

# LUISS



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**THE IMPORTANCE OF CONTENT MARKETING IN COMPANIES:**

**CASE STUDY – NAUTAL SMART SAILING SL.**

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***“Content is king”***

*Bill Gates, 1996*

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# INTRODUCTION

Content marketing is a branch of marketing that involves sharing valuable content to attract new customers. This marketing technique sees particular use in the present day with the use of social networks and business blogs. This thesis aims to address the topic of content marketing, explaining how it differs from the idea of traditional marketing, what it is and how to apply it, eventually leading to the exposition of a case study.

With the advent and spread of digital media, this category of marketing has acquired an increasing role to the point of becoming the centerpiece of many companies' strategy. In fact, this approach reflects the need of today's brands to create a real relationship with the target audience by advertising the product indirectly through the dissemination of content that is of interest to the interlocutor. The use of this new modality stems from the need of many brands to respond to the new customer need to be guided through the customer journey by increasingly personalized experiences that are rich in aspects not directly related to the intrinsic characteristics of the product. At first glance, such a strategy might seem like a simple virtuosity far from the goal of sales, but as we will observe later, it has surprising implications in terms of economic results. This, in fact, is why in recent years there has been a substantial investment of part of the marketing budget in this area

Regarding the structure of the paper, the first chapter - What is Content Marketing - will give its definition, followed by the aspects that characterize it. It also discusses the transition from traditional marketing, based on disrupting a large mass of potential customers, to content marketing, based instead on attracting fewer but well-defined people interested in one's business. This first part also discusses the category of marketing to which content marketing more generally belongs, namely inbound marketing, and its various steps designed to attract quality customers.

After a technical description of what content marketing is, the analysis shifts to why today's companies should invest in this particular and profitable form of marketing.

Through the help of interesting data, all the goals that can be achieved through the use of content marketing and the metrics it can impact, such as ROI, are analyzed.

After briefly describing the main tools that a content manager must use in order to seamlessly incorporate this marketing technique into the company's strategy (SEO and SEM will therefore be discussed primarily), the chapter concludes by analyzing how much companies' investment in content marketing has increased lately and how this increase has helped them differentiate themselves from competitors and increase business performance.

After analyzing content marketing in general, the second chapter turns to the specific analysis of a company that has made this marketing tool one of its strengths.

The company considered is Nautal, an online boat rental platform that was founded in 2013 and has seen exponential growth over the years, peaking in 2021 when it was acquired by the Click&Boat Group.

The chapter begins by analyzing the company from a managerial perspective, then studying its structure and values, and then focuses on the allocentric view of the company.

The allocentrism theory, which will be explained in detail in the chapter, is another strength of Nautal: features such as asset-light, transparency, partnerships, and collaborations with other companies are a fundamental part of this theory.

After that, we will go into detail about the work the content manager does within the company and specifically explain how one can translate, while maintaining consistency, the company's values into SEO and SEM language.

The importance of creating a content plan will be emphasized, without which the content manager cannot work in a linear, strategic and consistent manner; SEO techniques will be analyzed; and it will be explained how to target a

specific group of consumers through tools such as: backlinks, landing pages, blogs, newsletters and social media.

The discussion will therefore try to highlight how, at a very low cost, a company can leverage content marketing to reach the audiences most interesting to it and to include them 100 percent through all touchpoints within the company.

Indeed, Nautal's aim is to convey the values of safety, reliability and trust to all employees and consumers, seeking to create a large family in which everyone feels free to act.

Instead, the third and final chapter focuses on a statistical regression analysis that aims to find the correlation existing between the attributes present on Nautal's website and specific Key Performance Indicators.

Among the attributes we find: the presence of the color blue on the main page; a call to action referring to the price of the product/service offered (so we are talking about boat rentals); the presence of reviews; landings; FAQs; best destinations to go to; partnerships; possibility to change language and currency; and the call to action to download the mobile application.

Regarding Key Performance Indicators, the following will be considered: Sessions per user, average site visit duration, bounce rate, bookings and leads.

The purpose of this analysis is precisely to find insights useful to the company in order to improve its economic and image performance.



# CHAPTER 1: CONTENT MARKETING

## 1.1 WHAT IS CONTENT MARKETING AND WHY IS IT FUNDAMENTAL FOR COMPANIES

Content marketing is evolving more and more and is proving to be a powerful marketing tool in the digital world, especially for businesses that operate in dynamic environments.

In fact, these days, more and more businesses are striving to make content marketing a key strategy within organizations.

The following will explore how content marketing can benefit a company.

The content marketing can be defined as a set of tools and strategies managed by a company to identify, analyze and satisfy customer demand and expectations in order to make a profit through online and offline channels.

The purpose of the content manager is therefore to collect as much information as possible about their customers with the aim of increasing the market exchange value for customers and consequently, of the organization.<sup>1</sup>

Customers are in fact the starting point of any marketing activity<sup>2</sup> and today, as they have access to more and more information, it becomes increasingly difficult to satisfy their desires.<sup>3</sup>

That's why the information a content manager shares with their customers needs to be as accurate and authentic as possible to make sure their need is met.

Most customers are tuned in and connected to the digital world all day long because they are able to access the Internet so easily using their cell phones and computers.

Consumption of online content and information is becoming a daily habit among online users.

The Internet is certainly the most important social revolution of recent times, and the drastic changes brought about by social networks is undeniable: they

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<sup>1</sup> Rowley, 2008

<sup>2</sup> Rahimnia & Hassanzadeh, 2013

<sup>3</sup> Hipwell & Reeves, 2013

have changed our lives, the way we relate to ourselves and others, our way of thinking, behaving and, last but not least, our education.

On average, every Italian spends more than two hours a day online.<sup>4</sup>

Millennials (Generation Y) are certainly the population group most affected by this revolution: born between the early 80s and 2000, they are the first generation in history to show familiarity in the use of digital tools in adulthood. What differentiates internet communication from that typical of traditional mass media (television, radio, etc.) is the fact that social media allow interactive communication, give the possibility to participate in the conversation and not just be passive listeners.

People don't just join online communities, they participate by making their own contributions.

YouTube users upload more than 400 hours of video every minute.<sup>5</sup>

Therefore, companies are heavily involved in presenting the latest information on various marketing channels to fuel customer curiosity. Content marketing is different from advertising,<sup>6</sup> it is more of a real storytelling that takes place through multiple marketing channels that allow companies to actively interact with users, so as to adapt to the new interactive method of communication that characterizes the modern media.

This is why content marketing is increasingly used by B2C and B2B companies because it has been confirmed over the years as one of the most effective solutions to increase brand awareness and brand reputation, create engagement with customers, generate leads and ultimately increase sales.

The true meaning of Content Marketing lies in the use of content.

Bill Gates' well-known phrase "Content is King" uttered in 1996 is as valid as ever.

Content published on the Web, if it is of quality, has the power to increase online reputation and give authority to the brand. It's also important to be easily found:

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<sup>4</sup> <https://www.audiweb.it/>

<sup>5</sup> <https://www.statista.com/>

<sup>6</sup> *Solomon, 2013*

SEO positioning on search engines is fundamental and will be discussed in more detail in the second chapter.

In B2B, in particular, content marketing allows you to gather qualified leads by creating and disseminating quality content that educates, inspires and persuades potential buyers to become customers. Quality content is written by experts who have a real understanding of the problems potential customers face in achieving their goals, and know how to guide them toward solving them.

This content builds a relationship of trust and allows you to generate quality leads ready for a business approach.

Content marketing has risen to prominence because traditional marketing techniques, in recent years, have lost their effectiveness. People are literally inundated and bombarded by continuous and repeated advertising messages, which arrive from different platforms (banners and emails on computers and cell phones, spots on television, screens on the streets ...).

If this is evident in the consumer world, it is even more so in B2B. We are experiencing a real sensory overstimulus, which creates indifference because the stimuli are perceived as heavily invasive. Not only has attention declined, but we've become more and more adept at erecting "barriers": think of phone calls, which are increasingly filtered by switchboard operators trained to filter them, or of the anti-spam and ADV blocking solutions that have spread to most companies.

If once B2B marketing could be done by buying a list of targeted contacts and cold calling them on the phone, today this approach is outdated, and only causes a huge waste of time and energy in generating leads, which turn out to be of poor quality with low conversion volumes into real opportunities.

According to a 2013 study by SiriusDecisions (now Forrester)<sup>7</sup> Today, "67% of the B2B buying process is conducted independently online."

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<sup>7</sup> <https://www.forrester.com/bold>

### **1.1.1 THE DIFFERENCES BETWEEN CONTENT MARKETING AND B2B AND B2C**

B2B companies are those that offer services to other companies, while in B2C they address the consumer directly. Content Marketing is increasingly used by both, but talking to companies or end consumers requires completely different content, language and forms.

Here are the differences and similarities between Content Marketing B2B and B2C.

The starting point is always brand awareness, the phase called awareness, but the B2B strategy focuses on lead generation, or the creation of a limited number of useful contacts, i.e. with a real interest in the services offered.

In B2B both the topic and the "tone of voice" and content must be technical and formal. The objective is on the one hand to meet the needs of potential client companies, and on the other hand to establish oneself as a leader in the sector.

B2C also starts with brand awareness, i.e. making the public aware of the existence of the brand, but the content is aimed more at engagement, surprising and involving the audience, trying to get shares, comments, etc.. B2C Content Marketing is therefore more emotional and aims, as the last part of the funnel, to conversion, through appropriate call to action for activities such as subscribing to a newsletter or a site, a new like or follower, all activities that help to know customers better and increase sales.

### **1.1.2 INBOU MARKETING AND CONTENT MARKETING**

Using the Internet and search engines, consumers have learned to inform themselves in total autonomy about products and companies, orienting their searches according to their interests and needs. This path, the new customer journey, begins with the collection of information, continues with the evaluation and choice, and leads the customer to finalize a purchase, not necessarily online.

Inbound Marketing is focused on the production of content that is relevant to the customer when they are searching the web.

The approaches are different, from blogging, publishing articles, eBooks, guides or creating videos. It's an organized approach that aims to turn anonymous visitors into leads, "nurturing" them (lead nurturing) until they become customers ready to buy. All along the way (the marketing funnel) Inbound provides useful data for marketing.

Even if content is the key in both cases, content marketing is only a piece of inbound marketing, which is a broader methodology that can generate positive results for the company's business, which includes activities that are necessary in any case: for example, optimizing the website, focusing on email marketing, managing social media, monitoring results, A/B testing, etc. On the other hand, writing content and simply putting it on the website is not enough to generate leads.

### **1.1.3 – WAYS IN WHICH CONTENT MARKETING CAN BE USED TO ACHIEVE AN EFFECTIVE MARKETING STRATEGY**

The future of B2B sales is online.<sup>8</sup>

According to analysts, Covid-19 has definitely changed the way people buy, even in the B2B sector, which is now increasingly inclined to use digital channels. "The pandemic," they say, "has forced B2B buyers and sellers to go digital in a big way. What began as a response to the crisis has now become the next normal, with big implications for how buyers and sellers will do business in the future."

In fact, the study notes how more than three-quarters of buyers and sellers say they prefer digital self-service purchasing and remote assistance over face-to-face interactions, a sentiment that has steadily intensified even after the freezes have ended. In addition to health safety, there are several reasons behind this preference: greater ease in obtaining information, placing orders and arranging service. It's no coincidence that, in contrast, only about 20% of B2B buyers say they hope to return to in-person sales. Moreover, while e-commerce used to be

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<sup>8</sup> <https://www.mckinsey.com/>

a mode intended for low-spending purchases, now 70% of B2B decision-makers say they are willing to make online purchases of more than \$50,000 and 27% would spend more than \$500,000. In this highly revolutionized context, the game on the market is therefore played with all-digital weapons, and it is here that content marketing has the opportunity to express its full potential.

Below are the ways in which content marketing can be implemented to achieve an effective marketing strategy.

### **Localization**

Most multinational companies (MNCs) are involved in content marketing and focus on tailoring their message to target the right audience when doing business globally.

Therefore, it is important for content managers to create content in a way that is culturally relevant and quality.

This content also needs to be consistent with brand value while also being relevant to customers.

There are three main components to global content management, which are people, business process and system. All branches in different countries need to make them work together to create a clear and neat brand image in every foreign office.

Localization always helps MNCs to survive and become fruitful in countries other than their home countries. This is due to the difference in cultures, values and views of customers. So it is almost impossible to use the same standards and strategies in different countries. Pierce says that having standards that people don't agree with is a much bigger problem than not having enough standards.

Localization and translation make the content effective for the respective market and culture. The importance of having localized content is to make sure the message is in the language and form that local customers can understand.

Companies need to make sure the content works the way they want it to when consumers choose them. In addition to having the right words, there must also be the right placement and timing, within a culture.

## **Personalization**

Nowadays, customers require another need, which is to have experiences that are personalized and sewn around their personal attitudes, needs and situations. Consumers want to feel like they are part of "something" when they purchase a certain good or service, and this feeling is referred to in the literature as "inclusive individuality."

With the help of social media and digital technology in general, companies have been able to create personalized content that is relevant to each individual consumer.

In this way, they will feel satisfied and flattered by the product/service they receive and feel the need to share it with the community.

Content marketers are being pushed to develop new marketing techniques that appeal to both individualism and inclusion as a result of changing consumer behavior. Marketers use content marketing on the internet to better customise information for their customers. Customers use social media sites on a regular basis in order to receive useful, relevant, and up-to-date content such as articles, videos, blog entries, and other types of content.

They are looking for both a quality and a personalized experience when accessing content on the internet.<sup>9</sup> They can comment to these materials individually and privately, as well as share them with other users who share their interests. Marketers may use digital to generate rich, appealing content. As a result, consumers' extensive use of the internet is helpful to businesses. When compared to those who do not pay attention to the content, it is easier to impact the perception and behavior of an engaged audience. Customers recognize they are unique individuals with varied expectations, therefore a standardized, inflexible marketing message can no longer touch them as the industry advances. Because the material is relevant to the audience, a personalized message helps a company stand out from its many competitors in the market.<sup>10</sup>

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<sup>9</sup> *Seymour, 2014*

<sup>10</sup> *O'Reilly, 2014*

To market their brands, global brands used to employ standardized content. Consumers, on the other hand, are entering the age of inclusive individualism as time goes on. As a result, marketers are able to overcome the problems of global, regional, and personalized marketing. A tailored message assists businesses in reaching a high-quality target audience. Coca-Cola is a fantastic example of a multinational firm that has successfully sent individualized messages to customers. Coke Zero hosted a social media event dubbed "my fave dancing movements," which reflects accepting individuality.<sup>11</sup> Customers trust brands when they experience familiarity. Customers grow loyal to brands when they feel recognized as individuals. If consumers receive tailored, relevant, and helpful information, they will build stronger bonds with a brand. Customers that are loyal to a brand and passionate about it are more likely to share favorable word of mouth. Marketers will then keep existing customers happy while also attracting new ones.

## **Emotions**

The ability of a content marketing message to go viral is one of the success markers. A company's article or video is regarded successful if it receives a large number of clicks and shares. It was established that the success of an article was determined by two elements.<sup>12</sup> First and foremost, it is about the message's positivity. Positive messages have a larger chance of going viral than negative ones. The amount of emotion elicited by the message is the second element to good content marketing. When the feeling is more extreme, there is a greater probability that customers will act on the material. People are more prone to share articles that make them angry than ones that leave them disappointed or sad, for example.

Honey Made, a graham cracker company, has a documentary series called "This is Wholemeal." It tells the audience about the lives of three distinct families and how they deal with their problems.<sup>13</sup> A military family, a single father, and a same-sex couple with two children are featured in the video. It is not a typical

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<sup>11</sup> *Hussain, 2013*

<sup>12</sup> *Wylie, 2014*

<sup>13</sup> *Adams, 2014*



advertisement in which these families revolve around the company's products. Only a few times in the documentaries do Honey Made graham crackers appear. The tale focuses on these families and their struggles, and as the novel unfolds, it hints at what makes their family life healthy. This advertising stands out because it is enthralling, heartfelt, and real. People are reminded of their own families as a result of the story, and are inspired to fill their lives with more love every day. It has been proven that when people can relate to an article, they would share or forward it to their friends.<sup>14</sup>

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<sup>14</sup> *Botha & Reyneke, 2013*

## 1.2 WHY SHOULD COMPANIES INVEST IN CONTENT MARKETING

The core of the effectiveness of the content marketing strategy lies in the fact that the content disseminated is "valuable", i.e. that it gives something extra. Although the above definition is expressed in general terms of "valuable content", it is not possible to speak of it in an absolute sense, since the concept can vary depending on the audience and the objective to be achieved through the strategy in question. Starting from common expert responses collected from a study<sup>1</sup> by Agostino Vollero and Maria Palazzo in 2015, it is possible to make explicit the set of characteristics of CM:

- Content that is reusable and useful for multiple purposes: Regarding the first category, it refers to the fact that CM benefits from properties typical of digital content, such as reproducibility and multipliability, factors that can be traced back to the concept of "scalability". This characteristic consists in the ability of a structure to rapidly decrease or increase in size according to needs and opportunities. Along these lines, therefore, the same content can be re-used on multiple occasions and in different ways according to the needs of the business. This property can be extended many of today's marketing categories operating in digital environments.

-Content generally disseminated for free: The second property of CM is for the brand to share "free" content, so as to reach as many people as possible, and then later offer them any payments in order to enjoy extra content. In this case, however, even at the time of initial access to content, it is defined as "free" in terms of remuneration despite requiring the company to access customer data. The channels most used by the CM, in fact, are Social Networks and the company website, making use only in some cases of paid services such as e-books or monthly subscriptions.

Content that brings linking value, stimulates social interactions: The third characteristic is focused on the fact that CM stimulates social interactions that create a shared identity between multiple parties.

Content that brings social currency and brings "practical utility": Finally, the concept of social currency emphasizes the ability of CM to leverage both digital and non-digital channels to convey added value to the consumer through its association with the brand. This category is closely related to the benefits, including practical ones, that content is able to transfer to customers. This last property is complementary to that of linking value and both are embodied by the theme of digital communities, a concept that has been widely developed in recent years thanks to both CM and other categories of Digital Marketing.

### **1.2.1 ACHIEVABLE GOALS THROUGH CONTENT MARKETING**

As for the specific objectives of the CM, they can be of different types according to the needs of the company. These can be summarized in 8 types:

Improving the brand image and making sure that it is perceived in a certain way: CM in this case is an effective medium through which to tell the process of brand growth over time. In this context, it is essential that the company interacts with its target market, so as to establish a continuous dialogue with its audience based on comments, impressions and suggestions on how to improve. Therefore, in order to exert an effective strategy, it becomes fundamental not only to share contents in a sporadic way, but also to dedicate time and resources to the dialogue with one's own target, in order to keep the interest high.

Generate and increase Brand awareness: Within a CM strategy, the achievement of this objective plays a major role and is a real priority. In this case, the sharing of different types of content becomes an effective way of making the existence of the brand easier to understand in the market.

Customer loyalty and customer retention: In addition to brand awareness, the company must be able to retain its customers by showing them the value of the product or service offered. The loyalty process, in fact, guarantees the brand, in addition to the maintenance of existing customers, word of mouth from consumers, defined in this case as "ambassadors". Through this activity,

therefore, the company will be able to benefit from further indirect advertising without further economic effort.

Reaching new markets: Reconnecting to the concept of content re-purposing, a Cm strategy addresses, not only the market in which the company currently operates, but it is useful for overlooking other market niches that are fully exploited when you have the necessary resources and organization.

Provide the market with certain information about the business: As defined above, CM is an effective means of communicating the company's identity and increasing brand awareness. In addition to these two functions, this strategy is useful for transmitting information to the market, through text-based communication, that truly conveys the brand's identity. This activity makes it easier to maintain and retain customers, given the use of a communication and more clear, transparent and comprehensive. In this sense, digital channels can be an effective means through which to expose the company's position on a topical issue.

Meet the needs, demands and expectations of the market: The company in carrying out its business must necessarily take into account the needs and expectations of the market. <sup>9</sup> Here again, the CM's role is to facilitate the promotion of the value of its products or services, so that the brand becomes synonymous with reliability for its target audience.

