

# Welcome Brenda!

2018 – DIGITAL ACTIVITIES

2019 – DIGITAL CAMPAIGNS

2020 – DIGITAL CAMPAIGNS



# Overview

1. **Digital campaigns 2018**
  - A. **Research and Discovery**
  - B. **Optimization**
  - C. **Lead Generation**
2. **Digital campaigns 2019**
  - A. **Lead Generation**
  - B. **Online Lead Generation**
  - C. **Web Acquisition**
3. **Market Review**
4. **Where to from here...**

# Digital campaigns 2018

1. Create & develop kk security's digital assets & channels (incl. USI now GWA)
2. Increase brand visibility
3. Acquire potential customers via online channels
4. Gain advocacy of web users with content & offers online (negate impersonators)
5. Increase lead generation in digital channels
6. Increase/maintain google search placements for searches (SEO-SEM)
7. Report on digital assets & determine targets for lead increase in digital channels

# Research and Discovery:

Period: April 18 - May 18 (30 Days) May 18 - July 18 (90 Days)

## Objectives:

- Building Digital Assets
- Gaining Advocacy

## KPI's:

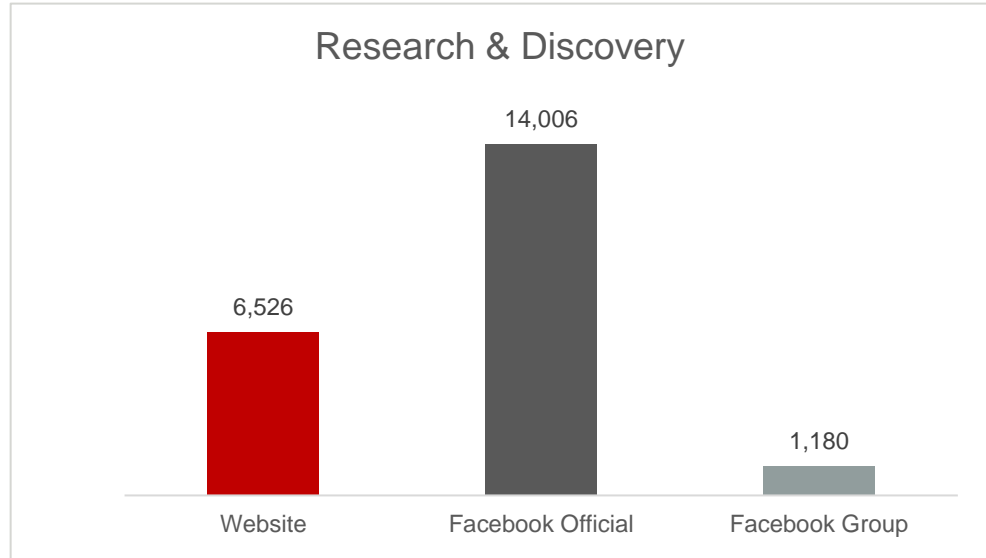
Centralizing Channels

Setting up Campaign Analytics

Own Acquisition

Defining Audiences

Defining Channels



# Optimization

Period: August 18 - October 18 (90 Days)

## Objectives:

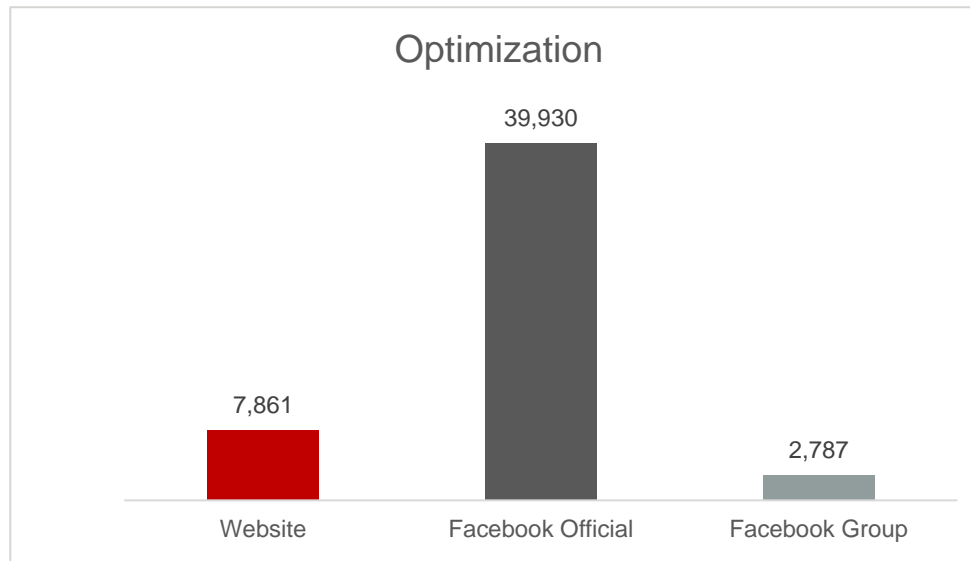
- Digital Revenue Increase
- 12% lead increase in digital
- Optimize Keywords
- Global Fusion SEO Fixes
- SEM for GOOGLE

## KPI's:

Increase Web Users

Increase Reach on Social Media Channels

ACHIEVED 462%



# Lead Generation

November - December 2018 (60 Days)

- Lead Campaigns
- Rebrand USI to GWA
- Country Manager Campaigns

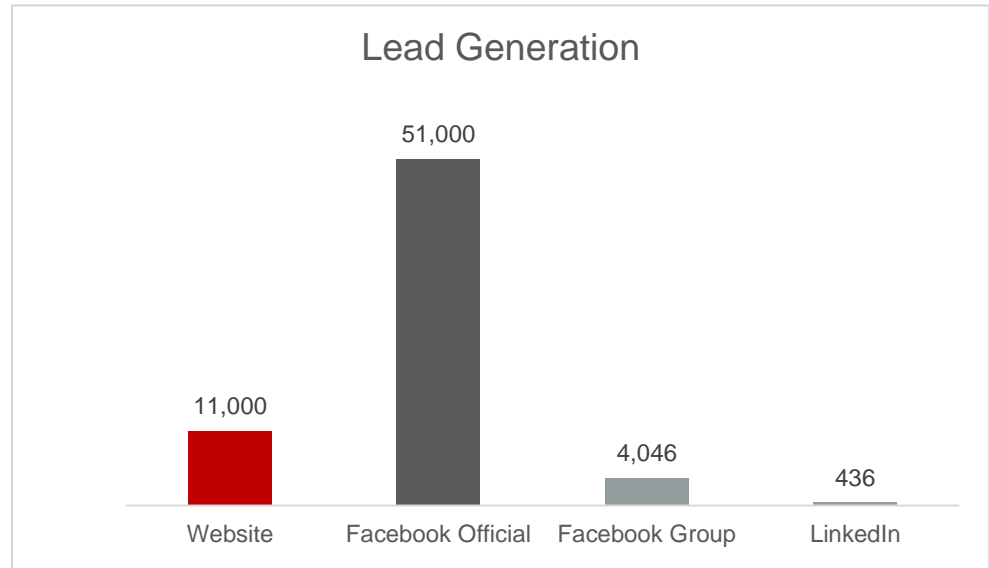
## Objectives:

- Website Audit Appraisal
- SEO Fixes
- Migration of GA from Global Fusion (SSL to KK.Garda.com)
- LinkedIn Campaigns
- End of Year Stats

