

METALLURGICA
SAN MARCO

THE ITALIAN BRASS PARTNER



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Executive Summary

The goal of this project is to audit Metallurgical San Marco's communication strategy from a sustainability standpoint and propose a comprehensive communications plan with a Content Blueprint along with strategies for customer acquisition and sustained brand communication.





Market Research

Main applications:

- Automotive
- Construction
- Electrical industry
- Interior design
- Architecture
- Fashion industry
- Machinery

Market Size for 2032:

17.81bn USD

European Market

Electric cars

Sustainable construction






A u d i t






METALLURGICA SAN MARCO








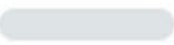

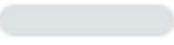
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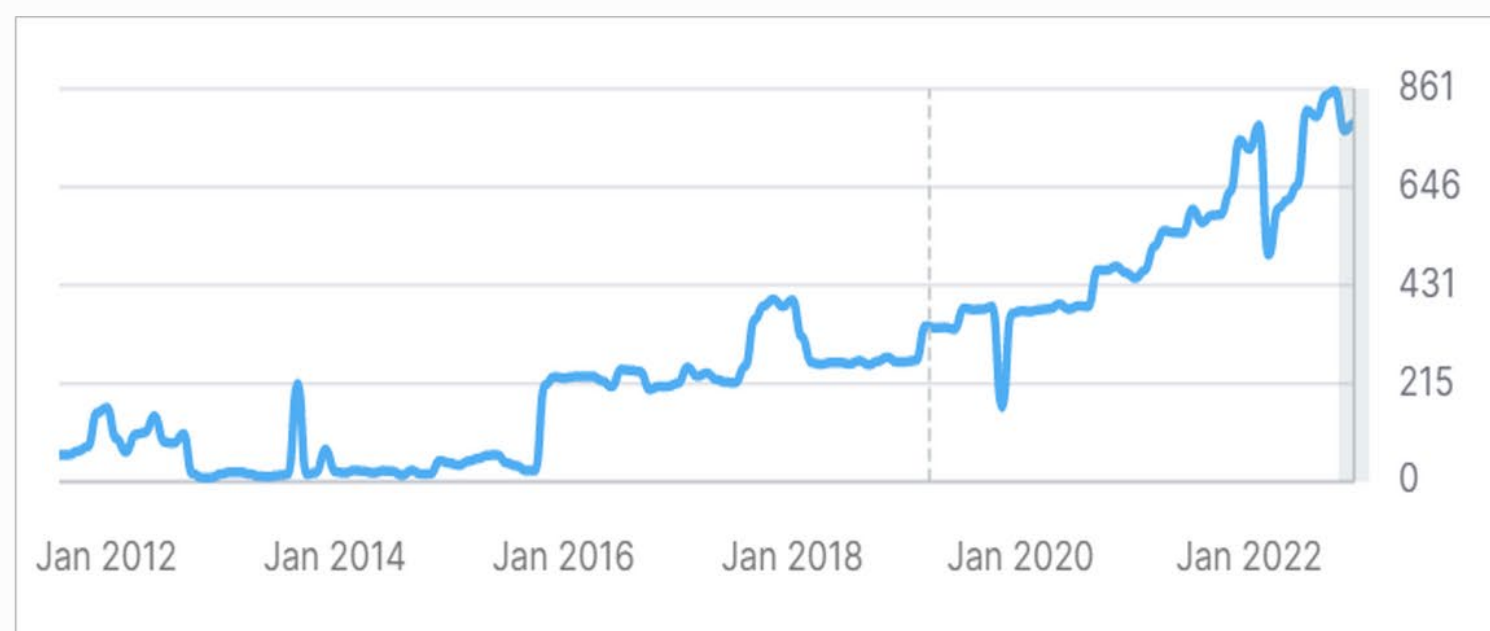
Organic Search Traffic  **785** +2.1%

Semrush Domain Rank **196.2K** ↑


Keywords **300** ↑



Countries	Traffic Share	Traffic	Keywords
Worldwide	 100%	785	299
 IT	 100%	785	225
 US	 <0.1%	0	18
 TR	 <0.1%	0	5



Branded vs. Non-Branded Traffic



● Branded **93.2%** by 2 keywords

● Non-Branded **6.8%** by 223 keywords

[View details](#)





