



# ***SOLU M***

**LEADING EUROPEAN B2B ELECTRONICS  
SOLUTIONS COMPANY BOOSTS GLOBAL  
FOOTPRINT THROUGH LASER-FOCUSED  
DIGITAL MARKETING YIELDING WORLD-CLASS  
QUALITY OUTPUT AT OVER 50% LESS COST.**



Staff headcount estimated  
at 1,001 - 5,000 worldwide



SoluM is a Berlin-based B2B electrical/electronic manufacturing company and is considered a global leader in providing smart electrical and electronic solutions to retail businesses throughout the world. In 2012, SoluM started supplying ESL's (Electronic Shelf Labels) to top global retailers such as REWE, TESCO, and METRO. To date, it has installed more than 50 million ESL's in over 30 countries and over 4,000 stores worldwide. The company's current estimated value is \$300 million.





# SITUATION



SoluM ESL is a global electronic shelf label and technology company, established as a Smart Factory solution by Samsung Electronics. It succeeded in realizing facility operation efficiency and eco-friendly image by reducing paper material cost, disposal cost, and saving on operator management time while improving real-time inventory management accuracy.

The concept revolves around an automated labeling system that can save hundreds of thousands of dollars by reducing paper material cost and disposal cost per year, as well as improve the work efficiency of warehouse managers. The main requirement was the maintenance of 100% inventory data accuracy between the system and warehouse, and the ability to track this information on-site at real-time.

The company envisioned further expansion into the global online market and identified digital marketing to be the key to realizing this goal. However, the task of content creation and content management on a global scale proved to be too big for the company's in-house digital marketing team. Hiring local digital marketing teams can push marketing costs upwards of \$20,000 per month so an alternative solution has to be found.

SoluM then sought C9 Digital to develop a top-performing and cost-efficient digital marketing team to manage its digital content creation and content management strategies. At the same time, the company wanted to keep the cost of digital marketing down in order to maximize ROI without compromising quality and reliability.



# ACTION



C9 Digital rose to the challenge by first assessing SoluM's digital marketing needs. Then, a strategic program was formulated that identified 4 major elements of the digital marketing plan: web development; content creation and editing; copywriting, and multimedia design. The plan included putting a team together consisting of four digital marketing specialists who are able to handle each of these elements.

Since SEO campaigns take time to realize results, C9 Digital crafted a comprehensive digital marketing roadmap and undertook a stringent recruitment and screening process to find and recruit high-caliber digital marketing experts to comprise the team. After the team was assembled, they immediately implemented a full-scale digital marketing campaign with fewer people and reduced costs. The entire project only cost SoluM around \$8,500 per month without compromising the quality of performance and desired outcomes.

## Number of Staff Hired with C9 Digital

- 4 (four) Full-time Staff
- Senior Art Director
- Mid-Level Content Editor
- Mid-Level Copywriter/Content Writer
- Mid-Level Web Developer





# RESULTS

- ✓ C9 Digital deployed middle to senior-level digital marketing specialists with exceptional communication and technical skills at reduced costs that saved SoluM more than 60% compared to local talents.
- ✓ The content writer, trained in Australia, exceeded expectations by reducing the amount of time in producing quality content materials faster than SoluM's in-house digital marketing team.
- ✓ SoluM ESL has signified its plans to partner with C9 Digital for upcoming expansion plans based on the excellent performance of C9 Digital's team.



**C9** DIGITAL

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