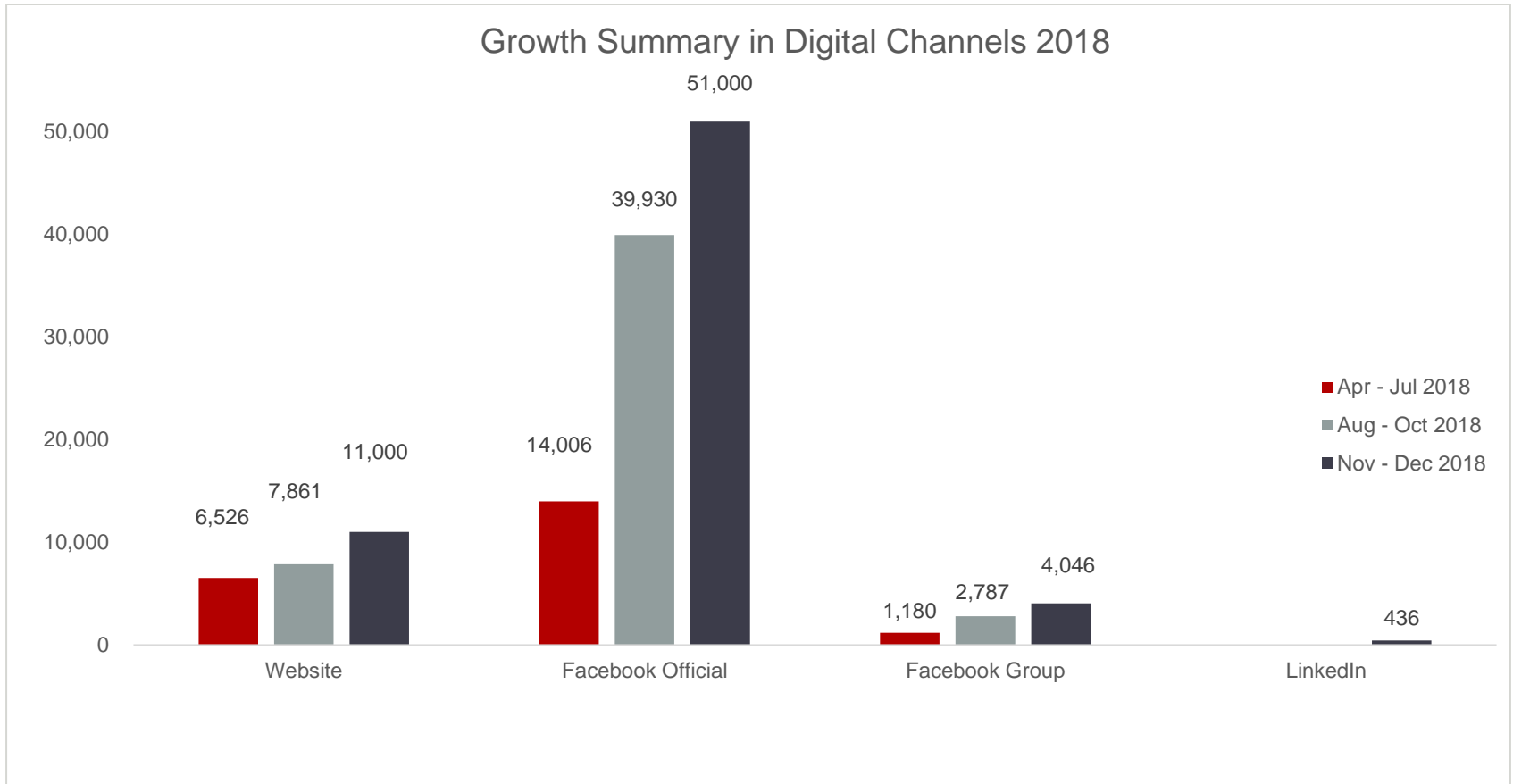
## KPI's:

Growth of Leads

Engagement on LinkedIn



# Growth Summary in Digital Channels 2018



## 2019 Objectives

1. Develop strategies for lead optimization in digital channels
2. Launch specific, targeted lead campaigns in digital channels
3. Centralize all GWA assets (create & develop new digital channels)
4. Optimize click to sales conversions (target more selected audiences)
5. Generate website user traffic using new URLs
6. Focus on quality of leads on web & social media traffic (increase CPC + increase SQL quality)
7. Accurately report on actual MQL- SQL to actual \$\$\$ sales



# Conversion Optimization

January - March 2019 (90 Days)

- Content Creation/ Aspirational Marketing
- Website Migration to SSL

## Objectives:

E-Commerce Conversions

Introduction of New Products

Display Ads SEM

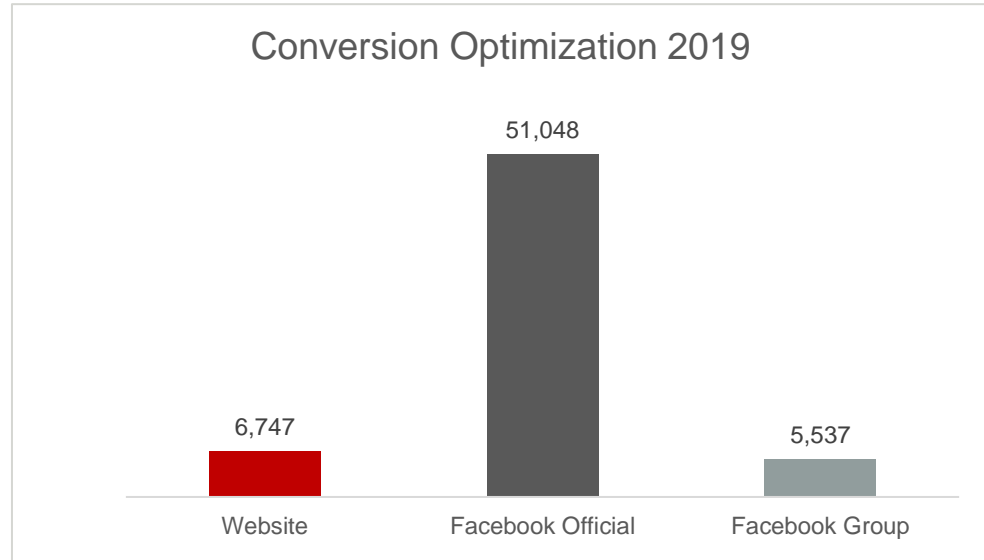
Launch Specific Product Campaigns

## KPI's:

MQL to SQL Conversion Rates

Increase Goals

Increase Click to Sale



# Online Lead Generation

April - June 2019 (90 Days)

- Content Creation
- Website Migration to SSL

## Objectives:

Segmenting Country-Specific ADS

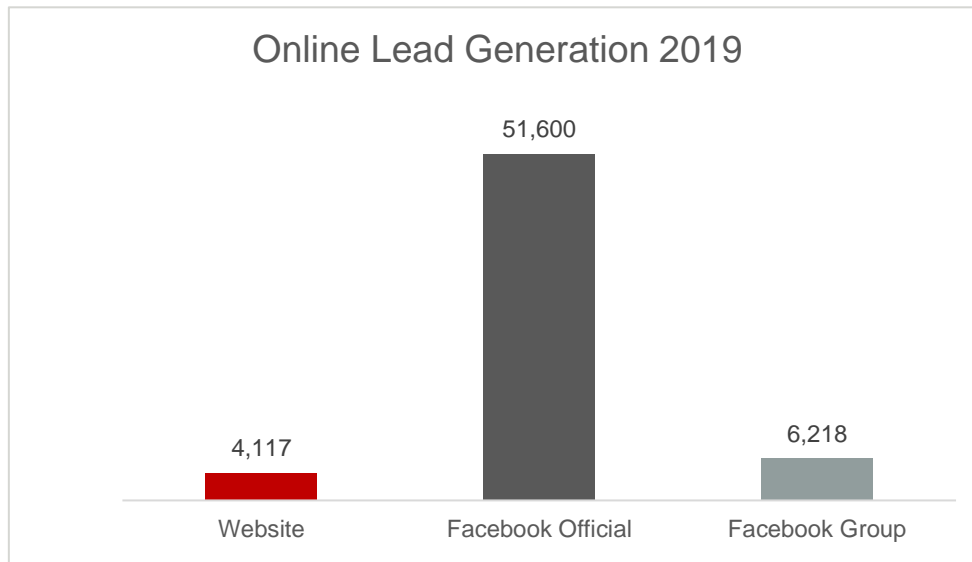
18% Target for Lead Increase

Centralizing GWA Assets

## KPI's:

Increase SQL in Different  
Target Countries

**ACHIEVED 104% INCREASE**



# Web and Lead Acquisition

July - October 2019 (90 Days)

