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# How to design an Account-Based Marketing campaign for TwenPack

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**Twan Nijhuis**

Creative Technology

Supervisors: dr. K. Zalewska, dr. Raymond Loohuis

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## Abstract

Because of Covid-19 as well as growth within the e-commerce and e-fulfilment industry many B2B companies and their webshops have trouble with warehousing, distribution and transporting their products. TwenPack wants to take this opportunity to show their added value and services within this market. TwenPack offers personalized e-fulfilment services for these companies. TwenPack is a rather new company that wants to attract more clients within this market. This research aims to discover how to design an account-based marketing campaign for TwenPack. The account-based marketing strategy allows TwenPack to direct their marketing to target accounts more effectively. Using account-based marketing, the implementers set their sights on a few important accounts that have special needs which TwenPack provides towards B2B webshops for example.

The development process of the marketing campaign is explained in different phases. Starting with the introduction, followed by background research, consisting of literature research, state of the art research and expert interviews. The goal of these phases is to gain knowledge about account-based marketing, value-based marketing and real life experiences and examples of using this rather new marketing strategy. Next up, the implementation of the Creative Technology design process was conducted for ideation, specification, realization, and evaluation. In this design process concept brainstorming and requirement listings have been established, resulting in a final concept for specification. During realization, this specification is realized as much as possible to create a comparable prototype for evaluation. Based on evaluation feedback, a conclusion and future work of TwenPack's account-based marketing campaign design could be discussed.

TwenPack's account-based marketing campaign design was positively received by TwenPack and all other evaluation participants. Evaluation showed that this prototype can support TwenPack in gaining engagement of B2B e-fulfilment clients. There are a lot of possibilities in outsourcing or executing this prototype towards a final product which in the future can be published on TwenPack's website, but if TwenPack will pull this project through is uncertain. The interactive video has a lot of potential for future work and reflects upon an extensive marketing design process that will attract more B2B clients towards TwenPack by making them interested in TwenPack's personalized e-fulfilment process.

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# Chapter 1 – Introduction

This introductory chapter gives a brief introduction of TwenPack. The problem statement and context of TwenPack are explained as well. Based on the problem definition, a research question and sub-questions have been formulated.

## 1.1 TwenPack

TwenPack is an e-fulfilment company providing all services needed for online companies to sell their products, such as warehousing, pick & packing and transporting the product. TwenPack was founded specifically for business-to-business (B2B) companies as the result of the increasing e-commerce and digitalization. TwenPack is owned by E. van Wijk Forwarding, which has a portfolio of other businesses with different expertise's within the logistics and transportation industry. TwenPack's warehouse has the perfect location because there are multiple accessible highway connections for national and international transport. The company has recently moved to a 7500m<sup>2</sup> warehouse, situated on the XL Businesspark Twente in Almelo, with enough space to innovate and grow.

## 1.2 Problem definition

The e-commerce industry is a large one, estimated to be valued at \$2.7 and \$7.3 trillion in 2004 where the majority of online sales takes place between firms, so B2B e-commerce [1]. This valuation is causing massive competition within every business sector. That is why millions of experiments, conducted by for example dot-com companies, who are companies mainly doing business via the internet, are testing hypotheses for better business solutions than e-commerce provides today. In [1] it also states that in 2009 91% of all online transactions were the result of business-to-business e-commerce manufacturers and merchant wholesalers. B2B activities of manufacturers were the highest among all business sectors and were followed by merchant wholesalers, which constituted 23.4% (\$1.2 billion) of total e-commerce sales. In 2008 B2B sales

in India, even when not using the full potential of e-commerce, grew by 30-40%. In 2011 in China and India, B2B e-commerce sales increased by 7.7% in the first quarter of the year and compared to the year before revenue was up by more than 40%. Finally, global B2B e-commerce transactions were valued at \$12.4 trillion, which was \$3.4 trillion in 2005 [1]. B2B e-commerce has proven to have become fundamental and irreversible over the past few decades since its existence. Therefore, there is much more to gain in this industry.

In such a fast-growing industry with many competitors it is a real challenge for an e-fulfilment company to differentiate itself from competition and find new clients. One of the solutions is to develop a specific marketing strategy that has been seen to bring the highest return on investment. This marketing strategy is account-based marketing [2]. Account-based marketing is used when focusing on one or a few large important accounts with high potential for a positive change in sales and revenue which ultimately leads to a good return on investment at the end of the process. It is highly important to have a targeted marketing strategy for these accounts with a targeted message in order to attract engagement and achieve the goal of growth [3]. TwenPack wants to attract more customers and wants to design a marketing campaign to get enough engagement from prospective clients. The goal of this research is to give TwenPack a more targeted way of attracting new customers with the result of getting more opportunities to develop and expand in TwenPack's new location.

## 1.3 Research Question and Sub-Questions

Thus, the main research question to be answered in this research is:

**RQ:** "How to design an account-based marketing campaign for TwenPack?"

To get to the bottom of this research question, there are multiple aspects which need to be researched and considered. Firstly, instead of what e-fulfilment services TwenPack wants to advertise, what are the values of the accounts that TwenPack wants to target. We call the shifting of the product-centric approach to the customer-centric one value-based marketing (VBM) [4]. Thus, the first sub-research question is formulated as follows:

**Sub-RQ 1:** "What is the value-based marketing for TwenPack?"

Secondly, we want to know what marketing channels to use in this campaign. A marketing channel is the type of channel that is used to get from point of origin to the point of consumption. In our case to get the product of the marketing campaign to the targeted B2B e-commerce businesses. An example of this could be social media or email marketing [5]. The other part needed to implement the marketing campaign besides the channels are different types of marketing tools, who help execute the campaign through the right channels. So, the second sub-research question is:

**Sub-RQ 2:** “What are the most effective marketing channels and tools in the e-commerce industry?”

Furthermore, we need to know what TwenPack has to offer this targeted B2B e-commerce business. Research is needed on what TwenPack can provide as a logistics/e-fulfilment partner. Which leads to the third sub-research question:

**Sub-RQ 3:** “What is the value that TwenPack can offer?”

Concludingly, we need to consider what the target accounts expect from a partner in e-fulfilment like TwenPack. A potential client for TwenPack has certain needs and criteria to even consider a deal in outsourcing to an e-fulfilment partner. That brings us to the last sub-research question:

**Sub-RQ 4:** “What are clients expecting from a partner in e-fulfilment?”

After gathering enough information and doing enough research when answering these sub-research questions we can ultimately form a definite answer to our main research question. The answer to this main research question will be used to design an account-based marketing campaign from a B2B business, for a B2B e-commerce business.

## Chapter 2 – Background Research

Before brainstorming for concepts on TwenPack's account-based marketing (ABM) campaign, it is of large importance to conduct background research that helps define the problem as well as examples of relatable solutions to this problem. This chapter provides an overview of existing literature and studies, state of the art research and client interviews. All this information needs to be and will be integrated and considered during the design process.

### 2.1 Value-Based Marketing

As defined in chapter 1, account-based marketing is a marketing strategy focused on one or small group of accounts who are highly important to a specific business. TwenPack over the past few years of its existence has only done awareness marketing. This means trying to get their name on the market and getting as many companies within the B2B e-commerce industry to see their website and services, which was an effort to make TwenPack known in the B2B industry. The modern customers within the B2B industry tend to have just as much priority for their values, if not more, as for the quality of their products. There is proof that if consumers do not value their company's image, there is loss in the ROI, return of investment, as well as customer loss [4]. TwenPack values their services and relationship with their clients as well as those clients value their products and relation with their B2B consumers. This grants both companies an opportunity to apply value-based marketing to their company's image.

The traditional physical design process gives first priority to making the product before selling it. However, the right marketing strategy would need the CreaTor to consider: Choose the value - Who is that product or service for and how can value be created for that target consumer. How is this value provided to the target consumer - How is the service or product developed better than the competition. Pricing, distribution and meeting expectations for the target consumer. Lastly, communication - Advertising, sales promotions etc. Communicate it towards a target consumer. This is what is called the "value creation and delivery sequence" rather than using the making the product and selling the product approach. M. Lima [6] gives a clear and simplified example of value-based marketing: Shoes. Someone can't just make shoes and sell shoes. See for who the

shoes are designed, for example high class business men, so a product is developed that satisfies the target consumer's needs.

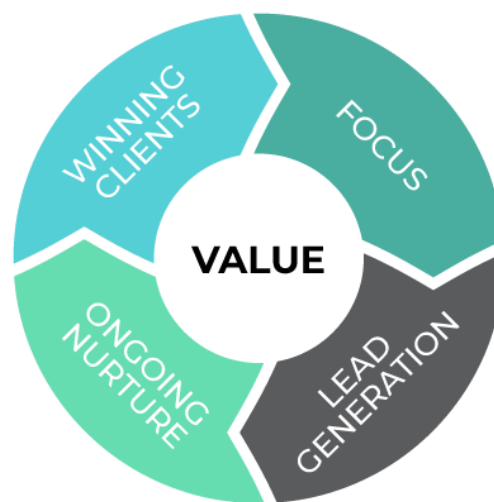
An example of the consequences of an ABM marketing campaign that didn't implement value-based marketing Pepsi their 'Live for Now' campaign that took a huge blow to their image in 2017, when Kendall Jenner took her wig off for example in the campaign and gave it to a black woman [7]. Because the target audience saw negative values in this campaign, apologies were made by Pepsi and Kendall Jenner instead of attracting a new generation of young customers. This resulted in consumers not buying the products because of the company's change in image and what their values seemed to be.

There are five customer journey phases in B2B service experience according to Sahhar et al [8]. These phases depict the journey a client of a service provider takes when finding a service provided solution to their specific problem. TwenPack can take these phases into account when providing service value or when conducting an analysis on their customer service experience. Ten service provider practices are managed in table 4 of Sahhar et al. These service provider practices are illustrated in narratives to show important examples. An example of a practice that is shown in 5 out of the 9 narratives is steering towards solutions. That means the service provider takes action in order to accommodate or aim for a solution to their clients problem. Other practices also mention expectations, problem statements, emphasizing, advising and management. TwenPack must also use this value in use practices for increase in the quality of the solution process for a specific problem of a client.

Macdonald et al. [9] shows the value-in-use of services providing value. In year one of customer perceptions of quality and value, Macdonald et al. came to the conclusion that the value in use would be efficiency, asset maximization and control and time for core business. In year four however, the value in use is the continuity of operation, retention of knowledge and competencies, security and time management. Figure 3 in combination with table 3 and 4 of this study shows how solution quality leads to value in use. Clients don't judge the quality of the suppliers resources but also their own and of the joint resource integration process. Figure 2 of this study draws on this integration process and is central to value creation. The study identifies four moderators of the relationship between solution quality and value in use. Solution ownership, role extraversion, reconfiguration capability and resource integration involvement as mentioned earlier. A conclusion of three contributions by these moderators for quality and value is given. Firstly, the creation of solution quality and the election and choosing of its components, which include quality assessments of both the supplier and the clients resource qualities. Secondly, the contribution of the electing and choosing of what constitutes the value in use that results from solution quality.

Thirdly, the contribution of uncovering heterogeneity in how solutions are judged. TwenPack must also go through a quality component election when creating a solution for the client as well as find out what contributes to client solution quality and what makes that solution heterogeneity to other solutions.

The main conclusion behind value-based marketing is for TwenPack to show their capabilities and service practices to gain trust, because clients simply don't believe standard marketing campaigns anymore these days. TwenPack must show it can help its clients by adding value as TwenPack goes through a certain process with them from potential client to paying client, of which the more elaborated steps are shown in figure 1 [10] .



*Figure 1 - Progress of steps from Potential client to Paying client – Value-based marketing*

## 2.2 Marketing Channels and Tools

The goal of marketers is for target accounts to spot their marketing campaign. A marketer wants to create awareness using the right channels and the right tools where these target accounts can engage with TwenPack for example. If target accounts are informed well, their decision making can be bent in the desired direction. A good set of marketing channels and tools play a large role in a successful marketing campaign, as shown in Figure 2 [11].



*Figure 2 - From unaware to aware customer - Marketing Channels and Tools*

The numerous internet- and account-based marketing channels and tools suggested in Table 1 are meant to stimulate customer engagement. Each form can be specified in multiple sub forms. However, they are not listed here because the description and applications are detailed enough for TwenPacks marketing approach.

