

## Inbound Proposal for Anirolls, An Artisan Pastry Company

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### Abstract

The following article shows the results and each of the necessary steps to make an inbound proposal. In each stage (attract, convert, close and delight), a strategy will be carried out, in order to achieve an adequate practice in the inbound proposal. In the first step, we will explain the SEO strategy, which was carried out to find the keywords that will help us to position Anirolls in social networks. In the second and fourth steps, we decided to create forms in order to know the target audience, their interests, the quality of the product and the service provided. In the third step, RD STATION was introduced, which is a program that is responsible for organizing the data, knowing our customers in each of the faces (cold, warm, hot) and finally offers the possibility of continuous training.

**Keywords:** *Loyalty, inbound, market, digital marketing, advertising.*

### 1. Introduction

Anirolls is a handmade pastry company, which is just entering the market and is looking for ways to get new customers and build customer loyalty through digital marketing, Anirolls offers specialized products in pastry and bakery with its cinnamon rolls, chocolate, and

blueberry, with toppings of Oreo, Hershey's cream, traditional and arequipe among others.

This bakery has sought to differentiate itself from the competition by offering rolls with innovative flavors to delight the customers' palate, with natural ingredients, in addition to offering excellent customer service. However, as a new company, its social networks lack

structure; its Instagram page does not have the way to create relevant and attractive content for its customers. In addition, they have not tried to integrate and promote themselves through a website or a social network other than Instagram, where they can show their products and generate an identity as a brand, which positions it with a differentiating value in the market.

**Figure 1. Anirrols logo**



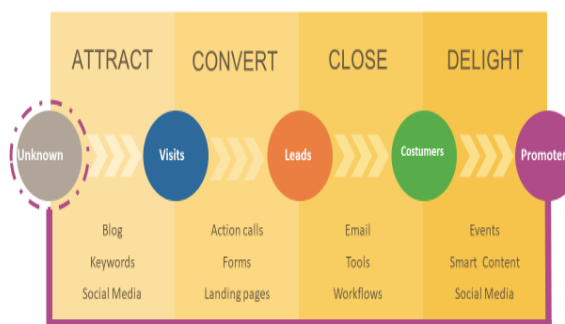
For this reason, an inbound marketing strategy is proposed to Anirolls, because of the advantages it offers compared to the old way of selling (outbound). The main advantages are: the use of non-invasive advertising [1] and the type of communication with the customer since this is assertive and goes both ways. These advantages are given by the evolution that the market has had in recent years, since consumers do not want to be interrupted by commercials that they do not need or are not looking for, in addition to actively participate in this [2].

Inbound Marketing is a technique designed to attract potential customers by offering specific information on specific interests through marketing mechanisms such as blogs, videos, infographics, social networks, etc. Its objective is to attract customers far from the classic marketing techniques that revolve around mass advertising, as it aims to provide the receiver with information of their own interest and that

satisfies their search and personal needs. This technique combines methods studied by market psychology where the close interaction and stable relationship between consumer and company determines the success of the economic relationship, to achieve the satisfaction of the main need of both parties involved [3].

As shown in Figure 2. For a good inbound strategy, it is necessary to accomplish the following steps: attract, convert, close and delight. Since inbound is a cycle that seeks to attract new customers and build customer loyalty, each step must be done carefully and always thinking about what the customer wants to find in the product and service [4].

**Figure 2. Inbound marketing process [5]**



Therefore, the inbound proposal to Anirolls will focus on the following factors:

In the first phase we seek to attract new customers, for this, it is necessary to offer quality content with the information and features that customers are looking for, so it is necessary to find out what are the needs of the customers. To generate quality content, which produces a high curiosity for the product, it is important to recognize that in this first phase no purchases will be made, therefore, although you want a large flow of customers, it is more important the quality (potential customers). When potential customers enter the site, it is

important to accompany them in the process, without offering them hasty commercial information, since the customer may behave negatively towards the product. The three ways to do this are through SEO, content marketing and social media marketing [6].

**SEO:** The acronym stands for search engine optimization. This method consists of changing elements of the pages, so that they match what is being searched for and thus appear in the first pages of search engines [7].

**Content marketing:** It is defined as the publication of content that generates interest and high value to customers [8].

**Social media marketing:** It is an electronic marketing tool that seeks to promote the brand and the product of a company, through social networks, participatory websites or virtual worlds, since these websites allow active communication with the customer [9].

In the second phase, customers become sales opportunities. For this, a dialogue must be opened with the customer, responding to each of the questions and concerns that he may have [10]. In this step it is very important to obtain records of visitors to the site, which can be complicated, since not everyone likes to leave their data, however, this data will allow us to know the sector that is reached. Some ways to get the sales opportunity are; through a call to action, forms, landing pages or a CRM.

