

Byens Billeje.com

Byens Billeje.com was founded in 1997 and deals with everything from cosmetic preparation for car painting at their 55 departments in Denmark and 8 departments in Sweden. The company has over 400 employees and a turnover of 265 million in 2022. They are the market leader with their one-stop-shop complete product range covering all services related to the cars appearance, where they primarily deal with the B2B segment in the form of business customers and companies.

CASE: Byens Billeje.com wants to open up sales to the B2C market and optimize their current B2B market. Therefore, an analysis of new as well as potential sales segments is desired, and how these should be approached through a prepared marketing plan and branding strategy. A revision and optimization of the company's current communication platforms is also desired

GENERAL COMPANY INFORMATIONS

Company	Byens Billeje.com ApS
Location	Vesterballevej 1, 7000 Fredericia
Contact person	Lars Jensen (administrationschef)

COMPANY PROFILE

Byens Billeje.com (hereafter Byens Billeje) was founded in 1997 by Dennis Odgaard and Thomas Gram Larsen, where the focus was exclusively on cosmetic detailing for private and local car dealers in the Vejle region. This department was the starting point for an exponential economic and organizational growth journey, where the current product line was quickly expanded to include, among other things, auto painting, SMART Repair of smaller dent's, carglass etc, anticorrosion treatment, The company currently processes more than 200,000 cars per year and employs +400 employees, who are distributed among strategic domiciles and positions. Byens Billeje also has 6 departments in Sweden, including some as direct acquisitions on the market, which employ +25 employees.

A significant part of the company's cardetailing division, has grown with cardealers outsourcing the valeting tasks to Byens Billeje.

The company has a clear objective, and that is to honor the car industries as the preferred business partner, which is desired to be realized based on 4 different sets of values: development, responsibility, quality and courage.

Back in feb 2018, Byens Billeje.com chose to sell the majority of the company to a Swedish capital fund the ambition was to grow the company as a buy and build case, combined with strong organic growth plans, when the uncertain market situation with Covid19 affected the time horizon of the investment. , the capital fund chose to sell back the majority to the previous owners, this was executed in juli 2022.

The currant strategy for the company is to continue the growt plan but expand to new market segments.

The market segmants are defined as.

- Pro = Cardeales uses and new cars. (75% off currant customerbase)
- Fleet = Leasingcompanies, Fleetowners, Car Auctions, Carrental, Finance Companies (15 % off currant customer base)



- B-B = Non correlated companies, all types (7% off current customerbase)
- B-C = Private customers (3% of current customerbase)

Byens Bilpleje gets most of their earnings via sales to the B2B market through business customers and companies. Recently, the company has considered the possibility of concretizing a strategy to "attack" sales in the B2C+B-B segment in order to balance the company's revenue streams via segments as best as possible.

In continuation of wanting to enter the B2C market in terms of sales, the company wants to prepare a clearly defined marketing and branding strategy, where the focus is on being able to clarify possible correlations and differentiations in the segments of the B2B and B2C market with the aforementioned strategies.

CASE DESCRIPTION

Byens Bilpleje has managed to build an economically sustainable business on the Danish and Swedish markets, without having used marketing expenses in their sales strategy. The company is represented on various social media platforms but allocates neither resources nor man-hours to maintaining a professional red marketing thread.

The company wants to have their current social media platforms revised so that these appear more professional and user-friendly. A streamlining and new "identity" is desired, where the team is happy to prepare various mock-ups of potential new logos, which could be implemented in the new marketing and branding DNA.

The company has an ambition and a desire to be able to push more revenue over to the B2C segment, while at the same time optimizing sales to the B2B segment, which is Byens Bilpleje's current source of income. It is therefore desired for Byens Bilpleje to draw up a clear marketing and branding strategy, in which the focus is on being able to specify how to target your marketing and communication to the B2B and B2C market. There must be a focus on analyzing differentiations and comparable approaches, and preparing relevant campaign activities that are aimed at the two segments.

