
7. RECCOMENDATIONS

1. The first recommendation that can be made using this report is that SWFT should look at modernising their website, ensuring that their imagery, graphics and colours are eye catching as well as complimentary to each other, this will eliminate the current cluttered appearance.
2. The second recommendation that can be made using this report is that SWFT should consider increasing the amount and type of content that they publish on their social media pages, particularly considering the use of paid content and earned content. It is also essential to note that this content should be published frequently, and consistently, eliminating the current sparse nature of their social media presence.

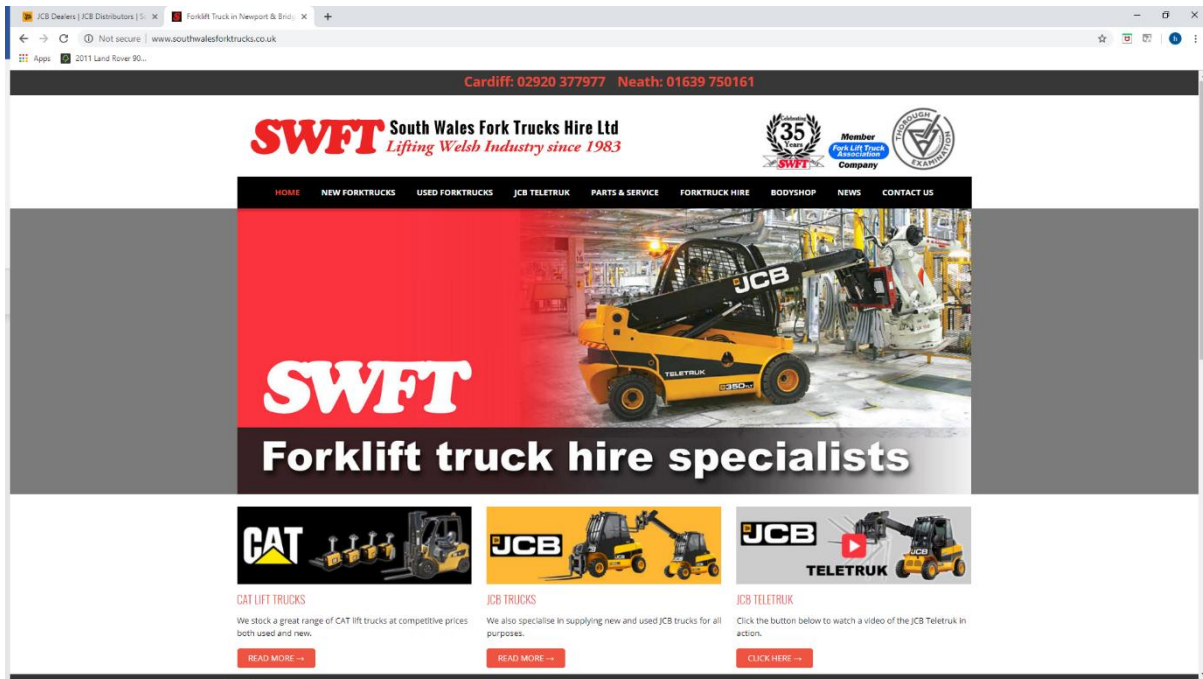
APPENDICIES

8. APPENDICIES

Appendix A



Appendix B



9. REFERENCES

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