Nr	Channels examples	Tools examples	Description	Applications (not all)
1	Website / Portal / Advertisement	Google analytics	A marketer can advertise on websites and give access to all information and certain software the company wants to give the user access to.	<ul style="list-style-type: none"> <li>- Company representation/presentation</li> <li>- New products</li> <li>- Communication</li> <li>- Awareness</li> <li>- Service access</li> </ul>
3	E-mail	Email list	Using email is for partners, prospects and clients a more professional way of contacting each other.	<ul style="list-style-type: none"> <li>- Product advertising</li> <li>- Graphic presentation</li> <li>- Contact</li> <li>- Discounts</li> <li>- Events</li> <li>- Other information etc.</li> </ul>
4	Mobile	WhatsApp or apps	Software that allows	<ul style="list-style-type: none"> <li>- Education and</li> </ul>



			communication such as social media or a GPS as well as multiple other apps.	communication <ul style="list-style-type: none"> <li>- QR code scanning</li> <li>- Payments</li> <li>- Social media</li> <li>- texting/SMS</li> <li>- Other ease of use instruments</li> </ul>
5	QR-code	QR scanners	Graphic register that sends end users to a website, advertisement or other information etc.	<ul style="list-style-type: none"> <li>- Sending and receiving multimedia content</li> <li>- Advertisement</li> <li>- Digital and everywhere available</li> <li>- Other publications etc.</li> </ul>
6	Gaming	Traffic	Advertisements during games or in between games.	<ul style="list-style-type: none"> <li>- Reachability</li> <li>- Loyalty</li> <li>- Payable downloading by large amount of users</li> </ul>
8	Blog / Forum	Clicks	End users can give comments, information or content about specific subjects of interest.	<ul style="list-style-type: none"> <li>- Promoting products</li> <li>- Reaching out</li> <li>- Informing</li> <li>- Awareness</li> <li>- Advice and instructions</li> </ul>
9	Digital event / television	Sign ups	Online meetings, online environments in order to give information or content to the individuals within those meetings and environments.	<ul style="list-style-type: none"> <li>- Video streaming</li> <li>- Podcast</li> <li>- Webinar</li> <li>- Video conferences</li> </ul>
10	Configurator	Landing page	Tool for sale configuration to make the buyer design the product to its own liking.	<ul style="list-style-type: none"> <li>- Individual needs</li> <li>- Customization</li> <li>- Product improvement</li> </ul>

*Table 1. - Marketing channels and tools*

The main conclusion from statistics and data from sources [12], [13], [14] is that social networks, e-advertisement and websites/webpages are the most engageable channels and tools in use at this point and they are growing exponentially because the users of internet and e-commerce are growing exponentially. TwenPack makes use of google analytics and most traffic of potential clients land on the website, where the marketing team can also follow the user behavior based on their preferences and act upon these analyses.

## 2.3 Expectations of e-commerce Clients

The expectations of TwenPack could be divided into two subsections. The first defining what e-fulfilment actually means, because this is the base of what clients would expect from a partner in e-fulfilment. The second being experience from TwenPack with clients on expectations of certain aspects within e-fulfilment that is expected and wished for in a partner like TwenPack.

Jay Mcbain [15] ; “Today’s empowered B2B customers demand a new level of specialization and sophistication from third-party firms that assist them. Choosing the wrong partners can have dire consequences on your business: increasing costs, limiting revenue growth, and ceding new markets to competitors.”

### 2.3.1 Definition of e-fulfilment

E-fulfilment means that all handling from the order on a webshop to sending the product to the doorstep is handled. Webshops companies can outsource on e-fulfilments but there are a lot of services difference e-fulfilment companies offer. Even while e-commerce was a growing industry covid-19 took care of another boost of 219B dollars to the US e-commerce market alone. Also TwenPack states that sales and clients have boosted since corona. In 2020 there were 65% more online transactions than before corona and in the year 2021 this was even higher [16].

There are lots of challenges in the market of e-fulfilment because how can TwenPack stay sustainable and cheap. How does TwenPack remain competitive with the booming growth, as well as make the right location and warehouse management system (WMS) choices. Is TwenPack able to do reverse logistics for example. What is known is that there are so many different tactics still being used in order to stay alive within this industry. Examples are over takings, knowledge, automation as well as robotization [17].

### 2.3.2 Customer expectations

In the interview with TwenPack about their years of experience with clients, it shows that e-fulfilment expectations are exactly what e-fulfilment means which is full logistic outsourcing from the order coming in from the webshop to the product being delivered at the consumers doorstep. Once again TwenPack adds value through these different service practices:

Location: A client wants their products to be as efficiently transported to their destination as possible. Clients want a location that has access to highways and combination roads for national and international transportation.

Pricing: TwenPack needs to stay competitive with pricing as well. Is TwenPack cheaper than the other e-fulfilment companies considering transportation, warehousing, pick and packing and added value logistics.

Added value logistics: TwenPack needs to stand out as well as all e-fulfilment logistics. TwenPack can do this by offering extra services or accepting any requests by clients. Examples of this are personal packaging, labeling or assembling.

Partnership: TwenPack and other smaller e-fulfilment companies still want to stand out from Bol.com or Amazon.com for example. How an e-fulfilment partner wants to do this is to make the client feel special by value added logistics but not that alone. TwenPack also wants the clients to feel like a priority to them. Not being a client but a partner in this together. When a good relationship is built with clients loyalty is gained.

## 2.4 State of the art

A lot of examples of ABM marketing campaigns exist. This is because ABM, as mentioned earlier in this chapter, can be interpreted in a lot of different ways and there are unlimited possibilities for campaign designs. The state of the art research in this section is divided into four subsections. These are educational content on marketing channels, personalized templating, partnership and interactive designs.

### 2.4.1 Educational content on Social media

#### **Blogging**

Example: The Moz Blog [18]

Keeping a blog up to date that has a relevant subject to TwenPack's target audience. If TwenPack finds out what kind of content its target audience interacts with, TwenPack can give relevant information on their blog which is 'new information' so engagement is triggered.

10 Most Popular Types of Blogs: Your Blogging Inspiration for 2022 [19]

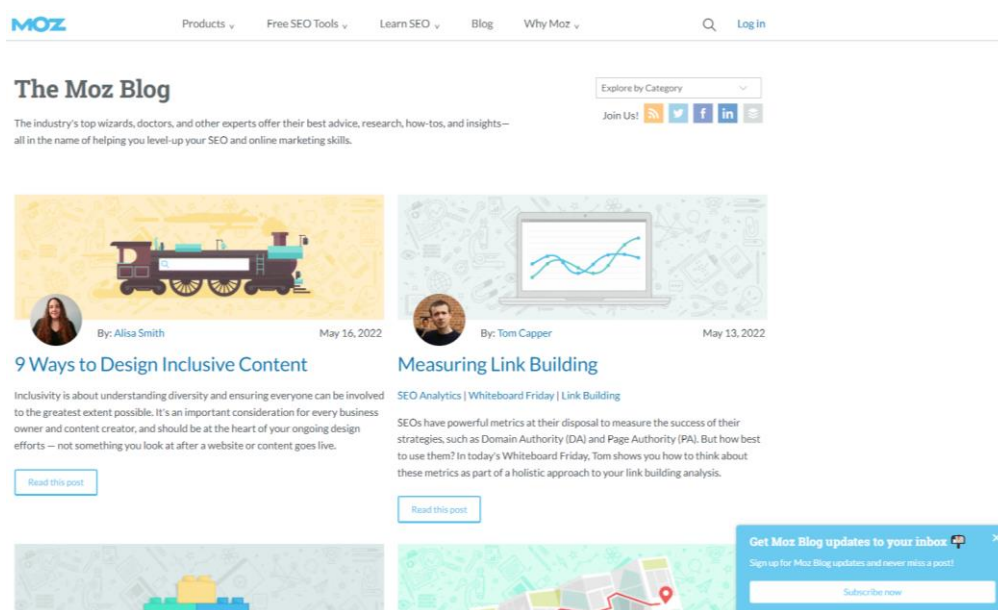


Figure 3 - Marketing campaign - Blog example

Over time, blogs proved to be efficient for businesses to communicate with their customers, build communities, and attract new clients. According to ActiveBlogs, 81% of the companies that participated in a survey consider their blog “useful, important, or critical” to their business [19]. Some companies use blogs to make announcements about product launches, the projects they’re working on, upcoming releases, contests, etc. Blogs help businesses increase their site traffic and, hence, improve their conversion rates through content promotion. TwenPack could also instead of posting every 2 weeks on information start a more relevant blog. Then these posts won’t disappear within time but they keep their relevance on the subject and TwenPack can update on those posts when new information / inventions come to the surface.

### **Brochure / PDF’s**

Example: Free Data Science Books (20+) | LinkedIn [20]



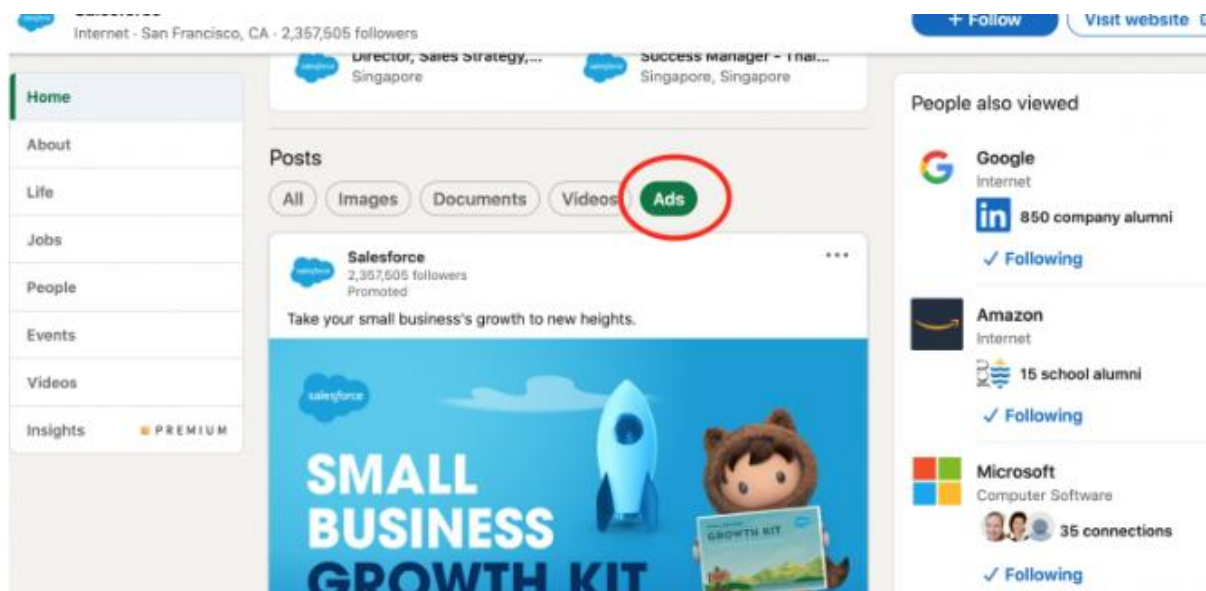
*Figure 4 - Marketing campaign - PDF's example*

On LinkedIn and other social media users see big companies or role models / chiefs on expertise share relevant PDF material. This could be books, articles, brochures, storyboards, PowerPoints

etc. But they are all relevant to their business of interest. TwenPack could also share relevant articles and PDFs with our network on LinkedIn, because these are often more engaged with and shared. This could be the newest information on e-fulfilment or warehouse services for example mixed with advertisement strategies of TwenPack itself.

## **Advertisements**

Example: 141+ Best LinkedIn Ad Examples in 2022 - TheB2BHouse [21]



*Figure 5 - Marketing campaign - LinkedIn advertisements example*

- Their intro text and headlines are usually short and concise
- The offer is very clear. People know exactly what action they need to take and what they will get after the click
- Most of the ads contain action verbs. For example: Download, Read, See, Build, Choose, Accept, Drive traffic etc.
- Use questions or quotes in your ads.
- Focus on the audience. Use words like “You”

- Put an interesting fact or statistic
- Position your offer as educational and helpful. Advice and insights works well on LinkedIn as most users are on LinkedIn to learn
- Calling out your audience clearly in the ad.

