

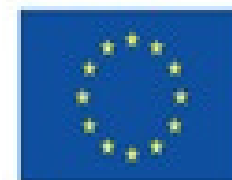
Keys words of craftsmanship



IN THE CHRISTMAST **DIGITAL MARKET**

By Giovanna Langella

www.claaiform.it



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Giovanna Langella

SOCIAL ADVERTISER PROJECT MANAGER

CLAAI CAMPANIA - CLAAI FORM



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WHAT TO DO BEFORE STARTING

01

MARKET ANALYSIS

02

MARKET SEGMENTATION

03

POSITIONING



01

Market analysis **INTERNAL ANALYSIS**

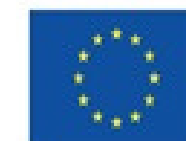
WHAT TO ANALYSE

1) AccountS social

- organic reach
- engagement
- reviews

2) Website

- engagement and user experience on Google Analytics



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01

Market Analysis **EXTERNAL ANALYSIS**

WHAT TO ANALYSE?



COMPETITORS



CUSTOMERS



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COMPETITORS

Research the business that
interesting to us:

- on facebook
- on linkedin
- on google

03

on google

For example: write
“produzione porcellana a
Napoli” in the research box



Pagine Gialle

<https://www.paginegialle.it> > Campania > Napoli

Produzione porcellana a Napoli



Nuvola Idee Che
Volano

4.7/5.0 ★ (3)



Ceramiche
Keramos D'Ischia



Fonderia Artistica
Ruocco

5.0/5.0 ★ (1)



Officine Pietro
Bruno



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COMPETITORS

Research the business that
interesting to us:

- on facebook
- on linkedin
- on google

The search results are our
competitors

01 **on facebook**
For example: write
“produzione porcellane a
Napoli” + “@facebook”



Facebook

[https://www.facebook.com/.../Porcellane Carusio](https://www.facebook.com/.../Porcellane-Carusio)

Porcellane Carusio

Porcellane Carusio, **Napoli**. Mi piace: 1332 · 6 persone ne parlano. Laboratorio Artistico di **Porcellane** di Capodimonte Ingrosso e dettaglio. Lavorazioni...

★★★★★ Valutazione: 4,6 · 19 voti ⓘ



Facebook

[https://www.facebook.com/.../Artistiche Capodimonte](https://www.facebook.com/.../Artistiche-Capodimonte)

Artistiche Capodimonte

Artistiche Capodimonte. Mi piace: 18.307 · 18 persone ne parlano. **Porcellane** Artistiche di Capodimonte Oggettistica Home Decor e Bomboniere Creazioni Oro...

★★★★★ Valutazione: 5 · 32 voti ⓘ



Facebook

[https://www.facebook.com/.../Artigianato Capodimonte](https://www.facebook.com/.../Artigianato-Capodimonte)

Artigianato Capodimonte | Portici

Creazioni **artigianali** interamente realizzate e dipinte a mano in finissima **porcellana** di Capodimonte. Oggetti unici e originali per abbellire ed impreziosire ...

★★★★★ Valutazione: 5 · 6 voti ⓘ



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CLAAI **form**

COMPETITORS

Research the business that interesting to us:

- on facebook
- on linkedin
- on google

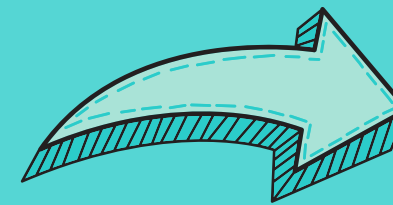
02 **on linkedin**
For example: write
“pelletteria artigiana” and
select the filter “aziende”

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'pelletteria artigiana'. Navigation icons for Home, Rete (1), Lavoro, Messaggistica (4), and Notifiche (11) are visible. Below the search bar, filters are set to 'Aziende', 'Italy' (1), 'Settore', 'Dimensioni dell'azienda', 'Tutti i filtri', and 'Reimposta'. The results section shows 6 results. The first result is 'Pelletteria Artigiana RR' with 382 followers, located in Rimini, with a 'Segui' button. The second is 'M&C PELLETERIA ARTIGIANA' with 44 followers, located in Rozzano, MILANO, with a 'Segui' button. The third is 'PELLETTERIA ARTIGIANA - S.R.L.' with 27 followers, located in SESTO FIORENTINO, Fi, with a 'Segui' button. The fourth is 'Pelletteria Artigiana' with 3 followers, located in Florence, with a 'Segui' button. The fifth is 'Pelletteria Artigiana Spadoni' with 2 followers, located in Borgo A Buggiano, with a 'Segui' button. The sixth is 'Pelletteria Artigiana Viviani' with 1 follower, located in Firenze, Fi.