Create B-2-C Engagement at a deeper and more meaningful level: In a Customer Centricity perspective, based on the creation of customer value as the primary purpose, the brand through CM is able to establish a more authentic relationship with its customers. In this case, in fact, we speak of business to consumer engagement, in which the company also exposes its more "human" side to potential customers, focusing on issues such as consumer protection or sustainability. In this sense, the famous Patagonia brand is a concrete example: the "1% for the planet" project<sup>3</sup>, in fact, began in 1985 and consists of the donation of 1% of sales for the restoration of the natural environment. To date,

this initiative has managed to raise 89 million dollars, and since 2002 it has become a true network of companies willing to participate.

Attracting a safe, reliable and highly productive workforce: A brand that can keep its target audience interested in its strengths, goals and areas for improvement will attract more productive and motivated workers, resulting in the so-called "Employer Marketing" phenomenon. These people, in fact, will be the bearers of the message and the qualities that the company wants to transmit, feeling themselves part of a structure that is not limited to the sale of the product, but based on common values.

Companies like Ferrari have fully embraced this philosophy. In reference to its career section, the website states: "Our employees are proud to be part of a unique and unrepeatability reality and to personally contribute to renew the tradition of the Ferrari myth". As evidence of the importance of the brand image that is created through CM, it is interesting to refer to an article in the Harvard Business Review<sup>4</sup>, according to which on average a company with a poor reputation will invest \$5,000 more than companies with a stronger reputation.

### **1.2.2 30 HARD FACTS ABOUT THE CONTENT MARKETING TO DRIVE ROI**

Any internet-based business must decide how to allocate resources between "owned" (a website, video, CRM system), "earned" (communications that have been remarked on, liked, and/or shared), and "paid" (ads – search, display, banner, and native) properties. Anything a business can accomplish will fall into one of these categories.

What kind of return could your business expect from these content marketing investments? Here are 30 concrete facts regarding content marketing that can help you increase your ROI.

#### **OWNED**

- 93 percent of B2B marketers say content marketing is a part of their marketing mix (source: Custom Content Council)

- Custom content is valuable to 90% of consumers, and 78 percent believe that companies that provide it are interested in creating strong relationships with them. (Writer-in-residence)
- Content marketing is used by 86 percent of B2C marketers in their marketing mix (source: Content Marketing Institute)
- 81 percent create social media content (source: Custom Content Council)
- A person committed to monitoring content marketing strategy is employed by 73% of B2B companies (source: Content Marketing Institute)
- Sixty-one percent of consumers say they feel better about a firm that provides personalized content and are more likely to buy from it. (The Council for Custom Content)
- In the next 12 months, 58 percent of B2B marketers aim to boost their content marketing budgets (source: Content Marketing Institute)
- In the coming year, 55% of B2B marketers aim to boost their content marketing budgets (source: Custom Content Marketing Institute)
- Next year, 40-40% of respondents anticipate to boost their output for web updates, SEO content, and social content (source: Custom Content Council)
- Currently, content marketing receives 30% of B2B marketing spending (source: Custom Content Council)
- Currently, content marketing accounts for 28% of B2C budgets (source: Custom Content Council)
- Last year, \$43.9 billion was spent on personalized content generation and distribution (up 9.2% from the prior year) (source: Custom Content Council)

## EARNED

- According to Content+, 97 percent of websites with blogs have more indexed pages on search engines.

- When the CEO/leadership team is engaged on social media, 82 percent of consumers trust the brand more (source: TopRank)
- Inbound marketing has a positive ROI for 82 percent of marketers that blog (source: HubSpot)
- Rather than traditional advertising, 70% of individuals prefer to learn about products through content (source: Business Intelligence)
- B2B organizations who blog generate 67 percent more leads per month on average than companies that do not blog (Social Media B2B)
- Word of mouth influences 50% of purchasing decisions (source: Content+).
- Roughly half of all marketers have trouble providing adequate content, let alone engaging content (source: Content Marketing Institute)
- Social media and blogs account for 23% of all online time (source: Content Marketing Institute)
- 10-20% of a website's content is responsible for 90% of its traffic; 0.5 percent of that content is responsible for over 50% of traffic (source: Inbound Writer)
- Every day, 27,000,000 pieces of material are shared (AOL)
- Interesting material (Content+) is one of the top three reasons people follow brands on social media.
- Blogs increase the number of indexed pages by 434 percent and the number of indexed links by 97 percent (Content+).

#### PAID

- 79 percent of marketers say their companies are moving toward branded content (source: Forrester)
- At different stages of the product research process, 77 percent of corporate buyers prefer varied content (source: Salesforce)

- Branded content, according to 72 percent of marketers, is more effective than magazine adverts (source: Content Council)
- 69 percent feel it's better than direct mail and public relations (source: Content Council)
- Content marketing is 62% less expensive than traditional marketing and creates around three times the number of leads (source: Business Marketing Insider)
- Content marketing is outsourced by 62% of businesses. (Mashable)
- Featured articles (mentioned by 62 percent of marketers), video (52 percent), and white papers are the three content marketing techniques that yield the best ROI (46 percent ) (eMarketer, eMarketer, eMarketer, eMarketer, eMarket

An infographic from Content+ might help you grasp the anatomy of content marketing.

### **1.2.3 HOW MUCH COMPANIES INVEST IN CONTENT MARKETING**

Because of the pandemic, companies are starting to recognize the value of content marketing.

In the Content Marketing Institute's 2022 B2B research, it was found that many marketers emphasized this fact.

Therefore, one of the questions in 2022 was, "What does your content marketing look like after the pandemic?"

- "Who'd have guessed that a pandemic would be the catalyst for content marketing's emergence from the shadows and into the spotlight of marketing communication?"
- "The pandemic has highlighted the value of our content marketing approach." There had been a commitment, but now it is company-wide, and marketing and sales are working more closely together."



• "The epidemic brought our content marketing strategy to the forefront for the whole organization, including our executive team." We now have a better understanding of the power of content. Our goal is to link it to a revenue center that generates leads for the company."

The B2B Content Marketing Benchmarks, Budgets, and Trends: Insights for 2022 research, created by Content Marketing Institute and Marketing Profs and funded by ON24, provides context to the quantitative findings.

Money is one of, if not the most important measure of a company's support for content marketing in terms of numbers.

43 percent of marketers who are familiar with company expenditures think their budgets for 2021 are greater.

And two-thirds of this group (66 percent) anticipate budget rises in 2022.

(One in every five people believes the growth will be larger than 9%.)

#### 1.2.4 HOW B2B CONTENT MARKETING BUDGET WILL CHANGE IN 2022 IN COMPARISON WITH 2021

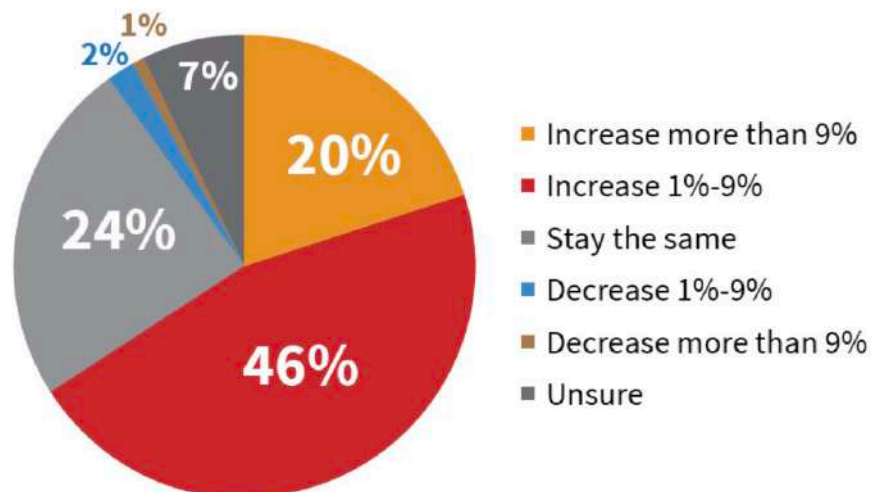


Figure 1 - 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

Video, events (digital, in-person, hybrid), owned-media assets, and paid advertising are among the areas where more than half of marketers anticipate to boost expenditure in 2022.

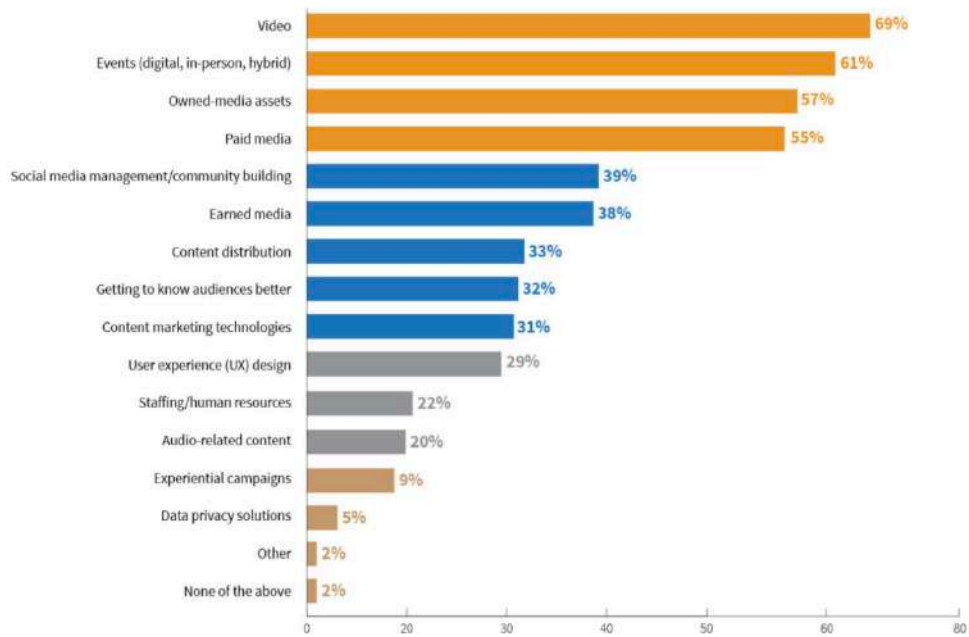


Figure 2 - 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

## **CHAPTER 2: CASE STUDY NAUTAL SMART SAILING S.I**

### **2.1 NAUTAL SMART SAILING S.I**

Nautal Smart Sailing is the leading online platform for boat rentals in Spain as well as one of the most important nautical charter marketplaces in Europe.

Nautal was founded in June 2013 by Octavi Uyà, Roger Llovet, Eduard Rosby and Eduard Llovet in Barcelona, Spain. The company was born from the idea that boats should be out in the sea sailing, not docked in ports. The founders' desire was to make sailing mainstream through the access economy.

Nautal's business model focuses on a market platform where owners can rent their boats to sailors, and we receive a commission for each reservation. The main objective is to provide an excellent online rental experience for both clients and boat owners, with 4.5/5 reviews. We offer a fleet of more than 31,000 charter boats distributed in 67 countries. The website is translated in 9 languages and is visited by more than 1,300,000 users per year.

In its early days, Nautal was called Sal a Navegar and it operated exclusively in Spain. With the intention to expand internationally, the start-up was renamed Nautal in February 2014. After closing the first round of funding, Nautal received €185,000. This enabled Nautal to negotiate with individuals who rent their boats in France and on the islands of Martinique, Guadalupe and Saint Martin. In December 2014, Nautal launched the German version of its platform in order to offer services to this important financial market.

At the beginning of 2015, Nautal began to expand throughout the rest of the Mediterranean after closing a second round of investment of €266,000. In August 2016, a third round of funding was finalised in which Nautal received more than €1,000,000 to expand its market to the United States and increase investment in marketing and technology.

In 2017, Nautal achieved more than 6 million euros in boat rentals. Up until now, Nautal's website has a catalogue of more than 20,000 active and verified boats in more than 800 destinations around the world. In January 2018, Nautal

acquired INCREDIBLUE, a British pioneer in the boat charter sector and a prestigious brand for yacht owners in the eastern Mediterranean.

During 2019, Nautal expanded its business to large volume markets such as Brazil and Russia.

During 2020 Nautal was purchased by another large company offering the same service, Click&Boat.

### **2.1.1 NAUTAL AND CLICK&BOAT**

Edouard Gorioux, Co-CEO & Co-Founder of Click&Boat, announced the acquisition of Nautal at the end of July 2020.

The Click&Boat Group, the first online boat rental platform, has acquired its main European competitor, Spain's Nautal.

*"Discussions had started in February, before the containment. They were put on hold to deal within Nautal and Click&Boat with our customers' requests for cancellations and postponements of rentals. They were resumed after the crisis and concluded at the end of July."*

However, Click&Boat Group retained the Nautal brand to ensure that the Spanish company's core values would continue to be shared among employees and also with the new company.

*"The brand will endure, as will all the teams based in Barcelona. The goal is to develop the brand as such"<sup>15</sup>*

Another advantage of keeping the two brands separate is to bring the boat fleets together.

*"We will be able to make life easier for owners with a single platform to manage their advertising and booking calendar and the choice to publish on one or two sites. They'll have more visibility and more demand, with essentially the same business model, with a comparable commission. From a*

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<sup>15</sup>Edouard Borioux, Co-CEO and Co-Founder of Click&Boat, in an interview given to <https://www.boatindustry.it/>

*user perspective, they will benefit from the broadest offering available on the Internet*<sup>16</sup>

With the acquisition of Nautal in fact, the fleet of the Click&Boat group increases from 35,000 boats to 45,000. Between sailboats, catamarans, motorboats, inflatables, jet skis and much more, Click&Boat, Nautal, Oceans Evasion and Scansail (respectively French and German companies already purchased by Click&Boat several years ago) become the largest boat rental service in Europe.

Today there is also another great news, the great Airbnb of boats has opened a new office in Miami, opening the doors to another important market: the American one.

Through Nautal, Click&Boat is acquiring a new clientele "There is a complementarity of clients. Click&Boat is strengthening its position in Spain, which was already our second largest European market, but we are also acquiring German, Dutch and Brazilian customers with whom Nautal is well established " says the CEO and follows:

*"We made +100% in France in June/July and +70% in Spain. It is more complicated for English or German speaking customers who have to reach the boat rental locations. With the growth of our size, we have the ability to invest in additional services such as airfare, transfers and hotel stays with the purchase of Oceans Evasion or the development of the mobile application".*<sup>17</sup>

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<sup>16</sup> *Ibidem*

<sup>17</sup> *Ibidem*, p. 3

### **2.1.2 COMPANY'S STRUCTURE**

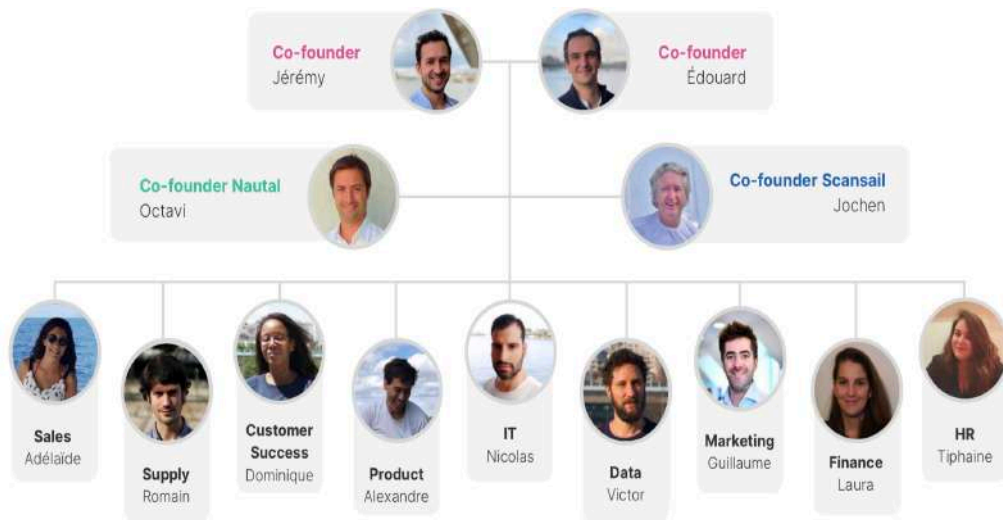
The Click&Boat group uses a functional type structure as its organizational structure.

The functional structure is among many the simplest, where each strategic business area deals with a different business function.

All the activities performed are grouped into a function, which takes care of every aspect of the activities that have been assigned, under the guidance of a function manager. The functional structure consolidates knowledge and human capacity relating to a specific activity, allowing for economies of specialization given the dedication of staff to a single function and of scale, given that the activity is all concentrated in one place.

This structure is suitable in the case of both Nautal and Click&Boat as both companies offer only one service and in the case of few products/services offered, the functional structure is the best. In the case of many products, on the other hand, the structure becomes very extensive and an accumulation of decisions is generated for the function manager, who has to keep track of multiple products and multiple end markets.

Another defect that can be identified is the narrow view of business objectives, since each manager is dedicated only to his function without thinking about the contribution of the others, and consequently the poor horizontal coordination between the various units. This is a vertical structure, where function managers are responsible for the entire performance of a function.



*Figure 3 - Nautal's Functional Structure*

In particular, let's look at what the marketing sector is about and what its main objectives are, and then go into the details of the analysis in Chapter 2.2.

The BU is managed by Guillaume, Chief Marketing Officer, and divided into 6 teams:

- Content & Press: Rodolfo
- Acquisition/Traffic management: Guillaume L
- CRM: Thomas
- Design : Victoire
- Projects : Bastien
- Owners : Lucija

The main objective of the Marketing department is to always look for new opportunities and key partnerships, as the marketing team is the starting point of the customer journey. The mission is therefore to make Click&Boat and Nautal known in every market in which the companies operate.

The marketing team uses many tools to get the brand known in each country: from offline (press relations, TV/Radio/Magazine prospecting campaigns) and online (social media, blog content) media to tenants and owners.

The Marketing team works closely with the Acquisition team to maximize the web strategy and use the best keywords to appear first on the Google feed (via SEO, SEA). The CRM team for its part takes care of marketing automation, sending newsletters to customers every week and sending transactional communications (email, push and sms) to customers to improve conversion rate.

The Design team provides the best means of communication and takes care of harmonizing each communication.

### **2.1.3 COMPANY'S VALUE**

Entering into the details of the analysis, let's see what Nautal's strengths are and consequently what has allowed it to grow so much in such a short time.

The most important thing has been the adoption of an allocentric vision, which will be analyzed in detail in chapter 2.1.4, which has allowed it to stand out among its competitors in a natural way and without particular effort.

The real strength of Nautal and its employees, then, has been the creation of core values and the sharing of these values across all branches of the company.

*“Our values and culture are the foundation of the Nautal brand. We act as people expect us to act”<sup>18</sup>*

Nautal's goal is to leave their customers speechless and to achieve this, the entire team strives to be unique and offer the best quality of service.

The key thing is to actively listen, both to the consumer and the customer, and the thing that is not at all is to settle for mediocrity.

Being adventurous, creative and open-minded is a mantra that is shared by everyone who works for Nautal and one of the goals of the Content Manager is also to make sure that these values are also perceived by the customer.

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<sup>18</sup> Nautal's brand Guidelines



In fact, the company's main objective is not to sell a product or service, but to accompany the customer through the buying process that begins the moment they come into contact with the company.

To make this happen, Nautal's watchword is innovation. Innovation means always trying to push beyond the comfort zones and therefore creativity and an open mind are required.

What's key? Exploring new ideas!

What isn't? Fear change.

Being passionate and determined is another skill that is required of those who work for Nautal.

In fact, being an employee of this company means being creative and always advancing ideas, writings, analysis, advice and development.

Nautal's great strength is precisely that of making the employee feel proud to work and proud to be part of a big family like the one created within this company.

Therefore, it is essential to believe in everyone's knowledge and to always let it be expressed, while being stubborn and closed to dialogue is not.

In line with its allocentric and non-egocentric vision, Nautal is continuously seeking long-term relationships, with employees, with customers and with other companies and associations.

Being honest, respectful and fair is the main key to building lasting relationships based on trust and transparency.

All that matters is that all facts and statements are verified and there is always the utmost consistency in explaining them.

Being humble is another essential element of everyday life at Nautal. Only in this way can we grow, learn and open up an infinite world of opportunities.

What's essential, then, is to listen to and learn from others, and to accept constructive criticism. Only through criticism is it possible to understand which points need to be improved in order to make the service offered by the company of the highest quality.

Many companies are afraid of criticism from their customers and try to "hide" a negative user experience.

At Nautal, criticism is more important than compliments!

You must always respond to the customer who has not had the experience he expected and together with him understand, through the efficient support service, how to improve the service offered.