The project team must be able to present an estimated budget for what it costs to initiate targeted activities on the selected social platforms, where it can also be stated what pay-per-lead, ROI, ROM, ROAS are, as this will also be a significant factor in the subsequent process to analyze when continuous activities are initiated.

It will be possible for the project team to be divided into smaller work teams at the various work phases, assessed based on the team's competencies, but with a focus on a unified team function, when the overall results are presented and subsequently implemented, so that everyone is aligned with the results and the process.

SPECIFIC TASKS

The specific tasks for the case are divided into following phases:



O. Phase: Onboarding and determination of general objectives

- 0.1. Onboarding to the company, their vision, services, strategy, organization and the market Byens Billeje operates in
- 0.2. Frequency reconciliation: Frequency of feedback and ongoing sparring. Focus on specifying the responsibilities of the relevant contact persons during the project
- 0.3. Discuss the phases of the project and the weighting/prioritization to work efficiently
- 0.4. The concretization of the team's current understanding of the tasks and its complexity
- 0.5. Introduction of the challenges and the desired result of the project
- 0.6. Introduction of Byens Billeje current work with marketing and their social media platforms
- 0.7. Fill out the onboarding and alignment document together with the company and relevant contact persons
- 0.8. Preparation of a project plan by the team
 - 0.8.1. Deadlines, milestones, tasks, dates for possible mock-up's e.g

1. Phase: Revision of current social media platforms (Facebook, website, LinkedIn, Instagram)

- 1.1 The project team must revise the company's current platforms, in order to optimize the current visual expression, so that a consistent professional common thread can be seen across the channels, including:
 - 1.1.1 Facebook
 - 1.1.2 Homepage
 - 1.1.3 LinkedIn
 - 1.1.4 Instagram
- 1.2 The project team could benefit from a benchmarking analysis of current competitors' presence on social platforms, in order to optimize and differentiate themselves on the market according to the visual expression
- 1.3 The project team and those responsible for the revision must prepare a clear plan for what needs to be changed and which direction the expression should take
- 1.4 According to the revision, the company's current logo must be analyzed, and then mock-ups of a new logo must be prepared, which can be implemented subsequently
 - 1.4.1 It is important to relate to the company's current DNA in conjunction with the new visual expression, so that the logos agree with values that suit Byens Billeje
- 1.5 After revision and creation of logos, the implementation of the improvement must be initiated on the various platforms

2. Phase: Target group analysis with a view to mapping segments on B2B, and analysis of new potential segments on the B2C market, towards which marketing and sales can be directed

- 2.1 The project team begins the dialogue about which phases their target group analysis should contain. It could, among other things e.g. be:
 - 2.1.1 Mapping the geography of Byens Billeje current customers



- 2.1.2 Demographic information on current customers
- 2.1.3 Psychographic information on current customers
- 2.1.4 Behavioral information on current customers
- 2.1.5 Geographic information on current customers
- 2.1.6 Media information on current customers
- 2.2 A target group analysis is then prepared of when the project team have agreed the phases
 - 2.2.1.1 It is an advantageous to think about both obtaining qualitative and quantitative data in the analysis
- 2.3 Get the segments' customer journey clarified at Byens Bilpleje
 - 2.3.1 What media do they use to get in touch with the company?
 - 2.3.2 What is their information journey like when they need to contact the company?
 - 2.3.3 Which media platforms do they want to access when seeking information from the company?
 - 2.3.4 How different are the segments?
 - 2.3.4.1 Ex: Does one segment primarily use more information search on Instagram? Versus another segment that primarily uses information search via Byens Bilpleje website or a third media?
- 2.4 The project team could consider preparing some personas bason the analyzed segments in the target group bases on the above analysis points, that explains which media are best suited to target marketing and communication

3. Phase: Conceptualization of an overall marketing plan with associated marketing- and branding strategies based on the target group and segment analysis of B2B and B2C customers, including focus on how the company should brand itself towards the two customer markets