Company Name	Location	Followers	Action
Pelletteria Artigiana RR	Rimini	382	Segui
M&C PELLETERIA ARTIGIANA	Rozzano, MILANO	44	Segui
PELLETTERIA ARTIGIANA - S.R.L.	SESTO FIORENTINO, Fi	27	Segui
Pelletteria Artigiana	Florence	3	Segui
Pelletteria Artigiana Spadoni	Borgo A Buggiano	2	Segui
Pelletteria Artigiana Viviani	Firenze, Fi	1	

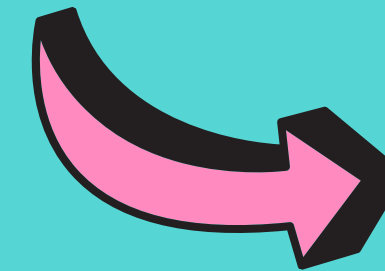
CUSTOMERS

TO UNDERSTAND WHO IS OUR
TARGET, WE HAVE TO CHECK:



OUR TAGS AND COMPETITORS'S TAGS

IN THIS WAY, IT IS POSSIBLE TO
CHECK WHO USES PRODUCTS
AND HOW USE THEM

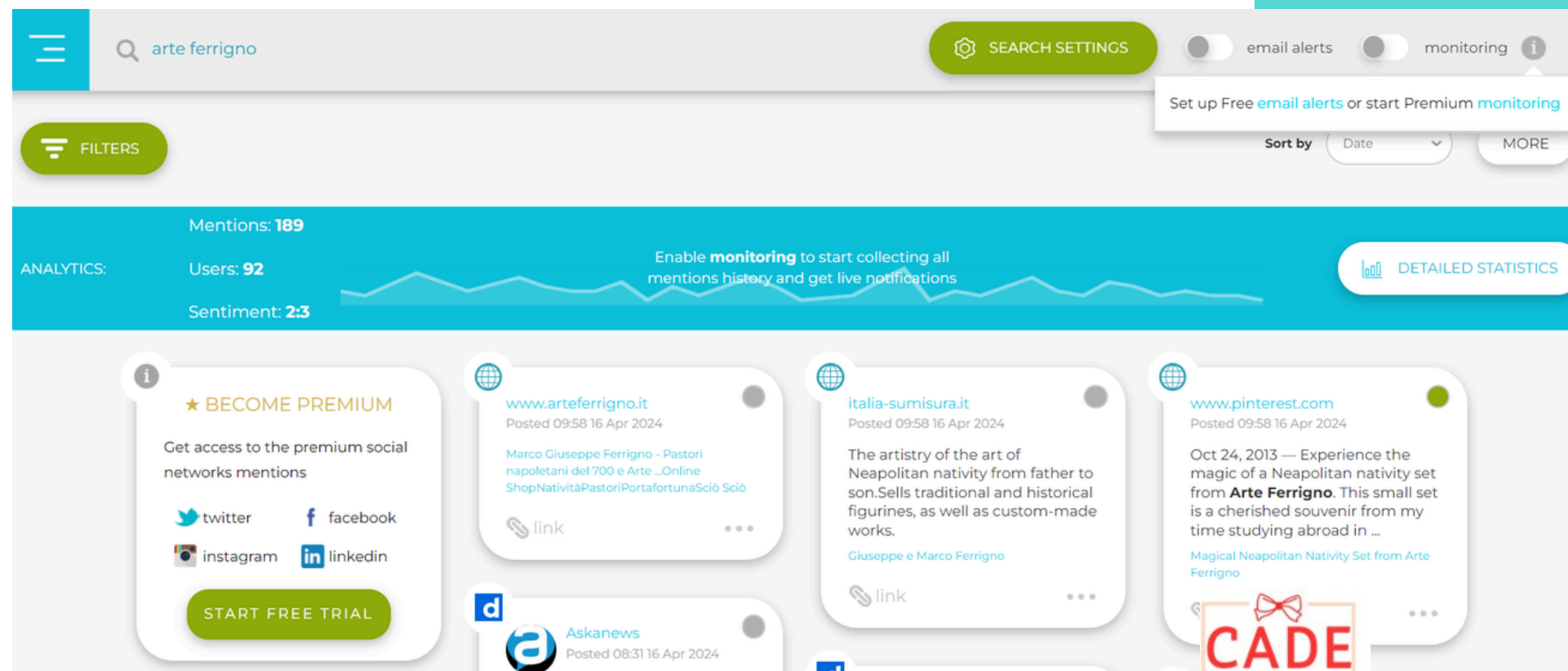


THE LIKES

CHECK THE PAGES OF WHO MAKE
THE LIKE

REVIEWS

THROUGH SOCIAL SEARCH IT IS
POSSIBLE CHECK WHO TALK
ABOUT US
AND HOW



02

SEGMENTATION

Market segmentation is a way of aggregating prospective buyers into groups or segments with common needs **to create specific marketing actions.**

For example, the customers of a laboratory that produces nativity scenes can be segmented into:

- :
- travelers looking for souvenirs
 - hobbyist
 - people making the nativity scene for Christmas
 - public administrations