## Objectives:

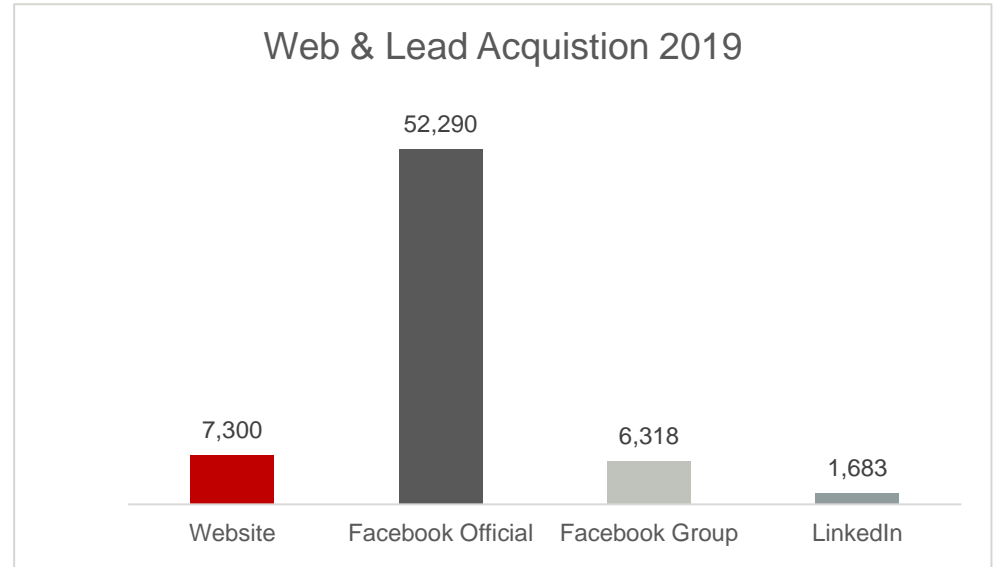
Focus on web acquisitions for RAQ queries

Conversion Lead forms but on Smaller Budget

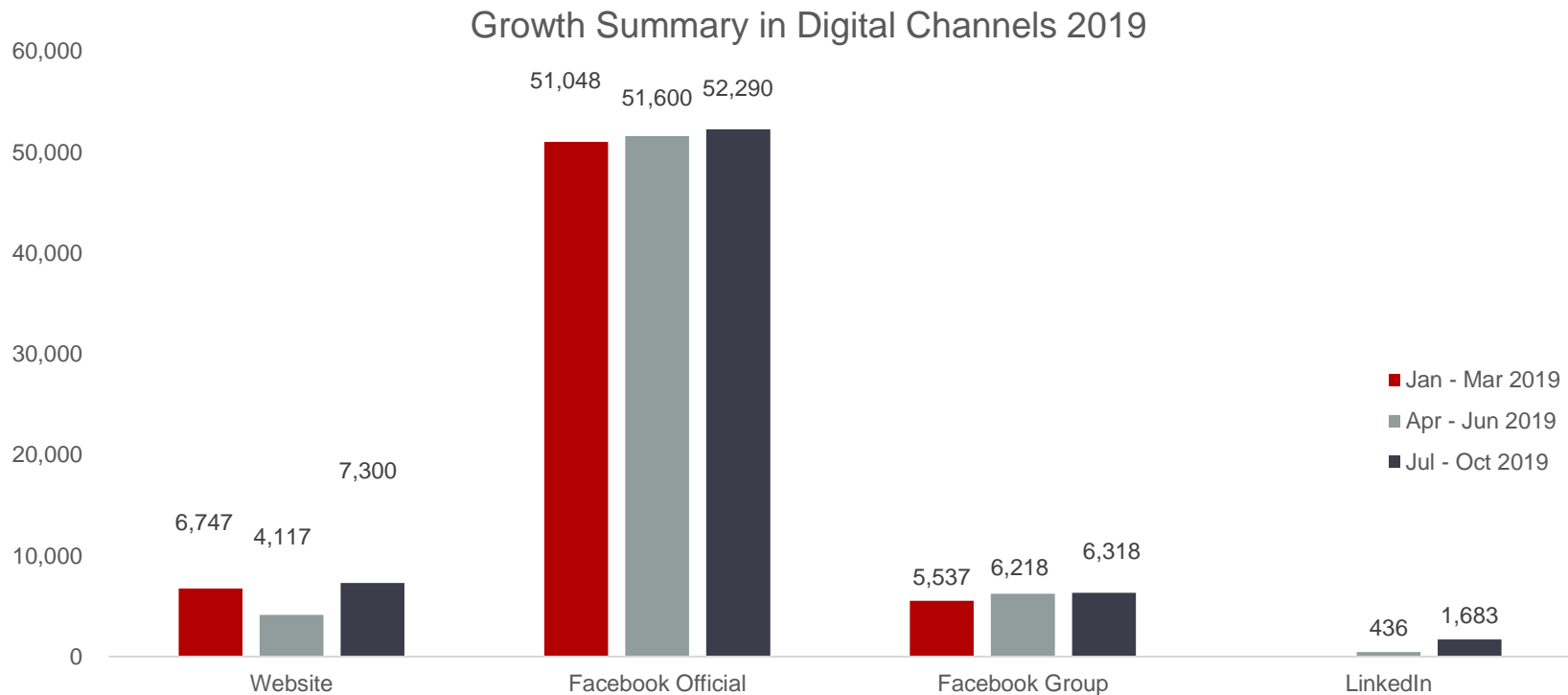
## KPI's:

Leads quality Increase

Increase in Web Users to RAQ

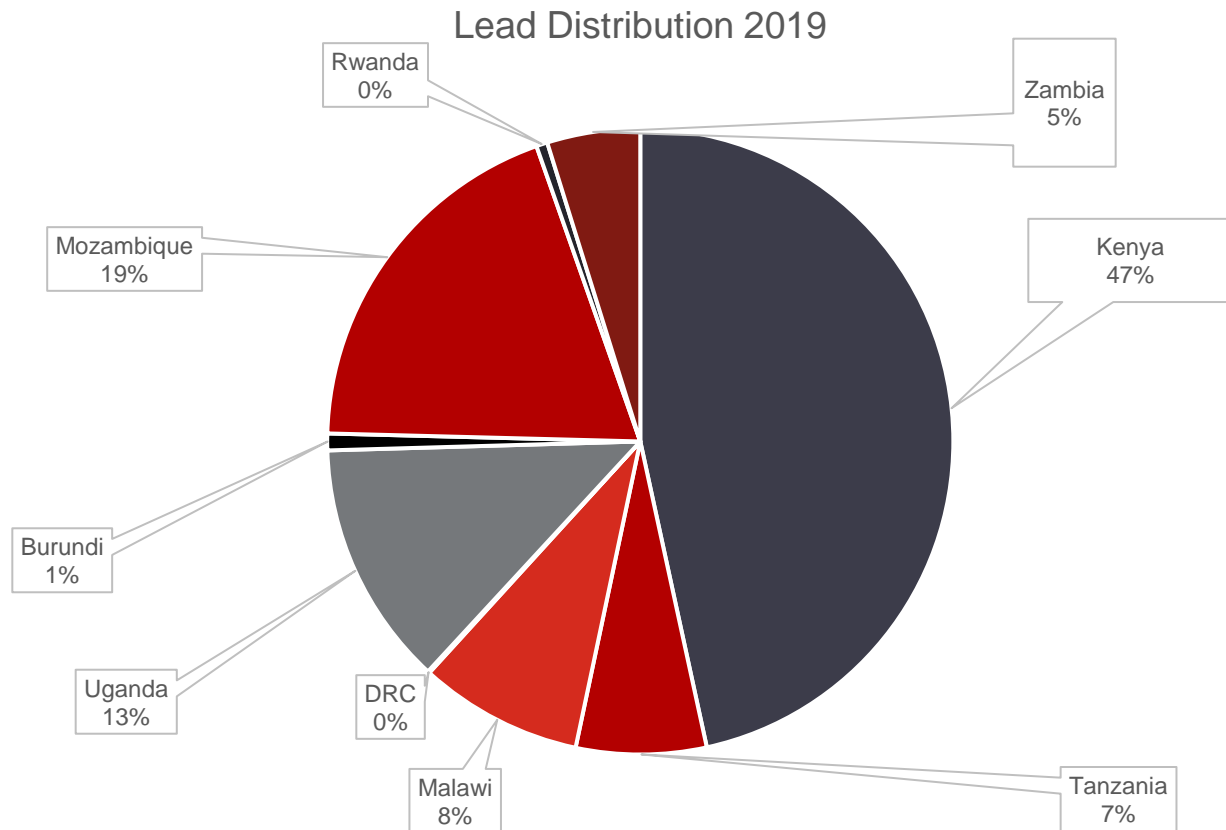


# Growth Summary in Digital Channels 2019



# Lead Distribution 2019

## Leads based on Sales Conversion Report



Product	Lead Distribution 2019
Kenya	485
Tanzania	70
Malawi	88
DRC	1
Uganda	132
Burundi	9
Mozambique	200
Rwanda	6
Zambia	50
Total Leads	1,041