Therefore, you are constantly striving for efficiency, to have a constant improvement by relying on data to quickly achieve superior results.

Not procrastinating and working hard and in harmony is therefore another mantra that characterizes Nautal.

Together we create a stronger crew, capable of turning crises into opportunities and seizing every opportunity.

This is only possible by sharing the same values and mission!

The key element in making sure this can happen is empathy.

How is it possible to achieve this?

The answer to this question is precisely what has made Nautal a strong and healthy company today.

Choosing to work in an open space ensures that the office environment is as relaxing as possible and thanks to the myriad of activities that are organized among employees, work is not seen as a burden but as an opportunity to make friends.

As mentioned earlier, all of these values need to be translated into language that allows them to be easily understood by the consumer.

Using a certain tone of voice is crucial for this to happen.

These values with the right tone of voice, which will be explained below, will be translated into SEO language so that the consumer will be kept up to date on everything the company does as well as offering an appreciated service such as boats charter.

The tone of voice is:

*“A particular quality, way of sounding, modulation, or intonation of the voice as expressive of some meaning, feeling, spirit, etc.: a tone of command.”<sup>19</sup>*

This represents a unique character and how you communicate to customers, visitors, prospects, owners, etc.

The tone of voice transforms Nautal's faceless brand into an associable personality.

The most important feature of the tone of voice is that it must be direct. Customers are informed without confusing them. In fact, the goal is to be helpful and try to provide a real solution every time they search for something in their search engine.

In addition to being direct, the tone of voice must also be technical, simple and clear, the use of long words and elaborate is avoided.

Another key feature is that the tone of voice should be accessible, meaning that not all consumers interact with content in the same way.

Therefore, maximum attention is paid to details and there is a precise study behind the organization of speeches and texts, so that the company's communication can be understood even by those who are completely unaware of Nautal's core business: boats.

#### **2.1.4 ALLOCENTRIC VIEW**

With the various economic downturns that have followed, executives have slowly reared their heads from cutting costs and looking for opportunities to grow their companies. Unfortunately, revenue growth is not fast and more often than not is elusive.

The new conditions of "normalcy" - precarious employment, stagnant wages, unsustainable credit and low investment returns - cast a dark shadow over consumers cutting back on spending.

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<sup>19</sup> *Ibidem*, p. 7

At the same time, governments are cutting public investment and wages to contain fiscal deficits.

In this reality, the only way for managers to thrive in stagnant markets is to seek out new opportunities.

Today, however, companies often do not have the resources or the ability to focus on the continuous search for new opportunities that will allow the company to avoid becoming immobile.

Nautal has succeeded in this difficult endeavor, orchestrating key partnerships that have allowed it to seek out new opportunities despite not having the financial resources it needed.

Nautal is a clear and striking example of "strategic orchestration",<sup>20</sup> i.e., a company that pursues opportunities not by controlling all of the necessary resources and expertise but by assembling and managing a network of partners. Strategic orchestration gives companies the ability to adapt to the changing external environment, reduce capital investment and get to market faster.

Examples of other companies that have adopted this type of strategy, which has proven absolutely successful, include: Apple, RyanAir and Nestlé.<sup>21</sup>

This type of cooperative model is not altruistic but allocentric, meaning that it recognizes the self-interest desires of each human being (or business) and that is what makes the network work.

An orchestrated network is an allocentric game of n number of participants reaching an ideal bargaining solution.

In contrast to the resource-based view of the firm, Orchestra's conceptual and pragmatic framework views firms as porous entities. As such, companies are capable of increasing value through the integration and coordination, or orchestration, of not only their own resources and capabilities but also external ones.

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<sup>20</sup> "Strategic orchestration describes a time when a firm pursues an opportunity not by leveraging strategic power, but by assembling and managing a network of partners. This is not about pursuing partnerships for their own sake — the corporate equivalent of having 1,000 connections on LinkedIn. These networks are strategic in the sense that they serve to create, capture and sustain economic value" from Sull D., Ruelas-Gossi A., "Strategic Orchestration", *Business Strategy Review*, 2010.

<sup>21</sup> *Ibidem*

There are principles that reflect this strategic model and Nautal has been able to follow them flawlessly, these are: Asset Light, Sophisticated Nodes, Keep Orchestrating and Transparency.

#### 1. Asset Light

The first approach of strategic orchestration is that of Asset Light.

The idea behind this principle is to reduce assets from the corporate portfolio and orchestrate them jointly with key partners.

So much so that Nautal does not own any assets, in fact there are no boats owned by the company, yet today the Click&Boat group manages well over 45,000 thousand.

The boats remain the property of the owners, who register their boat on Nautal's online platform, ensuring that their boat can be rented even in low season, ensuring a profit.

Nautal earns money by getting a percentage from the charter price, which is much lower than the percentage that the individual owner would pay by using a private broker, and the charterer gains both in terms of trust (because he can check the reviews of those who have already chartered that particular boat) and in economic terms (the charter price of a boat on the Nautal platform is in fact lower than the charter price of a boat from a private party). Here is explained the first basic principle of strategic orchestration: all the actors that are part of this network gain the most, reducing the risk and above all the effort.

#### 2. Sophisticated Nodes

The company will always seek the best from its partners. Each node will play to its strengths, always exploiting its particular strengths.

Returning to Nautal's example, it has already been proven in the previous point how the right management of key partners benefits everyone in the company network.

But for this second principle of enterprise orchestration, Nautal has introduced another innovation.

In order to make the corporate network more and more profitable, the Spanish boat rental platform has developed two projects.

The first one was actually called “Nautal Partners”<sup>22</sup> and it is an online platform that helps shipowners and anyone who wants to use it to increase their profits.

On this platform it is in fact possible to create in a few steps a high-level and low-cost personalized web page, thanks to a network of experts in the field (part of another agency that is part of Nautal - so the orchestration continues) that offer an electronic agenda to manage reservations and costs.

The other major project carried out by the Spanish company is the creation of the Nautal APP. An application that can be used for both Android and iOS, where the user can consult with a single click the upcoming check-ins and check-outs, the requests that have not been fulfilled and the status of the offers sent.

This will allow you to create a direct contact with customers, sending them offers at the right time, thus easily achieving the highest conversion rate.

The app also allows you to modify the technical data sheet of the boats, thus inserting reviews and editing images using the Smartphone's camera.

Not forgetting the acquisition by the Click&Boat group that wanted to leave the personality of the Nautal brand intact, precisely to make the most of the potential of its key partners, adding those of the Click&Boat group.

Also crucial for Nautal was the acquisition of the company Incrediblue<sup>23</sup> that allowed it to increase its luxury goods offerings.

### 3. Keep Orchestrating

To explain this principle, Alejandro Ruelas-Gossi<sup>24</sup>, uses the anecdote of the spider, the fly and the web.

The basis of this theory is the realization that the customer is not loyal.

If the company were a spider, the customer would be the fly and the number of threads that make up the web would represent the amount of attributes of the value proposition the company offers the consumer.

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<sup>22</sup> <http://www.nautal.partners/>

<sup>23</sup> Nautal acquires Incrediblue: <https://www.nautal.com/blog/nautal-acquires-incrediblue-announce-pretty-impressive-plans/>

<sup>24</sup> Alejandro Ruelas-Gossi is a Mexican university professor, expert in Business Strategy. Clinical Professor at the University of Navarra, professor at the University of Miami, where he received the Excellence in Teaching Award (2018). He is the creator of the term strategic orchestration.

As is well known, the fly doesn't trust the spider at all, so the spider's only means of trapping it is to increase the number of strands and thus the value proposition to be increasingly appealing to the fly's eyes.

This principle also explains why companies that offer price as their only attribute to the customer are next to fail.

It is easily understood that if the web is composed only of the thread that represents price, the fly can easily break free and escape, leaving the spider hungry.

Increasing the value proposition through key partners is therefore the only way that the company has to "trap" the customer in the long term.

The concept behind "Keep Orchestrating" is therefore to always seek to create new threads, with the aim of "trapping" as many customers as possible.

This is precisely the objective that the Click&Boat group set itself when it decided to buy the Spanish Nautal: to increase the value proposition without waging war.

The world's largest boat rental group is also looking for another key partner that will enable it to make the value proposition even greater: an IT company that will develop an automated boat handling system, basically a system that allows the boat to be driven without a skipper but via computer.

This will increase the number of skipperless boats for hire and will bring to this business all those who until now have considered this world as the preserve of "experts" only.

#### 4. Transparency

Maintaining close relationships with customers, partners, investors and suppliers often requires a higher level of transparency. To be orchestrated effectively, partners need clarity or they will never want to join the network as a node.

The importance of transparency may come as a surprise to those who believe that success depends on access to insider information.

This is precisely why transparency is one of the guidelines of Nautal and the Click&Boat Group.

## **2.2 HOW TO TRANSALTE THE BRAND'S VALUE PROPOSITION INTO SEO & SEM**

As mentioned above, all the values that the company has, in addition to communicating them to its employees through internal channels such as team building activities, meetings and more, must also transmit them to the consumer. And that's where SEO writing comes in.

The content manager makes use of SEO tools to give an answer to the consumer at the moment when the latter asks his question in the search engine.

Proceeding into the details of the analysis, in chapter 2.2.1 we will delve into what are called SEO & SEM.

### **2.2.1 SEO & SEM**

The acronym SEO stands for "search engine optimization." In simpler words, SEO is all about the process of improving a site to increase its visibility when people search for products or services related to the business of that particular site in Google, Bing and other search engines.

In the case of Nautal, SEO techniques will be all about making sure that whenever someone searches on a search engine for "Where can I rent a boat?" the Nautal site will be the first to provide the consumer with the answer they were looking for.

The better the visibility of the pages in the search results, the more likely the site will attract both new and old customers, offering a new service to the former and a discount or additional service to the latter.

Therefore, the content manager's job will be to create content that will provide an answer to consumer questions.

To do this, the content manager must know the market very well and act proactively by creating content that he knows his consumers will be looking for in a few months.



To collect the data, the content manager makes use of some tools such as Semrush, Majestic, Google Analytics, Google Ads, Google Keyword Research Planner that will be analyzed later in the discussion.

Once the content is created, how do search engines like Google and Bing understand that the content is the right one and that it should be placed high in the search results?

Search engines use bots to scan the pages of the web, going from one site to another, gathering information about those pages and putting it into an index.

This index can be seen as a huge library where a librarian can pull up a book to help customers find exactly what they were looking for at that moment.

Once the content has been indexed, the algorithms analyze the pages in the index, taking into account hundreds of ranking factors, signals and codes to determine the order in which the pages should appear in the search results for a certain "query".

Unlike paid search ads, which are part of SEM (search engine marketing) techniques, you can't pay search engines for higher organic rankings, which means SEO experts must do their best work using "quality over quantity" as their motto.

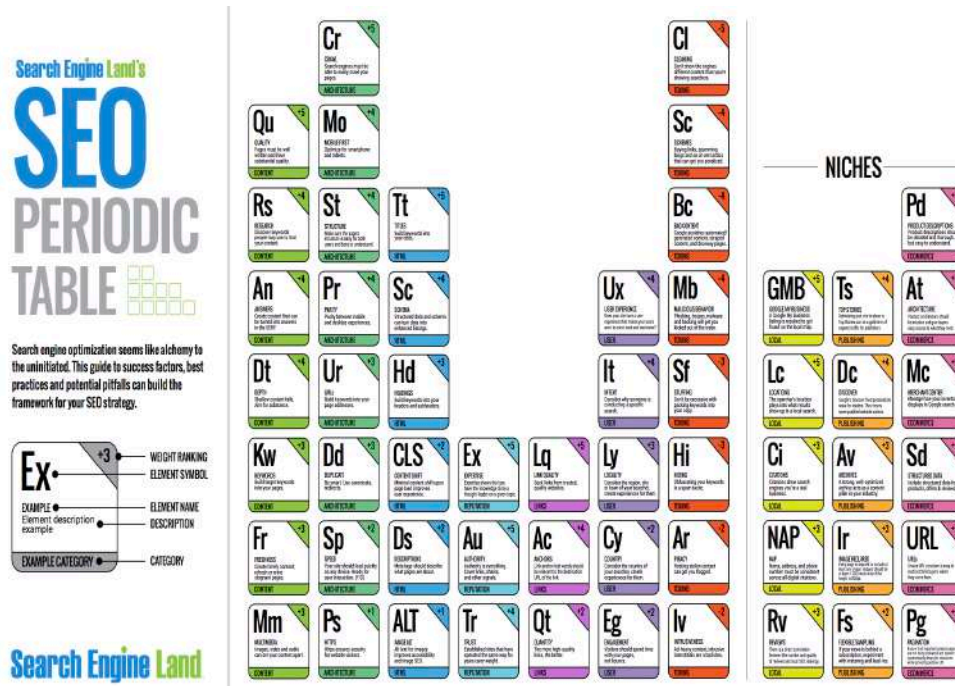


Figure 4 - SEO Periodic Table. Source: <https://searchengineland.com/>

The Periodic Table of SEO Factors created by Search Engine Land is a great tool for understanding what factors a content manager has to deal with when they start planning and creating content for their company.

The Periodic Table of SEO Factors organizes factors into six main categories and weighs each based on its overall importance to SEO.

For example, content quality and keyword research are key factors of content optimization, and crawlability and speed are important factors of site architecture.

The new SEO periodic table also includes a list of toxins that distract from SEO best practices.

These are shortcuts or tricks that may have been sufficient to secure high rankings back in the days when the engines' methods were much less sophisticated.

And they might even work for a short time now but now that search engine BOTs have learned from their experience and are always being updated, month after month, getting around them in the long run is virtually impossible.

In the Periodic Table of SEO Factors, there is also a "Niches" section that takes into consideration the SEO success factors behind three key niches that are increasingly becoming the bread and butter of content managers and these are:

- *Local SEO*

Local SEO is the local/geolocalized positioning of a website on search engines. Unlike traditional SEO, whose intent is to position a site nationally or internationally, with the Local SEO aims to gain organic visibility in a well circumscribed geographical area.

This branch of SEO (Search Engine Optimization) is especially useful for those companies that provide services in direct contact with the public, such as hotels, doctors, restaurants, pharmacies and more.

More and more often, in fact, many people looking for a product or service type on Google search keys associated with the name of a city, or generic keys that return local results (especially if you use a smartphone).

The Local Search is gaining particular success thanks to the widespread diffusion of smartphones and searches made from these mobile devices. According to a research published by Think with Google<sup>25</sup> in fact, searches from cell phones with the key "near me" have doubled compared to last year.

- *E-commerce SEO*

Through the website blog you have the opportunity to inform users who are really interested in buying the products that that specific company offers.

In fact, its content will allow you to both attract and retain customers, as creating a community around the blog will result in more organic traffic, and therefore more opportunities for conversion.

But only with the right strategy will you be able to position your content, which is why you need to take into consideration the keywords you want to be positioned for.

Returning to the example of Nautal and the entire Click&Boat group, the keyword with which it has been established to be positioned in the search engines is "Rent/Hire + boat type" or "Rent/Hire + boat type + destination".

SEO is a key part of digital marketing because people conduct billions of searches each year and often with the business intent of finding information about products and services.

Search is often the primary source of digital traffic for brands and complements other marketing channels. Higher visibility and ranking higher in search results than competitors can have a huge impact on a company's profitability because it is only through SEO content that consumers learn about the product/service a particular company offers.

However, search results have evolved in recent years to give users more direct answers and information that is more likely to keep users on the results page instead of taking them to other websites.

In summary, SEO is the foundation of a holistic marketing ecosystem.

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<sup>25</sup> Source: <https://www.thinkwithgoogle.com/consumer-insights/consumer-journey/i-want-to-go-micro-moments/>

### 2.2.2 CONTENT PLAN

Creating a Content Plan is the first thing that needs to be done to implement a Content Strategy that works.

Many people believe that the two are on the same plane or are the same thing, but this is not the case.

In fact, the content strategy must be developed before the plan is created through the tools that will be explored in Chapter 3.

Only once the content strategy is ready can we move on to creating a content plan that will allow us to manage the content that will then be published in the various marketing channels (both online and offline)

The content plan will outline all the resources and data that you need to achieve the objectives that you have established before with the strategic planning.

A content plan determines the content you want to create and sets expectations for how it should be created.

The content plan outlines who is responsible for creating the content, what the purpose of the content is, and how the content will impact the overall content strategy.

Content plans support your marketing efforts and help target potential customers at all stages of their buying process.

Create engaging content in a consistent manner (through what is also called Guerilla Marketing)<sup>26</sup> is part of successful marketing. Planning content also makes it easier for different team members to collaborate, create and share content.

A good content plan helps you create content that brings in traffic and sales.

Popular content - regardless of type - can increase conversion rates long after it's created.

Content plans also help address and support important business strategies, such as knowing how much budget you need or request resources.

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<sup>26</sup> *Guerrilla marketing is a form of unconventional marketing that leverages low-cost tools to maximize results. Among the most commonly accepted definitions of guerrilla marketing is one that considers it "a set of unconventional ways to achieve traditional goals."*

The content plan will be the bread and butter that needs to be rechecked and updated every day so that it can be used to research, create, publish and monitor content.

According to research by the Content Marketing Institute (CMI)<sup>27</sup> and MarketingProfs,<sup>28</sup> companies that have a content plan are more likely to feel that their content is successful than those that don't.

To make sure you create a content plan that works, you should make sure you answer the following questions:

1. What need/problem is being solved with that type of content?
2. What is the target audience for whom you are creating that content?
3. Where will these channels be published? Which channels?
4. Why is the company you are creating content for different from others? What is the Unique Value Proposition?
5. How will the message be conveyed?

*1. What need/problem is being solved with that type of content?*

Successful content must not only reach the audience you want to target, but it must also explain how they can benefit from that particular product/service.

Therefore, you must ask yourself what problems, if any, your products or services help customers solve.

During the strategic planning you have studied what is the problem or need that customers have, now with the content plan it is time to give them an answer. It is therefore important to understand both what the customer likes, but even more important to understand what the customer does NOT like.

At this point, a very useful tool that can be used at this stage is Google Keyword Research Planner, through which (we will see later how) you can study the queries that customers search on their search engines and based on these choose the right keywords to make sure you reach that specific target customers.

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<sup>27</sup> <https://contentmarketinginstitute.com/>

<sup>28</sup> <https://www.marketingprofs.com/>

## 2. What is the target audience for whom you are creating that content?

The content must be in line with the tastes of the consumer who has searched the search engine for the query for which you want to rank.

You must therefore, at this stage, collect as much data as possible about consumers to best understand what kind of tone of voice to use with them and what kind of content can help solve their problem/need analyzed in step 1.

There are many ways to collect customer data, including conducting market research or pulling it from web analytics tools and one of them is Google Analytics.

This tool will help you collect information such as age, gender, education and interests of the audience that has been chosen as your target audience.

Understanding consumers' interests is the best way to anticipate the content they want to see.

It's also interesting to understand what related searches consumers are doing in order to add them to the content you're planning.

To better understand what this means, a small example is shown below.

During a research done on Google Analytics for the creation of a content plan for Nautal's Italian market, it was discovered that some of the consumers searching for "Where can I rent a boat in Italy?" were also animal lovers and in particular dog lovers.

One of the articles that was published on Nautal's website blog shortly after this research was conducted was about boating vacations with one's four-legged friend.<sup>29</sup>

Another thing to keep in mind is that one type of content may not necessarily work on all platforms.

In fact, a post linked to a particular piece of content might work great on social media but not on a newsletter.

## 3. Where will these channels be published? Which channels?

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<sup>29</sup> <https://www.nautal.it/blog/vacanza-con-il-cane-in-barca-aspetti-fondamentali/>

Another study you need to do to make sure you're creating a content plan that works is to understand where the audience you want to target spends the most time.

To find this information, a useful tool is Traffic Analytics.

The latter gives you access to a wealth of interesting information, easily organized through report tabs.

You'll be able to see how many monthly visits the website receives, for how long, which marketing channels are bringing in the most traffic from which countries.

You will also be able to see which sites customers click on after leaving our page: a very interesting insight that makes you understand if our site is actually helping the competition because customers are not finding their answer there or if a good job has been done.

Traffic data, however, does not report where the consumer is at the time of purchase.

In fact, a customer coming from an organic search may already know about the product, while another coming through the same channel may have never heard of that particular company.