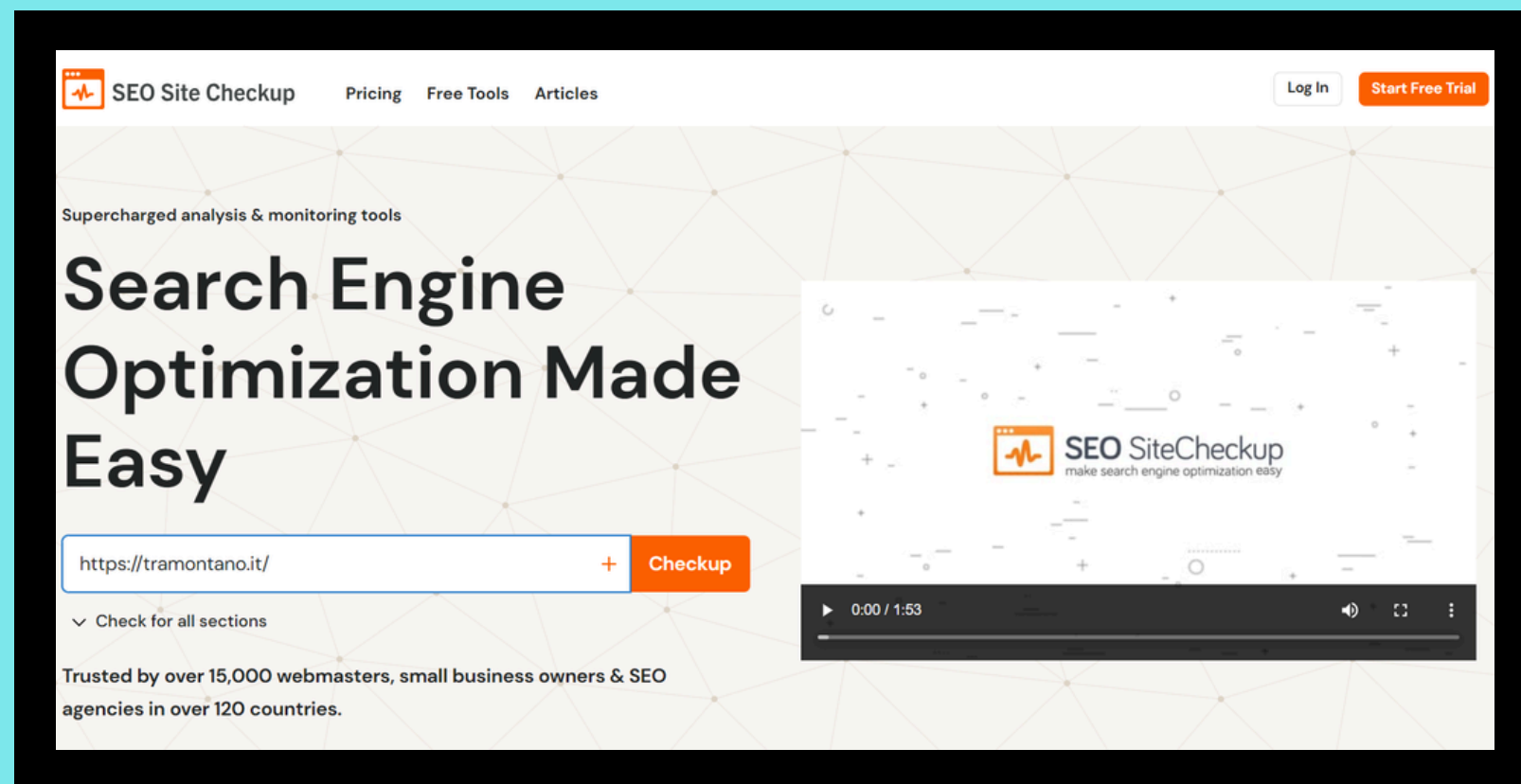


03

POSITIONING

It is the way that customers think about a product, or the way that a company wants customers to think about it.