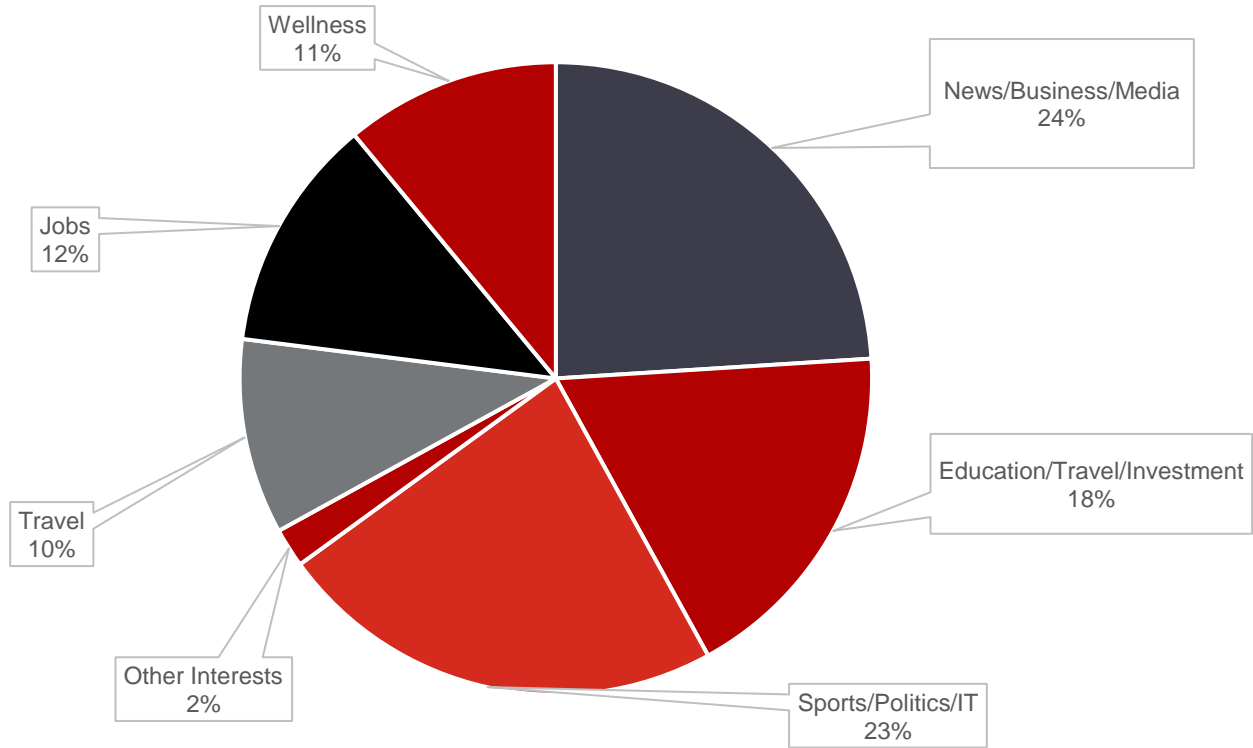
# E-Commerce /Analytics Results

## MQL leads to SQL

April to October 2019	From africa.garda.com & kksecurity.garda.com	
TOTAL WEBSITE	KK	GWA
USERS	13000 USERS + <u>50% USERS</u>	3000 USERS + <u>2997% USERS</u>
GOALS WEBSITE	767 FORMS SUBMIT	194 FORMS SUBMIT
FB LEADS	717	212
ACQUISITION	<ul style="list-style-type: none"><li>• PAID 0%</li><li>• SOCIAL 18.4%</li><li>• ORGANIC 41.1%</li></ul>	<ul style="list-style-type: none"><li>• PAID 42%</li><li>• SOCIAL 5.1%</li><li>• ORGANIC 17%</li></ul>
BEHAVIOUR	<ul style="list-style-type: none"><li>• NEW 88.2 %</li><li>• RETURNING 11.8%</li></ul>	<ul style="list-style-type: none"><li>• NEW 89.2%</li><li>• RETURNING 10.8%</li></ul>
CONVERSION RATE CLICK TO GOAL	7.81%	18.05%