4. Why is the company you are creating content for different from others? What is the Unique Value Proposition?

It is likely that competitors are already creating their own content about their products and services. Therefore, it will not be enough to just plan the content by offering a service that is exactly the same as what another company is already offering. You will also need to show the consumer why the solution you are offering is better than others (but without falling back on comparative advertising).

You must then ask what makes that product for which you are creating content better or, at any rate, different from what your competitors are offering. These points - sometimes known as "unique selling propositions" (USPs) - should be included in the content so that customers understand how that particular product adds value to their lives.

To understand what consumers like most, the topic research tool can be used to understand what type of content is ranking for a topic in the country for which you are writing content (it should be remembered, in fact, that topics that work for the Italian market may not be appreciated at all by, say, the English market). The tool generates queries, related topics and top content related to the keyword entered. This data will help to identify all the content that is working for a specific target, which can then be analyzed and improved.

5. How will the message be conveyed?

The format of the content should only consider the audience you are targeting, the message, and the platform.

The content plan will most likely include several types of content formats.

The thing that should be asked, then, ask is what is the type of content that has been particularly successful on a particular marketing channel.

The content plan should always include a mix of text, video, images, and tutorials, depending on the channels that is being using.

### **2.2.3 PRODUCTION OF CONTENT FOR SEO**

Once the strategy has been planned and content plan that can support it in the best way and allow to reach the prearranged goals prepared, we move to the operational phase: the creation of the content.

In order to be sure to reach consumers in all the touchpoints that bind them to the company, the content manager takes care of each of them.

Starting from the homepage of the website to the search for external backlinks, from the management of the blog to the planning and creation of newsletters to public relations and the various business partnerships and social networks.

#### **2.2.3.1- MANAGEMENT OF THE ITALIAN HOMEPAGE**

The homepage is the main page with which all users who search for our "query" in their search engines will come into contact, therefore the most important.



The objective of the homepage management is that this must be daily updated and enriched in content, because it is with this that the company wants to be positioned in search engines.

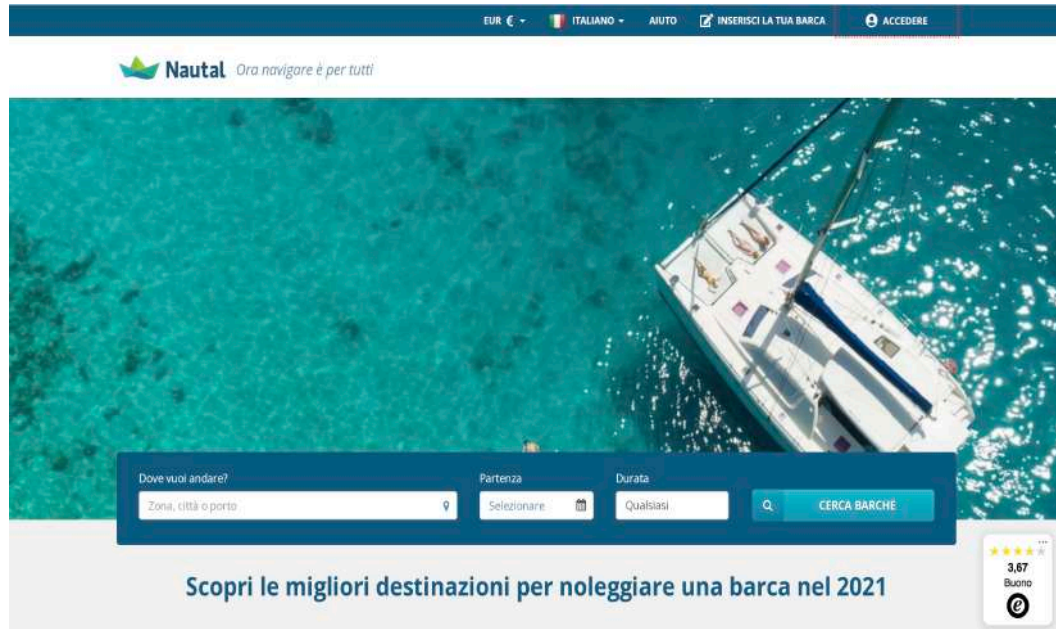


Figure 5 - Nautal's homepage

It is therefore the company's business card for the consumer.

The keyword you use to rank in search engines is "Rent + boat type +/- destination" and the goal is to rank first after paid ads.

As in the example below:

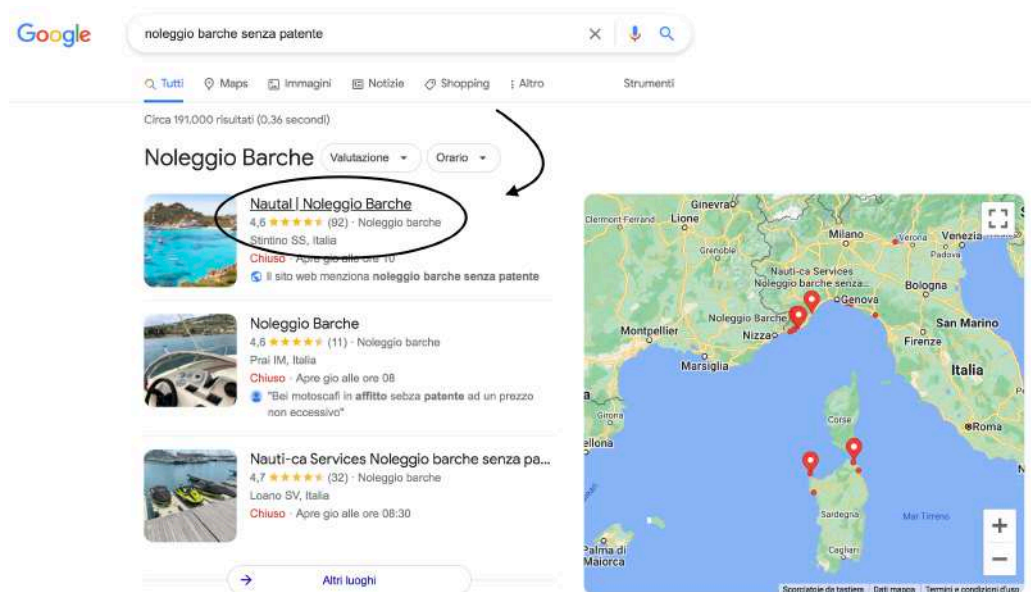


Figure 6 - Ranking of Nautal's landing pages

To make this happen, the content manager must create content that Google considers "highly relevant" to the user typing a particular "query" into the search bar.

Therefore, content must be the first priority when thinking SEO. Quality content is how your audience is engaged, informed, informed and also supported.

Creating authentic and valuable content is also critical for search engine visibility.

When a user searches for example "rent boats without a license" Google bots will only place in the top positions those contents that contain relevant and most importantly "quality" information.

Having good content means having a foundation to support all other SEO efforts.

The 3 fundamental rules that the content manager must always respect are: quality, research and keywords.

## **Quality**

Ensuring quality content requires thinking about what users want and then dressing up as a search engine to figure out what kind of content you need to create to put it immediately in front of the reader's eyes.

Providing users with substantive, useful and unique content is what keeps them on the pages, of a site building familiarity and trust.

What constitutes high quality depends on the nature of the content and varies by content type and industry.

Google's guidelines<sup>30</sup> for evaluating search quality break down the characteristics of high-quality content by type:

*Informational content* should always be presented in a professional manner, using a serious tone of voice and should also be original and accurate.

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<sup>30</sup> <https://static.googleusercontent.com/media/guidelines.raterhub.com/en/searchqualityevaluatorguidelines.pdf>

*Artistic content* is about the aesthetic factor and therefore should be unique and convey a high degree of skill.

Google's algorithms can give more weight to signals of authority, expertise and reliability.

Creating and investing in a clear content strategy is critical to SEO success, as almost all other factors depend on the quality of the content.

## **Research**

Keyword research, i.e., the "terms" your audience searches for in their search engine, is one of the most important SEO factors after creating good content.

This content must then respond to what people are searching for.

*"Understanding the language that customers are using is incredibly important.*

*It makes you much more relatable when you sound like them, and that's not going to change. So, keyword research to me is very, very important, and there are new ramifications of it where the way you might apply keyword research might evolve, but the need for it is not."<sup>31</sup>*

Keyword research, can then really help you understand what is the need or problem they are trying to solve.

With the right keywords you will know the interests of the audience and the level of competition for that query.

*"Consider ranking your keywords based on their intent: informational, transactional, navigational or local. Cross-reference your potential keywords with what currently ranks in search results to see the types of results Google chooses to display for each query. Google may assign a different intent to the keyword than you expect; for example, typing in "sandwich" will generate mostly local results - so a local strategy may be necessary to compete for that keyword. Understanding what kind of content Google displays for the various*

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<sup>31</sup> Eric Enge, general manager at Perficient Digital

*keywords you're searching for helps clarify what kind of content you'll need to build and which of your pages will be eligible to rank for those terms.*"<sup>32</sup>

## **Keywords**

Once you've found the keywords that your target audience uses to search for the service you offer, you need to include those keywords in the body of your content, in subheadings and titles - but not at the expense of readability or other compromises that prioritize search engines over readers.

That is to say, the words that are used should be included in the content in a natural way and should not be forced, otherwise search engine BOTs will not rank that content.

In fact, the latter are getting better and better at figuring out what content is suitable for the user searching in their search engine and therefore trying to insert the keyword multiple times in the text just to make it more "appealing" to the reader, will only cause the opposite effect.

### **2.2.3.2 BACKLINKS**

A link is a link built on an anchor text from which clicking on it takes you to another site.

For the backlink the substance does not change, it is a different point of view.

The latter, in fact, is the link that other sites grant towards our website, and is also called "incoming link" or "inbound link".

A first distinction that can be made is that between internal and external links.

The internal link connects two sections of the same website: it can be the classic hyperlink between two internal pages or the link that, from the menu refers to an article, a page or a category of the same website.

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<sup>32</sup> *Lily Ray, direttore SEO, Path Interactive*

In practice, an internal link is, for example, that anchor text found on Nautal's blog from which, by clicking on it, you are redirected to the main page of "Nautal's boat rental".

This is used to create consistency between the various channels that are used by the Content Manager to reach the online user along multiple touch points.

The external link, on the other hand, is used to deal more specifically with the topic discussed within a piece of content; in this case, the link points to a source, an in-depth site, or possibly an affiliate program.

To give another example, the external link, as shown in Figure 5, is a link that from a blog/website external to Nautal, inserts in its homepage or articles a link that takes the user to Nautal's main page, thus increasing traffic.

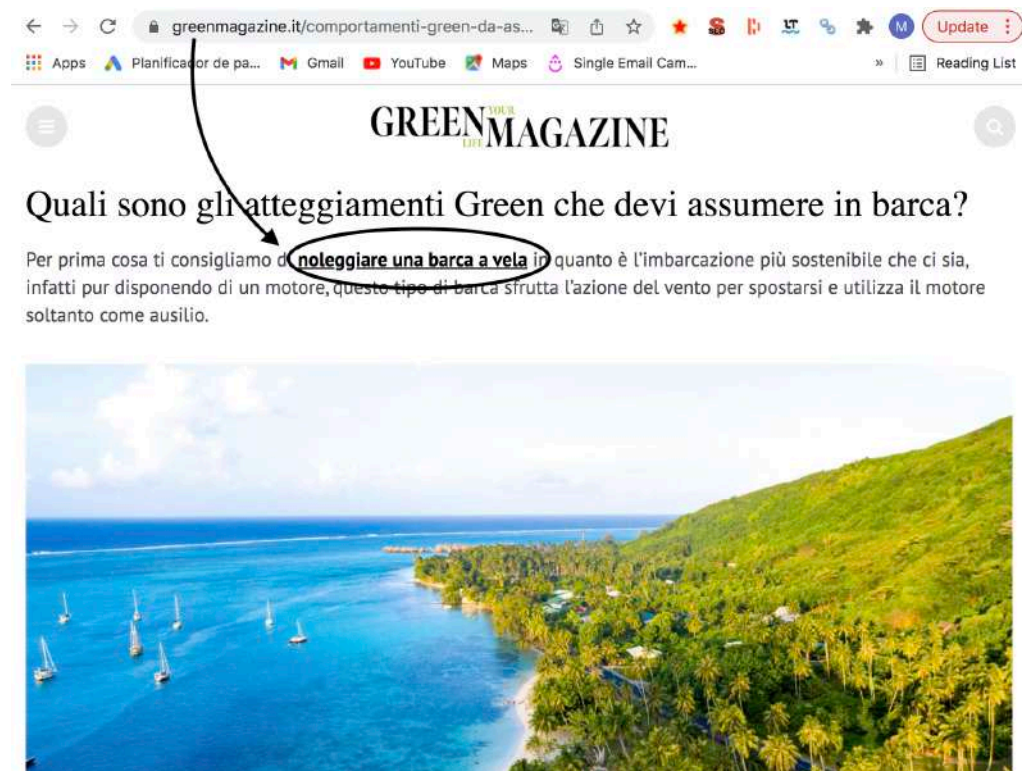


Figure 7 - External Backlink

Obviously the site outside the company must be related to tourism, because if a blog that deals with cooking utensils, inserts a link that allows users to rent a

boat is clearly counterproductive in SEO terms both for the blog owner and for the company that has been linked.

Links, whether internal or external, have different value for SEO purposes.

What does this value depend on? One of the parameters is represented by the backlinks. In fact, if many sites link to a page or a website, it means that the content it offers is interesting.

But this doesn't mean that the more backlinks there are, the more the search engine will reward the referring website.

In fact, remembering the previously mentioned rule, quality is always more important than the quantity of backlinks.

In order to verify the quality of a website to which we want to request a link to our site, it is important to do some research with Semrush and Majestic that will give information about: the Trust Flow and the Citation Flow of the websites and the organic traffic they have.

This study is definitely the first step that needs to be done to make sure that the website is trustworthy.

But in addition to this, the expert eyes of the content manager are another key weapon in searching for the most reliable site and must answer the following questions:

- Is the website popular?
- Would I feel confident in adding up my card details?
- Does the site have terms?
- Is the site secure? (HTTPS)

Getting quality links to your website from authoritative and relevant sources is not an easy task.

Producing high quality content, in fact, is a prerequisite for the site to be linked in a spontaneous or, better to say, natural way.

It is advisable, in this regard, to focus on evergreen content, i.e. content that remains relevant without the need to continuously update it, and on unique and original content, such as case studies, infographics and interviews.

Writing and publishing your own quality content on another site makes it relatively easy to get a quality link to your website from an authoritative source.

Again, relevance is key here.

We talk about email outreach when you contact a person with the aim of promoting your content and enticing them to publish it on your site.

In order to succeed, it is important to personalize the message as much as possible, as well as focusing on the originality of your content and its ability to find an answer to a question.

Other ways to get quality backlinks include the possibility of receiving a link from the organizer's website when you take part in an industry event and/or sponsor it.

Another relevant aspect for SEO purposes is the distinction between dofollow and nofollow links. This is what allows or denies the possibility for the search engine to "follow" the link in question (and its value).

In fact, if you give a link the nofollow attribute, the respective value from an SEO point of view is very low; on the contrary, if you give a link the dofollow attribute, the ranking power (link-juice) is transmitted from one site to another.

When faced with an SEO strategy, it is still advisable to include both dofollow and nofollow links, in order to make the profile of inbound links much more natural.

### **2.2.3.3 MANAGEMENT OF THE BLOG**

Blog management is another key tool that ensures that the marketing content created is in line with the strategic planning mentioned in section 2.2.2.

And of course, the articles contained in the blog contribute and help a lot with SEO and therefore positioning our main page high.

The study of the target audience is a process that belongs to the creation of the content plan and should be repeated every time we want to insert a new article in our blog.

In fact, the latter must be of help to the main site and therefore the "keyword" for which we want to position ourselves for the main page must be different from those for which we want to position ourselves through the blog.

If with the Nautal platform the keyword you want to be positioned first is "Rent/Rent + type of boat + destination", the keyword to be used for the blog could be "Sailing in destination" or "What to do with boat in destination" and much more.

It is in fact fundamental in blog management to avoid content cannibalism. This term indicates the situation in which the content of the blog and that of the site where the purchase is made compete, speaking in SEO terms, for the same search position on Google.

One must therefore make sure to create content that has not already been covered or, otherwise, update the "old" content to give it a new chance of being positioned in search engines.

The purpose of the blog must be to be able to entice users to read interested content that will then move them to the main site to take an action and thus increase the conversion rate, which can be: a lead, newsletter subscription, a rental request or a purchase.

Below is an analysis of the Blog factors that directly affect SEO.

## 1. Stay time

Stay time is a key factor in user experience and SEO, the latter being one of the main reasons why the BOTs of the various search engines decide to rank that content among the top positions.



Dwell time measures the time a reader spends on a blog page and is counted from the time a visitor clicks on the site in the SERP, to the time they leave the page.

This metric indirectly tells search engines like Google how valuable that particular piece of content is to the reader, in fact the equation that BOTs read is as follows: the more time the reader spends on the blog = the more relevant and quality the content is to the reader.

However, there's a reason why this metric is an indirect indicator for SEO - it's completely subjective.

Search engine algorithms don't know the content strategy that has been prepared. In fact, the blog might be focused on short content that only takes a minute or two to read.

You might also add information at the beginning of the article that summarizes what the article will be about, and this leads readers to spend less time on the blog.

Therefore, stay time can affect SEO, but that's not why blog content should be manipulated to change this metric if it doesn't make sense for your chosen content strategy.

## 2. Page speed

In addition to the time that readers spend on the blog, there is another very important factor that affects SEO: the speed at which the web page is loaded.

Removing junk code from the HTML code and uploading photos and videos that have the capacity to not slow down the loading of the site are fundamental steps that cannot be ignored.

## 3. Mobile responsiveness

As previously mentioned, most of the traffic from Google and other search engines comes from mobile devices.

At the same time, the blog must also make sure to follow this trend, as optimizing the blog for mobile devices is another factor that overwhelmingly influences SEO techniques.

Tools such as SEMrush, Majestic and Google Analytics also suggest if the website is optimized for mobile devices or if it needs to be updated, increase fonts for easier reading and change a CTA that only works if the site is viewed from a computer screen.

#### 4. Index date

Search engines aim to provide the most relevant and accurate information available.

BOTs when determining whether or not a piece of content is relevant, take into consideration the date the content is indexed.

As explained earlier, the moment a piece of content is indexed, it is part of the large library of Google, Bing or others, but that does not mean it will be shown to users.

If, by chance, a piece of content, even if recently published, does not contain "relevant" and "modern" information, search engines will not select it as one of the best out there for a given "query".

Therefore, what is important to do is to implement a historical optimization strategy that works very well on blogs that already have a fair amount of content.

In fact, by updating the content you already have, you will have the chance to attract Google's attention again and end up in first position, without necessarily creating new content every day in the hope of being seen first.

#### **2.2.3.4 PLANNING AND EXECUTION OF NEWSLETTERS**

Another key tool for the content manager is newsletters. These are one of the most important parts of email marketing and this is because, in addition to providing ample space for company advertising, they allow you to build a

relationship with new customers and maintain a long-term one with older customers.

Email marketing is one of the most effective marketing channels, so much so that according to data collected by Hubspot<sup>33</sup> the ROI for every \$1 spent on an email in the B2C market, you get an average ROI of \$36 and furthermore most customers prefer to be contacted via email, because this creates a "privileged" channel through which they bond with the company.

Newsletters, moreover, given the regularity with which they are sent, guarantee constant traffic to the site, unlike what happens with social platforms such as Facebook, whose organic engagement in recent years is dramatically decreasing.

It is, in fact, highly likely that e-mails are opened, always if the subject is catchy and interesting for the reader (the rule of "Content is king" is in fact always valid for this marketing tool).

The more interesting the newsletter, the greater the chance that customers will read it and click on the CTAs that are present in it.

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<sup>33</sup> <https://www.hubspot.com/>

## Catamarano o barca a vela?



Sei pronto a viverti un'esclusiva e indimenticabile vacanza in barca? Capiamo quale tipo d'imbarcazione fa al caso tuo!

Il **catamarano** è una barca molto veloce, stabile e confortevole, ideale se stai cercando una vacanza in completo relax tra ampi spazi all'aperto e cabine comodissime.

La **vela** è, invece, la scelta più adatta se sei uno spirito libero alla ricerca di una connessione profonda con la natura.

