



karcher.ua

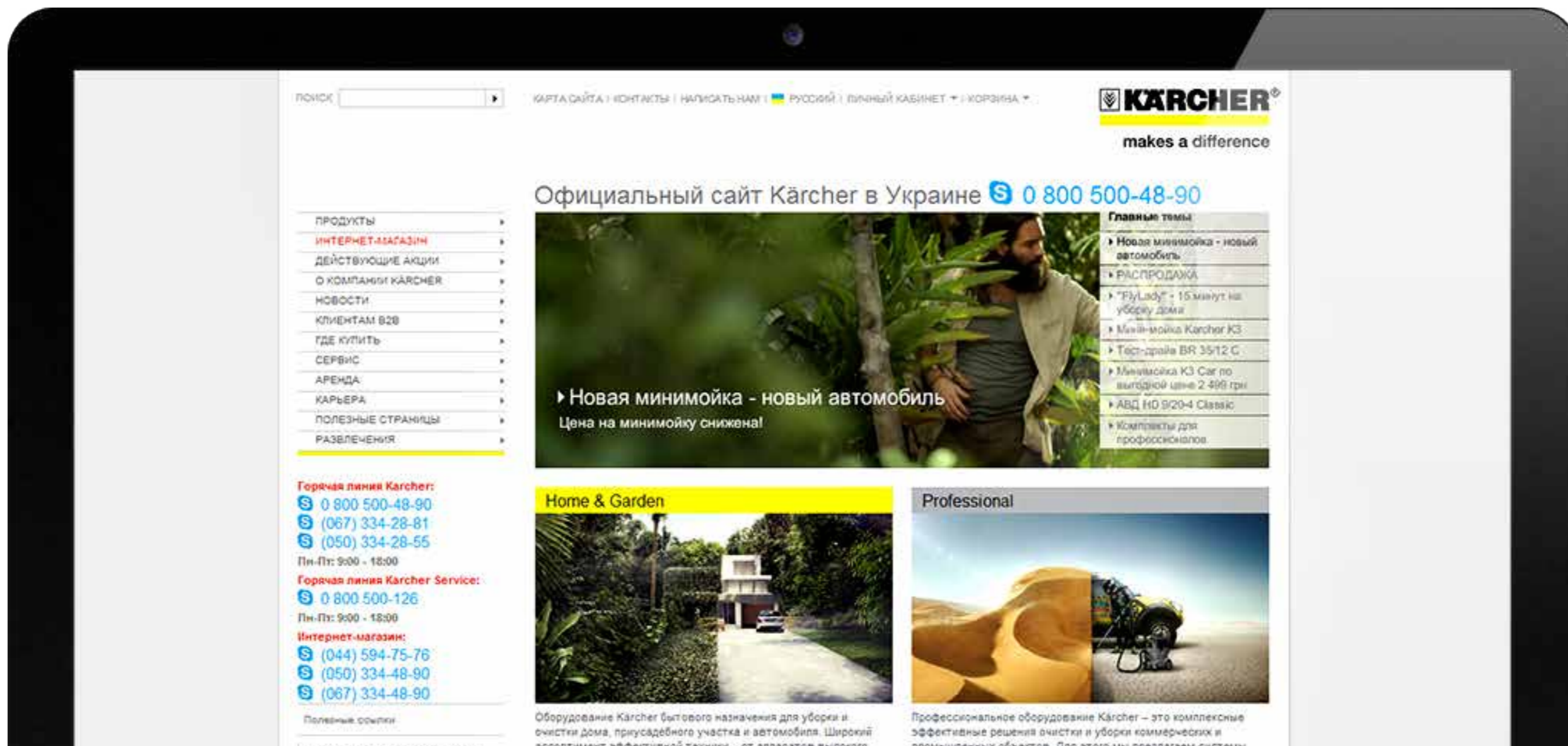
Multichannel Internet Marketing Strategy for Kärcher

 **promodo**



Kärcher is a recognized leader on the world's market of cleaning technology.

Founded in 1935 in Stuttgart Bad-Cannstatt by Alfred Kärcher the company has been showing continuous growth. Currently they employ over 10 000 employees located in the numerous offices around the globe. The company's annual turnover in 2013 made over 2 billion dollars.