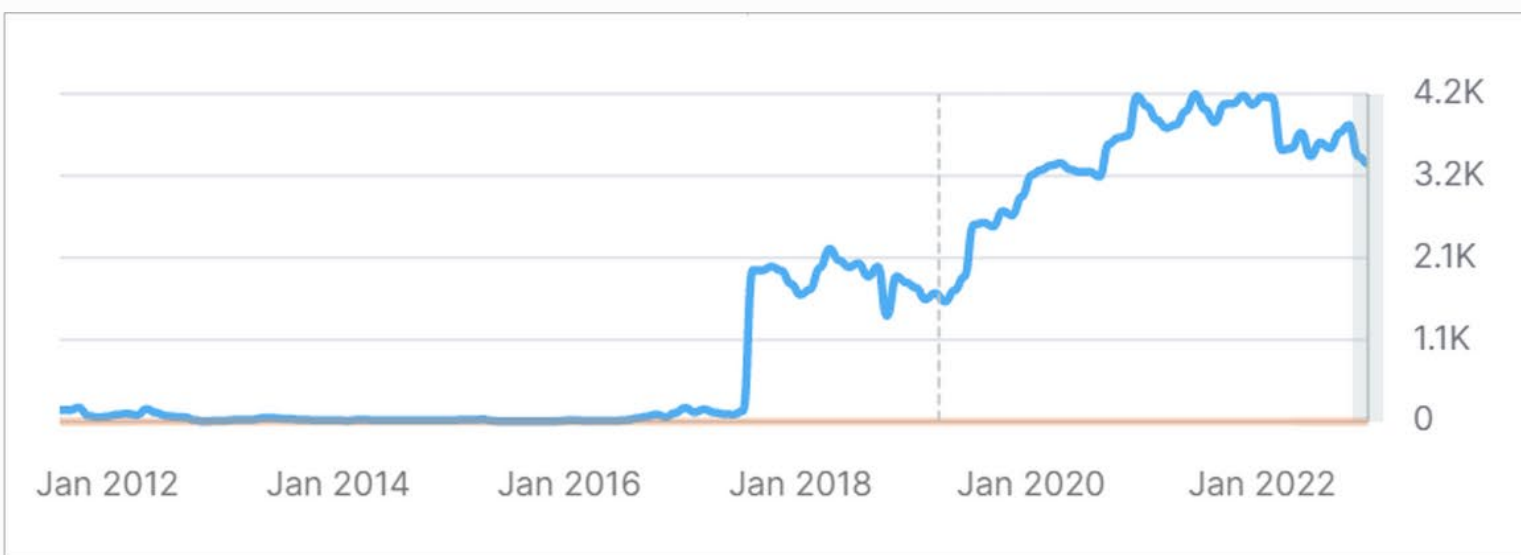
Authority Score

15

Organic Search Traffic

3.3K -2.9%

Countries		Traffic Share	Traffic	Keywords
Worldwide	<div></div>	100%	3.3K	841
IT	<div></div>	89%	2.9K	619
IN	<div></div>	2.3%	77	17
AL	<div></div>	2.3%	77	5
Other	<div></div>	6.7%	223	200



Branded vs. Non-Branded Traffic

● Branded

68.3% by 25 keywords

● Non-Branded

31.7% by 594 keywords

[View details](#)





Keyword Research

MSM Keyword Research	Locations	France, Germany, Italy, Switzerland			
Keyword	Keyword Intent / Type	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
brass companies	Commercial	10	Low		
sustainable manufacturing companies	Brand Positioning	10	Low		
sustainable companies	Brand Positioning	720	Low	1.1	2.8
sustainable manufacturing	Brand Positioning	210	Low	1.6	5.1
recycled brass	Both	50	Low	0.0	0.0
brass bars	Commercial	480	Low	0.0	0.0
sustainable brands	Brand Positioning	880	Medium	0.6	2.7
corporate sustainability	Brand Positioning	1000	Low	1.0	3.6
esg sustainability	Brand Positioning	1000	Low	0.9	3.1
sustainability in business	Brand Positioning	1000	Low	1.0	4.0
green manufacturing	Brand Positioning	170	Low	0.7	4.6
sustainable business practices	Brand Positioning	40	Low	1.1	3.6
eco friendly companies	Brand Positioning	90	Low	1.0	2.8
sustainable production	Brand Positioning	1600	Low	0.7	2.4
brass flat bar	Commercial	10	Medium	0.0	0.0
eco friendly technology	Brand Positioning	20	Medium	0.0	0.0
sustainability practices	Brand Positioning	140	Low	0.6	1.6
brass manufacturing	Commercial	260	Low	0.2	1.4
brass suppliers near me	Commercial	90	Medium	0.6	2.3





S

Strengths

- High quality and innovative products that meet customer requirements and market standards.
- Modern and efficient equipment and facilities that ensure high productivity and flexibility.
- Strong commitment to sustainability and social responsibility, with certifications such as ISO 9001, ISO/TS 16949, OHSAS 18001, and UNI/PdR 88:2020.
- Experienced and qualified staff that share the company vision and objectives.

W

Weaknesses

- Dependence on raw material prices and availability, which may fluctuate due to market conditions and supply chain disruptions.
- High energy consumption and emissions associated with brass production and processing, which may affect the environmental performance.
- Limited presence and visibility in international markets, which may limit the growth potential and competitiveness of the company.
- Communication is limited to Italian speaking audience. Limits expansion outside of home geography.

O

Opportunities

- Increasing demand for brass products in various sectors, such as automotive, construction, electrical, plumbing, and medical.
- Growing awareness and interest in sustainability and circular economy among customers and stakeholders, which may create new opportunities for product differentiation and value creation.
- Neighbouring markets esp. Germany has huge growth potential