**Call to action:** These are buttons that are located along the web pages that lead to perform an action, these buttons must be eye-catching to capture the attention of users.

**Forms:** The form is used to fill in user data in order to identify the target group that is being reached or any other data that you want to know about the customer, the form must be striking, differentiating and easy to fill in. Generally,

some motivation should be given so that users can fill it out without any problems.

**Landing Pages:** These are pages designed to receive visitors for a specific action of the home page, this is characterized by having a specific theme to prevent the user from deviating from the primary action and to offer direct communication with the visitor [11].

In the third phase, the goal is to close the deal with the customer in an appropriate way and at the right time, for this purpose Lead Scoring and Lead Nurturing strategies, marketing automation, e-mail marketing or circular reports can be used [11].

**Lead scoring:** They have the objective of classifying the potential customers in order to treat them according to their classification. There are three types of potential customers: cold, warm and hot. Cold ones find the product interesting but have no intention of buying it immediately, warm customers want to buy the product in the near future and hot customers want to buy it immediately [12].

**Lead nurturing:** It is the process of achieving an excellent communication with potential customers, and in a different way, since 50% of the customers do not want to buy the product immediately. An advantage of lead nurturing is that it tries to convert cold leads into warm leads and accompanies them throughout the buying process [13].

In the last phase, the customer is delighted, this stage is a constant work of research, in terms of new tastes and interests of customers, as it seeks to recommend the brand and return to buy repeatedly. To build customer loyalty requires the creation of new quality content and efficient communication channels. For this, elements such as social media, e-mail and call to action can be used [14].

The content of the company will be made through virtual media, since in recent years there has been an increase in its use, due to the versatility it offers in addition to the great variety and quantity of products. Studies say that 15 minutes of every hour spent on the Internet are spent on social networks, and half of the time is spent searching for products [15].

Inbound marketing in Colombia has had a positive impact, since the behavior of buyers has changed drastically in recent years, and the Internet has allowed buyers to obtain the information they need to make informed purchasing decisions. Accordingly, our marketing and sales processes must be adjusted [15].

Inbound in Colombia, as in other countries, is based on data and performance: for years, marketing was an art, but today, it's a science. Every day, we get data on the performance of all aspects of an inbound effort. We get data on blog articles, web pages, keyword rankings, email campaigns, lead emails, conversions on specific landing pages, CTA buttons, and content types [16].

The overall objective is to propose an inbound strategy to Anirolls, a handmade pastry company, in order to achieve higher visibility and positioning of its Instagram page, offering quality content and giving correct product information.

The first objective is to know the words that should be used to achieve a good SEO positioning.

The second is to find the market segment you are reaching, and obtain a database with their personal data.

The third objective is to find out what potential customers are looking for in a handmade pastry page (the most relevant information and the

type of content they want to see). It is necessary to review existing publications, those of the competition and conduct surveys to find out what most attracts them to this type of pages.

The fourth objective is to build customer loyalty by making them part of the process, looking for new flavors they would like to find in Anirolls and by knowing the strengths of the product and service provided [17].

## 2. Materials and Methods

Anirolls sought that when implementing the inbound proposal, the customer feels that the control of the process and that everything that happens is in favor of their needs and interests, which is why Arturo Martinez, computer engineer and expert in information technology, describes 4 stages for a completely successful sale; Attract, convert, close and delight. These stages are focused on generating value to the users of the company's website and expanding the advertising framework to obtain more sales. For this, it works hand in hand with the so-called Lead Life Cycle, which aims to identify and characterize the type of customer you have at any given time and how to treat them to ensure the purchase [17].

Theoretically, this technique takes up economic studies of the 19th century such as the Marginalist theory, where the Abbé de Condillac, father of Marginalism, states that the utility of a good is subjective, since it does not depend on its physical qualities or the social work invested in its production, but on its capacity to satisfy subjective needs assigned by the consumer himself [18]. To this is added Say's assigned utility, where the buyers themselves give the value to the good based on the utility and the need it satisfies, likewise, and in relation to the Inbound previously described, this value increases when a buyer shares his experience with the product, which increases

its visibility and attracts new customers. It is important to mention that these techniques, although they take up approaches from market and economic flow studies, also go hand in hand with the advance of societies in terms of technology and society, which allows the use of new technologies as more affordable advertising media for consumers.

As mentioned above, social networks and in this case, Instagram are the new ways to communicate and make buying and selling processes, so Anirolls in its inbound process sought to differentiate itself by making successful publications on Instagram having three factors as a reference: creativity, flexibility of the content published and having constant communication with potential customers. For this reason, it is important to monitor social networks to observe how customers are behaving with the content published, to know what they like and what they do not, in addition to offering assertive communication that provides solutions to each of the concerns that may arise [15].

