



SPEED-X™

8 March, 2023

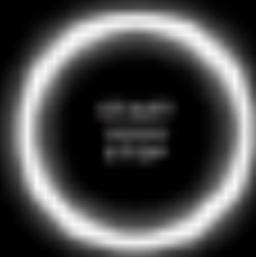
Oven The Top

Digital Marketing
Workgroup Presentation





Ready to cook?
I already
washed myself.



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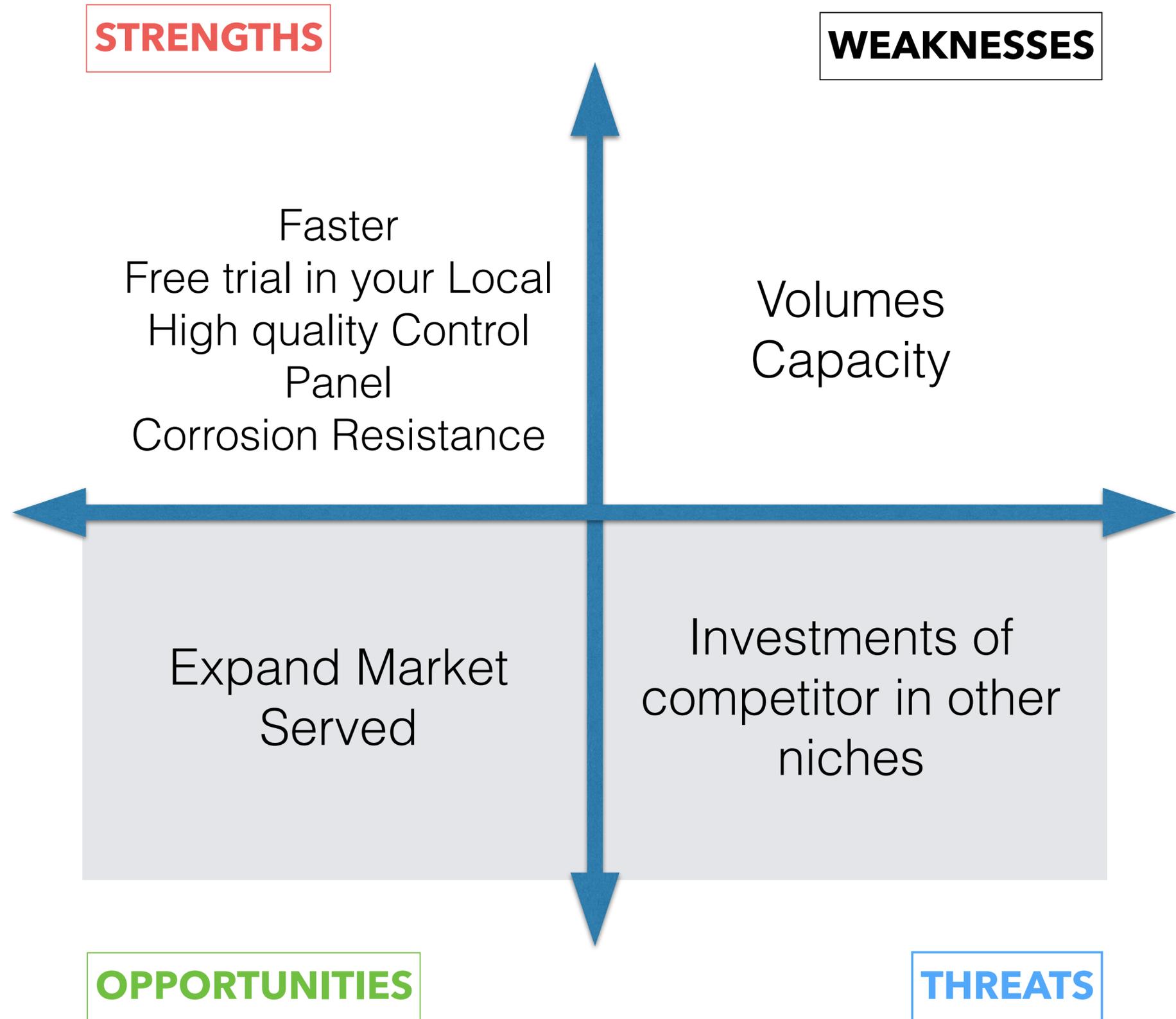




SPEED-X™
"combi markets"



SPEED-X™
"Speed markets"