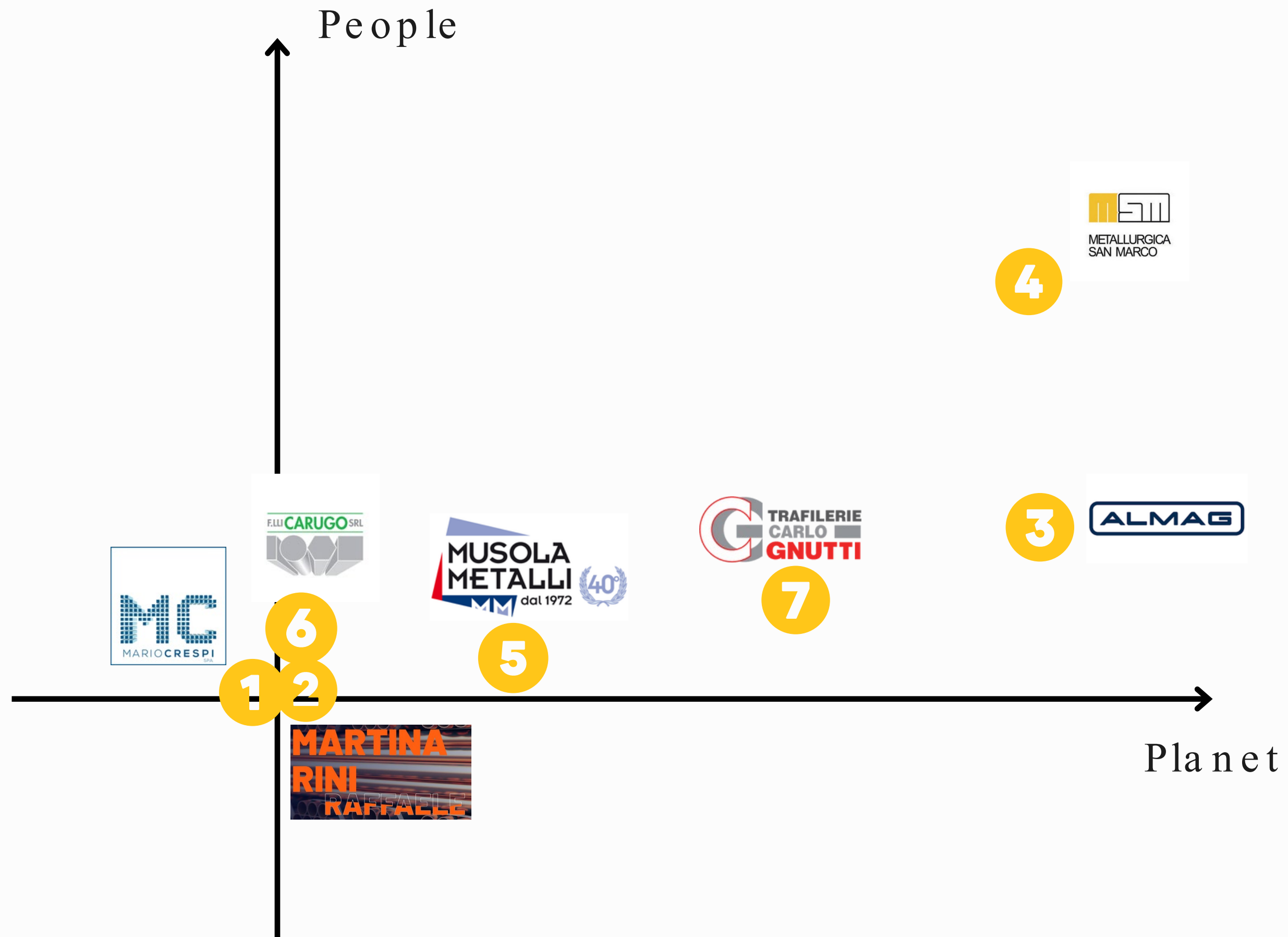
T

Threats

- Intense competition from other brass manufacturers, both domestic and foreign, which may affect the profitability and market share of the company.
- Regulatory changes and compliance requirements related to environmental, social, and governance issues, which may increase the costs and risks of doing business.
- Uncertainty and volatility in the economic and political environment, which may affect the demand and supply of brass products.

MSM Positioning map

- Mario Crespi SPA.
- Martina Rini
- Almag
- Metallurgia San Marco
- Musola Metalli
- Fratelli Carugo
- Trafiliere Carlo Gnutti





Communication Strategy



Marketing KPI's for B2B

WEBSITE TRAFFIC

WEBSITE TRAFFIC TO
WEBSITE LEAD RATIO

WEBSITE LEAD TO
MQL RATIO

REACH
CLICKS
COST PER CLICK
FREQUENCY

TOP KEY WORDS &
MARKET SHARE

SEARCH RANKING
AND BRAND KEYWORD
SEARCH VOLUME

× × × ×

Customer Persona

AGE
30 -60

Procurement
construction
MALE



- Budget conscious .
- Design driven .
- Goal oriented .
- Relationship -driven
- Risk-averse

AGE
30 - 50

Fashion buyer
FEMALE



- Fashion oriented .
- Brand conscious .
- Detail -oriented .
- Image-driven .
- Relationship driven .



Audience Construction & Manufacturing

×

×

×

×

Na m e	De s c r i p t i o n
REACH	29,000,000 potential LinkedIn members reached
LANGUAGE	People with English as their profile language.
LOCATIONS	Italy, Germany, Spain, France, Luxembourg, Belgium, Croatia, Switzerland
MEMBER AGE	35 to 54, 55+
MEMBER GROUPS	Scrap Metal Industry, BRASS & COPPER ALLOY KNOWLEDGE FORUM, Casting Bronze, Brass and Copper Base Alloys, Manufacturing & Industrial, Manufacturing, Supply Chain, Logistics, and Transportation, Manufacturing Operational Excellence, Manufacturing Professionals Alliance, Construction Professionals Forum, Construction & Building Materials- Professionals Group, Construction Business Owner Magazine
MEMBER SKILLS	Architecture, Restoration, Architectural Design, Civil Engineering
JOB SENIORIOTIES	Manager, Director, VP, CXO, Owner, Partner