**Prenota ora** la barca che fa più al caso tuo prima che le migliori vengano prese!

[Pronto a salpare!](#)

*Figure 8 - Nautal's Newsletter*

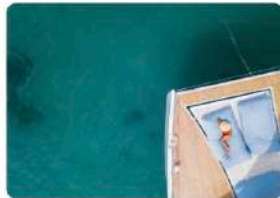
## Meraviglie in barca



Catamarani a Mykonos



Barche a vela in Sardegna



Catamarani a Ibiza



Barche a vela a Zara

## Come scegliere un catamarano?

Se hai deciso che è il catamarano ad essere l'imbarcazione adatta a te, leggi qui il nostro articolo che ti aiuterà a scegliere il tipo perfetto!



Figure 9 - Nautal's newsletter

Another factor that should not be underestimated is the money you save compared to other marketing tools. Paid ads such as banner ads, influencer marketing and Facebook Ads are significantly more expensive than newsletter marketing. Both the cost of software and the cost of creating a newsletter are lower because the newsletter is created and optimized faster than other media.

A marketing tool can be considered successful when it achieves the required relevancy and to find out, the performance of the latter must be measurable.

Measuring the performance of a newsletter is easy and nowadays there are platforms that report all the most important KPI's related to this marketing tool that allow you to easily measure the results and thus understand if the strategy used is working or if something needs to be changed.

Open rates, click rates, unsubscribe rates, bounces are all KPIs that will help to accurately calculate Return On Investment (ROI) and produce newsletter content that is relevant to the target audience.

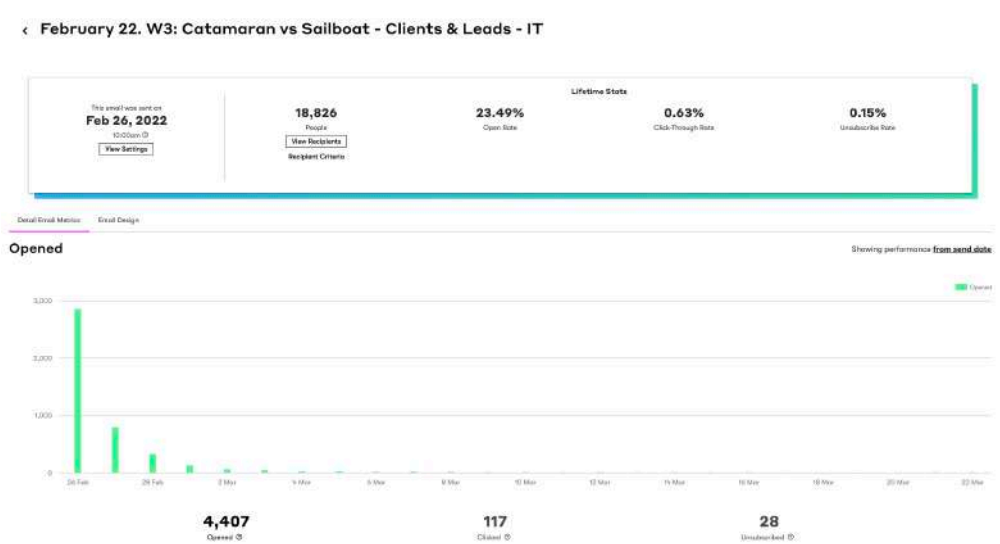


Figure 10 - Newsletter's KPI

Another key element is the ease with which a tool like the newsletter is linked to other online marketing channels, which allows you to create a consistent strategy that reaches the user on all fronts.

If you think, for example, as shown in Figure 6.1, that an article written for the blog might be relevant to sponsoring a service, you might consider including it in your newsletter.

The first step in developing your newsletter strategy, as with any marketing tool, is to define the main objectives you want to achieve.

To identify the objectives of your newsletter strategy, you consider why you want to create a particular campaign.

One has to wonder:

- What do you want to achieve with this campaign?

- Do you want to make potential and existing customers aware of new blog posts, special events or products?
- Do you want to gain new customers?
  - Do you want to offer deals to existing customers?

Each strategy requires its own actions to be taken and requires specific KPIs to be considered.

Setting specific KPIs is of paramount importance when planning your newsletter. KPIs are key figures that help measure the success of the email marketing campaign and, in turn, the overall strategy. They are a reflection of how well the email marketing campaign is performing.

#### **2.2.3.6 – MANAGEMENT OF THE SOCIAL MEDIA CHANNELS**

Another tool that content managers use to climb search engine rankings are social media.

These don't directly contribute to SEO rankings, but including key links in facebook posts for example and creating interesting content increases brand exposure and therefore indirectly influences search factor optimization.

If we think about the shares of a post that is having success has no influence in SEO rankings but, the more people share that particular post/pages in their respective social networks, this starts to signal to Google's BOTs that that particular company's posts are particularly useful to that target market.

Research from CognitiveSEO<sup>34</sup> made some interesting findings. After analyzing 23 million social media shares on select platforms, they discovered an equivocal link between social shares and SEO. The shares, likes and comments your posts receive are vital signals that Google and other search engines use to rank your website.

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<sup>34</sup> <https://cognitiveseo.com/>

*"The context in which you engage online, and how people talk about you online, actually can impact what you rank for."<sup>35</sup>*

So the success of social media can affect SEO, and it's therefore especially important to make the best use of it.



Figure 11 - Social Media's impact on SEO, Source: Life Marketing

The most used social platform in Nautal is Facebook.

This online platform is in third place globally after Google and Youtube for number of visits in the last 6 months.

In fact, peaks of 26 billion per month have been reached.

In 2007, Facebook gave permission to Google and other search engines to scan some of its pages.

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<sup>35</sup> Gary Illyes



It is this has allowed companies that publish content there to be indexed in rankings through this platform as well.

## **CHAPTER 3 – CORRELATION ANALYSIS AND MANAGERIAL IMPLICATIONS**

### **3.1 RESEARCH QUESTION**

The study has widely argued that companies in the industry that commit to investing in content marketing expect positive results in terms of business performance.

This chapter, therefore, aims to analyze the relationship between the content that is on Nautal's website and key Key Performance Indicators to highlight how content quality can significantly impact a company's profitability.

### **3.2 RESEARCH METODS**

The factors on Nautal's site, with which the analysis was conducted, were collected using Way Back Machine.<sup>36</sup>

Wayback Machine is the digital library that today contains more than 330 billion web pages, collected since 1996 at the hands of the non-profit organization Internet Archive. Apparently, its name was inspired by the eponymous time machine from the American cartoon Rocky & Bullwinkle.

As the bylaws state, the purpose is to provide universal access to all knowledge. Thus, to build an information heritage to be made available to historians, researchers and students. In short, much more than a "mere" cached copy of public content appearing on the Web!

In the same vein as Google, Internet Archive has its tireless crawlers scouring the web capturing snapshots (snapshots) of web pages encountered. These are then archived and placed within a timeline.

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<sup>36</sup> <https://web.archive.org/>

Thanks to the memory machine we can browse through how a site has changed over time and, if we wish, even resurrect not only the deleted urls but many of the sites that are not online today.

Thus, through this tool it was possible to collect all the main features of the Nautal site from 2016 to the present and thus highlight the main changes that have been made at the content level.

The features were chosen based on their importance in Nautal's main site, as in any online e-commerce site in fact there are indispensable elements without which that particular site would not be unique.

As we will see later in section 3.2.1, the selected features are: the price CTA, as it is a necessary tool in every online platform to give the consumer an idea of what is the minimum budget he/she must have in order to take advantage of the service offered by that platform; the color blue, on the other hand, was taken into analysis as it represents Nautal's strong point, as in every brand in fact, the color makes it immediately recognizable to the public. Therefore, from the analysis that follows we will try to understand which intensity of this color, given that it has been changed many times over the years, is the best to apply on the site to increase brand awareness, sessions, sessions per user and to decrease the bounce rate; the presence of reviews, on the other hand, is another feature that can no longer be missing from any online site, since as it will be analyzed, to date a user has confidence to buy a product or service online only if someone else has already done so and reports a positive experience; after which the landing, FAQs, best destinations, and the ability to be able to change language and currency were included in the analysis since the company performed several A/B tests to verify whether their absence or presence is functional or detrimental to the website.

Therefore, the purpose of the following analysis will be to understand how much these features can help Nautal's website appear more appealing in the eyes of the user.

### 3.2.1 CHARACTERISTICS UNDER ANALYSIS

The main characteristics that were observed during the 6-year study objects are as follows:

- CTA price: the Call To Action price refers to the banner positioned at the top of the main Nautal screen. This feature is relevant to the analysis because as will be verified later, depending on the presence or absence of this CTA will correspond to an increase or decrease in the number of sessions, bounce rate, average duration of site visits, and number of bookings. A value of 0 was assigned to the non-presence of the CTA and a value of 1 to its presence.
- Blue color: The color blue is what best represents Nautal's brand (a blue paper boat, surrounded by a color palette ranging from blue to green, as shown in Figure 12). The color representing the company could not be overlooked within the analysis, in fact as will be analyzed in detail later, color plays a very important role in creating a good relationship with the consumer, inspiring trust and making anyone who visits the site feel safe enough to stay there for a long time.

The presence of the color blue was assigned values from 1 to 5 based on the intensity of the color:

- 1 – Very light blue
- 2 – Light Blue
- 3 – Blue
- 4 – Bright blue
- 5 – Very bright blue



*Figure 32 - Nautal Logo*

- Reviews: customer reviews are an essential element in e-Commerce: 3 out of 4 consumers say they trust reviews they read online as much as recommendations from friends and family, and 56% read at least 4 reviews before finalizing a purchase.<sup>37</sup>

Below are some interesting statistics about the reviews:<sup>38</sup>

89% of customers do not act before reading reviews;

15% of users do not trust e-Commerce without reviews; and

70% of consumers read at least 4 reviews before concluding a purchase;

Only 6% of consumers do not trust customer reviews at all;

83% of consumers do not trust advertising.

For the reasons listed above, the presence of reviews on the Nautal site was included in the correlation analysis, based on the number on the home page (See Figure 13):

0 – No reviews

1 – Less than 5 reviews

2 – More than 5 but less than 10 reviews

3 – More than 10 but less than 15 reviews

4 – More than 15 but less than 20 reviews

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<sup>37</sup> <https://webtribunal.net/>

<sup>38</sup> Ibidem

## 5 – More than 20 reviews

**Conosci le esperienze di altri #smartsailors**

**Paolo T.**  
★★★★★

*Stupende baie tra Punta Ala e Scarlino, con spiagge molto belle. Ancoraggio facile su fondo sabbioso. Isola d'Elba vicinissima, con un mare molto bello.*

Toscana - 13-09-2020

**Lorenzo C.**  
★★★★★

*Il lato Bardolino, Lazise è molto bello e si può attraccare gratuitamente. L'acqua del lago è bella e pulita per poter fare dei bagni ovunque. Molto affollata la spiaggia di Sirmione ma merita.*

Lago di Garda - 15-09-2020

**Michele**  
★★★★★

*No navigato solo due giorni tra Marche e Puglia*

Abruzzo - 08-09-2020

**Angioni**  
★★★★★

*Bellissima esperienza nel Golfo di Orosei! La visita del golfo in gommone è davvero un "must" se si visita la costa orientale della Sardegna. Da rifare assolutamente!*

Sardegna - 06-10-2020

**Milena R.**  
★★★★★

*Gentile, professionale. Imbarcazione tenuta benissimo, lo skipper preparato e simpatico. Spuntino tipico preparato dallo stesso skipper era delizioso. Ottima scelta, da ripetere assolutamente.*

Puglia - 12-09-2020

**Liliana**  
★★★★★

*Maurizio è stato molto disponibile, consiglio di visitare isola bella e isola madre... tutta la sponda consiglio anche Baveno*

Lago Maggiore - 30-06-2020

**Fabio**  
★★★★★

*Cala salada, Cala escondida e Cala Comte. Veramente top e acqua splendida. Il mare sembra una piscina. Tranquillità e poche barche*

Ibiza - 28-08-2020

**Alessandro C.**  
★★★★★

*La zona di mare tra Ravenna e Rimini non offre certo panorami mozzafiato, in compenso la ventilazione è ottima e il mare è ideale per fare un po' di pratica in sicurezza.*

Emilia Romagna - 13-08-2020

**Andrea**  
★★★★★

*Suggestiva la navigazione intorno l'isola di Capri, e forse ancora meglio la zona di punta Campanella*

Campania - 21-09-2020

**Filippo M.**  
★★★★★

*tutto molto bello, le calette sulla costa nord ovest sono davvero splendide. le isole limitrofe ancora poco sfruttate dal punto di vista turistico sono una meta interessante per vivere il mare senza affollamenti!*

Corfu - 27-08-2020

**VALENTINA**  
★★★★★

*Ottima idea per un'uscita di coppia o gruppi! Zona bellissimi! Costa meravigliosa. Proprietario disponibile anche in caso di disguidi accidentali.*

Calabria - 28-08-2020

**Flavia**  
★★★★★

*Palmarola, l'arco naturale, la spiaggia del frontone, Cala Goetano e le grotte di Ulisse e di Pilato. Chiaia di Lana sopravvalutata: ci sono molte altre calette più belle.*

Ponza - 24-08-2020

**Roberto**  
★★★★★

*Le Calette della costa Sud-Ovest a partire da Cala Galana poi verso ovest, la costa est e la parte centrale della costa del nord*

Minorca - 22-08-2020

**David**  
★★★★★

*Le port de Portofino, où le bateau est venu nous chercher pour un tarif sans aucune concurrence avec les prix pratiques sur place, et les plages alentours (San Fruttoso)*

Liguria - 28-09-2020

Figure 13 - Reviews in the Nautal site

- Landing: the main landing page informs consumers who are heading to Nautal's site for the first time about the service the platform offers (worldwide boat rentals), the ways in which boat rentals take place, and where it is possible to rent a boat in Italy and around the world.

Having a landing on the home page can help consumers understand what exactly they can find on the platform and entice them to learn more.

Again, values were assigned to the presence of the landing on the homepage based on how detailed it was:

- 0 – No landing
- 1 – 2 paragraph landing
- 2 – 3 paragraph landing
- 3 – 4 paragraph landing
- 4 – 5 paragraph landing
- 5 – more than 5 paragraphs per landing

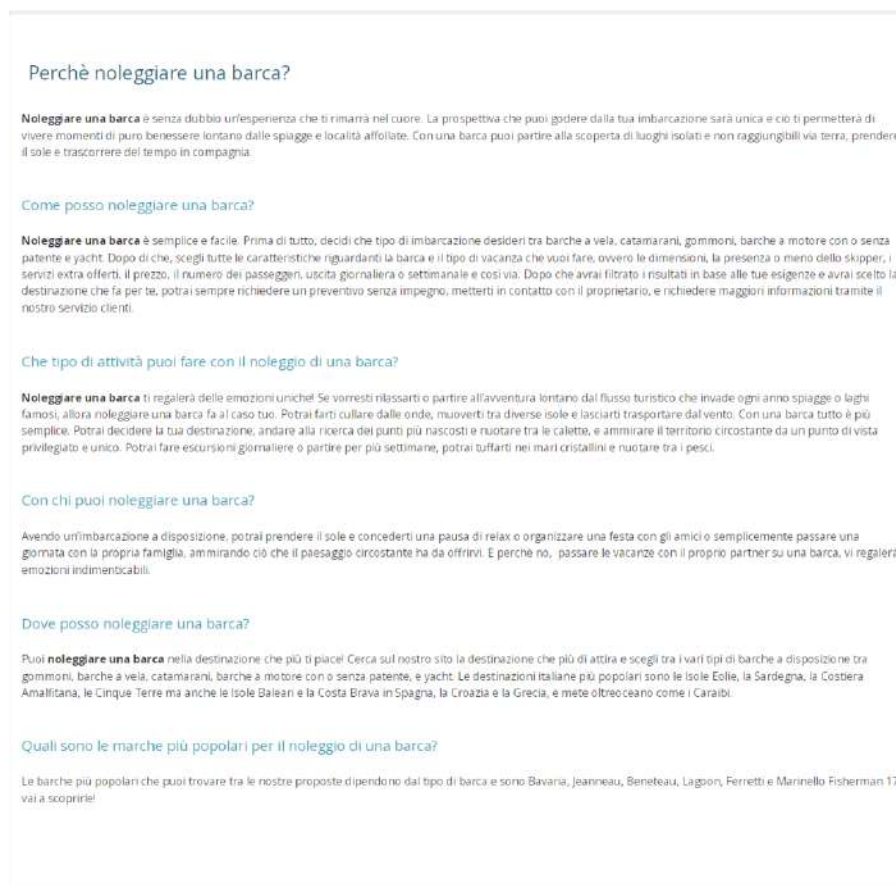


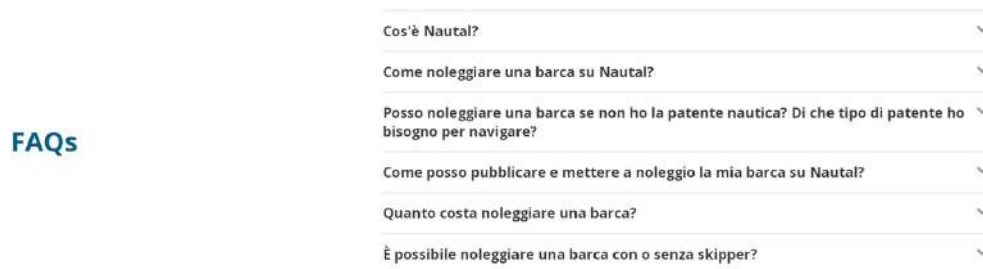
Figure 14 – Landing page on the Nautal's homepage

- FAQ: FAQs, short for Frequently Asked Questions, are the most frequently asked questions from customers. They are an important element of the website as they allow users to quickly clarify common doubts in a "self-service" manner and for the company owning the website to streamline customer service work.

To make a well-done FAQ section, it is useful initially to collect all the questions recurrently asked of the company. The questions to be included in the FAQ should be precise and the answers comprehensive, written in professional but simple and clear language and, most importantly, in turn, should not give rise to further doubts.

After collecting the questions and drafting the answers, a good practice is to organize the questions into categories according to the topics addressed and, for each category, study a list with a logical order. It is important that the FAQs be printable, especially in the case of technical instructions, so that the user can consult them later and keep them.

A 0 was assigned to the absence of FAQs on the homepage and a 1 to their presence.



*Figure 15 – FAQs in Nautal's homepage*

- Best Destinations: the presence on Nautal's homepage of top destinations can help consumers navigate their way through the vast selection of destinations where it is possible to charter a boat. The co-presence of these, the FAQs and the landing we will see will help the site get more visits.

Based on the number of best destinations that were entered in the 6 years considered for the analysis, values from 0 to 5 were assigned to the best destinations:

0 – No best destinations



- 1 – 3 best destinations
- 2 – 5 best destinations
- 3 – 6 best destinations
- 4 – 8 best destinations
- 5 – more than 8 best destinations



Figure 16 – Best Destinations

- Language and currency: if a site offers different content to users from different countries, languages, or geographic areas, Google Search results for the site can be optimized by adding the ability for the user to change language and currency directly from the main page.

A multilingual website is in fact a site that offers content in multiple languages, for example, a Spanish company, as in the case of Nautal, that offers Italian, English, and 4 other language versions of its site.

Google Search tries to find pages corresponding to the user's language.

The same reasoning applies to different currencies, for example, an Italian who is in America can search the Nautal site for the different boats available in

America in the Italian language but with foreign currency (in this case the dollar).

A 0 was assigned to the absence of language and currency on the site and a 1 to their presence.

- CTA App: the last feature that was taken into consideration for the correlation analysis was the call to action to be able to download in mobile devices the Nautal website application.

The latter was also assigned a 0 for its absence and a 1 for its presence.

### **3.2.2 KEY PERFORMANCE INDICATORS**

The KPIs that were used for the correlation analysis were collected through Google Analytics.

This is a free web analytics service that provides statistics and analytical tools to show whether the digital marketing and SEO optimization strategy being used is working.

Google Analytics then shows a range of data related to a wide variety of categories (audience, conversions,...) that can be very interesting that are meant to understand whether your site is achieving online success.

Basically, you can understand whether you are on the right track or you need to reverse course and change your marketing strategy.

Google Analytics works just like this: through an endless array of data it allows you to continuously monitor the behavior of a website.

That is to say: whether you are generating conversions (i.e., whether users who visit the platform, fill out the contact form); for which pages you get the most traffic on the site (i.e., what content attracts the most visitors); for which keywords you are being found and, as a result, whether you are ranked high; who the audience is: what they look at within the site, how much time they spend there, where they come from, how old they are.