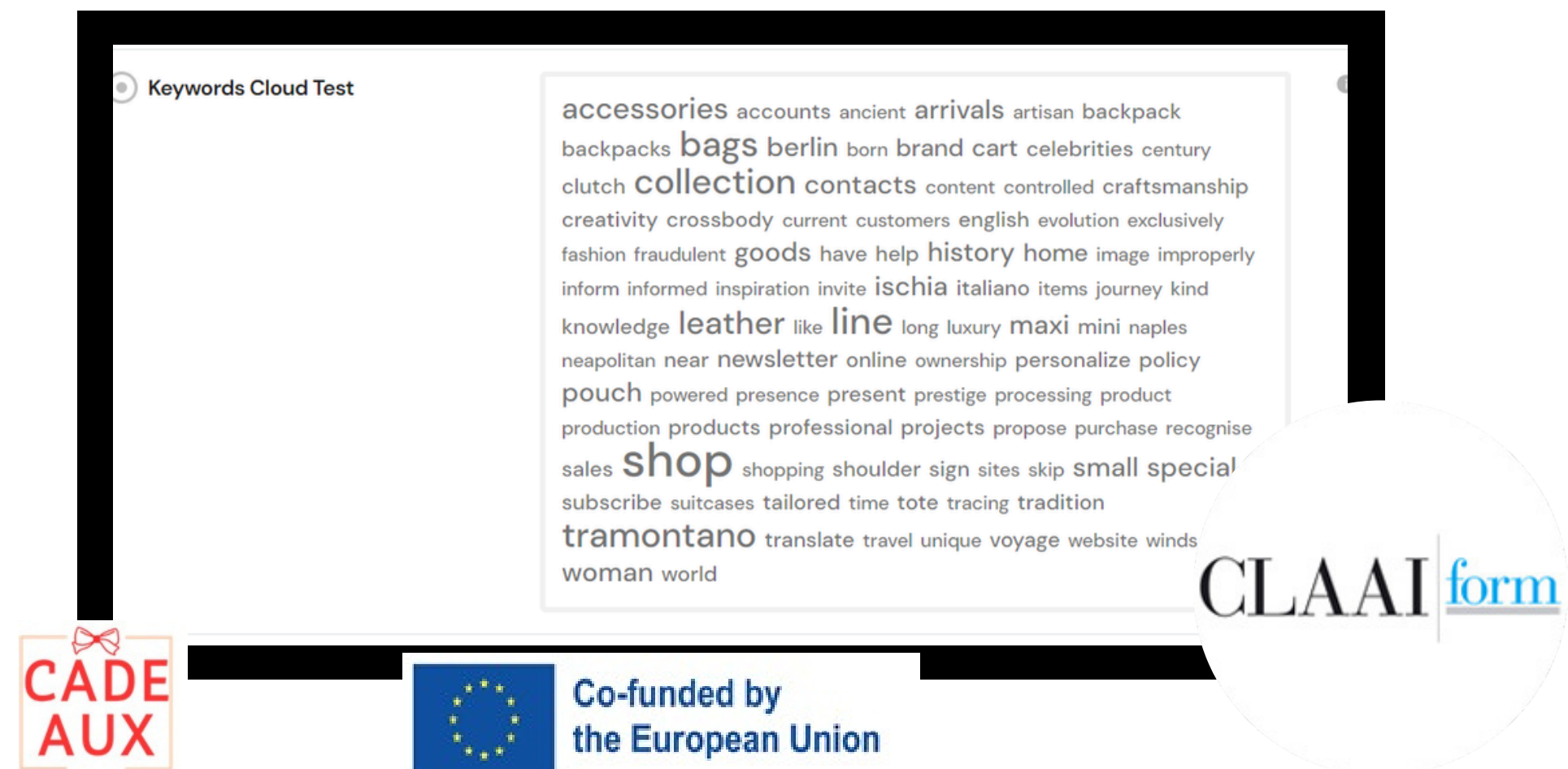


We can understand what is our positioning and our competitor's positioning using these tools:

- 1) seositecheckup
- 2) meta seo inspector

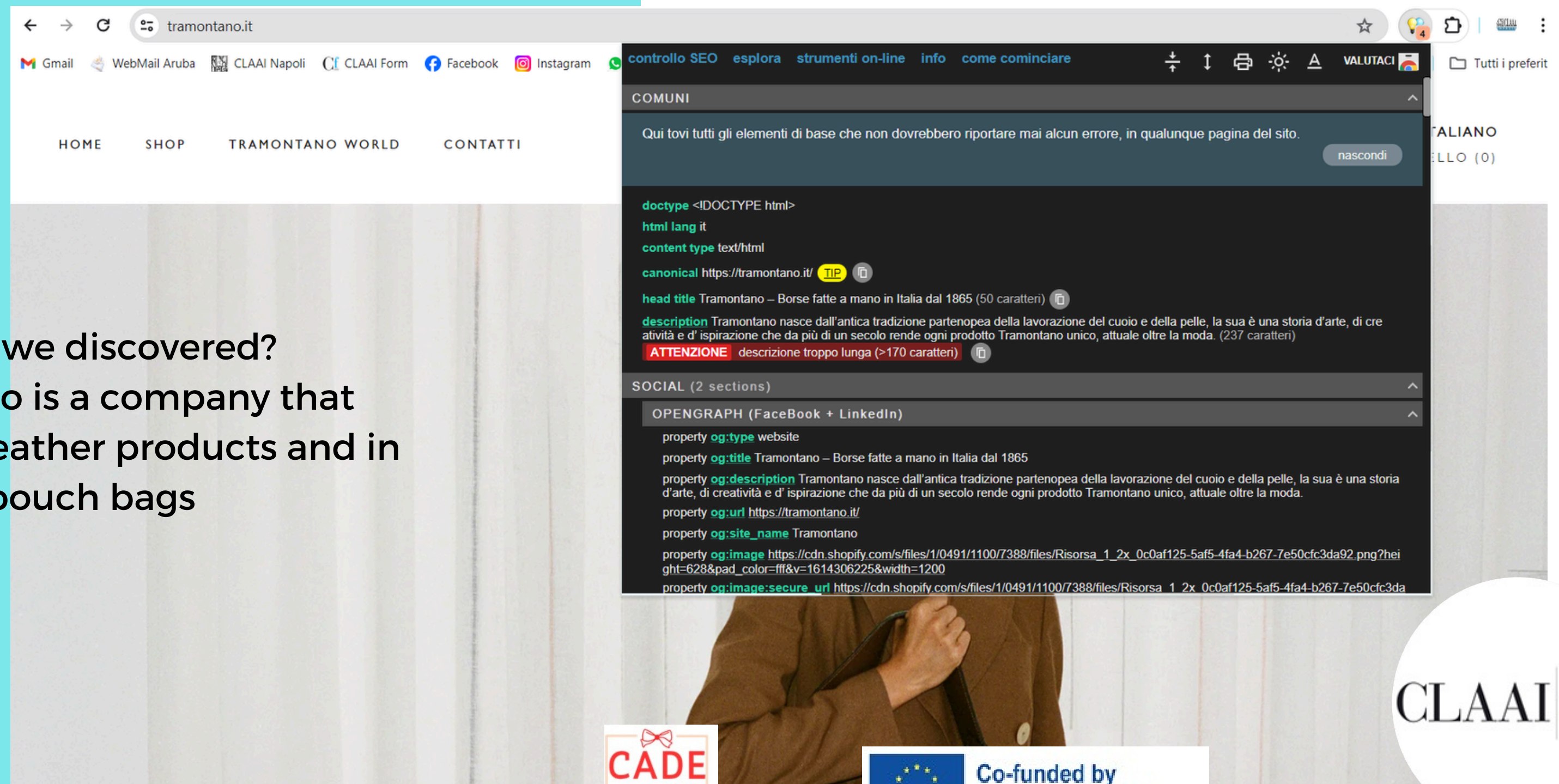
Write “Tramontano” on seositecheckup and analyze the keywords cloud to understand how this company positions itself in the minds of users.