ПОИСК

КАРТА САЙТА | КОНТАКТЫ | НАПИСАТЬ НАМ | РУССКИЙ | ЛИЧНЫЙ КАБИНЕТ | УКРАЇНА



- ПРОДУКТЫ >
- ИНТЕРНЕТ-МАГАЗИН** >
- ДЕЙСТВУЮЩИЕ АКЦИИ >
- О КОМПАНИИ KÄRCHER >
- НОВОСТИ >
- КЛИЕНТАМ B2B >
- ГДЕ КУПИТЬ >
- СЕРВИС >
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- ПОЛЕЗНЫЕ СТРАНИЦЫ >
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Горячая линия Kärcher:

- 0 800 500-48-90
- (067) 334-28-81
- (050) 334-28-55

Пн-Пт: 9:00 - 18:00

Горячая линия Kärcher Service:

- 0 800 500-126

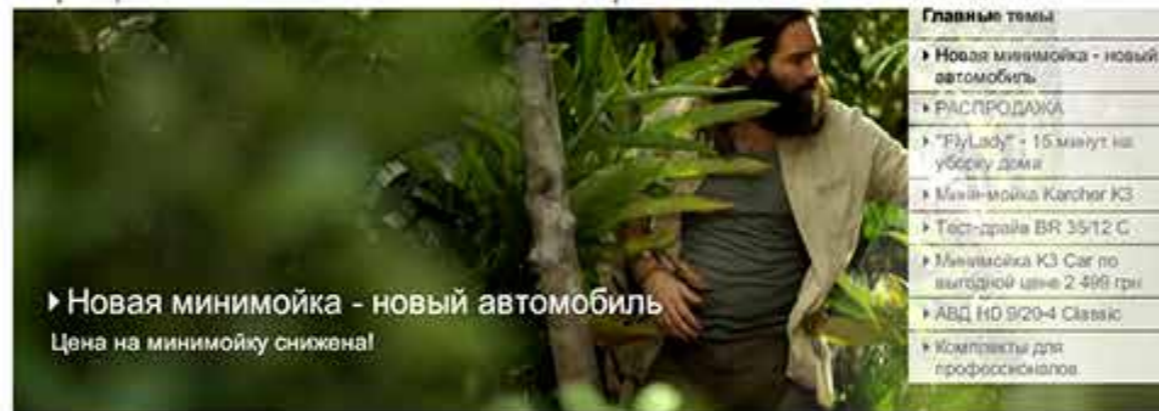
Пн-Пт: 9:00 - 18:00

Интернет-магазин:

- (044) 594-75-76
- (050) 334-48-90
- (067) 334-48-90

Получить брошюру

Официальный сайт Kärcher в Украине 0 800 500-48-90



Главные темы

- Новая минимойка - новый автомобиль
- РАСПРОДАЖА
- "FlyLady" - 15 минут на уборку дома
- Мини-мойка Kärcher K3
- Тест-драйв BR 35/12 C
- Мини-мойка K3 Car по выгодной цене 2 499 грн
- АВД HD 9/20-4 Classic
- Комплекты для профессионалов

Home & Garden



Оборудование Kärcher бытового назначения для уборки и очистки дома, приусадебного участка и автомобиля. Широкий ассортимент эффективной техники - от аппаратов высокого давления до пылесосов.

Professional



Профессиональное оборудование Kärcher - это комплексные эффективные решения очистки и уборки коммерческих и промышленных объектов. Для этого мы разработали системы

Challenge

The management of Ukrainian branch set the task to grow the online store visibility, drive new stream of prospects to the site and increase brand awareness in retail and corporate segments.

The Kärcher brand has been well-known and loved by Ukrainians for many years. In 2013 we were looking for a reliable internet marketing partner. Our aim was to promote the advantages of Kärcher's products via our corporate site and online store.

The product purchase is not the final target for us. We believe it is also important to provide the customer with the maximum information about each product and innovative technologies that have been used to create it. This way we will be able to acquire many new fans of our brand.