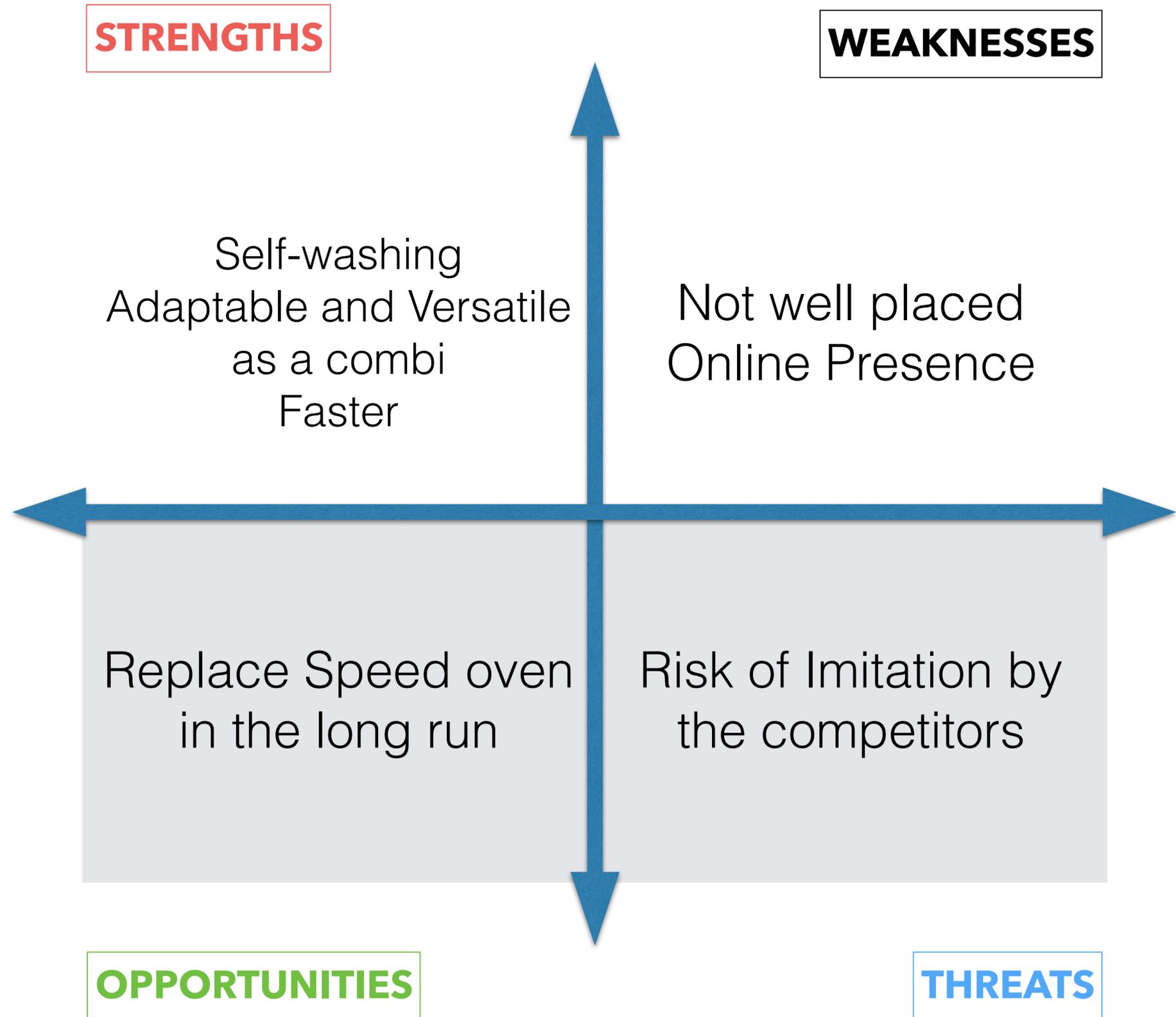




SPEED-X™
"combi markets"



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Digital Strategy
Process



Segmentation
and Targeting

Digital Strategy Process

+ **30%** website views
- **5%** bounce rate

+ Conversion events
+ Conversion rate

Cost Per Click (CPC): **0,55\$**

How?

- specific posts to stimulate curiosity
- increasing the average time visitors spend on our site.

- Anticipating a sales increase resulting from social media advertising, which should boost the buyer rate.

- We estimated the average CPC across the main platforms: Instagram, Facebook, and Google Ads.