In short, thanks to Google Analytics you can have full control over a website.

The following are the KPIs that were taken to perform the correlation analysis with the above characteristics present at the Nautal site:

- Sessions: a session is a group of user interactions recorded over a specified period of time. An interaction can be a page view, event, transaction, or other action that sends data to the Google Analytics server. A user can generate one or more sessions. All Google Analytics sessions have an expiration date and cannot last longer than four hours.
  
- Sessions per user: the number of sessions per user is given by the ratio of the total number of sessions made to the total number of users so as to obtain a fairly accurate estimate of the sessions made by a single user.
  
- Bounce Rate: in Google Analytics, bounce is understood as a single-page session on the website and that is, more specifically, as a session that activates a single request to the server (such as when a user opens a single page on the site and exits without activating any other requests to the server during the session).  
Therefore, Bounce Rate means the ratio of single-page sessions divided by total sessions or, alternatively, the percentage of all sessions on the site in which users viewed a single page, activating a single request to the server.
  
- Bookings: bookings means the number of sales completed during the reporting period.
  
- Leads: A lead is someone who has expressed interest in a business idea. This desire could be indicated through the exchange of contact information, such as an email address, phone number, or a request to connect through social media.

### 3.3 CORRELATION ANALYSIS

The first analysis, namely the correlation analysis, will be reported below. The purpose of the latter is to understand which factors on the Nautal site are related to each other by a linear relationship and then analyze the various coefficients and understand why they are positive or negative.

Table 1

Means, standard deviations and correlations

Variable	M	SD	1	2	3	4	5	6	7
1.CTA Price	0,451	0,502							
2.Color Blue	4	1,058	-,490**						
3.Reviews	2,490	2,194	-,501**	,556**					
4.Landings	1,137	1,744	-,414**	,548**	,445**				
5.FAQ	0,275	0,451	-,558**	,678**	,581**	,842**			
6.Best Destinations	3,157	1,891	,307*	,305*	,811**	,278*	,394**		
7.Language and currency	0,745	0,440	-,284*	,350*	,590**	,229	,360*	,554**	
8.CTA App	0,196	0,401	-,051	-,138	,451**	-,297*	-,304*	,407**	,289* <sup>39</sup>

Note. M and SD are used to represent mean and standard deviation, respectively.

\* indicates  $p < .05$ . \*\* indicates  $p < .01$

<sup>39</sup> The data included in Table 1 are the result of correlation analysis done with the SPSS program

## COMMENTS

A Pearson correlation coefficient was computed to assess the linear relationship between the presence of the color blue on Nautal's homepage and the presence of the Call To Action for the price.

There was a negative correlation between the two variables,  $r = -.490$ ,  $p = .001$ . Still negative was the correlation of the linear relationship between the number of the reviews on the website and the CTA for the price with  $r = -.501$  and  $p = .001$ .

Instead, there was a positive correlation between the reviews and the color blue,  $r = .556$ ,  $p = .001$ .

Another linear relationship that was analyzed was the one related to the presence of the landing page on the website.

The latter and the CTA for the price have a negative correlation,  $r = -.414$ ,  $p = .003$ .

Instead, the relationship between the presence of the landing and the color blue and the reviews was positive, with  $r = .548$ ,  $p = .001$  and  $r = .445$ ,  $p = .001$ , respectively.

As it mentioned before, another relevant feature is the presence of the Frequently Asked Question on the site.

Even this one presented a negative correlation with the presence of the CTA for the price,  $r = -.558$ ,  $p = .001$ .

On the other hand, there was a positive correlation between the FAQ and the color blue, the reviews and the landing page with the following parameters respectively:

$r = .678$ ,  $p = .001$ ;  $r = .581$ ,  $p = .001$ ;  $r = .842$ ,  $p = .001$ .

A Pearson correlation coefficient was computed to assess the linear relationship between the presence of the best destinations on Nautal's homepage and the presence of the Call To Action for the price, the color blue, the reviews, landings and FAQs too.

All of the correlations between the best destinations and the characteristics described above were positive:

Best Destinations and CTA for the price,  $r = .307$ ,  $p = .028$ ; Best Destinations and Color Blue,  $r = .305$ ,  $p = .030$ ; Best Destinations and Reviews,  $r = .811$ ,  $p =$

.001; Best Destinations and Landing,  $r = ,278$ ,  $p = .048$ ; Best Destinations and FAQs,  $r = ,394$ ,  $p = .004$

Another important feature is the possibility to change the language and the currency once a client get access in Nautal's homepage.

The relationship between the presence of the button for change the language and the currency and the CTA for the price was negative,  $r = -.284$ ,  $p = .044$ .

All the other relationships, instead, were positive, respectively, the one with the color blue presented  $r = ,350$ ,  $p = .012$ ; the correlation between the "language and currency" button and the reviews showed an  $r = ,590$ ,  $p = .001$ ; the one with the landing was

$r = ,229$ ,  $p = .106$ ; the correlation with the presence of the FAQs was positive too and presented a  $r = ,360$ ,  $p = .010$ ; the last correlation was the one between the possibility to change the language and the currency and the number of best destinations in the website, and, as it said above, was still positive with  $r = ,554$ ,  $p = .001$ .

The last feature that was added to the Nautal's site was the Call to Action to download the App on mobile devices.

Four out of seven correlations turned out negative and these are:

CTA App and CTA Price:  $r = -,051$ ,  $p = ,724$ , this means that this correlation is not significant because the  $p$  – value is higher than 0.05, so we cannot consider this relationship as a linear one.

The same case showed up in the correlation between the CTA for the App and the color blue, with  $r = -,138$ ,  $p = .333$ .

The other two negative significant correlations were the one with the presence of the landing,  $r = -,297$  and  $p = .035$ , and the one with the FAQ,  $r = -,304$  and  $p = .030$ .

On the other hand, the positive correlations were the one between the CTA for the App and the reviews,  $r = ,451$ ,  $p = .001$ ; the one with the presence of the best destinations with  $r = ,407$  and  $p = .003$ ; the one with the button for change the language and the currency with  $r = ,289$  and  $p = .040$ .

## DISCUSSION

As shown in the correlation table in the previous point (Table 1), most of the features on Nautal's site have a positive correlation coefficient, meaning that as one feature increases, so does the presence of the other.

In fact, the content manager must always take into account the factors that can directly influence sessions on the site, the duration of those sessions, leads, and bookings, trying to give the consumer as much information as possible embedded in an appealing design that makes the user stay on the site for a long time and find everything they need.

The first two variables analyzed were the color blue and the Call to Action for price, and their relationship has a negative coefficient, which means that statistically, in the years from 2016 to 2022, every time the intensity of the color blue was increased (measured, as previously mentioned, with values ranging from 1 to 5) the Call to Action for price was either decreased or even removed. Behind this choice is the desire to hit the consumer with the color blue, since working with boats is the most important thing that must be present on the website homepage.

If the price Call To Action had been kept, the latter would have partly taken away the importance of the blue color, precisely because the CTA took up most of the top of the screen and this, as we will see in the second analysis, had a negative effect on sessions per user leading them to leave the site before even making a lead (thus increasing the bounce rate).

This occurs because at the first moment when the user enters the site, he or she should not be "threatened" by the presence of the price, also because to this day the user is capable on his or her own of finding all possible information regarding the possible price of a rental boat.

Therefore, it is important that the site is safe and comfortable for the user, and only after the possible customer understands how the platform works and understands the service that is offered, can boat prices be shown.

This change has been especially visible since 2019, where in fact the number of sessions has increased a great deal compared to previous years.

The importance of the color blue will be explained below.

Blue is one of the most beloved colors in marketing (just think of Facebook, Samsung, LinkedIn, Intel and IBM) because it represents calm, honesty, trust and stability. It is no coincidence that it is the most popular color used by technology companies dealing with data and in the financial sector.

Blue is a color that also evokes relaxation and comfort, recalling the color of the sea and the sky, and is therefore used in areas where stay must be high and in facilities dedicated to wellness and health.

Light blue has a cooler meaning and stimulates tranquility while dark blue enhances reliability and strength.<sup>40</sup>

Having Nautal to do with boat rentals, it could not have used more apt color than blue, what still needs to be defined, however, is what shade of this color makes the user feel truly confident browsing the website and stay there until they have found their product.

This analysis will be developed next by comparing the average shade of blue that has been used on the homepage over the past 6 years with the average number of sessions per user.

The second correlation that was examined is that which exists between the presence of reviews on the site and the Price Call To Action.

For the same reason as the color blue again, an increase in the number of reviews corresponds to an absence of the CTA referring to price, and this strategy is consistent with wanting to give a confident image and a sense of trust to the consumer who is browsing Nautal's site.

Reviews, as we have seen with the statistics reported in Section 3.2.1, are crucial to the user, as the user feels more confident in buying a product or service online only if someone else has already done so and recounted a positive experience.

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<sup>40</sup> <https://marketing-espresso.com/>



Reviews to date constitute a powerful tool for or against companies. Through reviews a company's product/service is "judged" but also the company itself and its brand.

Moreover, reviews are capable of influencing users by conditioning them toward purchase or departure. Managing them in the right way will help strengthen the brand.

The concept behind reviews is very similar to that of classic word of mouth among acquaintances or friends.

On the web you are inclined to trust those who put their name and face and, moreover, took their time to say what they thought about a certain product, service or company.

Following the consistent logic of giving trustworthiness and confidence to the user, the correlation analysis between the color blue and the presence of reviews showed a positive coefficient with a high level of statistical significance, which means that every time the presence of blue increased (because a larger image was placed in the background or because the intensity of the color was increased) the number of reviews on the site also increased.

As we will see later, this mix helped to decrease the bounce rate and slightly increase the sessions per user on the site.

Another important feature of the Nautal homepage that is very important to the reliability of the site in the eyes of the consumer is the presence of a landing page.

A landing page, in web marketing, is a specifically structured web page that the visitor reaches after clicking a link or an advertisement.

The latter must be strategically constructed by the content manager as it has a dual purpose. The first is definitely to get a high ranking, and to make this happen it must be built around the keyword that users use to get to the boat rental platform, which as we saw earlier corresponds to "boat rental" or "rent a boat at 'destination'."

Therefore, the more consistent the landing is with the keyword strategically used, the more Google's algorithms will rank it high in the search engine whenever the user searches for it.

The second purpose of the landing, which is not the least important, is to inform the reader about the product/service offered in the most meticulous way possible, so that it can also be indexed for other keywords and at the same time make the content of higher quality for both Google's algorithms and the reader; in fact, remember that the main rule of the content manager is "Quality over quantity."

The correlation between the landing and the CTA for price still gave a negative coefficient, as opposed to the correlation with the color blue and reviews, which is positive,

This means that, just as was the case with the color blue and with reviews, each time the landing was updated by adding content, statistically speaking, most of the time the price CTA was removed since it was not deemed as useful on the main page of the site.

In addition, the paragraph "How much does it cost to rent a boat with Nautal" was included within the landing, which allows the page to also be indexed for the rental price without the need to include the Call to Action on the page, which as we have seen is also negatively correlated with the color blue and reviews.

On the other hand, as anticipated earlier, the correlation between the landing and the color blue is positive, which means that increasing the presence of blue color on the site and the richness of the landing's content generates a combo that helps the user feel more comfortable when opening the main page of the site.

Another positive and statistically significant correlation exists between the landing and the reviews, which help the consumer better navigate the site and become familiar with it.

This positive feeling that is created, through quality content, towards the user helps both the company to get more clicks and views, and the consumer to be sure that they are getting a service worthy of the price they are willing to pay to use it.

The FAQ page is useful for almost all websites and online businesses, especially E-commerce websites.

When it comes to shopping online, there are many questions and concerns that pop up for potential customers.

The most common ones are about how to purchase the service, its cost and any refunds or cancellations.

Not to mention specific questions related to an individual product or service, in which case it is advisable to include the frequently asked questions themselves within the product sheet.

This practice is very useful for successful conversion.

When writing questions on the FAQ page, there are "formats" that are usually more successful and, more importantly, more effective.

Many of the questions most sought after by users begin this way, which is why including them will help your FAQ page be more efficient.

Let's also not forget that the FAQ page fits nicely within the SEO strategy.

In fact, by answering in a clear, direct and simple way (if the answer is more articulate, it is convenient to dedicate a special space in the blog) you will also help your page to be seen and indexed by Google's BOTs.

That said, here is why FAQs were also used as a factor within the regression analysis.

The presence of FAQs within the Nautal homepage has an inversely proportional trend to the price CTA; as 1 FAQ on the site increases, statistically the presence of the Call To Action for price decreases by 0.558.

This data continues to confirm that over the years, there has been an effort to give importance to qualitative data more than quantitative data (as price is precisely), since the latter is good to include directly in the product/service data sheet, since once here, the consumer or user has already been informed about the service and wants to have more practical information.

On the contrary, it happens differently if the FAQs are studied in conjunction with the presence of the blue color, reviews and landing.

By increasing the FAQs on the main site, a statistically significant increase of 0.678 in the color blue was also noted in the different years subject to the correlation analysis (so we are talking about a trend toward the darker blue, indicated by the value 4/5 in the initial analysis), 0.581 in the reviews, and as much as 0.842 in the landing.

This confirms to us the tendency to follow a linear and consistent strategy with the sole objective of capturing the consumer with valuable content, where the quality of the content is clearly more important than the quantity.

Another factor that was examined for the correlation analysis is the presence on Nautal's homepage of the "best destinations" in which to rent a boat.

The strategy behind the inclusion of the best destinations on the site is to guide the consumer or customer who finds themselves on Nautal's site just because they are interested in boat rentals but at the same time do not have a clear idea of where they can do it.

The presence of the best destinations is therefore very important both for search engine ranking and to improve the quality of the main page and to help the consumer during his or her customer journey.

This tool is therefore very important for reducing the bounce rate, since users who find themselves on Nautal's site without a destination already in mind tend to search among those recommended by the company, most of the time turning a click into a lead.

The presence of the best destinations was analyzed in conjunction with the other features, mentioned in Section 3.2.1, of the webpage in order to study their existing correlation and to understand how in the future the presence of this tool on the homepage may or may not be useful.

The best destinations were shown to have a linear and significant relationship and most importantly, a positive coefficient with each of the other features examined.

While as we have also seen in previous cases, the color blue, reviews the landing and FAQs have generally shown to have a positive relationship, in which if one variable increased the other also increased by +, with all other variables except the Call To Action for price, in this case the presence of the best destinations demonstrated a positive correlation coefficient with the price CTA as well.

This means that, during these years, when increasing or adding a feature to the site, the first variable that was removed was precisely the Call To Action of price, except for the best destinations.

Previously, it was mentioned that price might not be necessary on the main homepage, as it is a feature that should belong to the product/service data sheet and not to the main page.

But in the case of best destinations, the argument is slightly different.

In fact, if we put ourselves in the shoes of our consumer who comes to our site for the first time, we might think that the presence of a Price Call to Action could be much more meaningful directly in the "best destinations" section and not at the top of the main page.

This is because, again thinking with the head of a first-time user arriving at Nautal's site, price might help the undecided consumer choose which destination is made just for him.

Therefore, price discrimination only makes sense at the time when the consumer is already thinking about where he can buy the product/service and not when the consumer is still trying to figure out that particular site what service it is offering him.

Even with the rest of the factors examined for the correlation analysis, we see a positive relationship that continues to follow the linear content strategy that was analyzed earlier: quality over quantity.

Indeed, it is clear that increasing the density of the color blue on the site to show more confidence and security to the audience, jointly with the inclusion of FAQs, landings, reviews and better destinations can only enhance and enrich the content that must get straight to the consumer.

At this point in the analysis, we then have a very important insight: the CTA for price could be moved to the "best destinations" box.

As soon as a user arrives on Nautal's site in fact, he will be taken by features other than price, and then the design, the presence of reviews and FAQs to quickly clarify any possible doubts he might have, and so on.

Only after that, we know that the user is informed about the service offered by the company in question and can move on to the conversion phase, and it is precisely at this moment that it is essential to include a Call To Action as important as that of price.

The mere presence of the best destinations, in fact, could even confuse our consumer, who upon seeing them might leave the site to do more in-depth research on the individual region or country.

Adding the initial price from which a boat rental for that particular destination starts instead, could help him in what is the "skimming" phase and which will then lead him to make a lead, which could be to subscribe to the newsletter, or to read a blog article, send an email, register on the site or even send a simple email.

Another very important feature is the ability to be able to change the language and currency at any time.

This very important tool was added to Nautal's homepage only at the end of 2017, and every year it is updated with new languages and new currencies because the boat rental market is evolving quickly.

In fact, it has been found that there has been a greater influx of visits to the site and a decrease in bounce rate since this tool was introduced to the website.

Let's analyze below why it is important to have a multilingual e-commerce site to this day.

First, let's start by saying that it is a cost-effective marketing tool to

Having the ability to communicate to a completely new international audience in their own language will undoubtedly produce results not only in a financial sense, but also in terms of marketing and creating brand, service or product awareness.

A multilingual website is probably one of the most effective ways to market a company, being able to win new users, build relationships with new customers, and give the brand an international perspective.

Ultimately, what a multilingual website can bring is new customers.

By having the site have potential accessibility to thousands of people, what you do is showcase the company worldwide!

With each language added to a website there is the potential for a 100 percent increase in sales!

So, if a multilingual website is translated into some of the world's major languages, such as Spanish, Italian, French, German, and English, sales could increase by as much as 500%.

There are few other ways available to achieve such an increase in revenue for such a small investment.

In addition, a multilingual website shows that you are seriously thinking about the customer and their needs. In other words, that little effort you are making by creating a multilingual site shows that you have thought about the customer base and cared enough to offer the website in the target audience's language.

As with anything in business, if the customer thinks that you are caring about them, then they will be more likely to trust and conclude business with that particular website rather than another.

For many cultures there is a trust issue when it comes to buying on the Internet, especially on a website that uses a language other than their own, and that they may not be familiar with. Instead, offering them a suitable language alternative provides an opportunity for the customer to feel confident when purchasing the product or service offered.

A multilingual website, if designed correctly, overcomes potential cultural barriers by allowing customers access to your content in their native language. This automatically puts the user in a "cultural comfort zone" that will not fail to generate its own benefits by their ability to navigate, understand and interact with the website.

Image is everything. Indeed, a multilingual website shows that one has an international vocation and a willingness to open up to international business.

Again, for logistical reasons, the presence of the button to be able to change language and currency showed a negative correlation coefficient with the price CTA and a positive correlation coefficient with all the other main features of Nautal's website.

In fact, as concluded in the previous point, this new data only confirms that including the price CTA in the best destinations section is the right choice to make.

And at the same time, adding such an important tool to all the other features analyzed (so color, reviews, landing, FAQ) can only improve the quality of the site and make it more appealing to the user who approaches it for the first time.

The last feature that was considered for the correlation analysis was the CTA to be able to download the application on mobile devices.

It is important to have this tool when opening an online business as, first of all, it increases brand loyalty.

Making an app available to your customers is a way to dedicate an exclusive space to them. The e-commerce app, in fact, allows you to build a direct and personalized relationship with the brand, in which the customer can get discounts and offers tailored to their needs and tastes. Push notifications, moreover, keep users informed about the latest news and offers of the moment. In this way users feel always connected with their love brand, increase their brand loyalty and do not feel the need to go elsewhere.

When shopping on a website, it may happen that the connection is broken. The user, therefore, is forced to reload the page to make their purchase. This loss of time and the need for more effort to carry out the process are among the reasons that affect shopping cart abandonment.

A dedicated app often works without an internet connection and promotes the content the user is looking for, quickly and attractively, reducing the number of abandoned shopping carts.

Nautal's app in fact allows customers to make their purchases quickly and directly. In fact, all he has to do is reach the app icon on his device's screen. This saves him time and allows him to directly reach his favorite online store.

Searching for items to buy and the loading time of e-commerce sites from mobile are very stressful for customers. While through the dedicated app they have a simple and user friendly shopping experience.

The app also allows customers' purchasing behavior to be studied in great detail. Based on the data collected from their previous purchases and the way they move within your online shop, you can offer them targeted content and create a personalized storefront. The app, in fact, allows you to compose a bulletin board of products with interactive images and videos, through which you can easily attract the attention of followers.

From the analysis shown in Table 1, the CTA for the app appears to have a negative correlation coefficient with the following features: price CTA, blue color, landing and FAQ.