We notice the keywords:
bags, leather, pouch



Then, we go to the website and use the tool “meta seo inspector”.
So we can read the description.

What have we discovered?
Tramontano is a company that
produces leather products and in
particular pouch bags



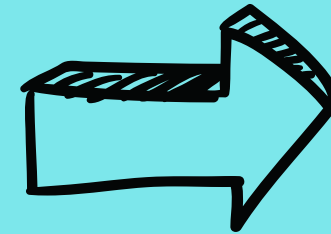
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When we have finished this analyses, we know who we are, who our competitors are and who our customers are.

STARTING TO CREATE CONTENTS

**Starting to plan
marketing actions for
Christmas in
september or august
because**



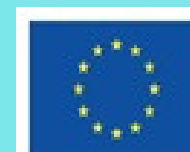
**customers anticipate
purchases**



to stay ahead of competitors



**to test customers, targets,
creativity**



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We have to know that...

**WE CANNOT KNOW HOW CUSTOMERS
WILL RESPOND TO ADVERTISING**

we need to create
different advertisements
to test the audience

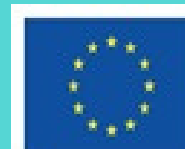
OH NO...





If we start in september to test our audience, in the period from Black Friday to Christmas, we could know who the best performing public is.

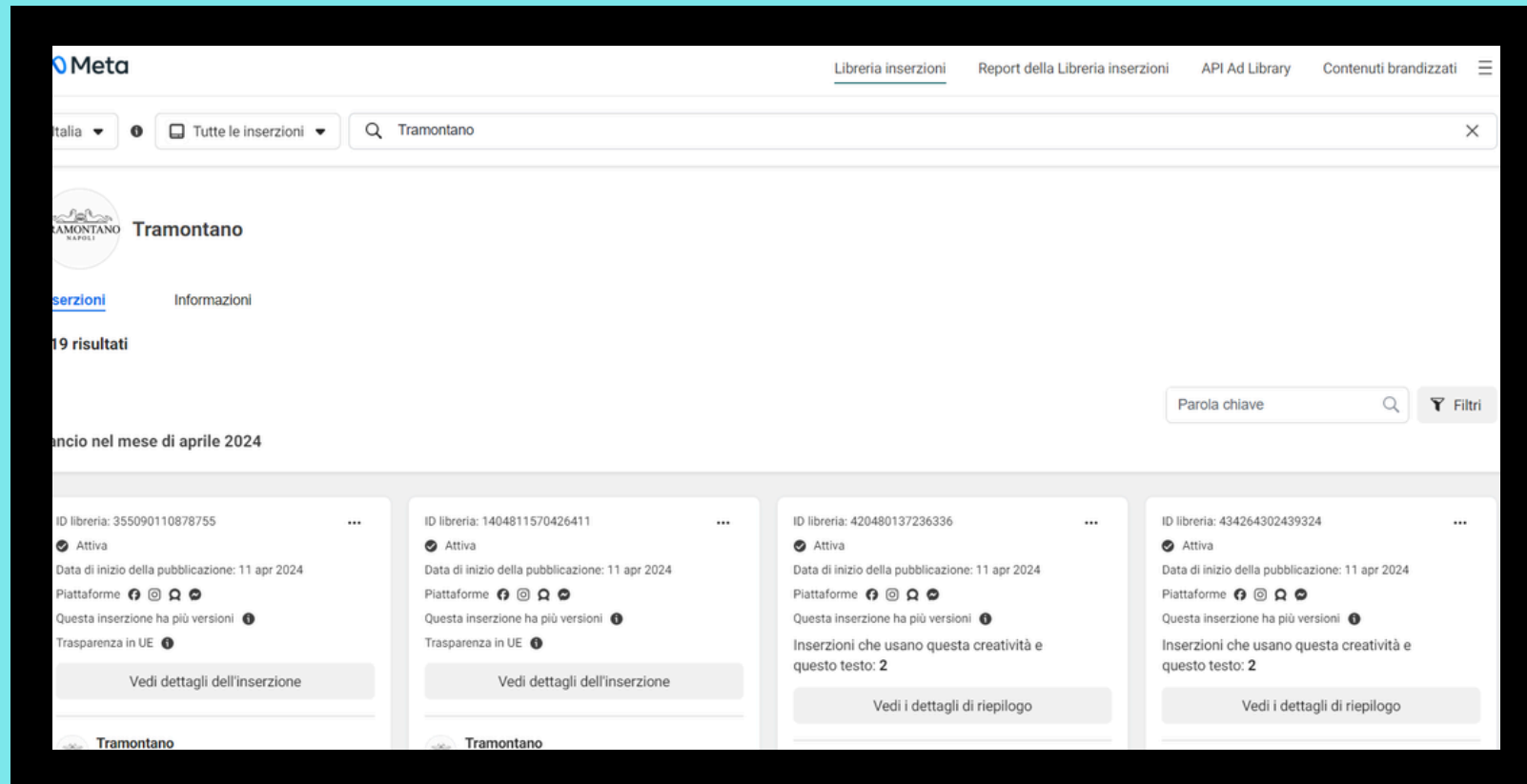
So, let's start purchasing-oriented marketing: coupons, discount coupons, promotions.