Designing a series of advertisements for TwenPack more focused on the target audience could be an option as well. TwenPack has to make the ads visually and contextually attractive to engage with. If TwenPack makes the series flow well and short but informative just like a trailer for TwenPack the prospect gets interested and this increases TwenPack's website views and social media engagement.

## 2.4.2 Personalized templating

### E-mail

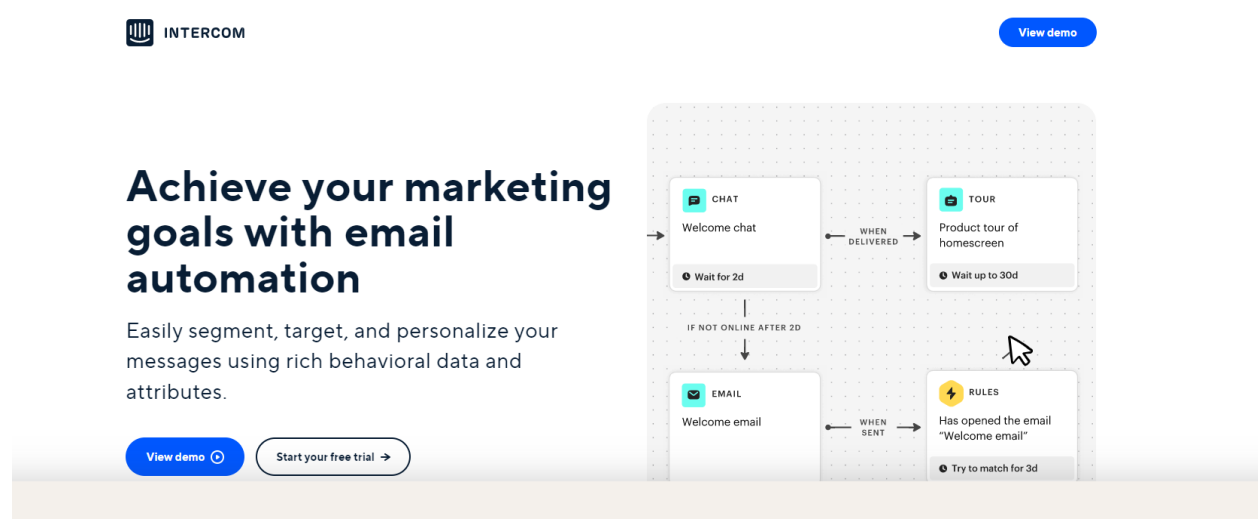


Figure 6 - Marketing campaign - Email automation example

The best email practices of 2022 [22]

### Example 2: Email automation that feels personal | Intercom [24]

## Social Media Recruiting [25]

[illegible]

Figure 7 - Marketing campaign - Personalized resume example



### **Phone**

Nowadays everyone uses their phone often. TwenPack can use ABM in certain apps, text messages, social media etc. Instagram for example is used more and more by firms in general and this will keep growing.

## 2.4.3 Partnerships

### **Marketing Bureau's**

Example: Het account-based marketing bureau voor succesvolle campagnes [26].

Here is an example of a marketing agency which will help TwenPack share their contacts and network in order to make TwenPack's ABM campaign successful. Their experience will guide TwenPack through mistakes others made.

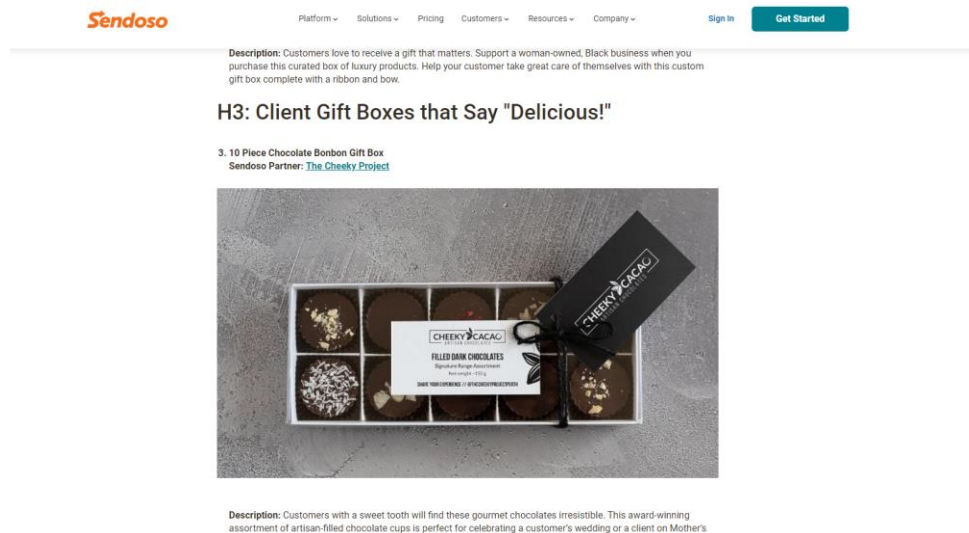
### **Event hostings**

Example: Corporate event planning - Hoppier blog [27].

TwenPack can organize events at the warehouse in order to attract clients. Give away free food and free drinks and converse. If TwenPack keeps only 3 out of 50 people invited they already have 3 extra customer prospects. Show TwenPack's best side. At these kinds of events certain tactics can be used. Like letting colleagues converse or give a presentation or show off the Warehouse management system or warehouse etc. Literally sell TwenPack's 'house' to the seekers. Like an open day.

## Gifts

Example: Thank you gift examples for clients [28].



*Figure 8 - Marketing campaign - Gift box example*

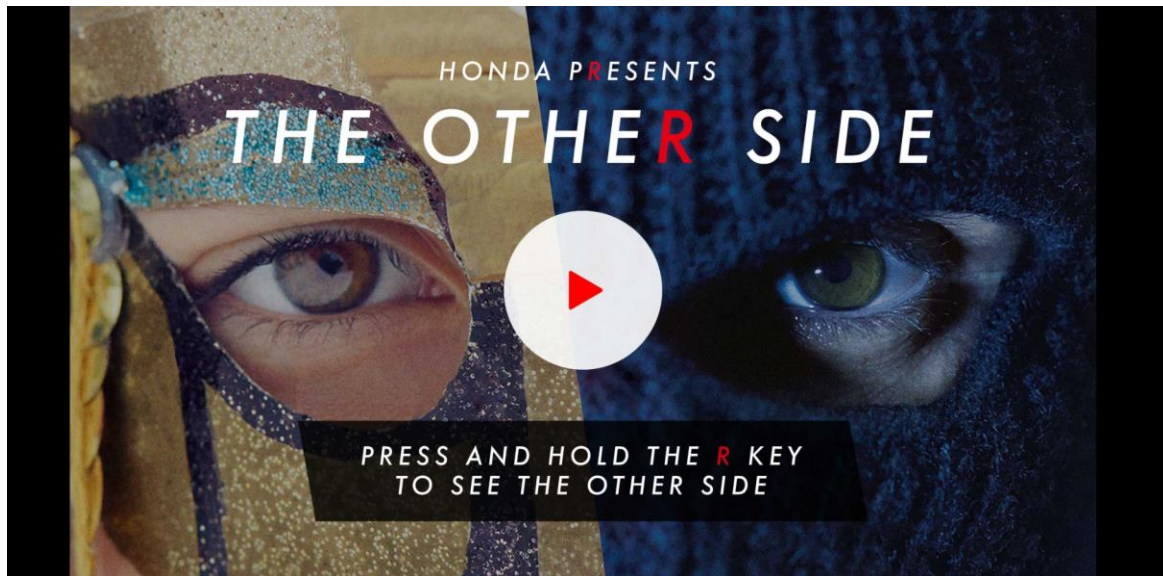
TwenPack can design gift boxes. Make it visually appealing and get the main services ready to be seen on the box and put relevant objects as a present inside the box with TwenPack's logo on them. For example a keychain or a toy forklift for example.

### 2.4.4 Interactive

After the interview with a TwenPack employee a conclusion is formulated that the clients would like to see what happens at TwenPack. The whole process and all their services. So making an interactive project with this concept would be a favorite, because most engagement of target accounts go through the Homepage TwenPack video.

### **Interactive video**

Example: Honda civic commercial [29].



*Figure 9 - Marketing campaign - Interactive video example*

Some companies have interactive videos like this one from Honda. Where the user can interact and the company shows different sides of the business. So maybe TwenPack can show videos that if the user clicks the different sides of the services TwenPack offers. Or that when the end user clicks or does something specific data is shown which might be interesting to the end users.

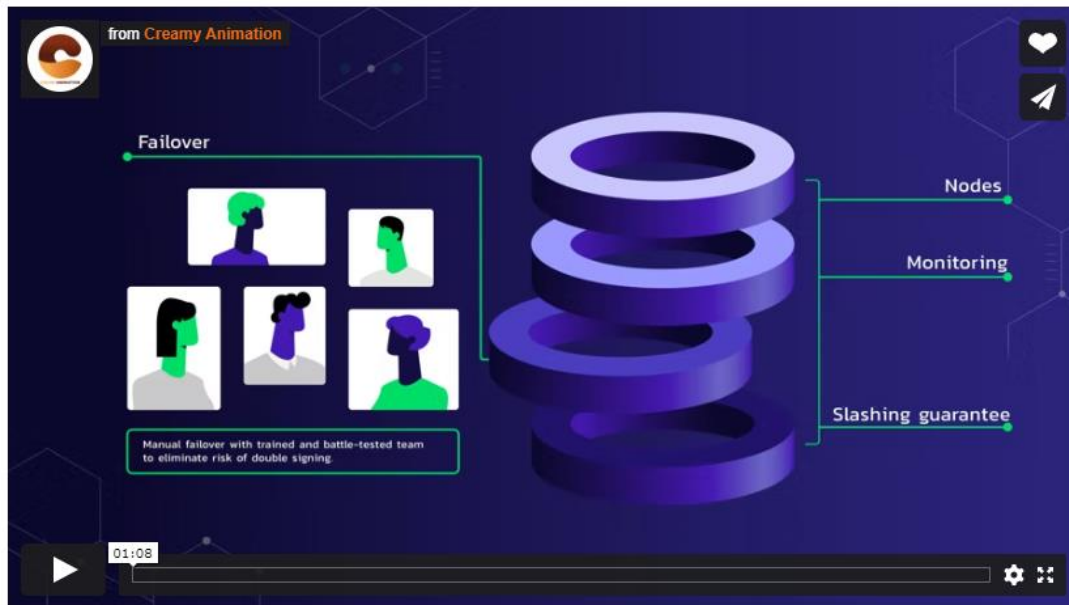
### **Interactive website / game**

Example: Mockplus interactive website concepts [30].

TwenPack can also try to design an interactive webpage. In which the end user can for example experience the whole process. From unloading to packaging to loading, the whole mile, but in a professional manner because all prospective clients are said to be very professional. This might be too ambitious but a solution for this can be found by making for example a simpler prototype. A real interactive game could be too difficult to build but a prototype is possible as well.

## Animation

Example: Creamy animation corporate animation examples [31].



### 1. Blockdaemon

This animated corporate video was produced for Blockdaemon by Creamy Animation. Blockdaemon is a billion dollar startup company based out of Los Angeles, California, and has the largest blockchain infrastructure platform in the world.

They needed a flagship video to provide insight into what Blockdaemon is and why the world's

*Figure 10 - Marketing campaign - Company animation example*

An animation video is also a possibility. The tricky part then is to make it look professional, because prospects don't want a children's video but an actual idea of how it goes.

## 2.5 Value of TwenPack

This phase of the background research focuses on the results of client interviews as well as TwenPack's website information on what the Value is that TwenPack provides its clients. This could be very tangible like the warehouse to more intrinsic value. Also striving value will be discussed.

### 2.5.1 The value TwenPack offers right now

The value of TwenPack starts with its location. They are situated in Almelo on the XL Businesspark Twente. Which means they are less than half an hour away from Germany by using the highway. TwenPack is connected to main roads and lots of connecting roads in order to make access and transport as efficient as possible. TwenPack offers different kinds of services and is always open to any additional services if needed and discussed:

Service	Value Description
Warehousing	Modern 7000m2 warehousing that is isolated and efficiently classified with enough space and opportunity to grow.
Pick & Pack	Finding the most efficient way to Pick & Pack the order depending on the clients branch and its products.
Value added Logistics	TwenPack offers extra services such as packing, repacking, labeling or assembling orders etc. All outbound activities can be adapted to the needs of the end users company and their target market.
Transport	TwenPack is able to send everything throughout Europe or even outside the EU using DPD, PostNL or distribution partners within the same firms of EVW forwarding. Within Europe if the order is placed before 4pm it is going on transport the same day.
Reverse Logistics	If orders are returned, it is important that this is handled properly. It is nice for both the client and their customer when the return of orders are taken care of without any uncertainties.