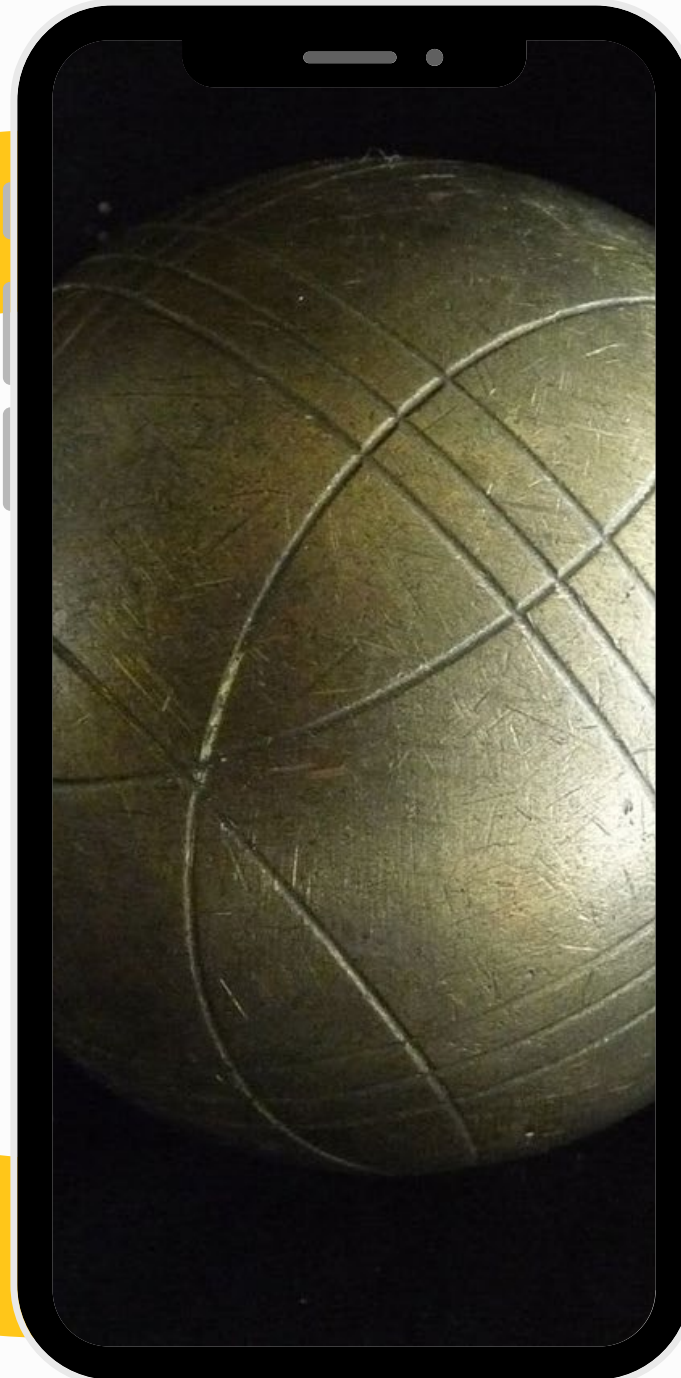
Audience Fashion



Na m e	De s c r i p t i o n
REACH	28,000,000 potential LinkedIn members reached
LANGUAGE	People with English as their profile language.
LOCATIONS	Italy, Germany, Spain, France, Luxembourg, Belgium, Croatia, Switzerland
MEMBER AGE	35 to 54, 55+
MEMBER GROUPS	Fashion Manufacture, Textile Manufacturing Company Ltd., Textile Machinery Manufacturers Association (India), Home Textile Manufacturer – Golden Holding, VMS Fabrics Textile Manufacturing Company, Sunson Textile Manufacturer Tbk, PT, FASHION EQUIPMENT
MEMBER SKILLS	Fashion buyers, merchandise planners, and retail store managers
JOB SENIORIOTIES	Manager, Director, VP, CXO, Owner, Partner



Marketing Channels



Email Marketing

Podcasts, Vodcasts & Interviews

Sustainability Leaders' Summit

Trade Fairs — Sustainability Panel

Guest Blogging - Intellectual Positioning

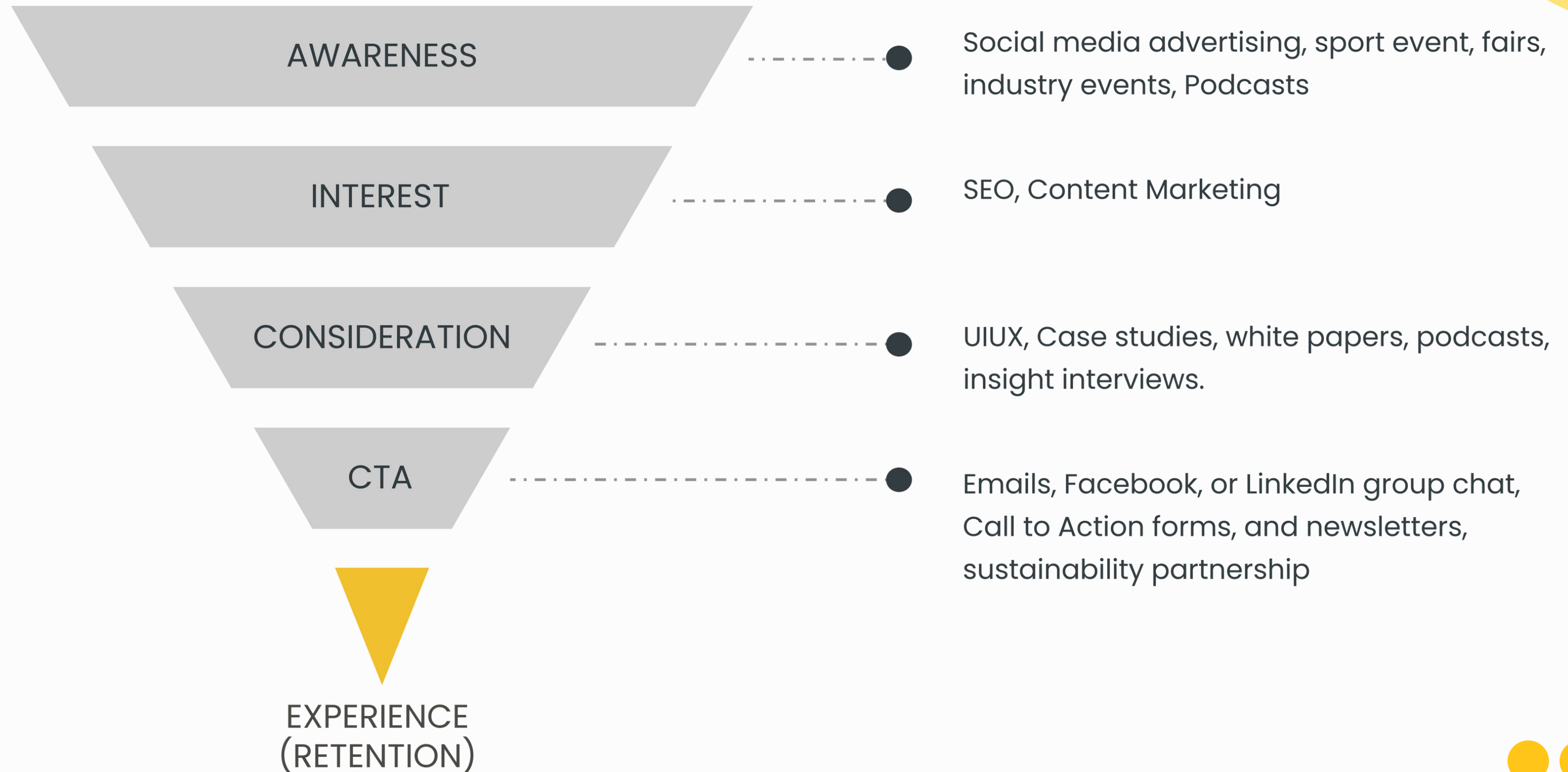
White Papers, Case Studies

Trade Fairs

Trade Shows

Na m e	De s c r i p t i o n	Da t e	Pl a c e
MADE EXPO	International Architecture and Building Trade Show.	15-11-2023	Milan
RESTRUCTURA	Building and Restructuring Fair	23-11-2023	Torino
ECO CASA ENERGY	Renewable Energy, Energy Saving and Green Building Exhibition	22-03-2024	Pordenone
SAIE BOLOGNA	International BuildinFairn, design, contraction, plan engineering	OcT-24	BoLogna
COM:BAU	Trade show dedicated to all phases of construction.	01-03-2024	DoRnbirn, Austria

Marketing Funnel





Communication Design



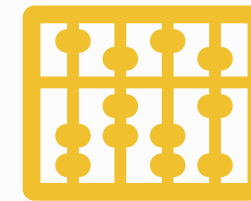
Choice Overload

We applied Sheena lyengar's 4c framework to audit the UX of MSM's website and have designed an communication based on the framework.