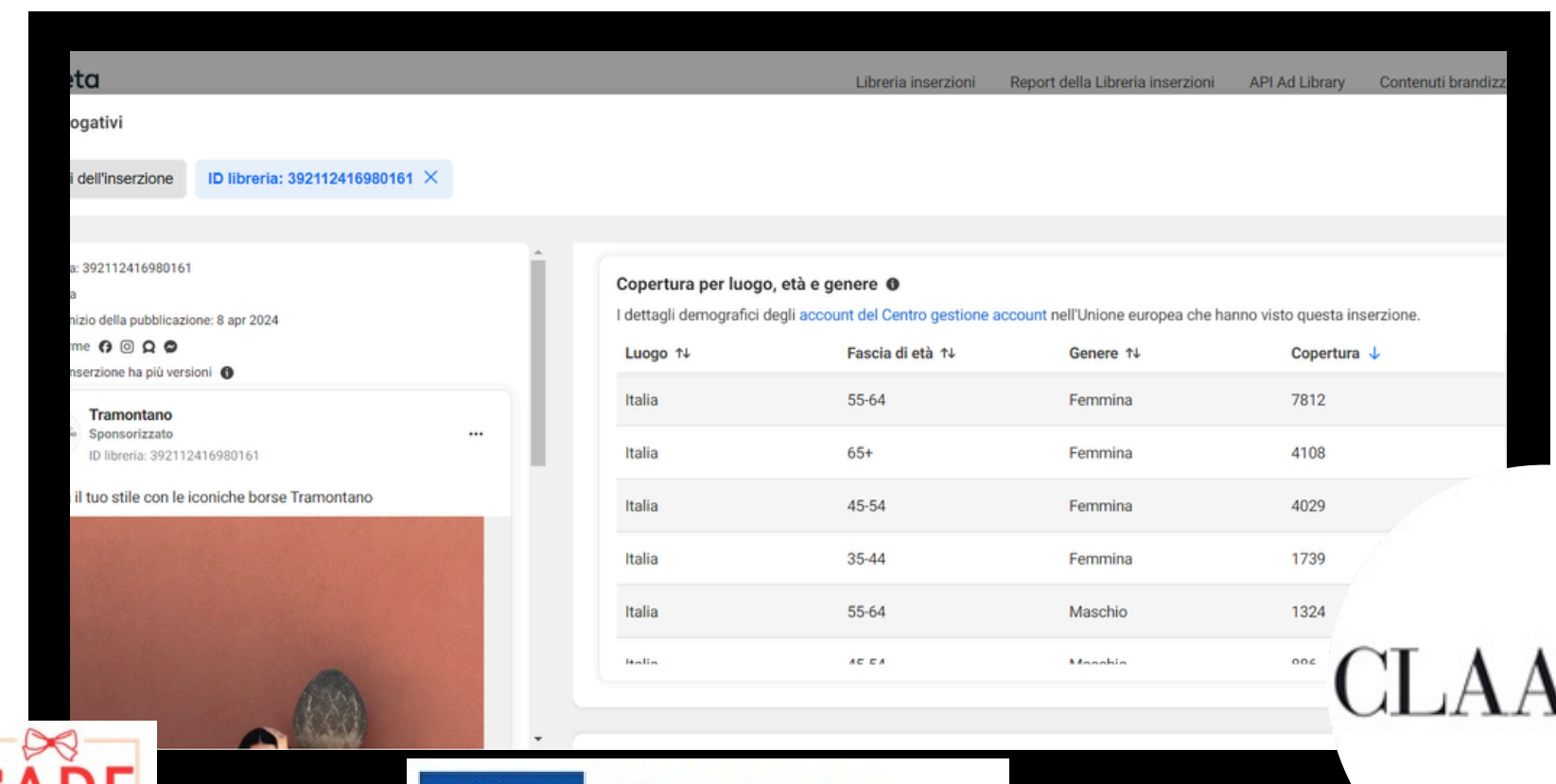
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IDEAS FOR COPY



Go to Facebook Ads Library, research our competitors and:
check what are their ads,
read your copy,
check what audience is interesting of that content



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COPY MUST BE

01 CLEAR

02 CONCISE

03 ENGAGING

04 BELIEVABLE

05 SHAREABLE

WHERE?

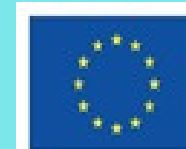
google

google keywords planner

answerthepublic

ubersuggest

forum



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For example, if we search "Artisanal nativity scenes" on AnswerThePublicC, we find out that in this period, many people search "How to realize artisanal nativity scenes" or "Artisanal nativity scenes moving".

So we can write contents about it.

In this way, we offer a solution to costumers for their needs. Of course, the solution have to include our products.