Warehouse Management System	The backbone of a flawless logistics process is a good warehouse management system. At TwenPack we therefore use the WMS from WICS. This WMS solution is aimed at successfully organizing all e-fulfilment activities in the warehouse. Moreover, with WICS end users have the possibility to link the system to their webshop. Only right now there is some trouble with this system at the new location.
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*Table 2. - TwenPack Services and Value descriptions*

After an extensive research on which branches need the most B2B e-fulfilment and who were most engaged with TwenPack ads and the website, a few main branches came up on top and TwenPack decided to put these branches as an eyecatcher on their website to attract awareness, but they can store and warehouse almost any branch and type of goods. Examples of branches TwenPack offers its services to:

- Textile and Clothing
- Tools and Accessories
- Furniture
- Health and care
- Building Material
- Electronics

TwenPack does not only have tangible values for its clients but also offers an individual approach to its clients. What is meant by individual approach is that with other large e-fulfilment companies like Amazon.com or Bol.com the webshops of its clients are just a number in a huge database. TwenPack offers its clients priority as a client and acts upon this. Clients can easily communicate with TwenPack when there are issues or new requests which are easily considered by TwenPack for implementation for example.

## 2.5.2 Other B2B e-fulfilment Companies

The following other B2B e-fulfilment companies will be compared to TwenPack from different points of view. These will be discussed comparing website information on these certain topics. When comparing the website information of a few different e-fulfilment companies, there is a clear difference between the looks of the websites and the information it offers. For example some companies have a simple and maybe outdated website as opposed to other companies who keep updating their website in order to gain clients. One of these outdated websites is DAVO [32], because end users can see the website and picture quality isn't modern or real life like it would be expected to be.

Information wise a lot of companies want the end user to immediately make requests or ask for an offer on their services without actually explaining the services these companies provide. A small summary of transport opportunities is given and besides that additional information is hard to find with Huboo [33] and DHL [34].

The best comparable example would be QLS fulfillment [35], who have an updated website with updated pictures, relevant information and showing a price indication. The only thing that users see is that all images are not from the real life company itself, which TwenPack mostly does have. What TwenPack could add as information would be to add a price indication as to how many end users would want to know what they are paying for specific services because most of the time there is an outsourcing budget and if it doesn't come close or TwenPack seems to expensive they will not contact TwenPack. Another thing that TwenPack does have is a video on the homepage with real life footage of TwenPack. However, there is also a lot of premade content and the video is not up to date anymore which might scare off prospective clients as well. When the company makes a video it needs to be updated based on software, services, location and quality. The last possibility TwenPack could offer would be a multilingual website, which shows different languages if needed based on the location of which the end user is accessing the website from. At least English should be possible because TwenPack offers the same services for webshops all over the world and an only Dutch website might be hard to follow or to become interested in as prospective clients, because TwenPack does have international clients right now as well.

In comparison to the state of the art research it can be seen that e-fulfilment companies use different marketing strategies only looking at their website. Some spend more time attracting new clients through their website while others don't bother that much. Their channels could be more e-mail related for example. Also, TwenPack is solely B2B related so TwenPack needs to show that one way or another to its target audience and most engage through the website.

### 2.5.3 The value TwenPack strives for

TwenPack wants to keep innovating and improving on mistakes and value problems. During interviews with TwenPack management certain strivings came forward that TwenPack wants to improve on in the upcoming years. Innovation is important to take into account when designing a marketing campaign that also needs to be kept up to date and developed in the years to come.



*Figure 11 - TwenPack - Value  
Added Logistics (VAL)*

#### WMS (Warehouse Management System) improvements

WICS at this point is getting slower and slower over time, especially with the big movement that happened at the beginning of this year. This means pickings are running slower until WICS engineers stop by to fix this problem. TwenPack finds more improvement in WICS or another warehouse management system is possible for TwenPack at this point in time.

#### Warehouse management

Running on a lot of interns TwenPack would love to keep decreasing mistakes and developing work structure within the warehouse. TwenPack would love all interns or full time employees to be able to do all jobs in the warehouse, so when someone gets ill or doesn't make it in time productivity stays as high as possible. Furthermore, every Monday morning there is a meeting with all warehouse employees and interns on what went well the week before and what went wrong. This is so TwenPack can reface the mistakes made and things that were quite an achievement in order to gain motivation for the upcoming week and remind them of what the mistakes were the week before so the employees can do it right this time round.



## Market Awareness

The main goal for the marketing team of TwenPack in the past years was to gain awareness in the market. They tried different strategies over the years. The renovating of the website that was done since November 2021 and placing ads on LinkedIn. They want a name specifically in the B2B e-fulfilment market because most competitors do B2C and B2B.

TwenPack isn't that big so they have more time and effort for clients. At Bol.com or Amazon.com customers just get a number as 'a' client. With TwenPack customers are 'the' client and they want to help their client do well in their business because it helps their business as well, which is a more personal approach.

## 2.6 Discussion Background Research

In the background research an overview has been given on important aspects that need to be taken into account when designing an ABM marketing campaign for TwenPack. These aspects include literature, state of the art and interviews. Right now it is clear that the target audience gets the main engagement through TwenPack's website and especially the homepage video before needing an acquaintance meeting for further information and to see TwenPack's location entirely. This means TwenPack is very dependent on the interpretation of its website as well as the clients being dependent on their first impression of the website which allows TwenPack to possibly lose potential clients as well as the potential clients losing a matching e-fulfilment partner because of lack of information and visualization.

The background information has made it clear that potential customers are redirected to the website and that the content of TwenPack is there. However, a more efficient way is needed to quickly provide the most useful information for the targeted audience. A logical flow and navigation is needed from providing visual and strategic information to attract the user to forward to more detailed information if wished for. The step from website information to acquaintance meetings might be too large for prospective clients to actually take action.

Lastly, a similarity can be seen between the state of the art as well as the marketing tools and channels section of this chapter. The similarity is that all end users are going through the website of the company to find information about their services as well as want to see real life pictures or examples of what the company provides and if they value their image as well as their clients when it comes to B2B e-fulfilment within the e-commerce industry.

## Chapter 3 - Methods and Techniques

This chapter discusses the methods and techniques used in this project. The Creative Technology design method is used for TwenPack's ABM campaign design because this process gives the client and other stakeholders the opportunity to establish realistic project concepts and deliverables. The Creative Technology design process is a continuous cycle that allows the ongoing possibility of prototyping, testing and making small adjustments and refinements until all criteria are met. This design process provides a structured design approach going through the different phases: ideation, specification, realization and evaluation. This method helps to execute background research like literature, state of the art and expert feedback to create a prototype that fulfills user needs and stakeholder criteria [36].

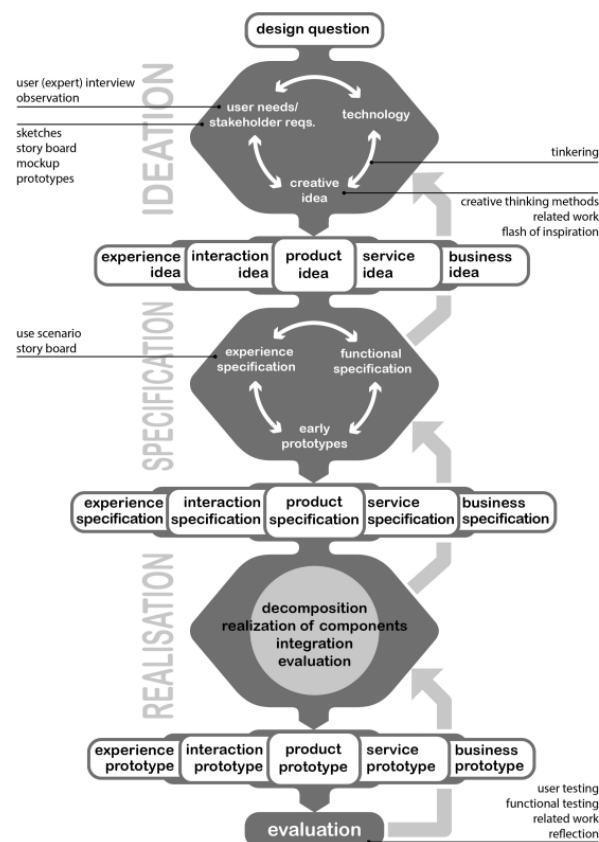


Figure 12 - Creative Technology Design Process [36]

## 3.1 Ideation

The research question based on the problem statement of the client, which is the designer's main goal while designing the final product, is the starting point in the ideation phase within the Creative Technology design process. A (more) elaborated product concept is the result of the ideation phase. This product concept implements user experience, user interaction, problem requirements and lastly the service and business model.

Firstly stakeholders are identified and analyzed using the stakeholder salience model [37] in order to group different parties involved in this project according to their levels of participation, interest and influence. It is important to determine how to best involve and communicate each of these stakeholder parties throughout the design process.

After identifying and categorizing the stakeholder parties a look is taken at certain limitations that may occur during the design process. Limitations within the ideation we need to consider during concept brainstorming. This will help narrow down the design to an executable concept.

Interviews with the client were used to gather information on certain values TwenPack provides and wants to provide in the future. Also TwenPack's experience with clients and information about clients and their knowledge of client expectations that have been gathered over the years has been discussed.

Now that stakeholders have been identified as well as their role in this project and the limitations that need to be considered during the brainstorming, that is based on the opinions and ideas of the stakeholders as well as the state of the art research. The concept generation phase can start using the mind mapping brainstorming technique. Based on the background information as well as client interviews, a mind map was made and three concepts were designed and presented to the supervisors for feedback. This feedback was implemented in order to come up with a final concept where all supervisors agreed with.

Finally, collaborative discussions with stakeholders were held in order to list preliminary requirements that form the base of the concept specification. The MoSCoW prioritization is conducted to manage requirements needed in the design of this marketing campaign, because prioritization factors need to be aligned by these stakeholders. Also disagreements should be avoided and settled as well as how to resolve these disputes before they come up. To summarize the MoSCoW method [38], [39]: Must have - non-negotiable product needs that are mandatory for the team. Should have - important initiatives that are not vital, but add significant value. Could have - nice to have initiatives that will have a small impact if left out. Will not have - Initiatives that

are not priority for this specific time frame. These preliminary requirements are used as a starting point for the specification phase.



Figure 13 - MoSCoW method [38], [39]

## 3.2 Specification

The specification phase was used in order to create specifications on the final concept with implementation of the preliminary requirements. The preliminary requirements were the starting point in the specifications for creating a realizable prototype of the ABM marketing campaign. The CreaTor designed an overview of the complete marketing campaign with specified details of all its interactive digital functions and visuals.

Collaborative discussions were held with the client in order to gather input as well as feedback on their vision of the interactive functionality and visuals of TwenPack's ABM marketing campaign. A discussion was chosen to give informal debates on all preferences, ideas and opinions of all accounting parties. This resulted in specified functionality and visual sketches to eventually realize and to be used by the targeted end users.

Firstly, what would the specification be of what is shown in the video's content wise and how to activate the videos from the redirected homepage. This is also visualized using figures. Next up, what should be shown after different engagements of the user. What could the user do to interact with the website or navigate through the information on the webpages. All functionalities of the

videos and website page are explained in tables in detail. This all is specified by a storyline and a storyboard.

### 3.3 Realization

The realization phase is focused on creating the actual interactive video. The functional and non-functional requirements were implemented during the realization phase. The realization of the interactive video was subdivided into the sections of flowchart, shotlist, recording and editing. This is a structured process where all stages could be carefully evaluated and repaired, steadily realizing a finished product.

Firstly, the flowchart was created. Here there needs to be thought of the process the end users need to see and how the end user should flow through the process and choices of the video. Secondly, based on the flowchart a shotlist was written. In the shotlist comments were made on what needed to be filmed at every stage of the flowchart. Thirdly, the recording at TwenPack was done based on the flowchart and shotlist. Lastly, the recordings were edited accordingly and a prototype was created for the evaluation phase.