Natalia Budarina
Marketing Manager at Kärcher



The most challenging part was to find the solution that would allow us to attract customers to the Kärcher's official site and not draw away clients from company's partners who sell the brand's products via their own online stores.

Having considered all pros and cons, we made decision together with Kärcher's team to launch search engine marketing and online PR campaigns. We decided to direct the efforts at professional technology as well as home & garden products.



Aleksandr Pletnyov
Project Manager at Promodo

Solution

In the company's product range there are two separate groups of products — professional equipment for the B2B sector and home & garden products for retail customers.

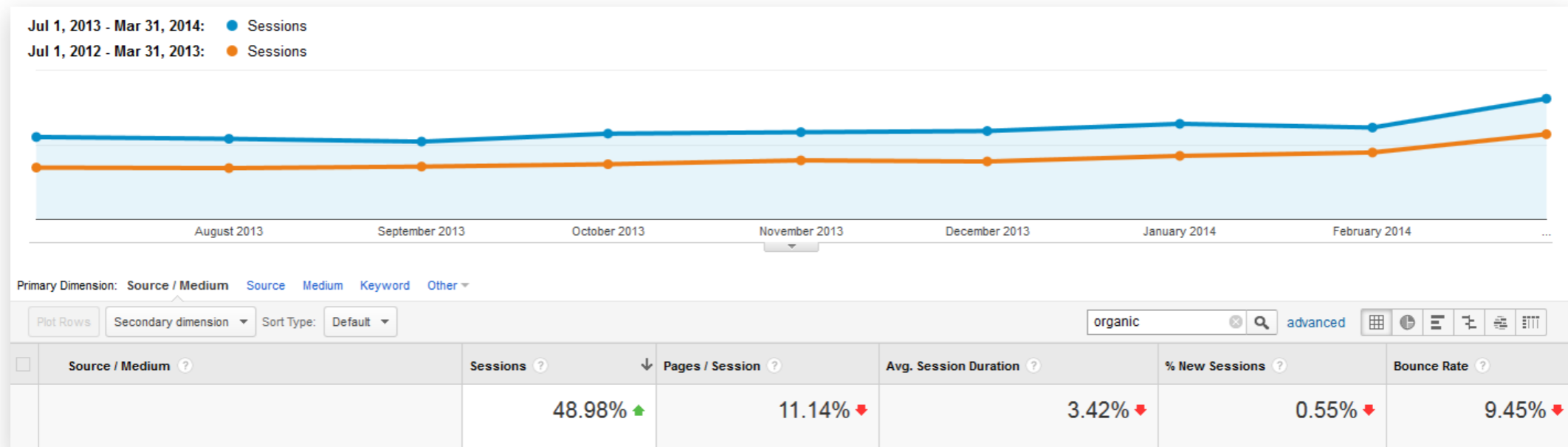
For our campaign we set three main directions of search engine marketing:

- marketing for keywords that are connected with professional equipment (For example, “high-pressure cleaning device”).
- marketing for keywords connected with cleaning solutions (for example, “snow removal equipment”).
- marketing for keywords connected with the home & garden production (for example, “home water pump”).

After research and analysis we selected a large list of target keywords, we also sent recommendations as to the site improvements in which we took into account Kärcher's global policy.