While it has a positive correlation coefficient with the remaining ones, which are: reviews, best destinations, and language and currency.

While we cannot consider this correlation to be exactly correct, as Nautal's application was only created for a limited period of time (from late 2018 to



2020) because after the Click&Boat group took over, Nautal's application was incorporated into that of the main group.

Interesting insights are found, however, in that during the period when the app was up and running, the CTA to have it downloaded was inserted at the same time as the increase in reviews, best destinations, and language and currency, i.e., with the features that are most needed to make the user feel comfortable on Nautal's site.

What follows from this is that the company might think about reinserting the call-to-action to download the Click&Boat app on Nautal's site as well, at the bottom, just like the price CTA.

However, this can only happen after there has been a large advertising campaign behind it sponsoring the Click&Boat group's acquisition of Nautal, because as can be seen from Figure 17, direct sessions<sup>41</sup> are very low, which means that the people who know about the brand are not many.

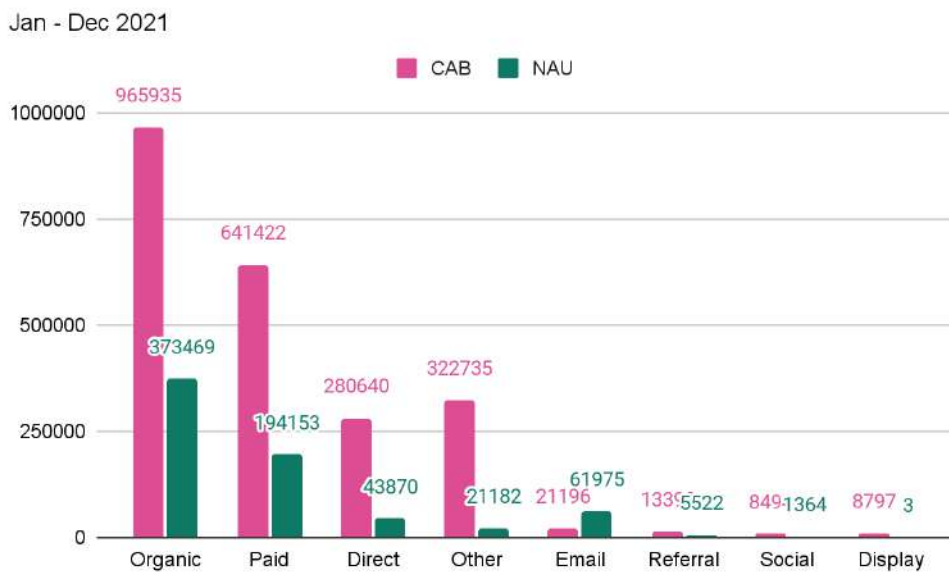


Figure 17 – Website Traffic for NAU & CAB

The most traffic, as denoted by Figure 17, is organic, i.e., it comes out of users searching the search engine for the keyword with which we want to rank first, i.e., "rent a boat" or "boat rental."

<sup>41</sup> Direct sessions are those sessions made by users who in their search engines directly type the name of the brand and not the keyword for which that brand wants to rank on Google pages. For example, only those users who have searched for "Nautal" in their search engines will fall under Nautal's direct sessions.

Precisely for this reason, if the CTA to download Click&Boat's application were to be included now in Nautal's application, users would lose trust in the brand and abandon it as it would seem unsafe that downloading the application from Nautal's site would end up on Click&Boat's. And this happens because users are not aware of the acquisition by the CAB brand.

### 3.4 COMPARISON OF KEY FEATURES AND KPIS

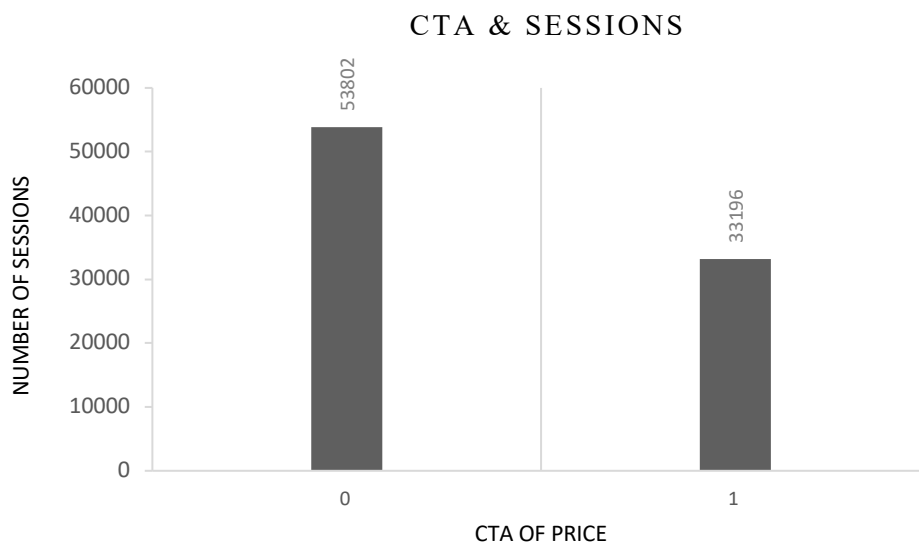
After completing the correlation analysis by highlighting the most important insights, a second, more thorough analysis can be performed that concerns the relationship existing between the main features present on Nautal's site and the most relevant KPIS that were discussed in Section 3.2.2.

The goal of this analysis is to optimize Nautal's site as much as possible to increase visits, decrease the bounce rate, and consequently increase leads and bookings.

#### 3.4.1 PRICE CTA AND SESSIONS

As it turned out from the correlation analysis performed in Section 3.3, all the features of Nautal's site, except for the best destinations, had a negative correlation coefficient with the price CTA.

Let us now try to analyze only this CTA with the number of sessions and see if it needs to be eliminated altogether or moved to another section.



*Chart 1 – Comparison of CTA of price and sessions*

Chart 1 shows the comparison between price CTA and total sessions on Nautal's site from 2016 through 2022.

As can be seen from the graph itself, there are more sessions when the Call To Action that refers to the boat rental price on the main site is absent.

This confirms for us what had already emerged from the correlation analysis in Section 3.3.

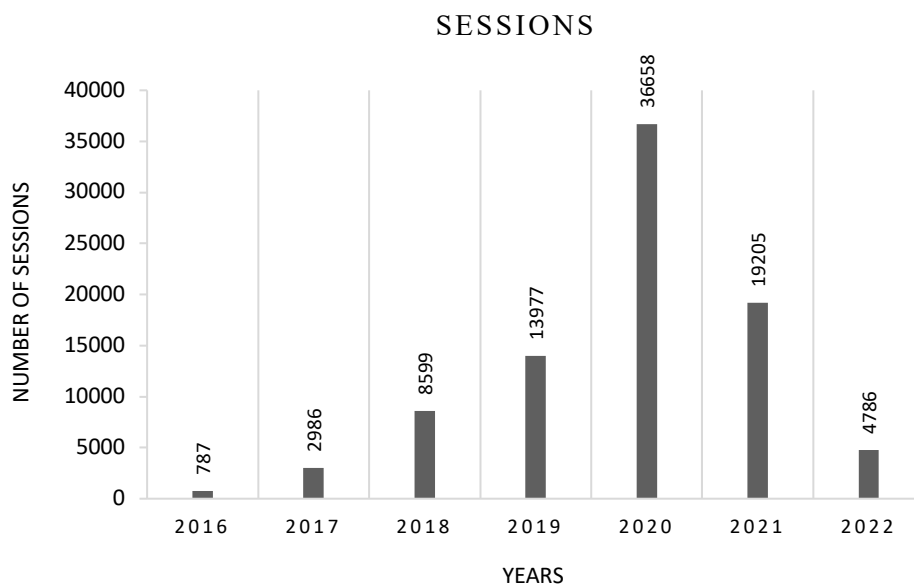
Therefore, we can confirm that the price CTA should be removed from the main page and included among the best destinations.

Among the best destinations, there are more than 15 destinations where it is advisable to charter a boat for a certain set of reasons and factors, such as may be the climate, the temperature of the water, the absence of particular winds, the presence of many ports from which the boat can be chartered, and so on.

Placing the price from which boats depart at the top of each destination could help the consumer better orient themselves within the site and feel even more confident in their choice of brand.

It is critical that we focus on increasing the number of sessions on the site, although the latter is not the content manager's only goal.

In fact, an increase in sessions could first and foremost increase the likelihood that Leads and Bookings will also rise, and it is also easier to be able to study consumer behavior, as you have more data available regarding their behavior.



*Chart 2 – Sessions per year*

When analyzing the number of sessions by year, it is possible to see a peak in 2020, with as many as 36658 sessions made (Chart 2).

The high number of sessions is related to two main factors: the first is related to the purchase of Nautal by the Click&Boat group, which improved its site and made it more user-friendly and improved its performance accordingly; the second is related to the Coronavirus explosion in 2020.

The first factor confirms to us that by improving the design and practicality of the website, making it more appealing, it is possible to greatly increase the number of sessions, so much so that if we compare 2019 with 2021, without taking into account the Covid factor (which will be analyzed below), we notice a significant increase in the number of sessions that is related solely and exclusively to the website design and the improved SEO techniques brought by the Click&Boat group.

This is thus further confirmation that moving the price CTA from the main homepage section to the best destinations section can increase the number of sessions on the site.

Let us now analyze why Covid 19 affected the number of sessions so much in 2020.

#### **3.4.1.1 THE IMPACT OF COVID-19 ON THE ONLINE SHOPPING MARKET**

In Italy before the pandemic, the online shopping market struggled to gain a foothold, partly because of the fear of being scammed and partly also because people were used to going to a shopping mall in order to physically make purchases.

But even those who engaged in traditional commerce had always had a sort of distrust of online in the pre-pandemic while those who invested in their platform by actually entering e-commerce before the various lockdowns certainly found fertile ground.

Investing to this day in a high-growth sector is certainly an apt and profitable choice as long as a series of targeted advertising and technical activities occur. Next we will look at both the current market situation and the main tricks to keep very much in mind if you already own an e-commerce site.

For a year now, with the emergence of Covid-19 and the subsequent "forced imprisonment," Italian users have found themselves perforce confronted with online shopping, so much so that the global giant Amazon had an increase of more than 40 percent in sales in 2020.<sup>42</sup>

Another interesting piece of data comes to us from Audiweb,<sup>43</sup> where a significant increase in average unique users was indeed found for the period between October and November 2020.

From the analysis of the data collected, there is a 15.5% increase in users connected from PCs (and this is a very interesting figure since the vast majority usually connect from their cell phones) and only a +0.8% increase in users connected through their smartphones.

Hence it shows the importance of building e-commerce sites that first of all must respond very well to the various mobile devices without, however, denigrating the good old pc.

Another figure not to be overlooked is the total number of "surfers" interested in online purchases, in fact in November 2020 alone the Total Digital Audience (the percentage of the population connected in a given period) was 74.9% with a total of 36,632,000 Italians ready to spend!

The statistics just presented show a clear picture of the current situation of the online market, which is no longer so much viewed with distrust but as an opportunity to make purchases safely while also finding some interesting offers and also giving a boost to investors who now more than ever can take advantage of the growing trend to make their investments.

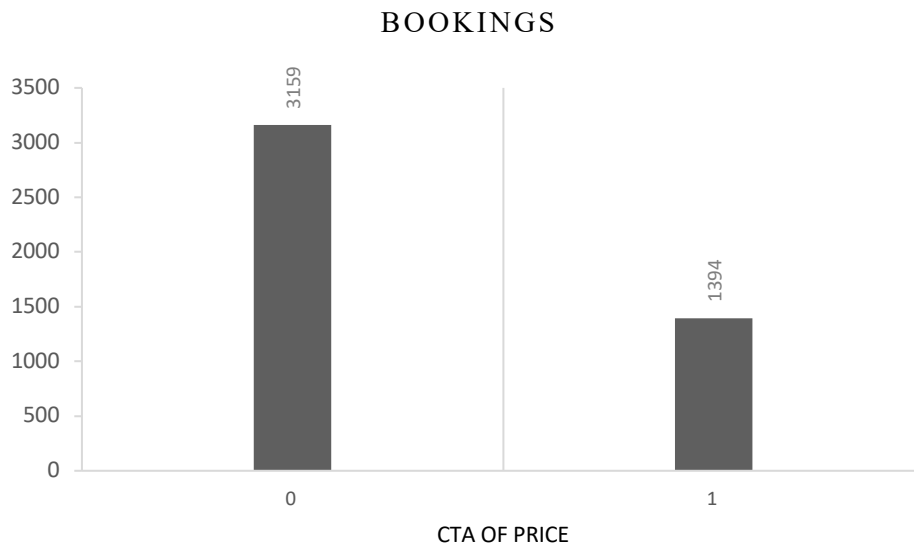
### **3.4.2 PRICE CTA AND BOOKINGS**

Returning to the presence or absence of the CTA for price, we have another piece of data to support the argument that the presence of the latter is not good for the website.

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<sup>42</sup> *Source: TG5*

<sup>43</sup> *Report Audiweb Database, November 2020*



*Chart 3 – Comparison of CTA of price and Bookings*

In fact, from Graph 3 it is easy to see that the bookings that were made when there was no price CTA on the site were 3 times higher than those made with the presence of the call to action.

Obviously, the number of bookings depends not only on the price CTA, but also on a great many other factors that have already been analyzed, such as the level of intensity of the blue color used, how many reviews on the site, the presence of FAQs, the best destinations, the landing, and also on the work of the prospections and sales team.

In fact, the Prospection team is in charge of managing with boat owners the presence of boats on the website, while the Sales team makes sure that those boats are chartered by users who make a lead within the site.

Therefore, there are many factors and variables that come into play when trying to analyze bookings, but by working on the quality of the content and then on each of the individual variables analyzed in Section 3.2.1, it is possible to significantly influence the number of bookings.

### 3.4.3 COLOR BLUE AND SESSIONS PER USER

Blue is the color of the sea, and when people think of the sea they often think of relaxation. Not surprisingly, blue also has a significant relaxing effect, and it also communicates tranquility, calm, harmony, security and stability. Due to these characteristics blue, used in marketing tends to create a feeling of trust and loyalty between companies and consumers. Depending on its hue and context, it can also express a feeling of sadness and depression.<sup>44</sup>

Therefore, this study is very important for the company that has made the color blue its strong point.

But before we get to the analysis, it is also good to say what is the biggest drawback of this color, namely that, as anticipated earlier, it is used by many companies precisely because of its psychological benefits.

Click&Boat, for example, has used pink as its color, both for the logo and for the entire website.

Staying with the psychological theme, pink is a very sweet and delicate color, which is why it communicates love, affection, tenderness, innocence and kindness.

This brand especially attracts a female audience, but it is also used in the childhood sector to make consumers feel feelings of tenderness, gentleness and affection.<sup>45</sup>

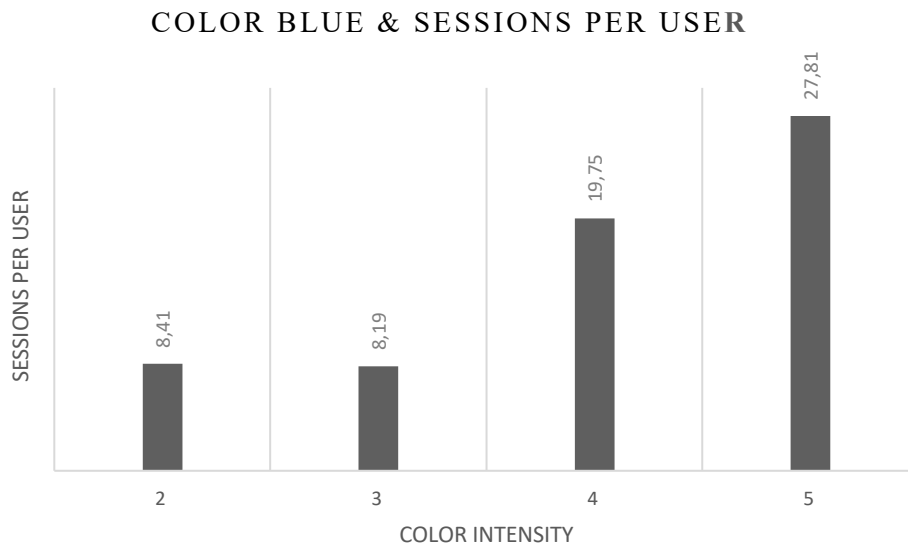
The first study that will be done is one that compares the intensity of the color blue and the number of sessions per user.

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<sup>44</sup> Nayanika Singh, S. K. Srivastava, *Impact of Colors on the Psychology of Marketing*, Vol 36, Issue 2, 2011

<sup>45</sup> Ivi, pp. 30



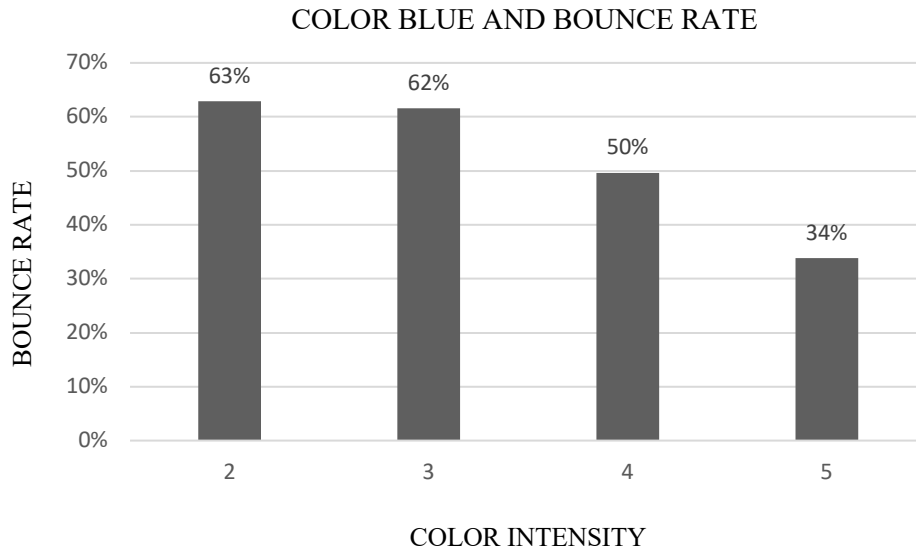


*Chart 4 – Color and Sessions per user*

As can be seen from Graph 4, as the intensity of the blue color increases, the number of sessions the individual user makes on Nautal's site also increases, which means that the most suitable blue color is the intense blue color (denoted by level 5).

However, an A/B test was never conducted to study whether another type of color, such as green, which is nonetheless part of Nautal's logo, would be more successful.

As previously mentioned, in fact, blue is used by many companies, such as Facebook and Twitter, and it is therefore difficult to play on a color like this to increase brand recognition.



*Chart 5 – Color and Bounce Rate*

Confirming the hypothesis that the darkest shade of blue (5) is the best for Nautal's site is Chart 5, which relates the intensity of the color blue and the bounce rate.

As it is clearly visible to see, with a light blue the bounce rate is very high and is around 62 percent, meaning that the majority of users leave the site without making a lead, shortly after entering it.

By increasing the intensity of the color the change is drastic, in fact the bounce rate decreases by about 46.03% if we compare the intensity of the blue color indicated with the value 2 and that indicated with the value 5.

This therefore confirms to us that color 5 is definitely the most suitable color for Nautal's site, despite the fact that as mentioned earlier, never has a test been done to see if another color, such as green, might be suitable for the site, increasing its sessions and decreasing its bounce rate.

## CONCLUSIONS

The emotional aspect, within traditional economic theory has played a marginal role compared, instead, to the utilitarian one.

In recent years, however, the exponential increase in supply given by the globalization of markets and the advent of the Internet has made it increasingly difficult for companies to guarantee unique value derived from product qualities.

For this reason, many brands, in order to maximize their results, have realized that they need to connect as authentically as possible with their customers.

It is a prerogative of our time, in fact, that people trust companies, not only on the basis of what they offer in terms of utilitarian benefits, but especially in terms of their relationship with the brand.

Within this landscape, content marketing fits perfectly since, as demonstrated in the present treatise, it is one of the most effective ways through which to connect with the customer, yes giving less space to the product, but at the same time fostering a more long-term perspective, focused on creating a unique customer experience, to date perhaps one of the strongest sources of differentiation that brands can offer and most importantly, at a moderately low price.