The finished prototype has been evaluated by the CreaTor and its supervisors in order to validate the requirements and wishes of the stakeholders. This was done multiple times at every of the four stages to get the main mistakes, considering requirements and needs, changed before the evaluation by end users. For every evaluation of the four different subsections, iterations were made in order to come closer to a final prototype which could offer a solution to TwenPacks problem.

### 3.4 Evaluation

In this phase, the envisioned product is evaluated with the client and clients of the client. This is focused on evaluating the functional and non-functional requirements as well as the user experience regarding the final prototype. Participants were approached by the evaluator via email through TwenPacks client base. The evaluation was done via Microsoft Teams meetings where the participants could interact with the video themselves, having an elaborate debrief with the evaluator afterwards. During the evaluations webcams were on in order to see participants'

reactions and visual impressions to their interaction with TwenPack's video. An interview guide approach was chosen in order to elaborately discuss the undertaking of the participants and their first impressions and experiences. Firstly, positive feedback was listed in order to cross out subjects that don't need to be amended. Secondly, improvable aspects were discussed as well as addable components. Lastly, the amended points have been elaborated. Based on these comments, functional and non-functional requirements were ranked and positive and improvable aspects were discussed.

## Chapter 4 - Ideation

In the ideation Phase focus is put on the process of concept generation of an effective ABM marketing campaign design for B2B companies. In this chapter, stakeholders are identified and analyzed, then preliminary requirements and concepts are presented to the supervisors in order to finally come up with a final concept. The preliminary requirements will be used as a starting point for the specification of the final concept of the marketing campaign. The main focus will be on effective distribution of the design to B2B prospective customers as well as engagement rate.

### 4.1 Stakeholder identification and Analysis

There are a number of stakeholders involved in the TwenPack marketing campaign project. All stakeholders are categorized based on three attributes. Power: which is forcing a strong opinion within the project, urgency: when immediate action is needed and legitimacy: does the stakeholder have the appropriate amount of involvement. Each stakeholder is announced as one of the 8 types of stakeholders based on these three attributes [37].

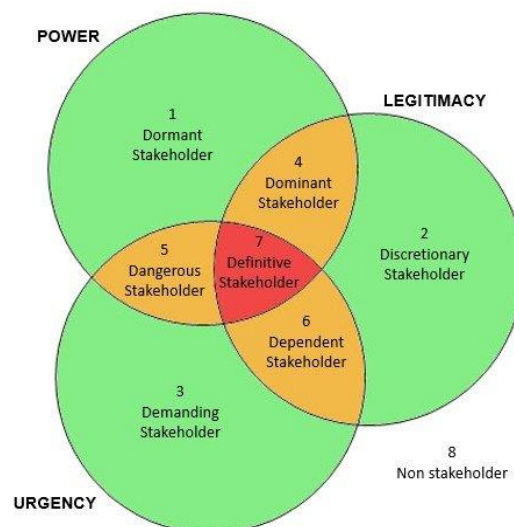


Figure 14 -Stakeholder Salience Model

#### 4.1.1 Supervisors University of Twente

The role of the supervisors at the University of Twente is to guide the designer through the graduation project process and all phases that it holds. The supervisors at the University of Twente have a lot of experience in Thesis writing and with meeting the criteria for the Creative Technology graduation program. They have the power to adjust the project concepts to meet the study's standards and criteria as well as change topics or concepts with urgency in order to claim immediate attention to a specific subject within the project. University of Twente supervisors are of the *dependent* stakeholders type.

#### 4.1.2 Supervisors TwenPack

The role of the supervisors at TwenPack is to present the designer with all information that could be useful for the design process as well as provide feedback on their wishes and visions of the design. TwenPack is the client for this project. They have great influence on the CreaTor in terms of urgency, legitimacy and power. They can give (user) requirements, their ideas and wishes on the project because it is their marketing strategy that changes when executing or realizing the concepts. TwenPack supervisors have most experience with the clients of TwenPack as well as their marketing strategy and user behavior up till this point in time which creates legitimacy and because these supervisors have a lot of ideas they have great preference of urgency within the marketing strategy. They are of the *definitive* stakeholders type.

#### 4.1.3 TwenPack end users

The role of TwenPack end users is to provide TwenPack user behavior knowledge as well as feedback on the design when being executed. Why are they doing what they are doing with the design? Clients of TwenPack have a lot of influence on the product. While realizing and evaluating they could be used to test the product on and ask for feedback of their experience as they were the original prospects looking for an e-fulfilment partner. Furthermore they create most choices through the TwenPack supervisors because their experience with TwenPack creates most decision makings for the marketing or services of TwenPack in the future. They are of the *definitive* stakeholders type.



#### 4.1.4 The Designer

The role of the designer is to gather information and use this information for concept generation in order to eventually provide a final design which could solve the problem in question. The designer has a lot of influence on the product. The designer gathers background research, takes interviews and thinks mainly of the concepts that will be presented at the end of the ideation phase. The end product will mainly contain the visual appeal and functionality that the designer thought of. The designer is of the definitive stakeholders type.

#### 4.1.5 Conclusion

End users are the most important stakeholders for this project. They will eventually choose if TwenPack is the right fit for their e-fulfilment outsourcings. Their first impressions and user behavior are of essential importance for the further development of the campaign as well as the services TwenPack provides and could improve.

### 4.2 Preliminary Requirements

Requirements of the stakeholders need to be taken into consideration when brainstorming for concepts. After conducting background research and interviews with TwenPack some specific requirements have surfaced to create a marketing campaign design with all wishes of the stakeholders being implemented. These preliminary requirements are shown in the table below.

No.	Preliminary Requirement	Priority	Source
1	<u>Professional look</u> Based on the TwenPack supervisor interviews, clients or prospects have concluded that the professional look of the homepage video or website look in comparison to other e-fulfilment companies has attracted them for acquaintance.	<u>Must</u>	Interviews

2	<u>Accurate Information / Promises</u> Background research has shown that accurate information and promises are important for the company's image and not to make promises that are misleading for the potential customers.	<u>Must</u>	Background Research
3	<u>Accessibility</u> The website should be easily accessible through different types of IT devices	<u>Could</u>	Interviews, Background Research
4	<u>Useability</u> Should be easily understandable with easily understandable interaction	<u>Must</u>	Background Research
5	<u>User Behavior measurements</u> Using the website, the marketing team could gather data based on user behavior. They can measure their viewing from start till closing the webpage and based on this make conclusions on working and not working elements within the marketing campaign.	<u>Should</u>	Interviews, behavior
6	<u>Stakeholder privacy</u> The marketing campaign must not invade the privacy of a stakeholder in any way.	<u>Must not</u>	Background research, Interviews

Table 3. - Preliminary requirements

## 4.3 Concept Generation

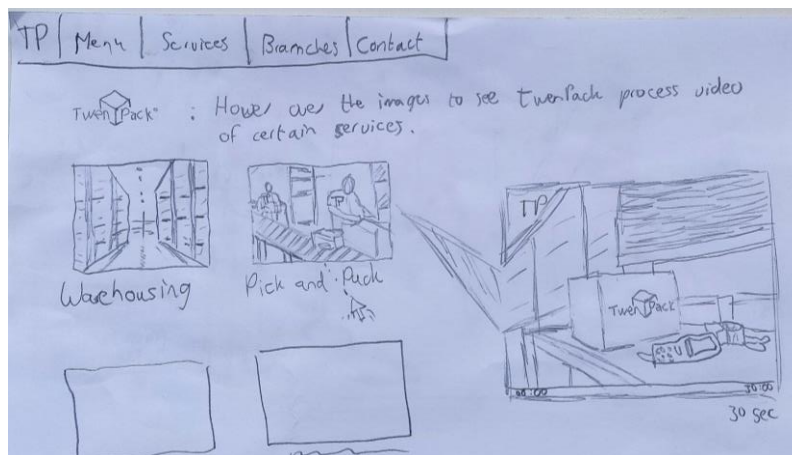
The stakeholder defining as well as providing a clear overview of the preliminary requirements gives a starting point of concept brainstorming. Focus of the design must keep a clear overview. Looking at the state of the art research done in chapter two it shows that priority must be given to all stakeholder wishes in order to create a marketing campaign for TwenPack. The concept brainstorming was done by making a mind map. This mindmap (appendix 1) has been written based on the opinions and ideas of the stakeholders including the state of the art research, which concluded interactive technology based designs are most preferable. Because of this, a website, an interactive video and a videogame have been the first concepts to be taken into consideration in the brainstorming phase. The mind map is shown in figure X.



Figure 15 - Concept Mind Map for Interactive campaigns

### 4.3.1 Website

A new Services webpage would be great for TwenPack customer engagement. Prospects are curious about what different services TwenPack provides, that is what they want after all, to see the process themselves. By clicking the different services and branches for example (and other icons inserted) end users get the information page in front of them of the current website with added videos in order to envision the process better.



*Figure 16 - Website Concept Sketch*

### 4.3.2 Interactive video / Animation

This video or animation shows the process of the e-fulfilment TwenPack has to offer its clients. By making choices during the video on the process the end users would expect / want from TwenPack they can see exactly what happens with the product from the order to the doorstep of the buyer. (So the end users can choose the services and branches they are interested in in the video to make the process more extended or not and see the whole process through a video or animation)

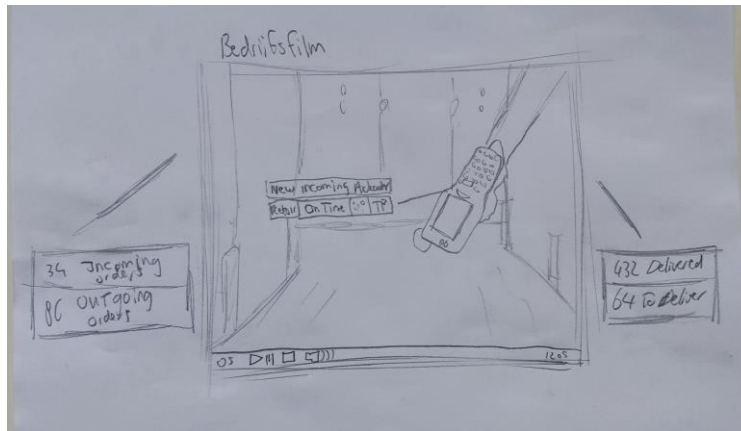


Figure 17 - Video/Animation Concept Sketch

### 4.3.3 Video Game

By playing this (online or downloadable - made with html/CSS or Processing), end users are going through the warehouse of TwenPack and end users must complete all missions in order to complete their e-fulfilment duties. End users must fully pick and pack and send the package to their own customer. This way end users will play TwenPack and can only complete the game if end users complete every service that TwenPack has to offer.

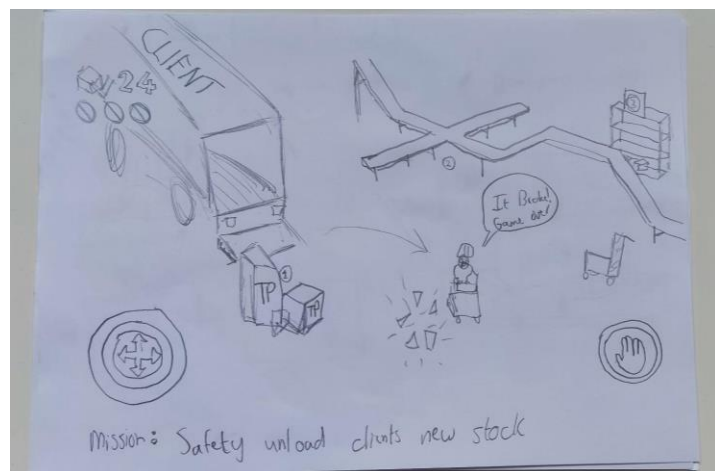


Figure 18 - Video  
Game Concept Sketch

## 4.4 Final Concept

These 3 concepts were presented open-minded to the stakeholders and were compared to the problem statement as well as the context of the project. A summary of the discussions is given and a final concept has been chosen for specification.

### 4.4.1 Stakeholder Discussions

In collaboration with the supervisors at the University of Twente the three surfaced concepts were discussed and looked at. Quite quickly the discussion of the game concept came to the conclusion of exclusion because the realization would take too much time when considering the programming, testing and evaluation of the prototype. Both of the other concepts were going in the right direction however missed a few criteria. The website would miss the part of actual interaction or change, because TwenPack just had their website renewed as well as that the interactive video might be too long and not that detailed enough based on all stages within the e-fulfilment process of TwenPack.