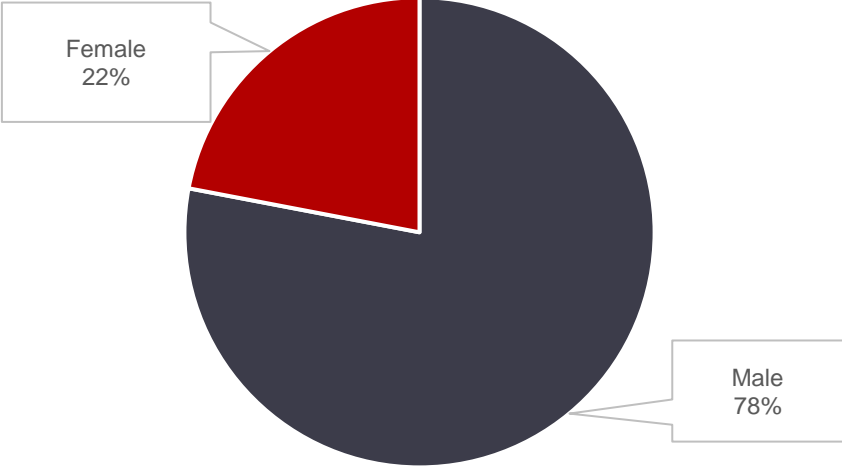
# Content Based on Interests

Content Based on Interest 2019

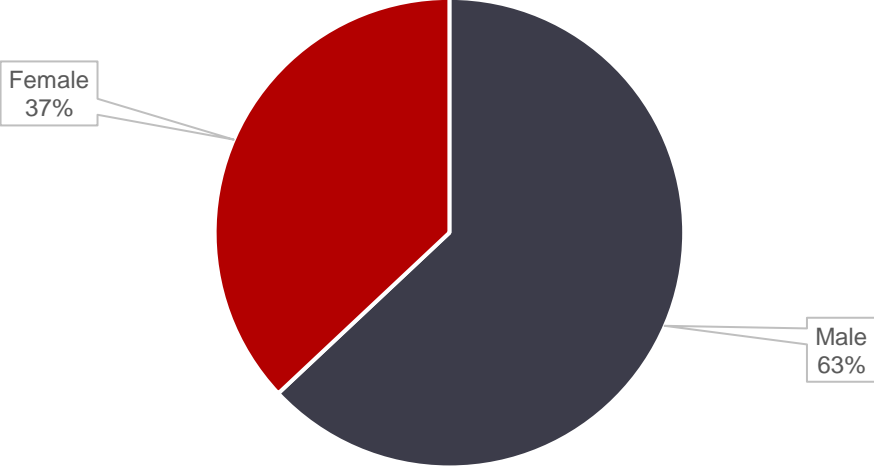


# Click Demographics

FB Lead Forms

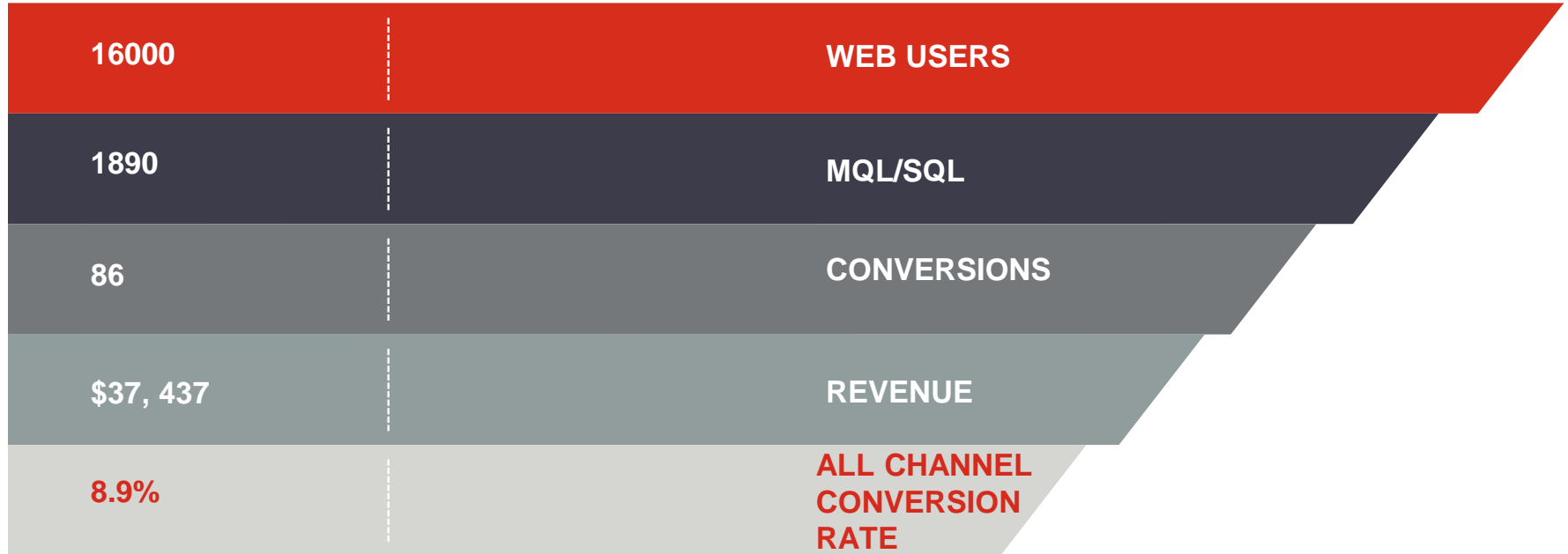


Website Lead RAQ





# Online Ad to Sale Conversion



# User campaign summary

## 2018:

- 17 Campaigns
- 3.7m users reached
- 225,000 clicks to ads (FB, LinkedIn, RAQ)

## 2019:

- 35 Campaigns
- 4.2m users reached
- 182,000 clicks to ads (FB, LinkedIn, RAQ)
  - More targeted, less clicks, more conversions

## Executive summary

1. Act on data for optimization of content and brand value proposition
2. Report accurately on actual MQL -SQL to actual sales conversions
3. Re-market databases (curate & segment)
4. Define \$\$\$ value in: brand placement – databases – sales
5. Identify gaps in digital strategy (sales funnels/training opportunities/in-house content generation)

## Where to from here....

1. Curate databases & re-market with your acquired email addresses
2. Increase female-specific target audiences (opportunity for travel security and other products)
3. Develop more country-specific campaigns (as well as own media/content for LinkedIn opportunities) e.g. Kenya Heroes Campaign / Malawi Rebrand
4. Curate target audiences even more (higher CPL + higher conversion to sales)
5. Communicate challenges more effectively (sales team/sales pitches)
6. Centralize leads to CRM (more effective & less time-consuming)

# Covid- 19 – CAMPAIGNS

Deep Cleaning  
New Normal  
Business Continuity

January – September 2020



**GARDAWORLD**

[garda.com](http://garda.com)

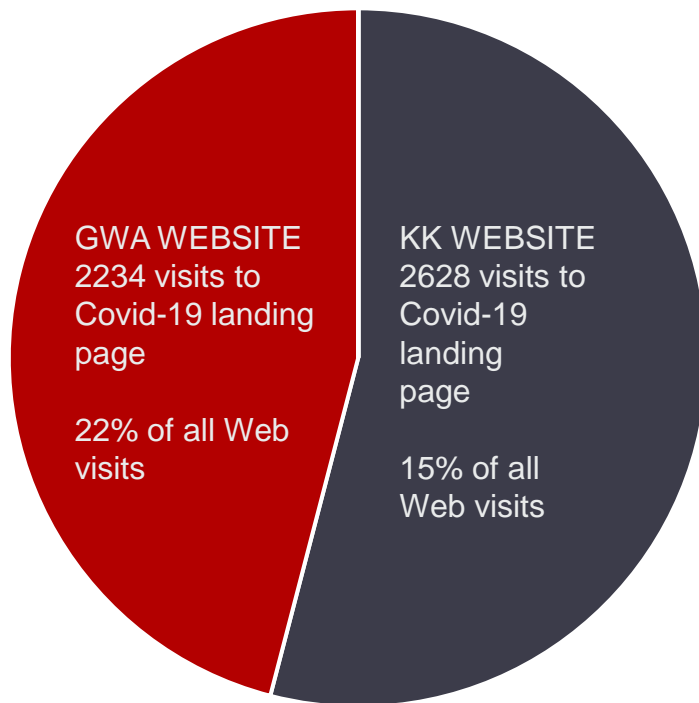
GardaWorld Confidential & Proprietary

**GARDAWORLD**

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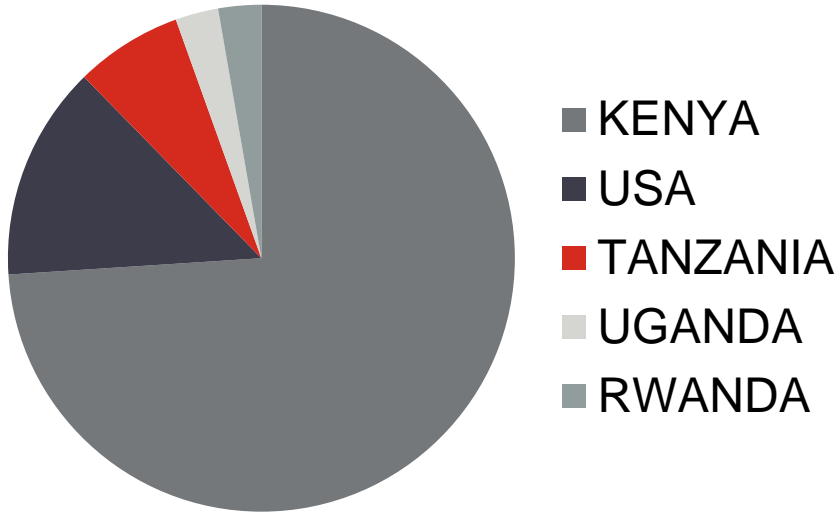
# Covid -19