(The process of choosing, or why less is more. 2022, May 4)



Cut



Concretize



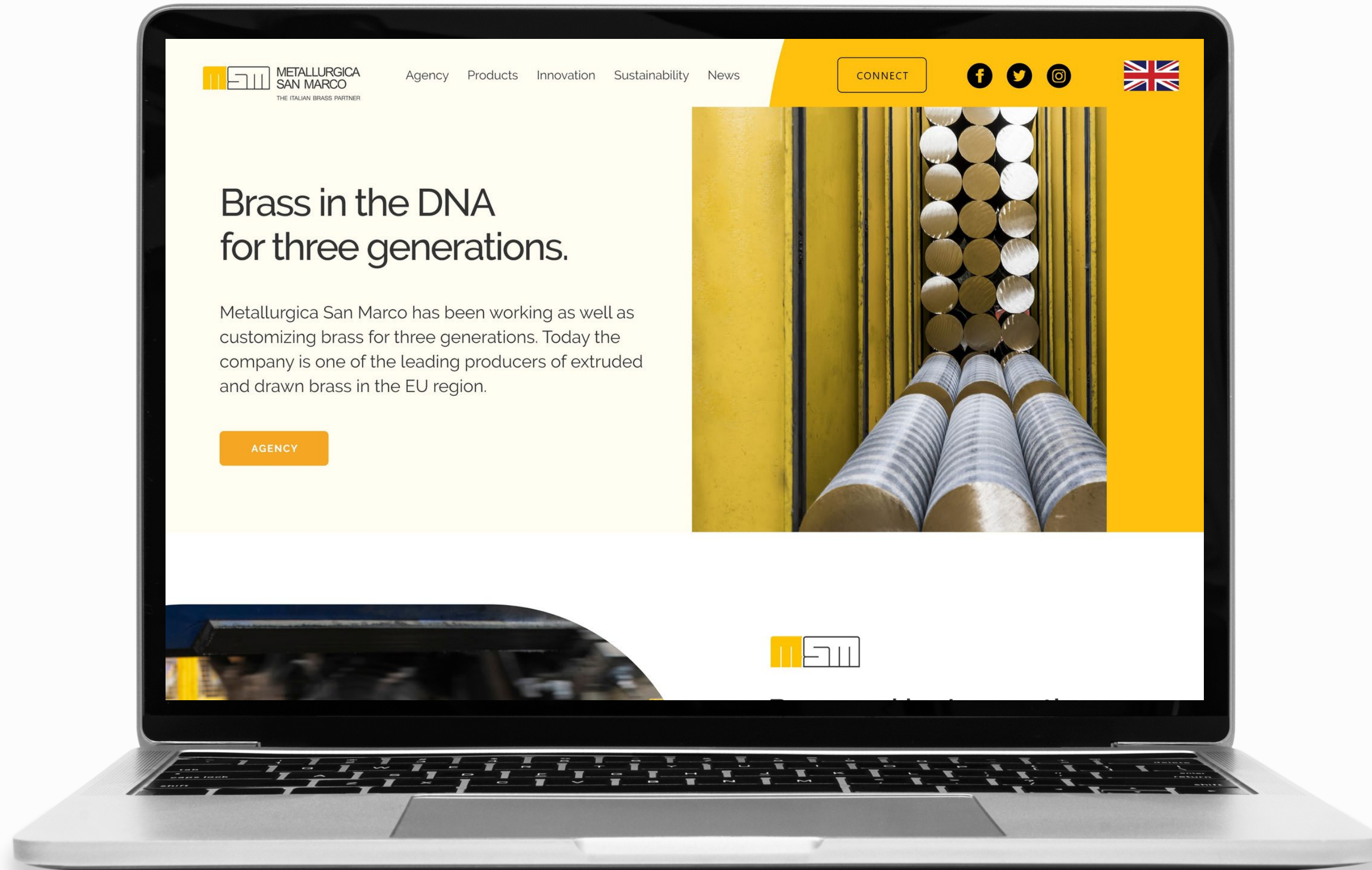
Categorize



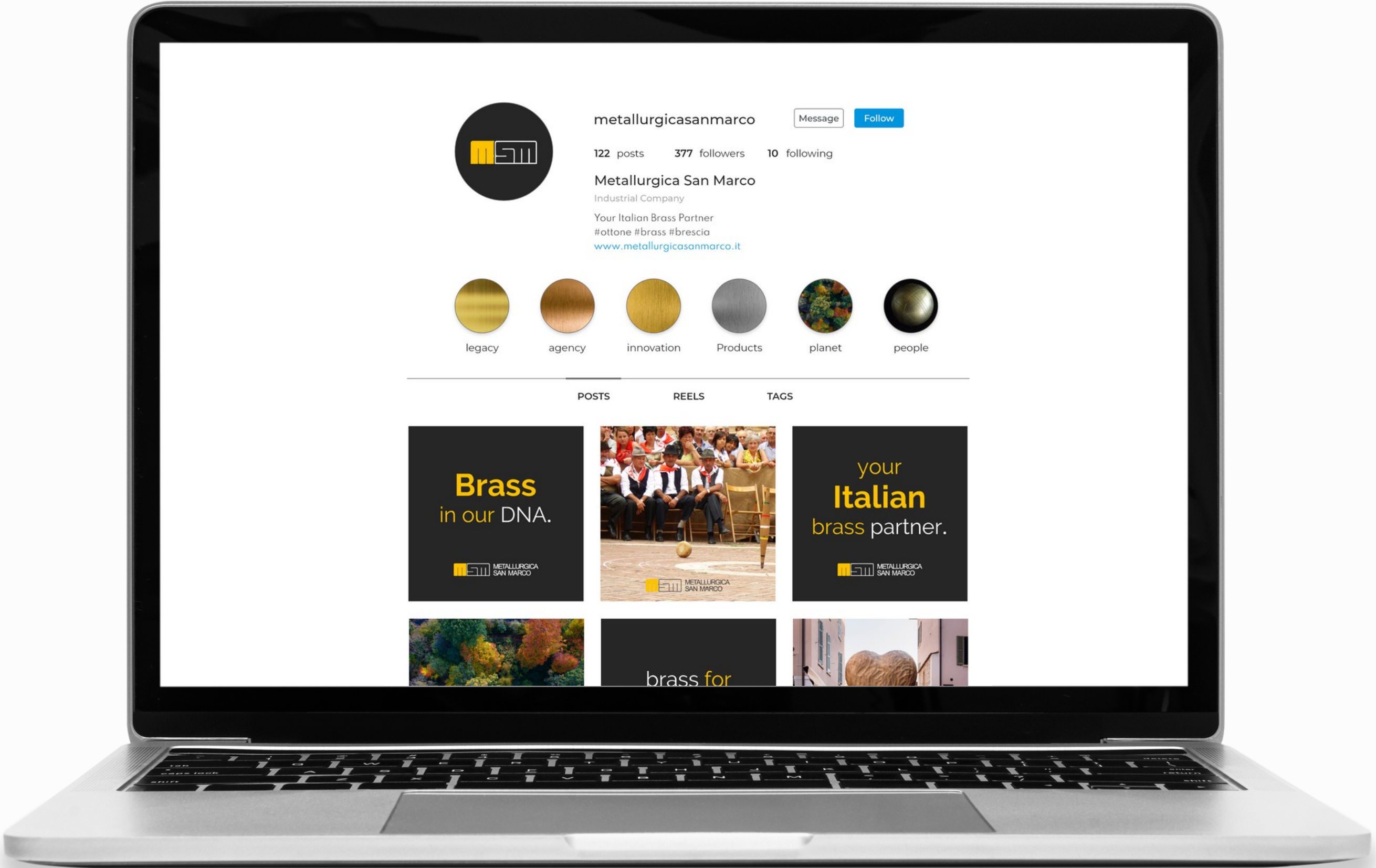
Condition to Complexity



Website

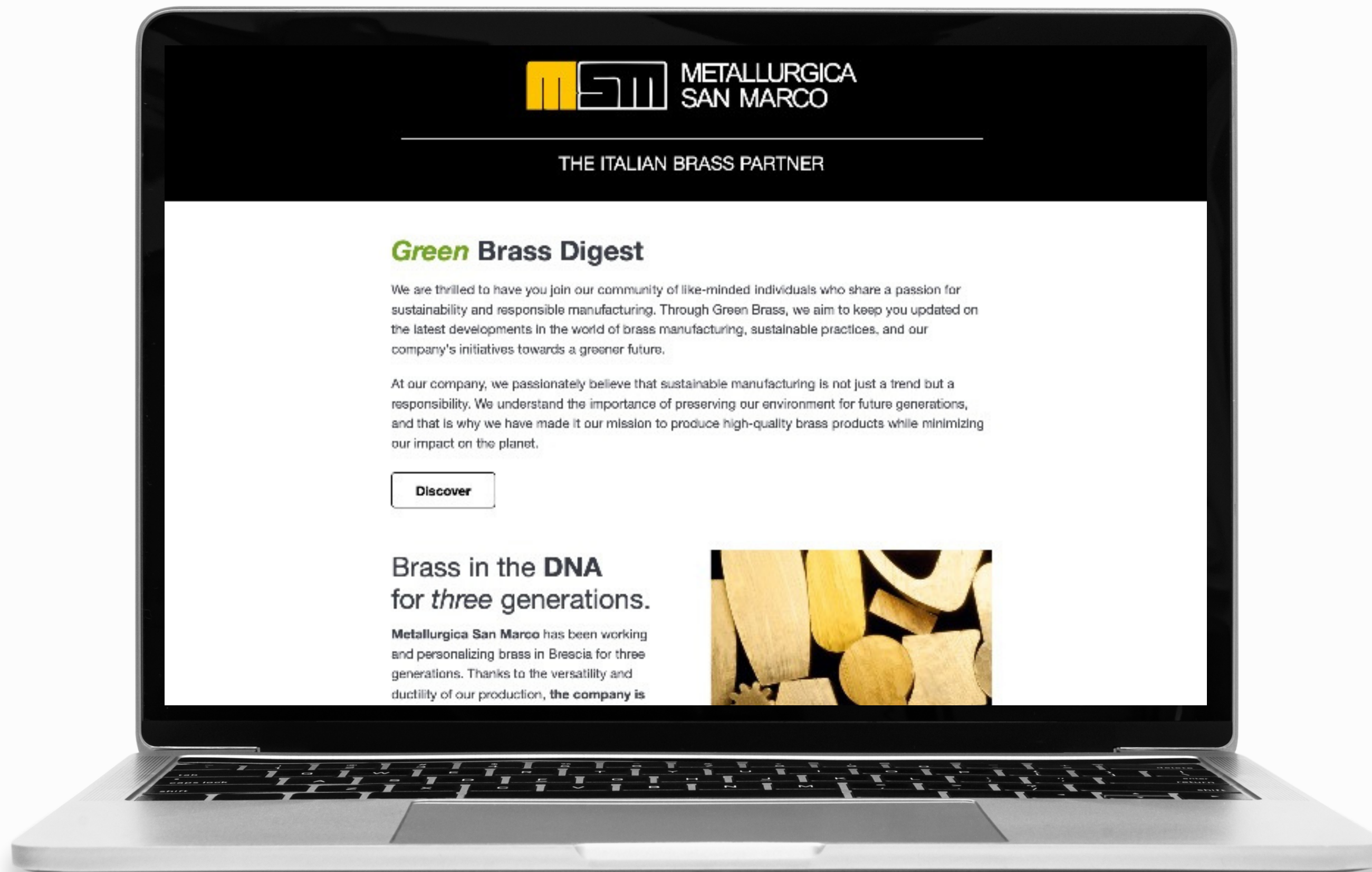


Social





Newsletter



THE ITALIAN BRASS PARTNER

Green Brass Digest

We are thrilled to have you join our community of like-minded individuals who share a passion for sustainability and responsible manufacturing. Through Green Brass, we aim to keep you updated on the latest developments in the world of brass manufacturing, sustainable practices, and our company's initiatives towards a greener future.