After some discussion a conclusion was made that a combination of the two concepts could be ideal for the Creative Technology graduation project as well as fit the TwenPack ABM marketing campaign design. There was an agreement to discuss this concept idea in a little more detail with the TwenPack supervisors in order to come up with the final concept to specify later on in the Ideation phase integrating the preliminary requirements as well.

Discussing the previous mentioned combination of concepts to the TwenPack supervisors a lot of specification and detail came to mind between the discussion parties. Not going in too much detail a final concept was noted down with all wishes and preliminary requirements kept in mind to realize a more detailed specification later on in the design process. One of the conclusions that was made during this discussion was the planning and time management while realizing this concept after the specification because filming and editing should have the right content without recording footage or shots too often. It should be really thought through.

### 4.4.2 Final Concept

The final concept is an interactive video that could be placed on the website with corresponding navigation possibilities before, during and after watching the video. Making the video interactive has the goal of increasing awareness and engagement with the end users of the TwenPack

campaign. Within this process video end users will be able to make the choice to find more information about that service or to go to an interactive video of that service to personalize that service visually more for that customer prospect. The idea is to create opportunities for all prospects to choose themselves based on their preferences. To implement the preliminary requirements gives the TwenPack ABM marketing campaign the advantages of awareness, availability, accessibility for prospects and further development of the project in the future.

#### 4.4.3 Scenario

Step 1 - The end user is directed to the homepage and gets its first impression on the look of the homepage. What must the homepage contain in order to give the end user the information they are looking for, which to the researcher's conclusion is the process. That is why on the homepage a process video is shown

Step 2 - The end user looks at the commercial video of TwenPack and chooses to look at the information tabs or go to the actual interactive video in which they can personalize their process more.

Step 3 - The end user goes to the interactive video and gets a small introduction with the actual video in order for them to know what will be taking place when playing the video.

Step 4 - The end user goes through the experience of the interactive video and based on that can go to further information tabs or to apply for an acquaintance meeting with TwenPack.



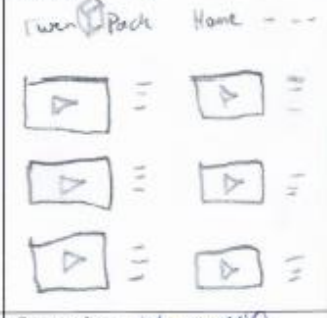

Scene - 1	Scene - 2	Scene - 3	Scene - 4
			
Camera shot: 3rd person	Camera shot: 3rd person	Camera shot: 1st person	Camera shot: 3rd person
Background: office	Background: office	Background: website	Background: office
Character: prospective client	Character: prospective client	Character: -	Character: prospective client
Action: search fulfillment	Action: comes across twenpack	Action: twenpack website	Action: first impression and

Figure 19 - Final Concept Storyboard

## 5 - Specification Draft

In this chapter the envisioned solution is further specified. A persona is presented with a relevant scenario. Secondly, a storyline is written to describe a cognitive walkthrough of an end user with a storyboard to visualize this. Thirdly, discussions are held with stakeholder parties in order to gather wishes and requirements for the campaign design. The results of these discussions will help the CreaTor give more detailed functional and visual descriptions of the marketing campaign. functional and non-functional requirements are listed

### End User - BarbequeForYou.nl



#### About

Type: B2B webshop  
Orders: Mostly seasonal  
Clients: Partly national and partly international

#### Product Specifications:

- Small amount of Shelflife
- Partly dentable
- Packaged per unit or per Pallet
- Around 400 Euro Pallets of storage

#### Situation

BarbequeForYou was founded in 2010 only selling barbeques to B2B clients during the highs of the summer seasons in order to fill the stores with barbeques for paying consumers wanting to barbeque with sunny and warm weather.

The webshop did really good and more products and accessoires were added to fill customer needs.

Problem: Seasonal warehousing and distribution variances has become to great to find a solution for. Outsourcing to E-fulfilment and seasonal warehousing is needed.

#### Action Items

Action items BarbequeForYou.nl takes into account when looking for a B2B E-fulfilment partner.

- Partner values equal to their own values.
- Equal Value and Quality of e-fulfilment services and companies products.
- Must feel prioritized as client with for example individual communication.

#### Service wishes



#### Goals

Find an E-fulfilment partner:

- Looks professional
- Looks Trustworthy
- Takes full care of E-fulfilment
- Additional services
- Long term partnership

Figure 20 - Persona end user



## 5.1 Persona - End user

A persona was created based on discussions with the client. By creating this persona, user engagement and their interactions with the ABM campaign of TwenPack can be better understood as well as their needs.

The end user is the most important stakeholder because they are targeted by the marketing campaign that is designed. The end user being a B2B e-commerce company that specifically does not have their own e-fulfilment requirements set and might look for a partner that provides services in order to fill the end user's needs and wishes.

## 5.2 Scenario

BarbequeForYou.nl is a B2B e-commerce company with a huge online webshop that has a wide variety of products that fall under the term of barbecuing: grills, BBQ's, accessories, rubs and sauces, woods and charcoals, etc.

While maintaining the Webshop and the amount of orders coming in is no problem for BarbequeForYou.nl, the warehousing and distribution is. Because this branch is mostly seasonal, the warehousing and distribution to other companies/clients like outdoor shops, construction shops, furniture shops, etc. has too great of a variance during different seasons. The springs and summers are too busy and the sales and warehousing is flooding as well as the winters have too little orders and warehousing is too calm during this period.

For years BarbequeForYou.nl has tried different strategies to find a solution for this problem. However, there are just not enough hours in a day to work this problem out, keeping the website up to date, having contact with B2B Clients and attracting new customers to their webshop. This is reason enough why BarbequeForYou.nl has decided to outsource warehousing and e-fulfilment for their e-commerce company. Because they are fully B2B, BarbequeForYou.nl specifically looks for B2B e-fulfilment. Besides this requirement, there are other e-fulfilment wishes BarbequeForYou.nl wants included in their distribution services. Examples of these are, bundling of smaller products, careful transportation as dents in barbeques are immediately returned and safe warehousing during calmer periods with fewer orders to send.

Looking through different e-fulfilment options via Google or other search platforms BarbequeForYou.nl comes across TwenPack. On the homepage there seems to be an interactive Video of part of TwenPack's e-fulfilment process stages. Now, BarbequeForYou.nl can not only read information about TwenPack and make decisions based on promises but actually participate in the Video and make choices based on their wishes and interests in order to see if TwenPack is the right choice for them and if BarbequeForYou.nl fits with TwenPack's requirements.

Now that BarbequeForYou.nl has seen in real life how their e-fulfilment and warehousing outsourcing would be done if they choose for TwenPack they are left with three options at the end. Continue to navigate through the website and find more information about their wishes and TwenPack's available services. Secondly, contact TwenPack to ask more specific questions about their services because BarbequeForYou.nl might need special services or has special wishes for their e-fulfilment. Thirdly, they can immediately choose to go to TwenPack themselves for an acquaintance meeting and see their services themselves and discuss outsourcing options with TwenPack on location.

## 5.3 Storyline

The end user interaction with the interactive video is explained in 4 scenes explained below.

### 5.3.1 Scene 1

The end user enters the website through google, LinkedIn or any other platform where TwenPack can be found or searched. The end user is interested in outsourcing their e-fulfilment and is a B2B company. Curious about TwenPack's services they get to the homepage of the website. This should lead the end user straight to the Interactive video in which TwenPacks fundamental information is displayed as well as the global e-fulfilment process.

### 5.3.2 Scene 2

The user clicks on the video to start off. Firstly, global information about location and warehouse space is viewed as well as how the video will continue and how the user should interact with the video in order to get the full experience of TwenPack. This way the B2B e-commerce companies

can see how their products are stored inside the warehouse, how those products are handled based on specifics and if TwenPack would even be able to help them with e-fulfilment for their products.

### 5.3.3 Scene 3

When being considered as a fit for TwenPack, the video now shows the pick and pack process. What happens when clients products are picked and sent in a standard way and what happens when clients want a custom packing process. What added services can TwenPack provide for e-fulfilment and once again how well TwenPack handles the clients products. Only real life videos are shown.

### 5.3.4 Scene 4

Now that the user has seen their global process but not too much specific e-fulfilment service personalization, at the end of the video the user gets navigation options for further information, contact details or setting up an acquaintance meeting with TwenPack. If the user wants more information on specific process stages they can find it on the website. If there are any questions for TwenPack they can contact them directly via phone or email. Thirdly, if interested in an acquaintance meeting the end user can set it up directly via the website. The user will be requested to engage with TwenPack for even more information about a personalized solution to the end user's problem.

## 5.4 Storyboard

A storyboard of an end user taken to the interactive video and going through their first impression of TwenPack has been drawn below. The storyboard is based on the scenes explained in the storyline.

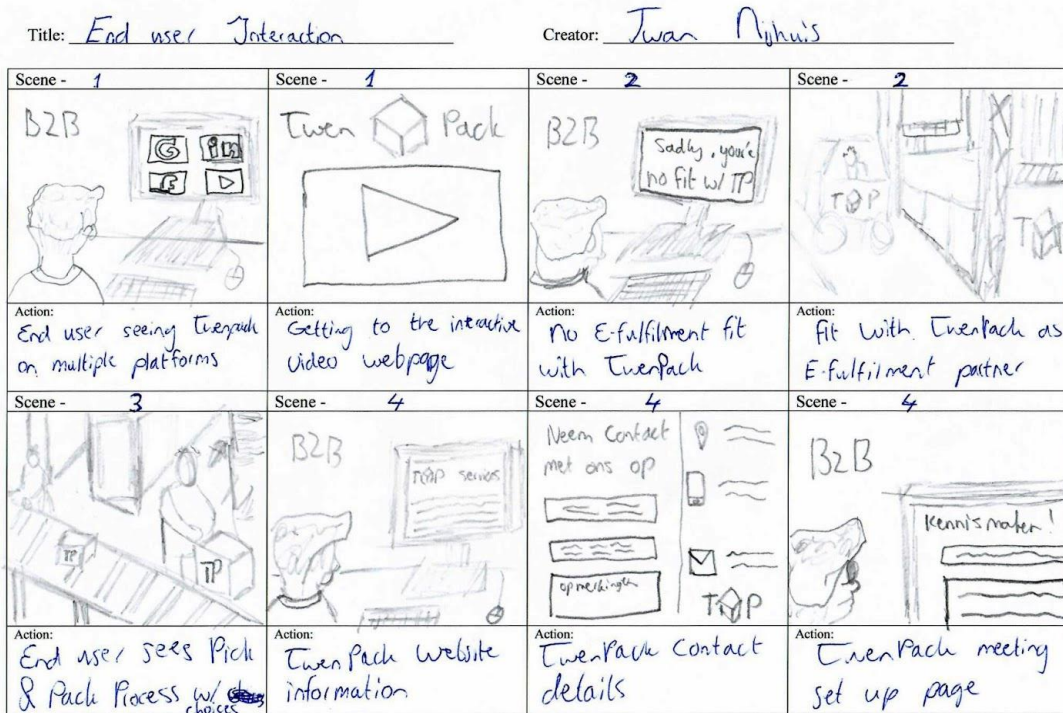


Figure 21 - Storyboard - End user

## 5.5 Visualization Requirements

In this section of this chapter visual and non visual details are explained as well as functional and nonfunctional requirements including categorizations are being presented.