## Campaign click rate per web property

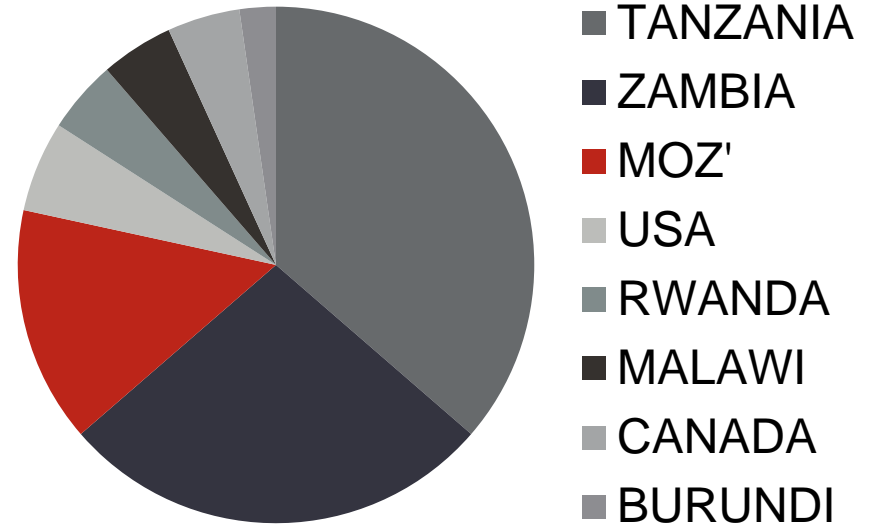


# Website users distribution locations

KK Website



GWA Website



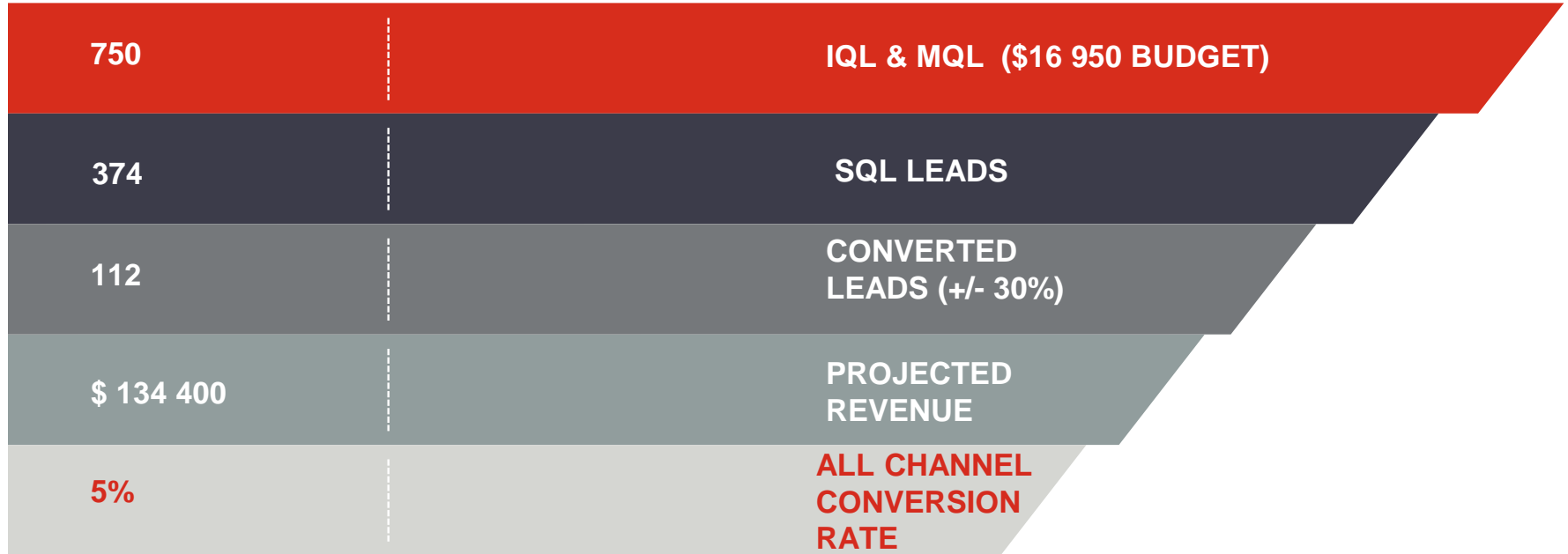
# E- Commerce / Analytics Results Q1 & Q2

IQL & MQL – Based on Google Analytics and Facebook insights

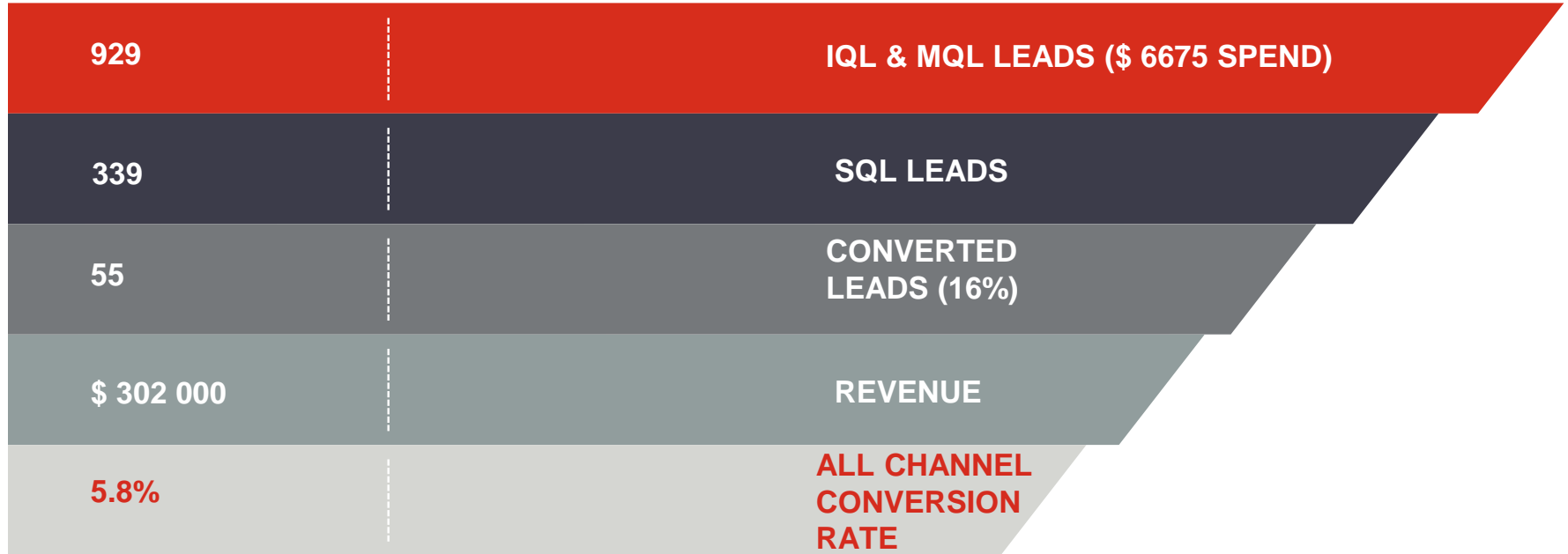
January to July 2020	From africa.garda.com & kksecurity.garda.com	
PROPERTY	KK	GWA
ACTIVE USERS	17 000 USERS + <u>1.4% USERS</u>	10 000 USERS + <u>58% USERS</u>
GOALS COMPLETED (segmented view)	771 FORMS SUBMITTED	171 FORMS SUBMITTED
FB LEADS	717	212
ACQUISITION	<ul style="list-style-type: none"><li>• SOCIAL 13%</li><li>• ORGANIC/DIRECT 83%</li></ul>	<ul style="list-style-type: none"><li>• PAID 24% (Google Adwords)</li><li>• SOCIAL 38%</li><li>• ORGANIC/DIRECT 35%</li></ul>
BEHAVIOUR	<ul style="list-style-type: none"><li>• NEW 89 %</li><li>• RETURNING 11%</li></ul>	<ul style="list-style-type: none"><li>• NEW 91%</li><li>• RETURNING 9%</li></ul>
CONVERSION RATE CLICK TO GOAL <i>(from landing page to RAQ or CONTACT)</i>	6.55%	2.61%



# Projected online advertising to sale conversion funnel (KK & GWA) Q1 & Q2



# Actual online advertising to sale conversion funnel (KK & GWA)



## Noteworthy digital conversions in the past 6 Months – From Evans

Target - \$60.3 Rev & \$7.1m OP

Month	Solution	Description	Sales in USD	Comments
Feb	Guarding	<ul style="list-style-type: none"> <li>UFN contract at Vipro Ltd</li> </ul>	<ul style="list-style-type: none"> <li>1,405 (recurring)</li> </ul>	<ul style="list-style-type: none"> <li>1 SO – Day</li> <li>1 SO – Night</li> <li>1 D&amp;H-Night</li> </ul>
Mar	Guarding	<ul style="list-style-type: none"> <li>UFN contract at Flying Kites Leadership Academy</li> </ul>	<ul style="list-style-type: none"> <li>1,035 (recurring)</li> </ul>	<ul style="list-style-type: none"> <li>1 SO – Day</li> <li>3 SO – Night</li> </ul>
April	9 Alarms	<ul style="list-style-type: none"> <li>UFN contract at Kenya</li> </ul>	<ul style="list-style-type: none"> <li>720 (recurring)</li> </ul>	Residential Alarms
May	Guarding, Tracking and Escorts	<ul style="list-style-type: none"> <li>UFN contract at Eden Reforestation Project-Mai Maiu</li> <li>Digital Speed Limiter at Kwale Group</li> <li>Escort for Edson Tiger Ltd</li> </ul>	<ul style="list-style-type: none"> <li>530 (recurring)</li> <li>695(One Off)</li> <li>1,645(One Off)</li> </ul>	<ul style="list-style-type: none"> <li>2 SOs – Day/Night</li> <li>Tracking</li> <li>Escorts</li> </ul>
June	Guarding Tracking	<ul style="list-style-type: none"> <li>UFN contract at Brookside Dairies</li> <li>3Yr Contract Pabari Distributers</li> </ul>	<ul style="list-style-type: none"> <li>12,000 (recurring)</li> <li>150 (Recurring)</li> </ul>	<ul style="list-style-type: none"> <li>17 SO – Day</li> <li>17 SO – Night</li> <li>6 Fuel Monitoring Units</li> </ul>
July				