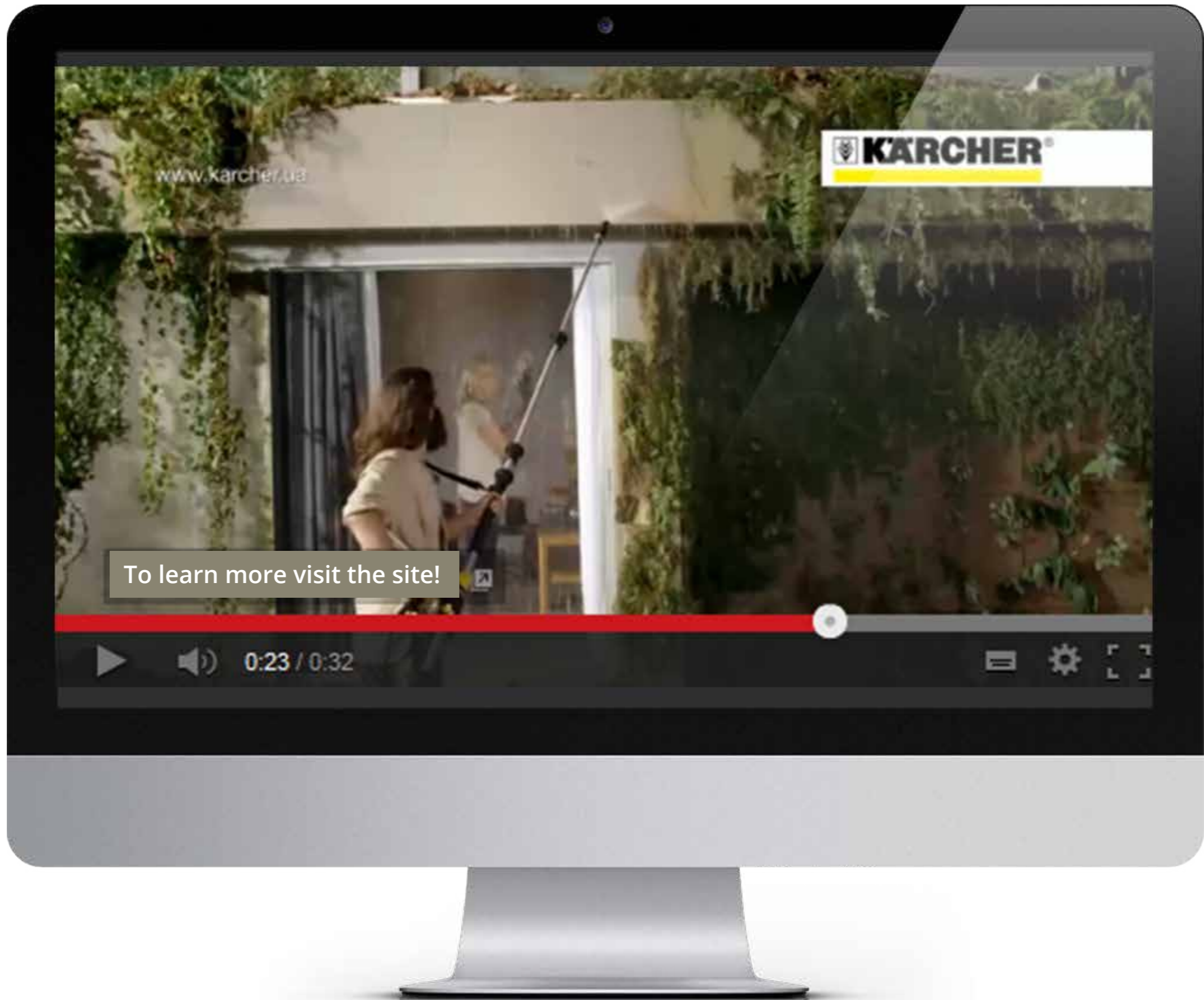
Link-building campaign included acquiring links from authoritative sources including the brand's partners. A large amount of effort was also directed at video content marketing and Kärcher's You Tube channel promotion.

Gradually, the search engine marketing campaign began giving results and after nine months the campaign's organic search traffic increased by **49%**.



As the campaign is established we made the decision to incorporate additional marketing channels in order to increase brand awareness. We started with a media campaign as well as a special offers promotion using AdWords in paid search and video ads on You Tube.