Google

Bing

YouTube

TikTok

Amazon

presepi artigianali

CREA ACCOUNT GRATIS

Volume di ricerca

4,400

Bassa

Media

Buona

Costo per click (CPC)

\$0.18

Bassa

Media

Costosa

RUOTE

ELENCO

TABELLE

DOMANDE (3)

PREPOSIZIONI (0)

PARAGONI (0)

ORDINE ALFABETICO (35)

RICERCHE SIMILI (15)

come

Immagine

Nascondi

Keyword	Volume	CPC
come realizzare presepi artigianali	20	-
come vendere presepi artigianali	10	-

dove

Immagine

Nascondi

Keyword	Volume	CPC
dove vendere presepi artigianali	-	-

a

Immagine

Nascondi

b

Immagine

Nascondi

c

Immagine

Nascondi

Google

Bing

YouTube

presepi artigianali

DOMANDE (3)

PREPOSIZIONI (0)

PARAGONI (0)

i

Visualizza immagine

Keyword	Volume	CPC
presepi artigianali in vendita	590	\$0.14
presepi artigianali in legno		
presepi artigianali in polistirolo		
presepi artigianali in movimento		
presepi artigianali immagini		
presepi artigianali italiani		

INIZIA PROVA GRATUITA



WHEN WE HAVE UNDERSTAND WHAT USERS ARE LOOKING FOR...



01

WE WRITE NEWSLETTERS IN WHICH WE SHOW THE DECORATIONS WE SELL.

02

WE CREATE TUTORIALS TO MAKE HOME MADE DECORATIONS WITH THE DECORATIONS WE HAVE IN THE SHOP AND WE INCLUDE THE PICTURES OF THE PRODUCT WE USED, THE PRICE, AND THE POSSIBILITY OF PURCHASING THEM (IF WE HAVE AN E-COMMERCE) OR WE INVITE THEM TO COME TO THE SHOP

03

IF WE HAVE AN E-COMMERCE, WE CREATE A "CHRISTMAS MARKET" SECTION IN WHICH INCLUDE PRODUCTS THAT COULD BE GIFT IDEAS

04

WE SEND SMS OR WHATSAPP TO CONTACTS WITH LINK TO LANDING PAGE IN WHICH THERE ARE PRODUCTS PICTURES



avoid skimming

**a Christmas Carol Musical**
Sponsorizzato
ID libreria: 938994227682377

Dopo il grande successo del 2023, torna in scena a Teatro il più magico musical di Natale a Christmas Carol Musical ✨

Dall'incantevole novella di Charles Dickens
Regia di Melina Pellicano
Musiche di Stefano Lori e Marco Caselle
Con Fabrizio Rizzolo nel ruolo di Ebenezer Scrooge

Teatro GOLDEN Palermo
venerdì 6 dicembre ore 21
sabato 7 dicembre ore 15.30 e 18.30

- ☆ Imponenti scenografie vittoriane
- ☆ Musiche e canzoni da sogno
- ☆ Incredibili effetti speciali
- ☆ Un Cast di grandi artisti
- ☆ Un Cast Junior con 32 bambini
- ☆ Un'Opera teatrale tutta italiana

 **Sito Web**
bit.ly/aChristmasCarolMusical

 **Il trailer**
bit.ly/aChristmasCarolTrailer

 **Biglietteria**
bit.ly/ChristmasCarol-Ticketing

 **Biglietterie in Città**
bit.ly/TicketoneCityPoint

Ti aspettiamo a Teatro

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USE LINE SPACING

USE WORDS RECALL IN THE
BEGINNING AND IN THE END

USE CAPITAL LETTERS.

USE BULLET POINT.

SUM UP

EMOJI OK, BUT NOT TOO MANY
AND USED AS BULLET POINT





**WE HAVE TO CATCH ATTENTION
IN 80 CHARACTERS**

**140 ON LINKEDIN
AND FACEBOOK**



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HASHTAG?

FEW.
IN CONCLUSION.
NO ONE IS MIRACULOUS.

START FROM THE END

BECAUSE THE END IS OFTEN THE MOST
IMPORTANT INFORMATION

EXPLAINS EVERYTHING YOU NEED

REPEAT THE CONCLUSION

DON'T FORGET THE CTA (CALL TO ACTION)


👤 Vi invitiamo a scoprire il magico mondo di Käthe Wohlfahrt! Nella "casetta i" troverete idee regalo originali e tradizionali, addobbi per l'albero, decorazioni natalizie in vetro e prodotti artigianali in legno creati per voi nel laboratorio di Rothenburg. Entrate e lasciatevi incantare!




Tic-tac, tic-tac... il Natale è alle porte! ⌚
Avete già fatto i regali? 📺

Coooosa? NON AVETE TEMPO?

Nessun problema, per fortuna c'è Elfidea! 🌟
👉 Magari conoscete un Artista con la A maiuscola, un pittore, un...





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We create social campaign

GOOGLE ADS & FACEBOOK ADS

The copy is different because:
usable space is different
audience is different

GOOGLE ADS

usable space is limited
the question is conscious

FACEBOOK ADS

usable space is greater
the question is latent



The image shows a Facebook advertisement for 'Fiorista Rischì'. The ad header includes the business name, a 'Sponsorizzato' (Sponsored) label, and a library ID. The main text promotes Christmas decorations, stating that every gift is unique and that they offer personalized decorations like trees, lights, and garlands. Below the text are two images: one showing a close-up of a Christmas tree with lights and the business name 'Fiorista Rischì' overlaid, and another showing a decorated Christmas tree with two elves. At the bottom of the ad, there are logos for 'CADE AUX', the European Union flag, and 'Co-funded by the European Union'. A circular logo for 'CLAAI form' is also visible in the bottom right corner.