### 5.5.1 Colors and Font

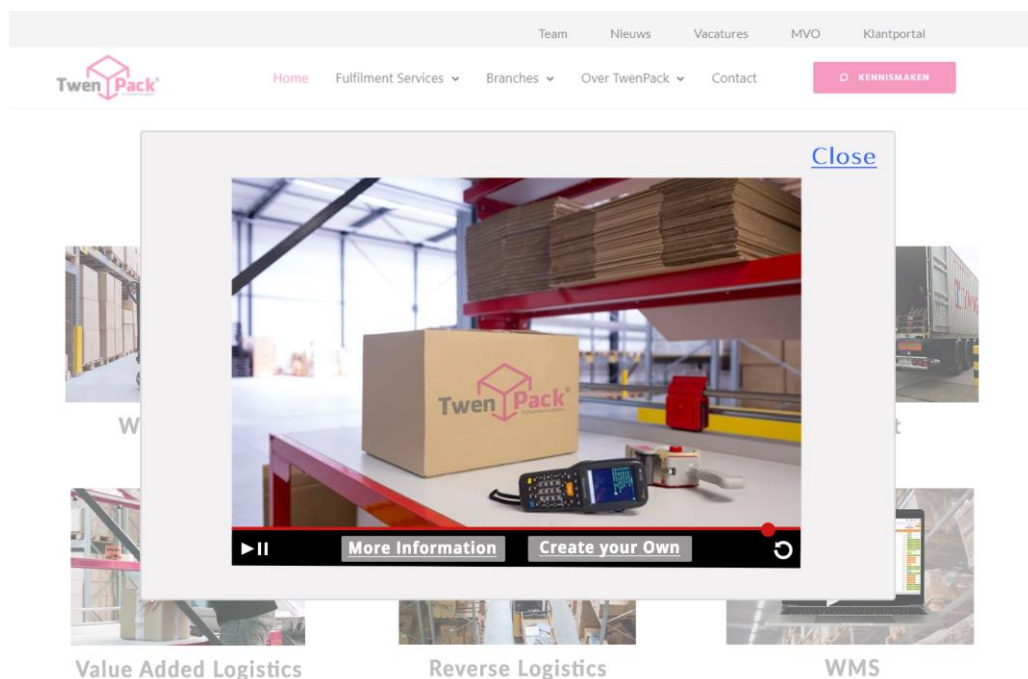
Within the finalized product all fonts and logos must correspond with TwenPacks corporate identity. Therefore the following is used:

Grey Color Logo	R112-G111-B111 #706f6f
Pink Color Logo	R240-G95-B153 #f05f99
Black Color	R29-G29-B627 #1d1d1b
TwenPack font	Lato family type

*Table 4 – Colors and Fonts*

## 5.5.2 Homepage

There have been different ways to be directed to the TwenPack homepage where the end user gets their first impression on who TwenPack is and what it can offer a B2B e-commerce client. This could have been because of specific search engine searching, mouth-to-mouth awareness, ads etc. In this section the interactive video on the homepage will be specified.



*Figure 22 - Digital Sketch Specification*

The homepage with Interactive video must have a professional look. This means the website identity and the video identity should match. Colors as well as fonts will help with this. Video quality is also part of realizing the professional look. With a high resolution and good effects, filters

and transitions within the video as well as matching colors, the video quality looks professional. Video content regarding this aspect will be explained in the next section.

All clickables and visuals shown must give knowledge or perception of the situation. The viewer must be able to understand what it means and what is shown on the screen. This is done by clear interaction descriptions and basic visual clarity of buttons and other clickable objects within the interactive video.

### 5.5.3 Video Content

Clicking the Video	When clicked on the video a larger popup will be seen showing the full screen of the interactive video with its bottom control menu. The video will, like YouTube, start to play when the user press spacebar or click the play button after the pop-up has loaded.
Introduction service	Firstly in the video an introduction will show a general view of TwenPack with some information to what TwenPack is about as well as what is expected from the end user.
Matching Questions	The first few scenes will be showing subject shots and images of a certain question the end user is about to be asked. These questions will determine if TwenPack is able to help the end user with that type of product through certain e-fulfilment services. After making a choice, the end user can be told that sadly TwenPack is no match for that type of product or the end user can continue the interactive video with that product description.
Product Information for warehousing	If the end user's product is approved the product information scenes will follow. These scenes show warehousing shots based on the answer the end user gives on certain product information questions. An example could be if the pallet is heavy (above a certain amount of kg) the safer place to locate these products is below the stands, therefore the end user will see recordings of a warehouse employee locating the products below the stands for safety measures.
Packaging choice	After having located the products in a safe way, the order pickings will be done and the end user can choose their packaging possibilities. They can choose

	between custom services, breakable product services or normal services. This way they can see different packaging options TwenPack could offer.
Final Scene	Lastly after packaging. The end user will see the products set ready for transport. The user is invited to make contact with TwenPack for personalized e-fulfilment possibilities.
User engagement	Between 3-6 seconds for choice making is given to choose out of one or multiple choice possibilities. These choices guide the user through the video content which goal is to attract them for TwenPacks personalized e-fulfilment services.

*Table 5 - Content Specification*

End users are more likely to watch an ad or commercial video to the end if it is between 15-30 seconds long and if there is interest, a few minutes to add further information, that is why the total length will have a maximum of three minutes. This is because curiosity and awareness is created and needed to get a general idea of TwenPacks e-fulfilment service process. The goal is that end users get a quick idea of what TwenPack looks like, how the warehousing looks as well as the technological/communication process TwenPack offers towards its clients. TwenPack needs to show its value of services and personalization in warehousing, communication and personalization to end users to ensure engagement with TwenPack for further information and personalization options. Now within one to four minutes TwenPack can catch a user's attention and offer contact for further information.

#### 5.5.3.1 Interactive video time structure

Total length	60-240s
Introduction	20-30s
Process stages	20-35s per stage

User engagement	3-6s per choice
-----------------	-----------------

*Table 6. - Video Time Structure*

#### 5.5.4 Video Functions

Pause/Play button	A pause button is shown when the video starts playing automatically after clicking on it and the pop-up has loaded. This gives the viewer the opportunity to pause the video at certain points of interest when desired. After having clicked the Pause button a play button will appear to continue the video from the point on the timeline it is paused at.
Rewatch button	After the video has ended a rewatch button will appear on the same spot of the play/pause button to rewatch the full general service video again if desired.
Timeline slider	The viewer can use the slider on the timeline to rewatch or skip parts of the video to a more specific point of choice.
Close button	This button closes the general service video popup and brings the viewer back to the directed homepage.

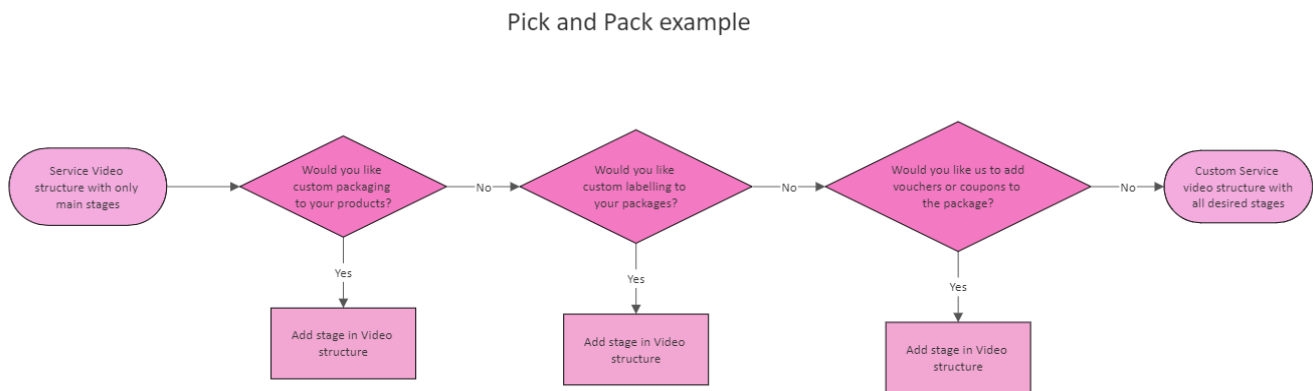
*Table 7. - Video menu options*

#### 5.5.5 Prior- Interaction information

In the section above, the interactive video explains what is going to happen within the interactive video. It says the user is going to be answering questions during the video in order to show matching, locating and packaging within that specific service process in order to give the user a better idea of the e-fulfilment TwenPack has to offer the user's B2B e-commerce webshop. This is of high importance because the user beforehand wouldn't understand what the interactive video would do or mean. TwenPack wants to make sure that the user understands the added value and information this video could give them of the service process they're interested in.



To be more specific in the introduction the text will say where TwenPack is located, the warehouse from the outside will be shown and after those few shots the information will come. This information will say that the e-fulfilment process will be shown in the next few sections however the end user must answer questions based on the products they sell in order to get the full process experience. This process will however not consist of any specific personalizations. To get those personalizations the end user is invited to contact TwenPack for further options. An example of a question could be like the flowchart that is shown below in figure 23.



*Figure 23 - Flowchart Pick and pack example*

### 5.5.6 Functional requirements

Functional requirements are design specifications on what the system must, could or should do. These are mainly based on discussions and preliminary requirements mentioned in the prior chapter.

No.	Requirement	Priority
1	Must be an interactive video for potential clients to engage with which will keep the end users attention	Must
2	Must show the value for clients, so that potential clients will keep watching wanting to see more and gain more information	Must
3	Must offer engagement opportunities for clients to come into	Must

	contact with TwenPacks customer service. This could be for further information or an acquaintance meeting	
4	Must be able to process feedback through further evaluations and feedback in order to improve the final Account-Based marketing campaign over time.	Must
5	Should be available on all types of devices in order to provide accessibility for end users	Should
6	Should be working on all types of devices in order to provide usability for end users	Should
7	Could measure engagement analysis through website interactions of end users	Could
8	Include privacy intrusion of stakeholders	Will not

*Table 8 - Functional requirements*

### 5.5.7 Non-Functional requirement

Non-Functional requirements describe how the design must, could or should fulfill its functions. These are mainly based on the interviews, background information and feedback conversations with the UT supervisors.

<b>No.</b>	<b>Requirement</b>	<b>Priority</b>
1	Must show real life recordings and images of TwenPacks warehouse and services	Must
2	Must include TwenPack identity font and colors	Must

3	The interactive video should be playable at high resolution and quality	Must
4	Must include buttons and a menu for video interaction	Must
5	The interactive video must include music or voice over sound	Must
6	The video must be web-based accessible for end users	Must
7	The interactive video should be between 60-240 seconds long when used	Should
8	Scenes within the video should show personalization options for the end users.	Should

*Table 9. - Non-Functional requirements*

## Chapter 6 – Realization

This section focuses on creating TwenPack's ABM marketing campaign. This is done by creating a website structure and visualization of the navigation needed for the marketing prototype and all its functionalities. Following is creating the content for the video as well as making it interactive to be distributed using different marketing channels and tools. Lastly would be implementing all prototype products into a full design for evaluation to be executed on.

### 6.1 Tools

During Realization several different tools were used when creating the interactive video. These tools are listed and explained below.

#### 6.1.1 Lucidchart



*Figure 24 – Lucidchart*

To make the flowcharts that later will be implemented into the Interactive video software Lucidchart is used. Appendix 3 shows the flowchart of the interactive video scenes in two different parts. Lucidchart gives the opportunity to make flowcharts with coloring and other additional tools, which can be exported as images or pdf's.

#### 6.1.2 Video Camera

A video camera with stabilization is used at 1080p 30fps in order to provide enough video quality for a good prototype video design and workable files for the editing software. This prevents editing problems that might occur.

### 6.1.3 Adobe Premiere pro



Figure 25 – Première Pro

Adobe Premiere pro is used for editing the footage of the TwenPack e-fulfillment process. This software gives the opportunity to edit the footage, add effects to the footage and ultimately export the scenes using adobe media encoder. This way all files will be organized and edited in a professional way.

### 6.1.4 Stornaway.io

Stornaway is used to create the actual Interaction between the User and the TwenPack e-fulfillment process videos. Stornaway is an interactive video and script editor which is easy to use and has additional features useful for realizing the TwenPack ABM campaign design.

Feature	Description
Plan, write, edit and test without coding	Plan a story visually. Edit and play back immediately. Add story layers without adding confusion. Write and read non-linear scripts.
Custom settings	Within the project custom settings can make lots of custom wishes possible: <ul style="list-style-type: none"><li>- Add clickable words and images</li><li>- Custom styles and positions</li><li>- Make anything or anyone clickable</li><li>- Add countdown timer bars</li><li>- Set up autopilot choices</li><li>- Control rhythm and pacing</li></ul>

Publishing features	Projects can be embedded to certain social media, YouTube and even websites.
Compatible platforms	Stornaway is designed as an authoring tool that is looking for integration with other platforms so projects can be published to 3rd party video and gaming platforms.

*Table 10 – Stornaway features*



*Figure 26 – Stornaway.io*

## 6.2 Interactive video

Combining the tools the Interactive video can be created. This will be explained in three subsections. The flowchart, recording and the editing.

