

How We Adapted our **BCR2 Methodology** to maximize revenue in the Covid Era



Dimitris Kalaitzis
Marketing Team Leader GIM

About Us

- Founded In 2009
- Specialised in **Digital Marketing, E-Commerce** and **Consulting**
- SEO Pioneer in Greece
- Google Premier Partner & Facebook Partner
- More than 20 in-house Marketing Experts

COVID S*CKS!



Opportunity



BCR²





Research

- It's Time For Real Connections & Trust
- More Time For Ourselves
- Healthier Lifestyle – New Trends
- Digital First Timers
- Q-Commerce

Bring > Convert

- ~~It's Time For Real Connections & Trust~~

→ **Invest More in Community Management/Building, Branding, CSR.**

- ~~More Time For Ourselves~~ → **Content is still the King**

- ~~Healthier Lifestyle - New Trends~~ → **Invest More & Promote The Right USPs**

- ~~Digital First Timers~~ → **Reconsider Your Audience**

- ~~Q-Commerce~~ → **Improve your Logistic Processes**

Real-Time Marketing



&



=

+650%
Revenue



Retain

- Try Not To have Last-Timers
- After Sales Support
- Loyalty Systems
- Remarket The Right Way
- e-Mail & push notifications

Our Cases

MUST
MEN FASHION

+155%

MOSC^{CHOS}

+75%

BODYBUILDING[®]
CLUB

+55%

Dreamy Kitchen
Inspire. Design. Live in.

+197%

Echo Deco

+75.8%

hionidis

+109%

Mama Said

+91.8%

one  one

+455%


ATHENS FASHION CLUB

+220%

 Cartridge World

+183%

Key Takeaways

- RnD your Way to Success
- Digital field is changing, first-timers
- Q-Commerce
- Build Relationships & Communities
- Be a Chameleon

Thank you!

The logo for GIM (Greek Internet Marketing) features the letters 'GIM' in a bold, sans-serif font. The 'G' is a large, dark blue letter. The 'I' is a tall, dark blue vertical bar. The 'M' is composed of two dark blue vertical bars with a dark blue horizontal bar connecting them at the top. The top-right portion of the 'M' is filled with a gradient of orange and red.

GREEK INTERNET MARKETING

DIGITAL MARKETING - E-COMMERCE - CONSULTING