Starting from the first chapter, the purpose of the analysis was to analyze content marketing from a generic point of view, so the general definition was given and we began to analyze why it was so important in companies until we got to real data regarding the power this marketing tool has on business performance.

After defining what content marketing is, we moved on to the analysis of the various types of marketing tools, defining what are the main differences between them and CM.

The main differences analyzed were those between CM and B2B and B2C and those between CM and inbound marketing.

Next, the ways through which content marketing can be used within an effective marketing strategy were studied: Localization, Personalization and Emotions.

After leaving no doubt as to what content marketing is, we moved on to an analysis of why today's companies should invest in this marketing tool to

directly reach their consumer audiences, making them feel special and considered, thus increasing their trust in the company, and much more.

To further substantiate this thesis, all the goals that great companies have managed to achieve precisely because of this efficient corporate communication tool have also been reported.

In fact, we must remember that to this day, companies no longer have to focus only on their product because with the advent of globalization, the transition of the consumer from passive to active information seeker, and the very high competition in any industry, the concept of business has definitely changed.

Emotions, a sense of belonging to a large family, and more have come into play. When a consumer receives something that belongs to them or that they otherwise like, they are more likely to buy from that particular website than from another.

The purpose of this first chapter is precisely to communicate to managers of all types of businesses, the importance of content marketing.

For this very reason, the chapter concludes with a list of no less than 30 points summarizing how this marketing tool can significantly affect ROI.

Instead, the second chapter opens with a case study of a company that was founded in Barcelona in 2013 to make boat rentals easier and affordable for everyone.

Nautal is in fact an online platform, which has also been called the Airbnb of boats, that connects boat owners and all those who want to rent a boat.

Right from the start, the company reached record-breaking figures in terms of sales, precisely because it was going to fill a need that had never been met up to that point.

The analysis begins with a study of the company, from its structure to its values, until it was acquired by the Click&Boat Group, which allowed it to grow even more.

Before shifting the focus to how content marketing has been a success for this company, the treatise turned to a management theory that has been called "Strategic Orchestration."

Firms can use strategic orchestration to get to market faster, adjust to changing conditions, and reduce their invested capital, allowing them to pursue less profitable options like serving emerging market consumers.

In 2.1.4 this theory is explained by applying it to the case of Nautal.

After that we get into the heart of the study, minutely analyzing what content marketing actually consists of and how and through what tools it can help a company stand out from the competition and influence ROI.

It starts with the two main techniques of content marketing and that is SEO & SEM.

Through these tools it is possible, in the first case even for free, to reach a great many users in the way they want to be reached, that is, with content that is deemed quality and therefore interesting.

It is all about knowing Google's algorithms and understanding how they "crawl" through the tens of thousands of online content and select the most qualified content and then place it as the first result.

To succeed in achieving this, the content manager must know how to move among numerous tools (analyzed in section 2.2.3) in a strategic way, strategically following the content plan (2.2.2), which is what will guide him while achieving his goals.

The goal of this chapter is to show what content marketing consists of and what tools must be used in order for the resulting strategy to be successful for both the company and the consumer.

After that, the third and final chapter of the treatise opens, which is developed around a correlation analysis done among the most important features found on Nautal's site that make it different from other e-commerce sites.

The elements taken into consideration for the analysis are: the price CTA found on the homepage, the intensity of the blue color used for brand recognition, the presence of reviews, a detailed landing, the presence of FAQs, the best destinations recommended by experts, the possibility of changing language and currency, and the presence of the CTA of the Nautal platform application.

Correlation analysis was necessary to verify the relationship, described by the coefficient  $r$  and with statistical significance  $p$ -value, existing between the

variables described above. And after doing so, an attempt was made to derive the major managerial implications that could help the site improve its economic and image performance.

From this initial analysis, it was seen that almost all the variables are positively correlated with each other, which means that even at a high level of statistical significance, if one variable grows consequently so does the other.

The only variable that revealed a negative correlation with the others was the price CTA, which correlated positively only with the presence of the best destinations; this is a very interesting finding, since it means that by removing this CTA from the main homepage and placing it in the best destinations section it is possible to improve business performance.

In fact, the second part of the chapter focused on comparing the variables analyzed in the statistical correlation with the main KPIs, namely: sessions, sessions per user, bounce rate, bookings and leads.

The data for the latter were found thanks to Google Analytics, which allowed for a study based on 6 years (2016 to 2022).

This analysis, in addition to confirming that the presence of the price CTA does not benefit Nautal's site performance at all, allowed them to derive other important insights that can help the company improve more and more.

One of these is the intensity of the blue color that needs to be used so that users make more sessions on the site and at the same time stay there longer, thus also decreasing the bounce rate and generating leads.

The purpose of the third chapter was to demonstrate that content marketing is truly an effective tool for improving overall business performance; through improved design, site optimization, and the proper use of SEO techniques, it is possible to increase business profitability while standing out from the competition.

## SUMMARY

This treatise aims to demonstrate the importance of content marketing within any type of company.

In fact, thanks to this marketing tool it is possible to achieve great results, not only in terms of visibility, but also in terms of business profitability, so much so that in the first chapter there is a section in which 30 points that allow content marketing to directly influence ROI are analyzed.

The first chapter is devoted to the literature concerning content marketing, thus analyzing it from a purely theoretical point of view in order to give it a place among the various marketing tools, a distinction is in fact made between CM and B2B and B2C that are very often confused and between CM and inbound marketing.

B2B businesses provide services to other businesses, whereas B2C businesses deal directly with consumers. Both are increasingly using content marketing, but communicating with companies and end customers requires entirely different material, language, and formats.

The following are the differences and similarities between B2B and B2C content marketing.

When a customer searches the internet, inbound marketing focuses on creating information that is relevant to them.

Blogging, publishing articles, eBooks, manuals, and generating videos are all examples of varied techniques. It's a method for converting anonymous visitors into leads by "nurturing" them (lead nurturing) until they become ready to buy customers. Inbound delivers useful data for marketing all along the journey (the marketing funnel).

It then goes on to define the CM.

*"A marketing method aiming at developing and delivering relevant and valuable content to attract, acquire, and engage a clear and defined target audience -*

*with the goal of moving customers to lucrative action"* according to Content Marketing Institute.<sup>46</sup>

Content marketing is a critical component of any inbound or digital marketing strategy. It is extremely difficult, if not impossible, to convert leads without excellent content anymore.

Knowing how to develop and use content effectively is the true definition of content marketing.

"Content is king," as Bill Gates once said, and this is more true than ever on the Internet, where people are looking for quality content to help them solve a problem or accomplish a goal.

Content production is done to attract new customers, raise brand awareness, and improve engagement, not to sell (at least not directly).

This builds a trusting relationship with leads, raising brand recognition and establishing the organization as authoritative.

Quality content is also vital for getting found quickly: SEO ranking on search engines is becoming increasingly dependent on content rather than keywords.

So, if you want to rank high on Google, it's no longer enough to stuff pages with keywords and advertise your site there; you also have to persuade the Mountain View behemoth that you're very authoritative and want to share good information.

Data on the content marketing explosion is provided by Mashable,<sup>47</sup> defining the goals of a content marketing strategy:

BRAND AWARENESS +69%

ACQUISIZIONE NUOVI CLIENTI +68%

LEAD GENERATION +67%

CUSTOMER RETENTION +62%

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<sup>46</sup> <https://contentmarketinginstitute.com/>

<sup>47</sup> <https://mashable.com/>



As you can see, a strong content marketing plan can result in more leads and, as a result, more sales.

In recent years, traditional marketing strategies have lost their effectiveness. People are physically flooded and pummeled with constant and repeated advertising messages, which come from a variety of online and offline media. How can you stand out, get seen, liked, and bought? The answer is simple: you must provide valuable material to potential clients!

Content marketing has evolved from a basic text writing exercise with minimal value for web and SEO professionals to a cornerstone of every marketing plan. This is because everyone wonders, "But what will Google think?" when they have to promote a product online. Google is constantly altering its algorithm in order to make the job of marketers easier.

In truth, Google places the searcher at the center of the online experience, awarding the best content from among the many options accessible.

That is why, in order to rank well, it is now necessary to be able to develop high-quality content.

After describing what content marketing is, the analysis reports a case study of a company that has made this marketing tool its real strength: Nautal Smart Sailing SL.

Nautal is Spain's largest nautical rental marketplace, connecting charter businesses and pleasure boat owners with people who want to spend their leisure time sailing and motorboating via an online platform.

The program also contains user-friendly information and expert assistance for boat owners.

Nautal was founded in 2013 as an entrepreneurial endeavor in the marine charter industry, at a time when charter activity in Spain was booming and breaking records after the crisis.

Nautal began its adventure in Barcelona with the goal of spreading the concept of leisure boat chartering, making recreational boating accessible to all while also offering boat owners a formula to make their boats profitable during the periods when they are not in use, thanks to the experience and passion for sailing of Octavi Uyà, CEO, and Roger Llovet, COO.

The chapter initially focuses on the company by describing it from a managerial perspective; in fact, its functional-type structure is described, all of its values, vision, mission, and more are examined.

At the end of the first paragraph, a theory of strategic management is introduced that fits well with Nautal's values.

This theory is called "Strategic Orchestration" and was introduced by Alejandro Ruelas-Gossi in 2006 and has found tremendous success in today's companies. Nautal is a clear and dramatic example of "strategic orchestration," or a corporation that chases possibilities by building and managing a network of partners rather than by controlling all of the necessary resources and knowledge. Companies can use strategic orchestration to react to changing external environments, save money on capital, and come to market faster.

Apple, RyanAir, and Nestlé are just a few examples of organizations that have used this technique and found it to be extremely successful.

This cooperative paradigm is allocentric, rather than altruistic, in that it respects the self-interest wants of each human being (or business), and this is what makes the network operate.

An orchestrated network is an allocentric game in which  $n$  players compete to find the best negotiating solution.

Orchestra's conceptual and pragmatic paradigm considers firms as permeable entities, in contrast to the resource-based conception of the business. As a result, businesses can increase value by integrating and orchestrating both internal and external resources and capabilities.

Asset Light, Sophisticated Nodes, Keep Orchestrating, and Transparency are some of the ideas that reflect this strategy plan, and Nautal has been able to execute them effectively.

After describing corporate values, the analysis returns to content marketing, specifically examining what tools and techniques the content manager must use in order for this marketing tool to fit seamlessly and effectively within the company's strategy while improving its overall performance.

This part of the chapter focuses on how corporate values can be translated through SEO and SEM tools.

The acronym SEO stands for "search engine optimization." In simpler words, SEO is all about the process of improving a site to increase its visibility when people search for products or services related to the business of that particular site in Google, Bing and other search engines.

In the case of Nautal, SEO techniques will be all about making sure that whenever someone searches on a search engine for "Where can I rent a boat?" the Nautal site will be the first to provide the consumer with the answer they were looking for.

The higher the prominence of the pages in the search results, the more likely the site is to attract both new and old consumers, with the former receiving a new service and the latter receiving a discount or additional service.

The Periodic Table of SEO Aspects produced by Search Engine Land, which is detailed in this book, is an excellent tool for determining which factors a content manager should consider while planning and creating content for their firm.

The Periodic Table of SEO Factors divides factors into six categories and ranks them according to their overall significance to SEO.

Content quality and keyword research, for example, are significant aspects of content optimization, while crawlability and speed are important aspects of site layout.

A list of poisons that detract from SEO recommended practices is also included in the new SEO periodic table.

These are shortcuts or tactics that may have sufficed to achieve high ranks in the past when search engines' algorithms were less sophisticated.

There is also a "Niches" column in the Periodic Table of SEO Factors that considers the SEO success factors behind three main niches that are quickly becoming the bread and butter of content managers: Local SEO and E-commerce SEO.

Then begins the experimental part that describes in detail how the content manager works, starting with the most important part that coincides with writing the content plan.

The first step toward implementing a successful Content Strategy is to create a Content Plan.

Many people believe they are on the same plane or that they are the same thing, but this is not the case.

In fact, before using the tools discussed in Chapter 3 to establish the plan, the content strategy must be devised.

Only once we've completed the content strategy can we go on to create a content plan that will allow us to manage the content that will be distributed through various marketing channels (both online and offline).

A content plan identifies the type of material you intend to produce and establishes guidelines for how it should be done.

The content plan specifies who is in charge of developing the material, what it will be used for, and how it will affect the overall content strategy.

Content plans help you target potential clients at all phases of the buying process and boost your marketing efforts.

To make sure you create a content plan that works, you should make sure you answer the following questions:

1. What need/problem is being solved with that type of content?
2. What is the target audience for whom you are creating that content?
3. Where will these channels be published? Which channels?
4. Why is the company you are creating content for different from others? What is the Unique Value Proposition?
5. How will the message be conveyed?

We turn to the operational phase: content generation, when the strategy has been defined and a content plan that can best support it and allow us to achieve the predetermined goals has been prepared.

The content manager is in charge of all touchpoints that connect customers to the company in order to ensure that they are reached.

From the website's homepage to the search for external backlinks, from the management of the blog to the planning and development of newsletters, public relations, and various business relationships and social networks, everything is covered.

The most important tools by far are SERP and Backlinks in terms of SEO tools, while all others are equally crucial, but are mostly supportive of the first two. Almost all users search on Google: being able to be present in the first page of its SERP (Search Engine Results Page - i.e., the results page) means getting more visibility, therefore visits and, therefore, conversions. Optimizing a content from an SEO perspective does not mean (at least not only) inserting the right keywords or doing link building. To gain position 1, today, you need content that is interesting to users, easily usable, and original. The goal of good optimization is to use SEO techniques in such a way that the various search engines read and index as many pages of the site as possible: the more pages indexed, the greater the chances of moving up the results list.

Search engines take a lot of notice of backlinks (external links pointing back to a site) because they are in fact recommendations made by others, indicating our site is trustworthy and contains valuable content. Not all backlinks have the same value for Google, in fact the search engine relies not so much on the quantity of links to the site, but on their relevance (how relevant is the site from which the link comes with the recipient) and authoritativeness (what is the ranking - page rank - of the site).

The last chapter, on the other hand, focuses on the correlation analysis performed among the main features that make up the Nautal site.

After performing this analysis, we move on to study the correlation that exists between these features and the most important KPIs.

The factors on Nautal's site that were used in the analysis were gathered utilizing the Way Back Machine.

The Wayback Machine is a digital library that houses more than 330 billion web pages that have been gathered by the non-profit Internet Archive since 1996.

The features were picked based on their importance in Nautal's main site, as there are essential aspects in any online e-commerce site without which that site would not be distinctive.

The following are the features that have been chosen, as shown in the chapter: the price CTA, as it is a necessary tool in every online platform to give consumers an idea of what is the minimum budget they must have in order to take advantage of the service offered by that platform; the color blue, on the

other hand, was examined because it represents Nautal's strong point, as it does in every brand in fact.

As a result of the analysis that follows, we will attempt to determine which intensity of this color, given that it has been changed many times over the years, is the best to apply on the site in order to increase brand awareness, sessions, sessions per user, and decrease the bounce rate; on the other hand, the presence of reviews is another feature that can no longer be missing from any online site, because, as will be discussed, a user has confidence to buy a product or service to date; The landing page, FAQs, top destinations, and the ability to change language and currency were all included in the analysis because the company ran multiple A/B tests to see if their absence or inclusion was beneficial or harmful to the website.

Variable	M	SD	1	2	3	4	5	6	7
1.CTA Price	0,451	0,502							
2.Color Blue	4	1,058	-,490**						
3.Reviews	2,490	2,194	-,501**	,556**					
4.Landings	1,137	1,744	-,414**	,548**	,445**				
5.FAQ	0,275	0,451	-,558**	,678**	,581**	,842**			
6.Best Destinations	3,157	1,891	,307*	,305*	,811**	,278*	,394**		
7.Language and currency	0,745	0,440	-,284*	,350*	,590**	,229	,360*	,554**	
8.CTA App	0,196	0,401	-,051	-,138	,451**	-,297*	-,304*	,407**	,289* <sup>48</sup>

<sup>48</sup> The data included in the Table are the result of correlation analysis done with the SPSS program

From this preliminary research, it was discovered that practically all of the variables are positively associated, meaning that if one variable rises, so does the other, even at a high level of statistical significance.

The only variable that had a negative correlation with the others was the price CTA, which only correlated positively with the presence of the best destinations; this is an intriguing finding because it implies that by moving this CTA from the main homepage to the best destinations section, business performance can be improved.

In reality, the second section of the chapter compared the variables studied in the statistical association with the primary KPIs, namely sessions, sessions per user, bounce rate, bookings, and leads.

Google Analytics was utilized to collect the KPIs that were used to compare these ones to the main features of the Nautal's website.

This is a free online analytics solution that gives you information and analytical tools to see if your digital marketing and SEO optimization approach is working. Google Analytics then displays a number of data from a variety of categories (audience, conversions, etc.) that can be quite useful in determining whether or not your site is enjoying online success.

In essence, you can determine whether you are on the correct track or whether you need to change your marketing plan.

This investigation not only confirmed that the inclusion of the price CTA has no effect on Nautal's site performance, but it also provided them with other valuable insights that can help the company develop even further.

One of these is the blue color's intensity, which must be used to encourage people to visit the site more often and remain longer, lowering the bounce rate and increasing lead generation.

Among the various studies that have been included in the third and final capitol there is also one that deals with the sessions that have been carried out on the Nautal site between 2016 and 2022, and it is very interesting because a major spike in the number of sessions was noted in 2020.

There is, therefore, a paragraph devoted to this fact, as a great many e-commerce sites in 2020 experienced the same rise in sessions for COVID.

Prior to the epidemic, the online buying sector in Italy struggled to acquire traction, partially because of fears of being cheated and partly due to people's habit of physically making purchases at a shopping center.

Those that invested in their platform by genuinely entering e-commerce before the various lockdowns surely found fruitful ground, while those who engaged in traditional commerce had always had a sort of skepticism of online in the pre-pandemic.

Another figure worth noting is the overall number of "surfers" interested in making online purchases; in November 2020, the Total Digital Audience (the percentage of the population connected in a particular period) was 74.9 percent, with 36,632,000 Italians ready to spend!

The statistics just presented paint a clear picture of the current state of the online market, which is no longer viewed with suspicion but rather as a safe way to make purchases while also discovering some interesting deals, as well as providing a boost to investors who can now more than ever take advantage of the growing trend to make their investments.

The third chapter's goal was to show that content marketing is a powerful tool for increasing overall business performance; with better design, site optimization, and the right application of SEO tactics, it's possible to boost profits while standing out from the crowd.

In conclusion, we can say that the corporate identity, which sets the strategic direction of the pursued vision, is the foundation of marketing communication in corporate brand construction. The company's strategy, philosophy, culture, organizational design, and people must all help to steer the marketing investments in the right direction. For example, a primary goal could be to establish a single important person as the foremost authority on a specific topic, which would be a spectacular asset and a source of competitive advantage for the organization. Furthermore, the organization must hire the correct individuals in order to gain the necessary skills to achieve this goal.

According to the existing academic work, a strong brand is critical to the company's success. Brand awareness, brand credibility, and brand loyalty are all important variables in gaining a competitive advantage and expanding your business. When a corporation seeks to aggressively establish itself as the



market's thinking leader, brand recognition and a trustworthy image and reputation are also crucial foundations.

Profile the company as an expert, thought leader, and top-of-mind company in the market, increase brand awareness, credibility, and loyalty, and distribute valuable and interesting information to clearly defined target groups in order to educate and enlighten decision makers on specific issues were identified as the major goals and expected outcomes for content marketing investments. Fulfilling these objectives boosts the marketer's competitive edge, and can thus be considered the primary goal of content marketing efforts.

Content marketing is used in brand building because it is a unique technique to increase brand equity and acquire a competitive edge by providing more value-creating content to targeted customer groups. Instead of being forced to be exposed to marketing noise, customers target groups become interested in the marketer company and their services by their own choice, thanks to the distribution of fascinating and relevant information. This has a positive impact on people's perceptions of the marketer company, and it's thought to be particularly effective at raising brand awareness.

Furthermore, because content marketing offers a concrete evidence of the marketer's competence, as well as that the marketer is ready, able, and determined to fulfill what has been promised, it significantly boosts brand credibility and loyalty. This also allows a company to develop its image and reputation as a thought leader and top-of-mind company, which is a common goal for organizations in highly competitive B2B marketplaces.

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