## Digital Media: Lead Conversions – From Evans

Month	Leads received	Leads converted	\$ Value	Prospective clients	\$ in the pipeline
Feb&March	Facebook: 17	Facebook: 0	\$8,200	<ul style="list-style-type: none"> <li>3 x Tier 2 (Migaa,Brookside&amp;lprocure)</li> <li>104 x Tier 3</li> </ul>	<ul style="list-style-type: none"> <li>\$44,000 from Guarding alarm response, FM and Canine enquires</li> </ul>
	Website: 89	Website: 31			
	LinkedIn: 0	LinkedIn: 0			
	Google Ads: 0	Google Ads: 0			
April&May	Facebook:108	Facebook:0	\$6,583	<ul style="list-style-type: none"> <li>3x Tier 2, (Middle East Bank Kenya Ltd,SC Johnson)</li> <li>192x Tier 3</li> </ul>	<ul style="list-style-type: none"> <li>\$40,000 from Guarding alarm response, FM and Canine enquires</li> </ul>
	Website:86	Website:17			
	LinkedIn:0	LinkedIn:0			
	Google Ads:0	Google Ads:0			
June	Facebook:0	Facebook:0	\$ 12,855	<ul style="list-style-type: none"> <li>1x 0</li> <li>39x Tier 3</li> </ul>	<ul style="list-style-type: none"> <li>\$26,400 from Guarding alarm response, FM and Canine enquires</li> </ul>
	Website:39	Website: 7			
	LinkedIn:0	LinkedIn:0			
	Google Ads:0	Google Ads:0			

# ROI

## Return on Investment - Digital Marketing



- Management fee 180 days
- Covid-19 Ad spent
- Annualized income
- Total Ad budget remaining
- Pipeline value

Agency fee \$ 21 840 (180 days)  
Covid-19 budget \$ 16 950  
Actual Covid-19 spent \$ 6675  
Annualized income \$192 400  
Pipeline value \$ 110 000

Actual ROI = 574%

# Executive summary

## Negatives:

- Web click conversion rate decreased from 7.81% to 5.8% from 2019 to 2020
- 2020 target for web click conversion rate was 11% - we are 5.2% below our click target
- Facebook lead forms led to low quality leads

## Positives:

- Although our web clicks conversion rate decreased, the lead & tier quality increased considerably.
- For a similar campaigning period & budget in 2019 (May through October), income increased from \$ 37 437 actualised income to \$ 302 000 in 2020 (January through July), that is a 413% increase.

## Action points:

It is our conclusion that emphasis should be placed on solid e-commerce integrations for KK & GWA assets. Conversion value tables as well as accurately mapping conversions values in analytics should be the next priority step. A second step should be to upgrade both website assets for a more user-friendly as 45% of all users exit the sites after their first interaction with the homepage and/or as high as 80% for the contact landing page.

## Where to from here....

1. Remainder of Covid-19 budget to be reassigned to Q3 (budget only landed on 5<sup>th</sup> June)
2. Business continuity campaigns (Website & LinkedIn)
3. Finalize all capability statements
4. Project Snooze launch survey campaigns (Facebook polls & survey monkey)
5. Enquiry with sales teams into low SQL conversion rates (16% from 30% conversion projected)
6. Launch of FMS staffing campaigns (Yash to brief)
7. Enquiry with Evans into Lead to conversion reporting (22 provided out of 55 recorded sales)
8. Conversion value tables to be finalized (Evans/Chris)

# SNOOZE – CAMPAIGNS

EMERGENCY RESPONSE SOLUTIONS

Control

Control +

Protection

Protection +

15<sup>th</sup> August – October 2020





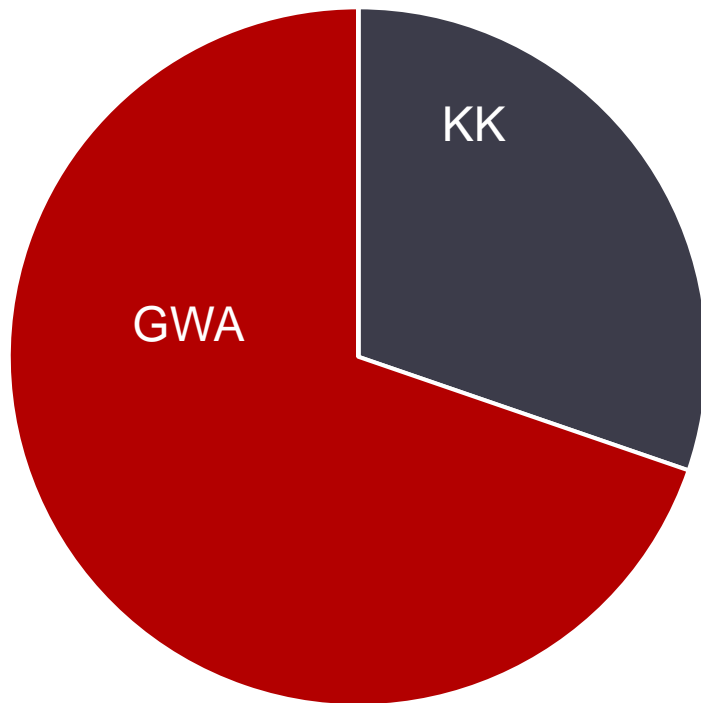
# Campaign summary

## Q 3:

- A/B split (inconclusive & costly, paused)
- LEAD enforce (targeting groups)
- Display ADS (all snooze products)
- Male consumer personas
- LinkedIn Nigeria acquisition campaign
- Facebook Nigeria acquisition campaign