Fiorista Rischì
Sponsorizzato
ID libreria: 863477578565032

Scopri l'incanto del Natale da Fiorista Rischì ✨

Da noi, ogni regalo è unico, così come i nostri addobbi per la casa! Trova la magia tra alberi, luci, palline, ghirlande personalizzate e arredi di qualità ed eleganza che renderanno il tuo Natale ancora più speciale ✨

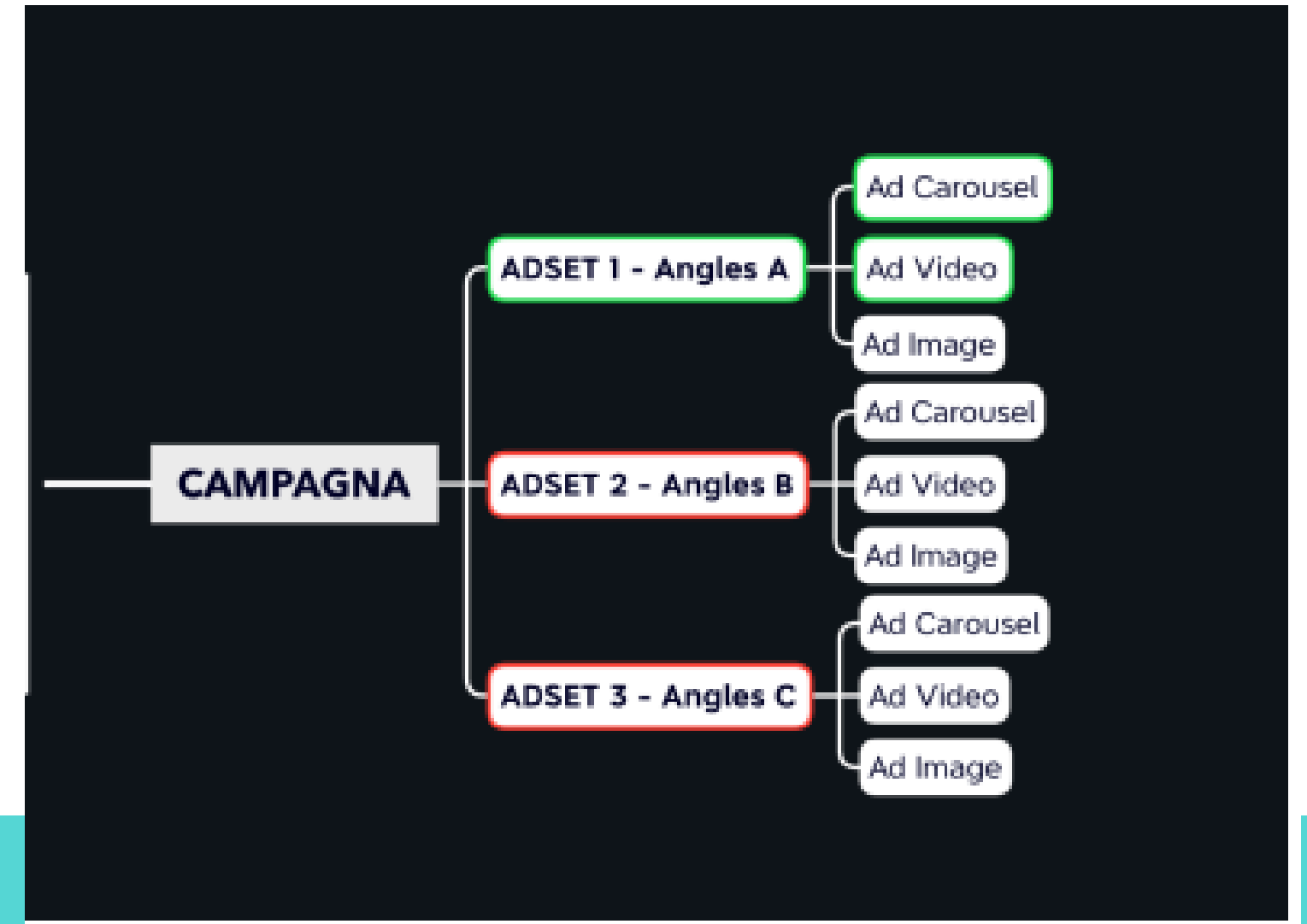
... >

CADE AUX

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CREATE DIFFERENT CREATIVES AND ISOLATING EACH OF THEM IN AN AD GROUP. WE CAN ADD DIFFERENT ADS IN THE SAME GROUP ALWAYS USING THE SAME CREATIVITY.



To test ads :

- Same budget and same target for each group (adset)
- After a few days, observe the best adsets
- Shut down the worst



- Analyze the ads that have performed best and make new variations



HOW TO CREATE COPY AND CREATIVITY (VIDEO/CAROUSEL)

- 01** ENGAGING HOOK (MAX 4/5S)
- 02** PRESENTATION AND BRAND LAUNCH
- 03** STRENGTHS AND BENEFITS
- 04** CTA IN THE END



You can create different creativity

by changing only

THE OPENING HOOK



LAST ADVISE

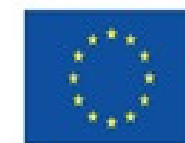
PICTURES ARE VERY IMPORTANT

- If we don't have quality pictures, we have to take new pictures or edit the pictures we have
- We have to prefer pictures with people
- Use company logos and colors if they exist



THANKS FOR WATCHING*

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