In the inbound proposal for the Anirolls company, an SEO process was carried out, where keywords and hashtags were found with the help of Google trends Keywordtool.io, followed by forms, in which the segment being reached and its characteristics were found, in addition to providing a database with which to make better decisions. After this, it was found that RDstation is the program most used by Latin American companies, since in addition to having a lead scoring and lead nurturing system, it offers training and helps in creating marketing campaigns, finally it was decided to make a social media strategy, in which we inquired about the tastes of customers, the service received and the quality of the product purchased.

## **2.1 Phase I: SEO Strategy**

For the first inbound phase, the Instagram page was optimized by registering the brand in Instagram Business and leaving a WhatsApp link in the bibliography.

Then with the help of Google trends, a list of the most used words in pastries and the values of the company was prepared, these were compared to find the most used words (keywords) in Bogota, and strategically placed in the username of the account in the biography of Anirolls.

These keywords were then used to find the different Hashtags that should be used in each of Anirolls' publications. With the help of the Keywordtool.io page, which shows the amount of times a Hashtag is used on Instagram, this helped us to understand the competition we have, the positioning of Anirolls in the Instagram search engine, and to find the Hashtags with a higher SEO potential on Instagram. After applying the important hashtags in a post we used secondary words in the captions increasing SEO score.

After this, using the alternative text is a tool used by people with visual disabilities, since it describes the images, so the alternative text was activated and the images were described with the keywords already found. Finally, it was constantly reviewed how the SEO strategy influences the number of page views using Metricool as a reference, since it shows over time the number of page views [19].

## **2.2 Phase II: Forms**

In the forms we sought to know the sector to which Anirolls was reaching, therefore, it is important to know some personal information about our customers. The most relevant data requested in the survey were: date of birth, gender, socioeconomic stratum, what you do

and an email or WhatsApp in case you want to be contacted.

### **2.3 Phase III: Lead scoring and lead nurturing**

Anirolls does not have any artificial intelligence tool that allows it to identify the type of lead that is entering the page. This is why RDstation was chosen, because it is a page that identifies customers and give them a rating depending on how close they are to buying the product, which will have the necessary information to offer quality content to each of the customers, depending on the point where they are. RDstation also has the ability to know which are the publications that will attract them more to the product, and help to convert them into a Hot customer or to make the purchase.

### **2.4 Phase IV: Social media**

In order to build customer loyalty, a post-sales service was conducted on Instagram, where we found what they liked most about the product and what they did not like. With this we managed to feedback the product and the service we were offering, and we improved it in order to have a greater acceptance of the product and that customers feel that they are an important part of the company [17].

## **3. Results and Discussion**

### **3.1 First Inbound Phase**

For the first phase of inbound, we chose three groups of words to place them in the company's publications and web pages, these groups were:

**3.1.1 Market:** In this group of words, 24 words were found, among which a study was conducted to determine which were the most searched words on the Internet in the city of Bogota. For the market, the most searched words were the following: kitchen, chef, food, breakfast food, roll, desserts, bakery,

gastronomy, pastry, confectionery, onces and cinnamon.

From the aforementioned list, food, chef and kitchen obtained the best scores, being these the most searched words on the web by people in Bogotá. Therefore, these words will be included in the largest number of publications.

**3.1.2 Flavors:** In this group of words we found 15, with the flavors of the cinnamon rolls that we have plus some flavors that we want to venture into. Of these words we found that the most searched on the internet are: Chocolate, sweet, blackberry, candy, banana cinnamon. However, all the words are significant to include in the Anirolls page depending on the advertising content.

**3.1.3 Company values:** In this group of words, 18 words were found, which represent what the company wants to transmit with the product. The most important words in this section are: Love, family, couple, union, sharing, moments and enjoyment. From the previous list, the most searched words were: love and family, so Anirolls' publications will be aimed at showing these qualities.

Once the keywords were known, we proceeded to search for the most recurring hashtags on Instagram with these words. The most important hashtags, which have a greater number of publications and consequently views according to the keyword tool page are: #cheflife, #chocolatecake, #cinnamonrolls, #candy, #francesoflove, #family, #couples.

However, doing a search in keyword tool, we found that the publications with more views are related to healthy food hashtags, which made us realize that the market is orienting to something completely opposite, which opens the possibility of reaching a large and growing market.