Digital Strategy

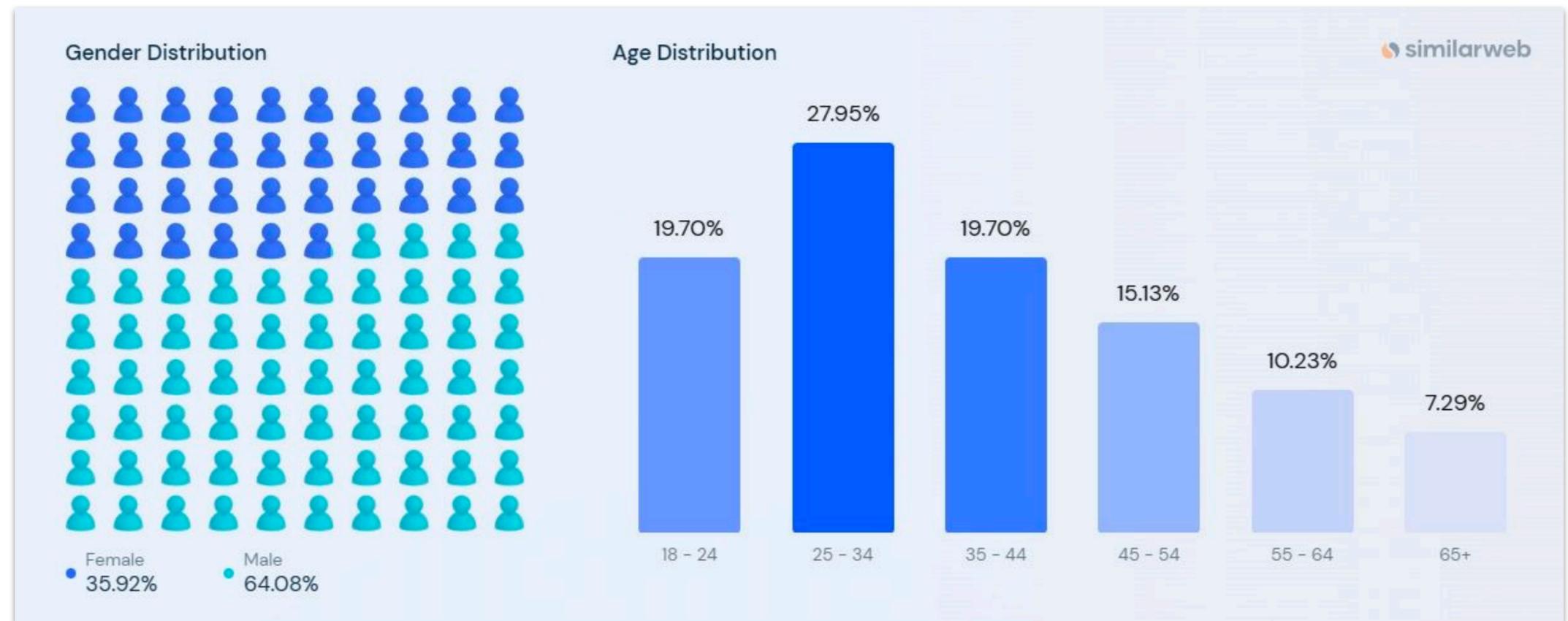


Digital Strategy Process



Segmentation and Targeting

Demographic Segmentation on website



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A

Social Campaign "Combi markets"

B

Social Campaign "Speed markets"

C

Content schedule posting examples

		Followers	6 months Goal	Gain in %
	@unoxovens	22.800	30.000	+30%
	@unox.de	870	1.750	+100%

Social Media Campaign Length: 6 months

Features to push more:

Faster Cooking

Small and light size

Baking Speed Oven



Social Campaign "Combi markets"



Social Campaign "Speed markets"



Content schedule Posting examples

		Followers	6 months Goal	Gain in %
	@unoxukltd	1.942	4.000	+105%
	@unox.usa	870	2.200	+150%

Social Media Campaign Length: 6 months

Objectives:

Sell SPEED-X™

Build bigger Brand Awareness

Features to push more:

Self Washing

Cooking Capacity

Big Touchscreen



Social Campaign
"Combi markets"



Social Campaign
"Speed markets"



Content schedule
Posting examples

Post Regularly

Pictures

Videos

Q&As

POSTING CALENDAR USA

	<i>MON</i>	<i>TUE</i>	<i>WED</i>	<i>THUR</i>	<i>FRI</i>	<i>SAT</i>	<i>SUN</i>
<i>Pics</i>			<i>11.30 am</i>				<i>3.30 pm</i>
<i>Videos</i>	<i>11.30 am</i>				<i>11.30 am</i>		
<i>Q&As</i>			<i>5.30 pm</i>			<i>5.30 pm</i>	

understand what are the **needs and difficulties** of professionals and show them how easily you can solve them thanks to our ovens.

Possible Collabs





Social Campaign
"Combi markets"



Social Campaign
"Speed markets"



Content schedule
Posting examples

Q&As Examples





Social Campaign
"Combi markets"



Social Campaign
"Speed markets"



Content schedule
Posting examples

Q&As Examples



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Cooking the Future,
Serving the Present.



SPEED-X™

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Group Members

Daniele Putzu

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Leonardo Palanca

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Marcello Sottero



**Thanks for
the attention**

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