- 3.1 The project team forms an overview of which current media Byens Bilpleje used to communicate, and which content is used to communicate
- 3.2 The project team begins preparing an overall marketing plan, which may include, ex:
 - 3.2.1 An overview of the company's marketing and advertising goals
 - 3.2.2 A description of the current marketing position
 - 3.2.3 A timeline for when tasks within the prepared marketing strategy will be started and completed
 - 3.2.4 KPI's (Key performance indicators) that must be tracked during the work
 - 3.2.5 A decrepitation of the target group, segments and customer needs based on the analysis in phase I
- 3.3 It is a good idea to look at which different marketing strategies must be created for each individual segment
 - 3.3.1 The marketing strategies must be long-term, and it must explain the work processed towards that start of the strategy
 - 3.3.2 The project group must select relevant activities that must be included in the marketing strategies and that suit the analyzed segments. This could be ex:
 - 3.3.2.1 Advertising on Instagram, Facebook, or other selected media
 - 3.3.2.2 Video content
 - 3.3.2.3 Marketing automation
 - 3.3.2.4 Search engine optimization on website



- 3.3.2.5 Retargeting campaigns
- 3.3.2.6 Google Ads
- 3.4 The Team must prepare a strategy for how to brand the company to the two segments (B2B and B2C)
 - 3.4.1 Should the branding be differentiated?
 - 3.4.2 How should the branding be on the various chosen platforms?
- 4. Phase: Preparation of graphic/visual campaign mock-ups on various platforms with a focus on the approach to the B2B and B2C segment + estimated calculation of e.g. pay-per-lead, ROI, ROM, ROAS etc.**
 - 4.1 The project team must prepare graphic/visual campaign mock-ups based on their chosen marketing and communication strategies for the segments
 - 4.1.1 The project team can look at how the visual expression can look selected platforms with a focus on a streamlined and professional expression across the media channels
 - 4.1.2 The project team can look at what kind of message (communication expression should be, and how this may need to differentiate from segment to segment
 - 4.1.3 The project team can look at text communication and what possible campaigns could look like, and which touch points Byens Billeje should use based on the analysis
 - 4.1.3.1 B2B customer segment
 - 4.1.3.2 B2C customer segment
 - 4.2 Estimated cost calculation of relevant activities when initiating various marketing activities

OUTCOME

The company's outcome after the 12 weeks

- ✓ Revision and streamlined visual expression on the company's social platforms
- ✓ Preparation/production of mock-up logos
- ✓ Development of a marketing and branding strategy for B2B and B2C customer segments
- ✓ Campaign preparation and strategy for social media
- ✓ Estimate and calculation of pay-per-lead, ROI, etc. on marketing campaigns

RELEVANT PROFESSIONS

- Marketing, SEO, Google Ads, social media, campaigns
- Business development, conceptualization, visualization, segmentation
- UX Design, Front-end developer, IT-web design & communication, Word Press
- Branding, strategy
- Economic, pay-per-lead, ROI, ROM, ROAS

TALENTPROFILE

As a team member, you will have the opportunity to shape Byens Billeje's current branding identity and begin their marketing journey towards greater economic growth. From day one, you



will have a great influence on the work processes, where there will also be great freedom of creative method.

The company is looking for a diverse team that has commitment and skills in marketing and branding. If you are eager to create noticeable results in an already well-established and financially strong business, you will be able to start the foundation for a re-establishment of the current marketing and branding strategy via this case. This strategy has a strategically important position in terms of realizing Byens Bilpleje current financial objectives in both the short and long term.

The team's primary contact person will be the company's head Of Office, Lars Bøgeskov, who has been with the company since 2016, and acts as the company's liaison regarding the preparation and execution of current projects. Lars is a leader who will work to unleash the team's creative freedom in the work processes towards the partial as well as results.

The team will be located at the company's administration headquarters in Fredericia, where there will be an opportunity to participate in an open office environment with sparring and knowledge sharing, and there will be an opportunity for immersion in own meeting rooms. The team will also be part of the company's lunch scheme.



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