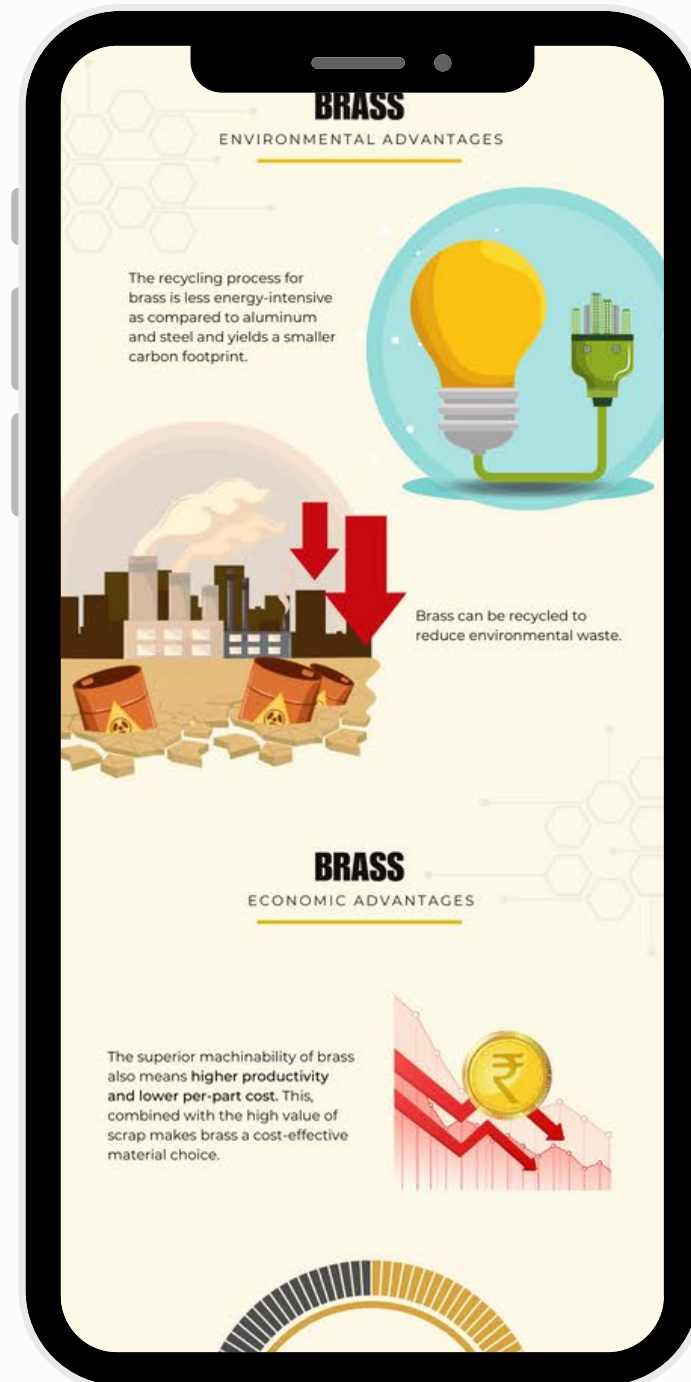
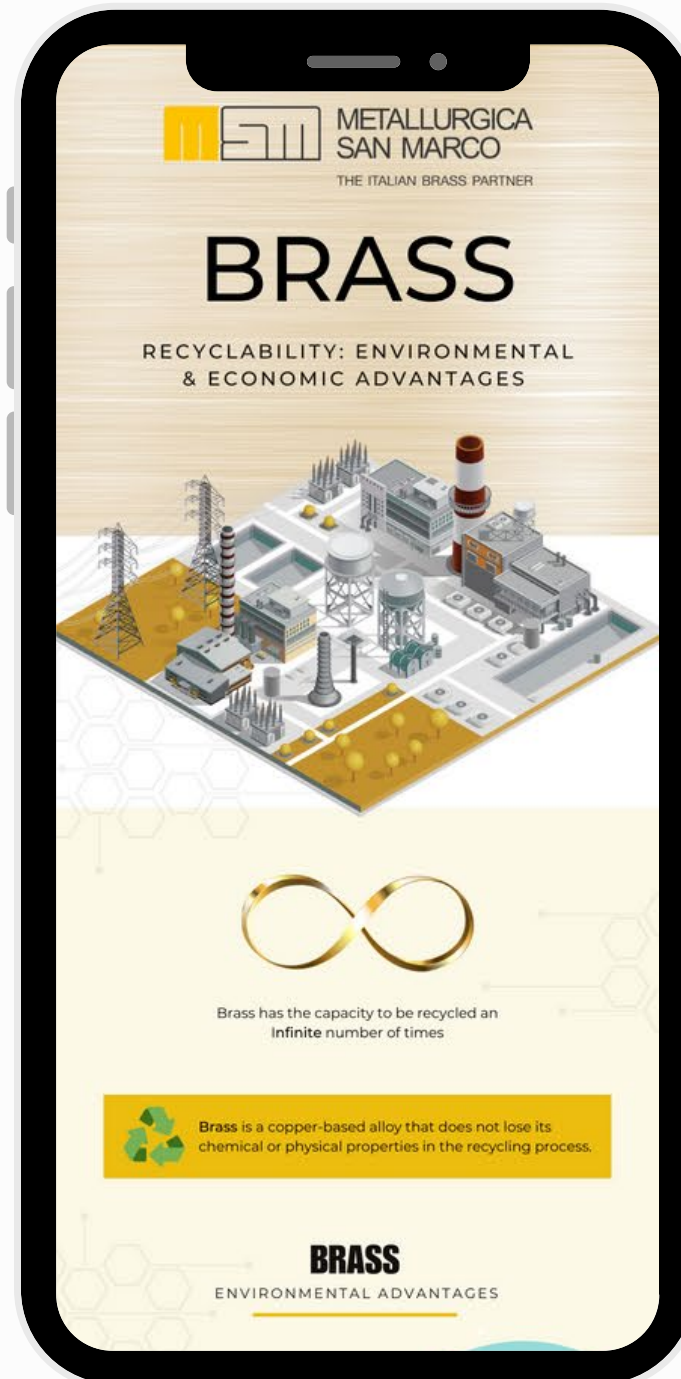
At our company, we passionately believe that sustainable manufacturing is not just a trend but a responsibility. We understand the importance of preserving our environment for future generations, and that is why we have made it our mission to produce high-quality brass products while minimizing our impact on the planet.

Discover

Brass in the DNA for *three* generations.