# Snooze - ERS

Landing page GOAL success rate per web property

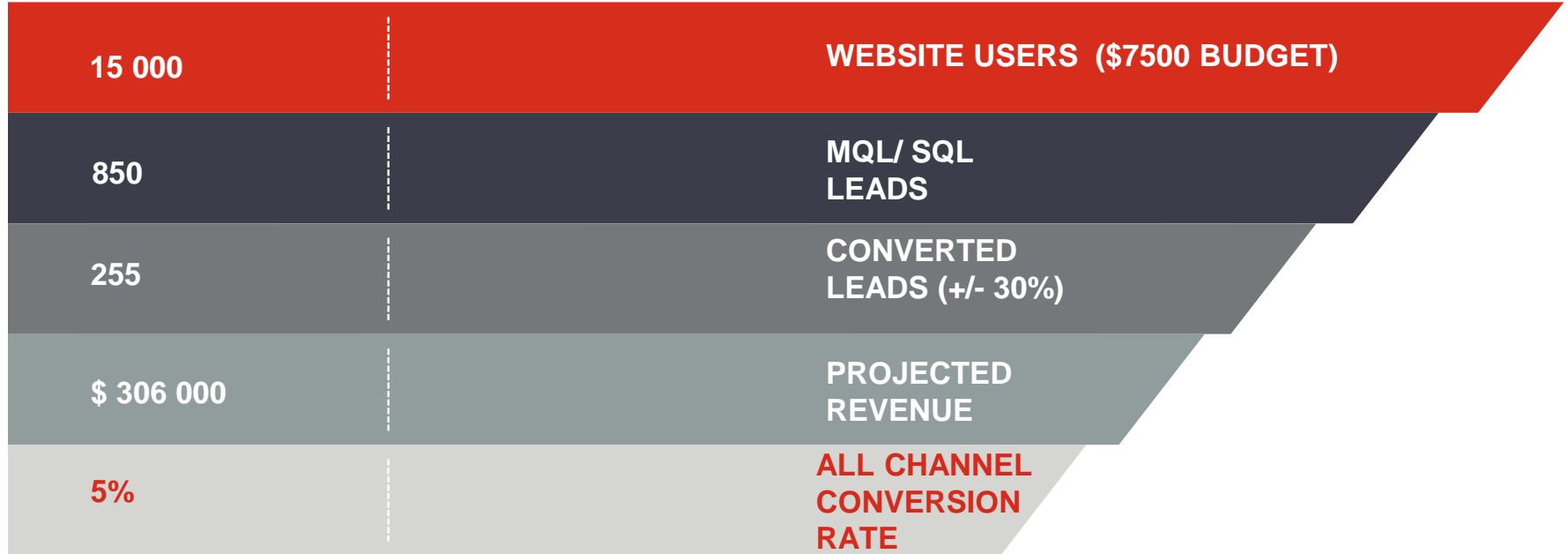


# E- Commerce / Analytics Results Q3 – results so far

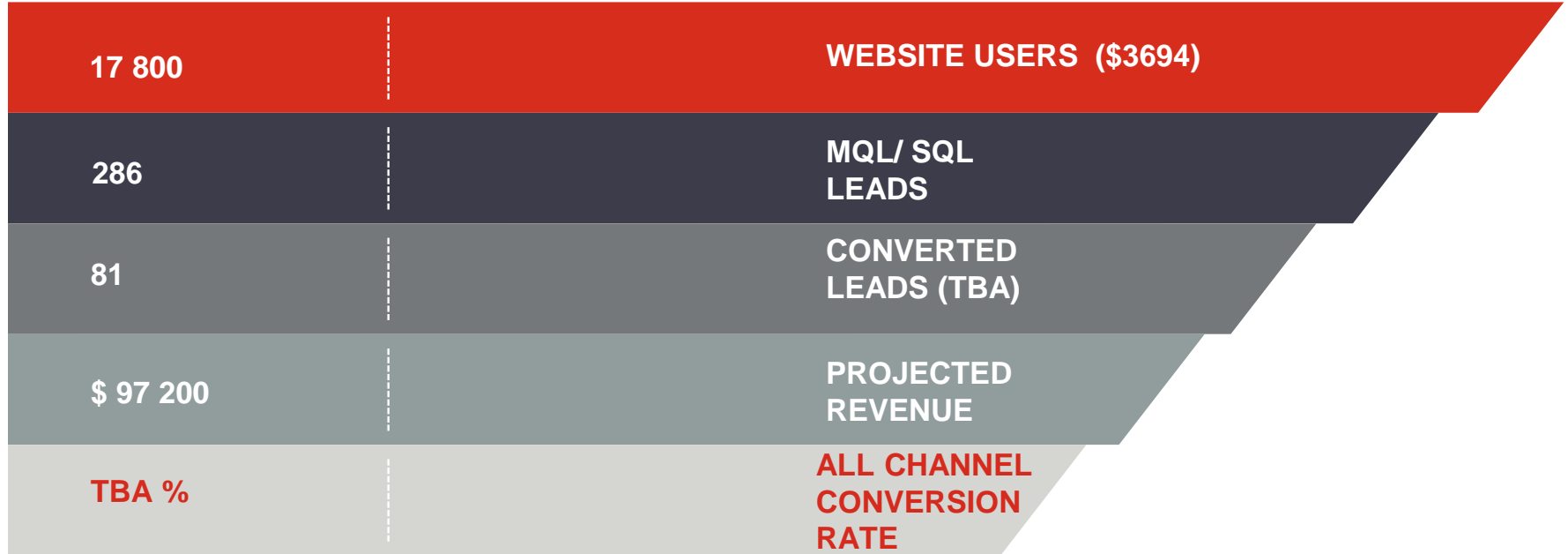
IQL & MQL – Based on Google Analytics and Facebook insights

January to July 2020	From africa.garda.com & kksecurity.garda.com	
PROPERTY	KK	GWA
ACTIVE USERS	12 000	5800
GOALS COMPLETED (segmented view)	249 (/raq or contact)	37 (/raq or contact)
FB LEADS	3	
ACQUISITION		
BEHAVIOUR		
CONVERSION RATE CLICK TO GOAL <i>(from landing page to RAQ or CONTACT)</i>	5.8%	2.4%

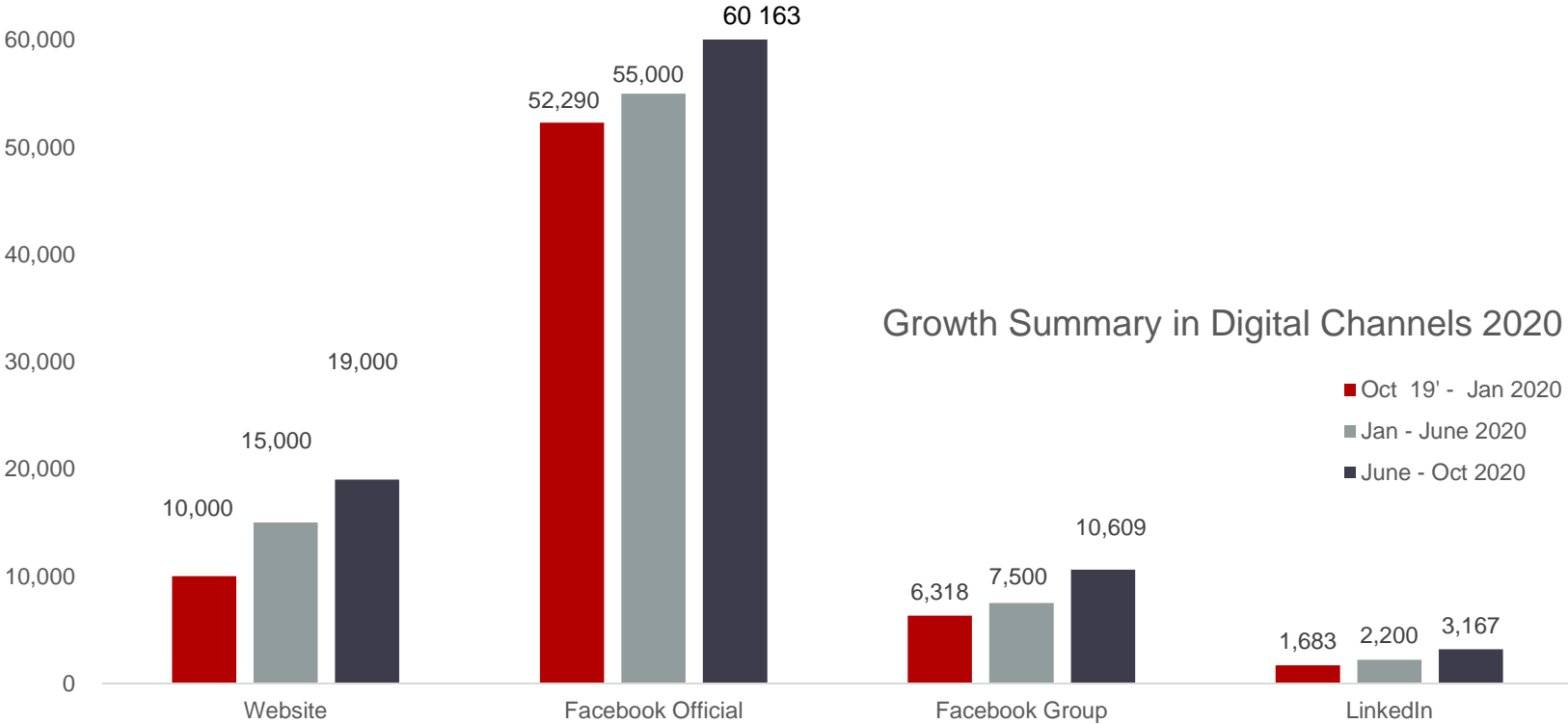
# Projected SQL to CONVERSION - ERS



## Current SQL to CONVERSION – ERS (September 23<sup>rd</sup>)



# Growth Summary in Digital Channels 2020



Growth Summary in Digital Channels 2020

- Oct 19' - Jan 2020
- Jan - June 2020
- June - Oct 2020