On the other hand, to verify the information obtained, we searched in sistrix for the most important hashtags with the keywords obtained from Google trends, finding the following (in Spanish): #food, #food, #food, #recipes, #gastronomy, #home, #love, #phrases, #life, #cake, #dessert, #instafood, #delicious, #family, #bomdia, #felicidade, #versos, #frasesdeamor, #sweet, #foodie, #boyfriends. It was deduced that in both pages the hashtags are very similar and point to the same topics. Considering this, these hashtags were used to attract more customers. However, it is important to use more specific hashtags to reach customers who are more interested in the product and are looking for something more specific.

### 3.2 Second Inbound Phase

The first action was to create some automatic dialogs on the Instagram page to direct customers to WhatsApp to get their phone number. In the WhatsApp of the Anirolls page we created certain dialogs that allow us to lead the customer to certain aspects of the product such as: prices, flavors, quantities, the location of the company and any other questions that the customer may have about the product. After this we proceeded to create a survey which is shown below with its step by step.

After providing the product information in WhatsApp we proceeded to send the survey, in order to have a better understanding of the market we are reaching. Therefore, the survey contains the customer's main data, such as: name, age, address, telephone number, and socioeconomic stratum.

**Figure 3. Survey of the reached customers**

The image shows a survey form for Anirolls Repostería Artesanal. At the top is a logo featuring a red swirl of dough on a yellow banner that reads 'ANIROLLS REPOSTERÍA ARTESANAL'. Below the logo, the text 'Sección 1 de 2' is visible. The main title of the section is 'Información de contacto y gustos'. A descriptive paragraph states: 'esta encuesta esta diseñada para conocer el sector al que estamos llegando como empresa, cuales son los gustos de nuestros clientes y cual fue la percepción de Anirolls. muchas gracias por su tiempo y confianza.' The form contains four input fields: 'Nombre' (Name) with a red asterisk, 'Texto de respuesta breve' (Brief answer), 'Dirección' (Address) with a red asterisk, and 'Texto de respuesta largo' (Long answer).

### 3.3 Third Inbound Phase

The RD Station marketing program allows to have a competitive advantage compared to other companies, due to the amount of advantages it brings, since it has helped many companies to find or have their competitive advantage. Within the advantages that this program has offered to many companies are: the greater visualization, attraction and conversion of a greater number of customers, since the application uses artificial intelligence to publish the content at the right time of the day, and with the right publication. Achieving an average of 3.8 times more views, 5 times more clients and 3 times more sales in the first year.

RD Station helps us to have more customers, sectorize them and know their tastes, guiding us to make better decisions. RD Station offers the option to make landing pages and generate competitive strategies, recognize the level in

which customers are (Cold, Warm, Hot), supported by marketing experts in each of the program's functions, since the first interaction with RD Station.

### 3.4 Fourth Inbound Phase

In order to build customer loyalty and learn about customer satisfaction regarding the product and the service received, the survey was resent asking about various aspects of the product, such as: flavor, texture, aroma, amount of sweetness, amount of fat, among others. For evaluating the the service we asked them about: the quality of the attention on the line (WhatsApp), speed during the process, punctuality and attention of the delivery person.

**Figure 4 Product perception**

Siendo 1 la calificación mas baja y 5 las mas alta ¿Cómo calificaría las siguientes características del producto?

	1	2	3	4	5
Sabor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contextura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Muy dulces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Muy grasosos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tamaño de los ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentación d...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Precio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In the last part of the survey, as shown in Figure 5, we inquired about the customers' tastes and what they would like to find in the future at Anirolls.

**Figure 5 New flavors**

Que les gustaría encontrar en Anirolls próximamente

¿Que sabores le gustaría encontrar en Anirolls próximamente?

☐ Mora

☐ Arequipe

☐ Fresa

☐ Chocolate blanco

☐ Banano

☐ mix

☐ Otros: \_\_\_\_\_

By knowing what the customers' tastes are, we can offer them some samples of Anirolls' new products to ask them about their expectations and get an accurate feedback on each of Anirolls' new innovative products.

## 4. Conclusions

The inbound proposal helped to identify the hashtags and the keywords with which the publications should be uploaded, achieving a better positioning of the market, so the importance of using the right hashtags was understood.

There are certain words that stand out a lot in the market and have power in the market such as love, family, couple, so advertising should be focused on the market segment that seeks to share with their family, friends or partner.

On the other hand, nowadays everything healthy is booming, so it is possible to take advantage of this factor and diversify the product, adapting it to this and future market trends.

As for the knowledge of consumers, it was found the importance of knowing their tastes and the reasons that lead them to consume this type of products, managing to offer a better product and a better quality of the publications.



It was found that the RD station program not only helps to determine the point where customers are, but also allows us to organize the data to better understand them, suggesting the best time to make publications, to know which publications have been more successful, as well as offering constant training from experts in different marketing fields.

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