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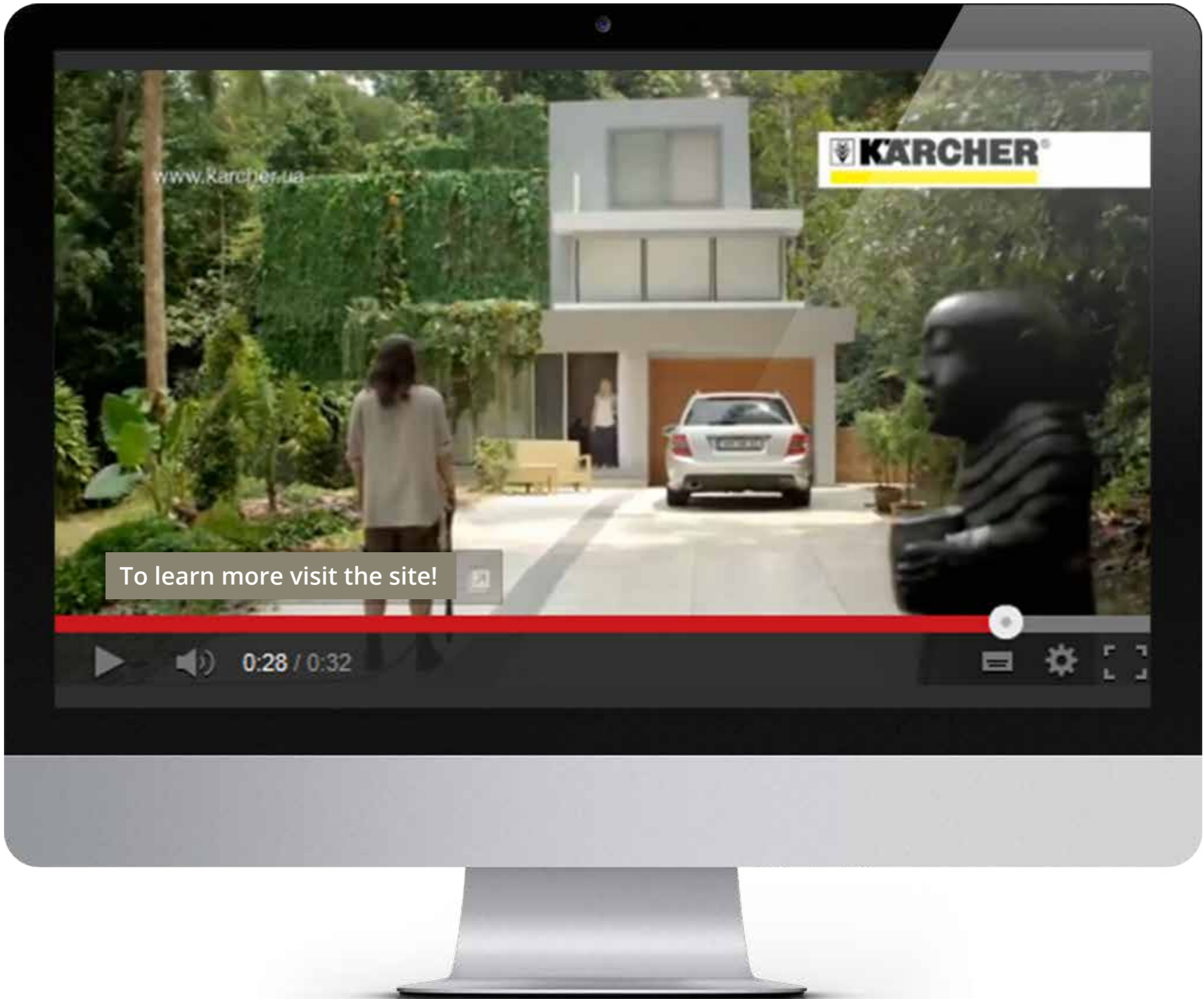