Metallurgica San Marco has been working and personalizing brass in Brescia for three generations. Thanks to the versatility and ductility of our production, the company is



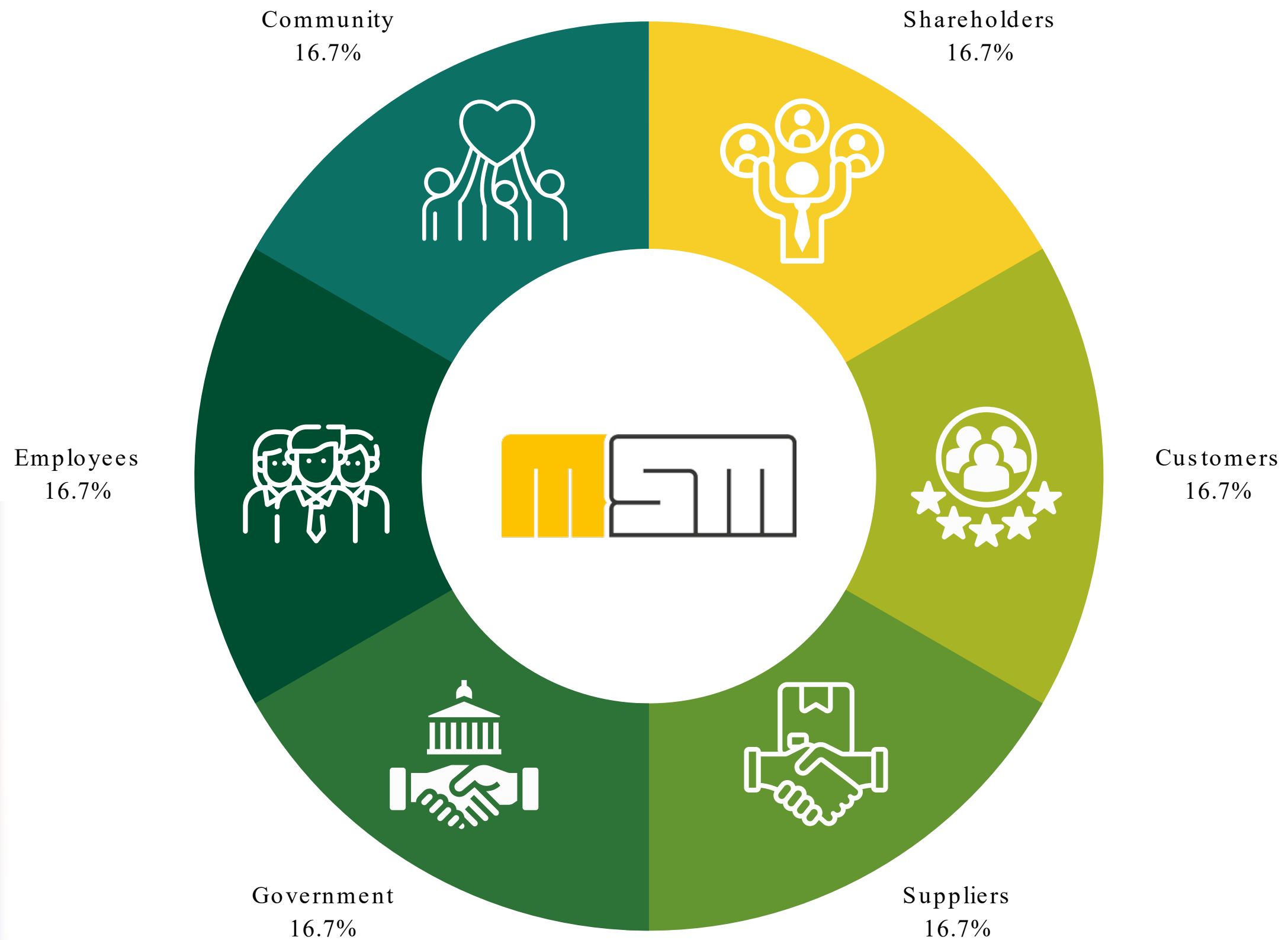


In f o g r a p h i c s

Stakeholders engagement

Main objectives:

1. Create an image and reputation for Metallurgica San Marco
2. Connect with its stakeholders.





Basket Brescia Leonessa



Atletica Brescia 1950



Brescia Calcio



AN Brescia Water Polo



Top Volley Latina

Pool of embassadors

Brescia, located in the Lombardy region of Italy, has a vibrant sports culture and many popular sports are played there. Metallurgica San Marco supports different teams that contribute to the moral, cultural, and physical development of the people living in that territory as part of its strategy of creating value for the territory and the stakeholders.



Branded Events

Aiming to incorporate authentic Italian culture into its year-end event, Metallurgica San Marco draws inspiration from its Italian roots. In honor of its heritage, we propose bocce, a sport uniquely Italian (Busacca, A., 2022).

The proposal involves hosting a thrilling bowls championship during the event, where participants can showcase their skills and compete for the prize. We will award the winning team a magnificent brass bowl as a testament to their exceptional performance exemplifying our commitment to excellence.



Content Blueprint

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			"The Path to Sustainable Brass: Innovations and Practices Shaping the Industry"	"Reducing Environmental Footprint: Sustainable Manufacturing in the Brass Industry"	"The Circular Economy in Brass: Exploring Recycling and Upcycling Initiatives"	
	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			"From Mines to Markets: Examining Sustainable Extraction Practices in Brass Production"	"Water Conservation and Management: Promoting Sustainability in Brass Processing"	"Ethical Sourcing and Responsible Supply Chains in the Brass Industry"	
	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			"Community Engagement and Social Impact: Brass Industry's Role in Local Development"	"Sustainable Design in Brass: Balancing Aesthetics and Environmental Responsibility"	"Collaborative Approaches: Partnerships for Sustainable Brass Production"	
	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			"Transparency and Accountability: The Importance of Reporting in the Brass Industry"	"The Role of Certification and Standards in Promoting Sustainability in the Brass Industry"	"Environmental Impact Assessments: Evaluating the Footprint of Brass Production"	
	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	MSM Cares Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			"Green Innovations: Exploring Eco-friendly Materials and Processes in Brass Production"	"Building Resilience: Adapting the Brass Industry to Climate Change Challenges"	"Closing the Loop: Exploring Closed-Loop Recycling Systems in the Brass Supply Chain"	

Thank You