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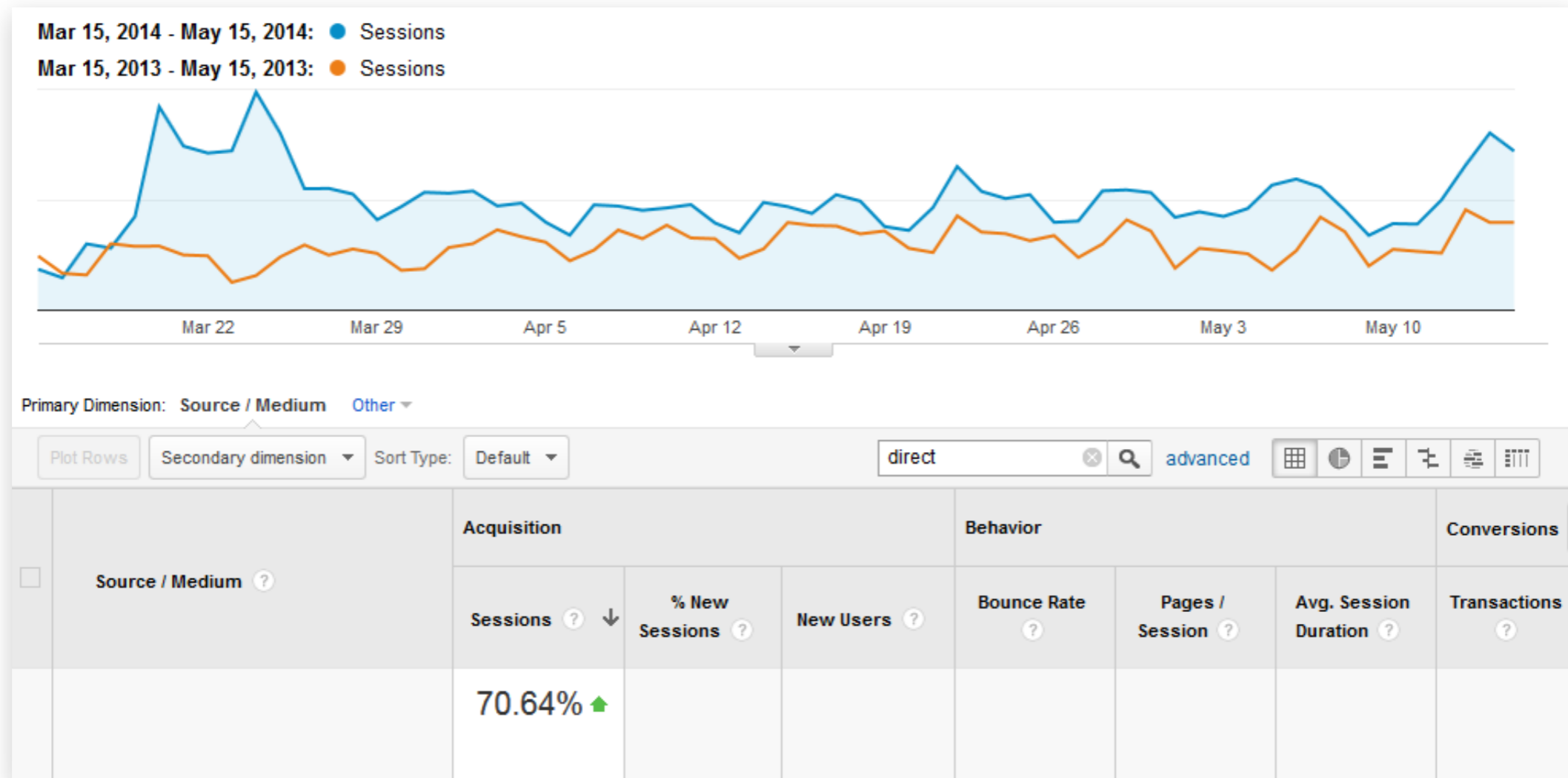
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As the result of implemented these campaigns we managed to increase the target audience reach considerably improving brand awareness and sales throughout the dealer network.

Direct traffic to the site — a quality indicator of brand popularity — has increased by **71%**.



Results

The results of the long-term partnership between Kärcher and Promodo:

- ✓ **+49%** — increase in organic traffic from the search engines;
- ✓ **+70%** — direct traffic growth and increase in brand awareness;
- ✓ considerable sales growth across the dealer network in Ukraine..

Long-term cooperation with Promodo produced great results. We managed to increase brand awareness and generate new volume of sales not only within the dealer network, but via the corporate site as well.

We believe that successful cooperation should be based on a high standard of teamwork, where the partnering company do not restrict themselves to reproduction of their skills and expertise, but rather apply their experience to the customer's business and making sure regular communication with the client is in place. This kind of approach always produces better results.

Natalia Budarina
Marketing Manager at Kärcher





Prepared
by Promodo



Head office:

23 Avgusta st.

31B, suite 305

Ukraine, Kharkiv

61072

Office in the UK:

The Terrace,

Grantham Street

Lincoln, LN2 1BD

+44 0203 1376 681

www.promodo.com