### 6.2.1 Flowchart

Using the designed flowcharts in Stornaway this was recreated. The video scenes are connected like the flowchart. Adding the scene title, button choices and connections to other scenes and

external links as well. This way the base is set up for the video's to be implemented into, creating the interactive video in its entirety. The flowchart in Stornaway is based on the Lucidchart flowchart in Appendix 3.

### 6.2.2 Recording

Recording all videos was done using 30fps and 1080p camera resolution. Having the shotlist in appendix 4 ready the order of filming could be done gradually. Extra shots were taken in order to fill in blank spots within scenes and combine scenes better to create one whole process. During the recordings it was made sure no client privacy has been compromised.

### 6.2.3 Editing

During the editing process, recordings have been connected to create usable scenes to implement into the Stornaway flowchart. Background music has been added for user experience. Useful information has been added as well per scene using text transitions. During the editing process the designer and the supervisors went over multiple feedback sessions in order to create a prototype of quality for end user evaluation.

## Chapter 7 – Evaluation

In this chapter, the interactive video has been evaluated with the client and three of their clients as it is marketing related. We start with the session setup, continuing with the general feedback and lastly, the requirements rankings as well as the conclusion of the evaluation.

### 7.1 Evaluation Session Setup

In the evaluation session, TwenPack and three of their clients will watch the interactive video and make choices based on their B2B business information. Two evaluations were in person with TwenPack and the other three evaluations of TwenPacks clients were via the Microsoft Teams platform. This meant the interactive video had to be shown via Stornoway.io. The participants were allowed 10 minutes to interact with the video in different ways with different stages or outcomes. After this interaction, a feedback session was conducted using the open guide interview technique. This way fundamentals, the functional and nonfunctional requirements are being discussed. All feedback can be used for iterations for the final prototype. A list of the open guide interview guideline questions are shown below.

1. What was your first impression in the beginning of the interactive video?
2. Was the purpose of the video clear to you?
3. Do you feel like you know the basics of what TwenPack can mean for your company?
4. Was your part in the interactive video clear to you?
5. Would you say TwenPack could be an e-fulfilment partner for you?
6. What components of the video did you like? (sound, music, information, video, editing etc.)
7. What components of the video could use improvement?
8. Could video's or components/information of TwenPack be added to the video in order to give a better understanding of TwenPack's services?
9. Could you see other webshops find this campaign unattractive and why?
10. Does the video look professional enough? Etc. (go through functionalities/requirements)



## 7.2 General Feedback

Getting detailed feedback from the participants after watching the interactive video was needed so the interactive video could be improved as much as possible based on it. We start with the points that don't need to be improved, the positive feedback, followed by the points that do need to be improved and lastly the points that have been processed.

### 7.2.1 Positive feedback

Subject	Comments
Professionalism	The participants found the shot transitions and text transitions look professional. The real life shots are of good quality and show exactly the e-fulfilment process. TwenPack shows how they handle their clients' products and give explanations on why they handle those products a certain way, adding offers of other services and personalizations.
Concept	Participants concluded that if more evaluations and iterations have been done this concept could keep improving and become a great marketing campaign, which makes TwenPack stand out within the industry.
User Experience	This interactive video doesn't show full personalization but gives the participants a taste of TwenPack's services and makes them curious about personalization options, which creates a more personalized experience.
First Impression	Because most scenes have added information about TwenPack's services as well as substantiations for the participants choices the end users get a better understanding of TwenPack and a better first impression overall.
Eye catcher	This concept is widely unknown and all participants agreed this makes TwenPack stand out from the other e-fulfilment companies. Because it immediately catches the end users attention TwenPack has a greater chance to give a good impression by providing fundamental information as well as show TwenPack's strengths within this industry for B2B business clients.

### 7.2.2 To be improved

Subject	Comments
Logical Scene Order	In the beginning of the interactive video there isn't a logical order of scenes. TwenPack wants to show their services and personalizations, not the exclusions or filters they exercise on their potential clients. A more logical structure of scenes and information needs to be implemented and evaluated.
Shot durations	For some participants the warehouse shots are a bit too long and they know now how the warehouse looks. Some scenes could be cut a bit in order to increase the speed of end users going through the interactive video. This way the attention span stays as high as possible.
Reading time and text transitions	For some participants the reading time was good and others found the reading time a bit too short. Text transitions with a lot of information should be transitioning a bit slower so the end user can read during the text transitions. This way not all information will be shown in the video all at once. This might come unexpected and the end user loses interest in reading this much text.
Order process	A bit of information can be given about the order process. So not only showing the warehousing and distribution options, but what happens when an order is placed on a clients webshop. How does TwenPack process these orders?
Customer service	The communication between TwenPack and the clients goes almost fully through the customer service. Participants said that they would like to find out what the tasks and communication between the customer service is. Some information about this is fundamental.
Outsourcing	Purely for high quality, TwenPack could outsource for better filming equipment and editing software in order to record and edit as efficiently as possible between evaluations and iterations.

### 7.2.3 Processed Feedback

Subject	Comments
Reading time	Information amounts as well as sufficient reading times for end users have been added to text transitions to ensure enough reading time.
Introduction	The introduction scene has been updated to provide more information about TwenPack. End users now have a more clear overview of what TwenPack is, what is shown during this interactive video and what the task of the viewer is during interactions.
Shot durations	Shots have been edited to shorten the scene durations. This way the full service is shown without too much unnecessary footage. The end user's attention span is kept as high as possible.
Colors and Fonts	The company identity needs to be shown as exact as possible also in the interactive video. This is done by using the exact color codes and text font in the video. This provides more professionalism and quality increase.

## 7.3 Requirements Evaluation

In order to rank the functional and nonfunctional requirements color codes are used. The rankings are substantiated by comments. The color codes and their meanings are shown below followed by the tables of functional and nonfunctional requirements.

**Green -** Requirement fully met

**Yellow -** Requirement almost fully met

**Orange -** Requirement partially met

**Red -** Requirement not met

## Functional Requirements

No.	Requirement	Priority	Rank
1	Must be an interactive video for potential clients to engage with which will keep the end users attention	Must	
Comments	Participants were able to engage with the interactive video and attention span is kept		
2	Must show the value for clients, so that potential clients will keep watching wanting to see more and gain more information	Must	
Comments	Participants see the value of TwenPack and are curious about TwenPack's personalization options. However, as shown in the feedback more information and value can be shown. (Customer service and Order process)		
3	Must offer engagement opportunities for clients to come into contact with TwenPacks customer service. This could be for further information or an acquaintance meeting	Must	
Comments	End users are able to go to the contact TwenPack URL after the interactive video is done. This is the last button to pop-up.		
4	Must be able to process feedback through further evaluations and feedback in order to improve the final Account-Based marketing campaign over time.	Must	
Comments	All scenes can be edited and re-recorded in order to improve or add video quality and user experience. However, too much change causes the whole interactive video to be amended.		
5	Should be available on all types of devices in order to provide accessibility for end users	Should	
Comments	Is able to be shown on all kinds of devices. This has not been		

	proven or done during evaluation.		
6	Should be working on all types of devices in order to provide usability for end users	Should	
Comments	Is able to be shown on all kinds of devices. This has not been proven or done during evaluation.		
7	Could measure engagement analysis through website interactions of end users	Could	
Comments	The Video isn't put on the TwenPack website so engagement analysis can't be evaluated and tested.		
8	Include privacy intrusion of stakeholders	Will not	
Comments	One participant found their products to be shown in the video privacy intrusion. Options to avoid this must be carefully implemented when executing this concept to a final product.		

*Table 11 – Functional Requirements Evaluation*

### **Non-Functional requirement**

<b>No.</b>	<b>Requirement</b>	<b>Priority</b>	<b>Rank</b>
1	Must show real life recordings and images of TwenPacks warehouse and services	Must	
Comments	Real life recordings and images of TwenPacks e-fulfilment process are fully shown.		
2	Must include TwenPack identity font and colors	Must	
Comments	During evaluation this was not the case yet. These details needed to be implemented for the final prototype. End users have an eye for detail.		

3	The interactive video should be playable at high resolution and quality	Must	
Comments	The interactive video is of high quality during evaluations. Because it hasn't been exported onto TwenPacks website this could not be evaluated fully.		
4	Must include buttons and a menu for video interaction	Must	
Comments	Buttons and menu for video interaction is implemented. However, this menu and its buttons are not very efficient in its use.		
5	The interactive video must include music or voice over sound	Must	
Comments	It includes background music but some participants agreed that a voice over would be a good addition to the given information. It creates some sort of trustworthiness towards TwenPack.		
6	The video must be web-based accessible for end users	Must	
Comments	The video is web-based accessible for end users through different types of platforms.		
7	The interactive video should be between 60-240 seconds long when used	Should	
Comments	The shortest timespan is around 75 seconds while the longest amount of time is around 230 seconds. This time is excluding the time for decision making and clicking the buttons.		
8	Scenes within the video should show personalization options for the end users.	Should	
Comments	Like said before. The video doesn't show full personalization for end users. However, it shows basic personalization options and makes end users curious about these personalization services.		

*Table 12 – Functional Requirements Evaluation*

## 7.4 Conclusion Evaluation

In this chapter TwenPack's account-based marketing campaign was evaluated by five participants consisting of TwenPack's marketing team, TwenPack's customer service and three B2B clients of TwenPack, who have been in the e-fulfilment business for quite a while. Detailed feedback was retrieved from the participants. Based on this feedback, TwenPack's account-based marketing campaign has been updated and the requirements set in section 5.3.9 and 5.3.10 have been ranked based on if the prototype meets those requirements. This showed that some requirements haven't been fully met and could use some type of improvement for future work. Some feedback points have been processed for a final version of TwenPack's account-based marketing campaign. Overall the participants were very interested and approved of the concept and prototype of the Interactive video for TwenPack. Participants who were clients of TwenPack would like to see further development in order to see how professional TwenPack executes their e-fulfilment services. TwenPack itself might see further development towards this attractive marketing campaign in order to gain engagement of TwenPack's target group, which are B2B companies.

## Chapter 8 – Conclusion

This chapter gives a conclusion on whether the problem statement has been solved and the research questions have been answered.

TwenPack's e-fulfilment services requested to try a different marketing strategy and design a marketing campaign when having found this new strategy. Up till now, TwenPack used marketing to try and gain awareness within the B2B e-fulfilment industry. TwenPack did this through posting advertisements on different platforms as well as updating their website. This marketing strategy could be changed in order to design a marketing campaign which is more attractive and informative towards the target audience. The goal was to attract target accounts to contact TwenPack or even set up an acquaintance meeting with TwenPack. Based on this summarized context and problem statement, the following research questions had been formulated:

**RQ:** "How to design an Account-Based marketing campaign for TwenPack?"

**Sub-RQ 1:** "What is the value-based marketing for TwenPack?"

**Sub-RQ 2:** "What are the most effective marketing channels and tools in the e-commerce industry?"

**Sub-RQ 3:** "What is the value that TwenPack can offer?"

**Sub-RQ 4:** "What are clients expecting from a partner in e-fulfilment?"

TwenPack commissioned this assignment and together with TwenPack's supervisors as well as University of Twente supervisors the account-based marketing campaign has been developed. Because of this marketing campaign design, end users will be informed about TwenPack's e-fulfilment services and possibilities and are attracted for engagement with TwenPack's customer



service, which is the eventual goal.

By interacting with TwenPacks website through certain marketing channels and tools TwenPack uses for awareness at this point, end users can interact with the Interactive video. The interactive video was designed to make the personalized services TwenPack can offer attractive by making choices throughout the video seeing TwenPack's services and e-fulfilment process in real life. The end user gains information and knowledge about TwenPack's services, location and personalization options.

The end user's experience will decide if a follow-up with TwenPack through contact or an acquaintance meeting will take place. First the end user goes through the process of matching with TwenPack. The question if TwenPack is able to help the end user using their services will be answered here. Followed by the warehousing process finding a location, packaging and transporting based on the buttons the user presses based on their preferences. The interactive video ends with the packages being set up for transport and the end user being able to navigate towards TwenPack's website and being asked to contact TwenPack for service possibilities. The client as well as all evaluation participants gave relatively positive feedback based on the prototype designed and created. It can be said that there is huge potential for this campaign in the future if more evaluations can be processed. The conclusions of evaluation besides some minor edits show that the end user process and experience is highly important, showing as much of TwenPack in real life as possible as well as giving correct information and guiding the end user through the process, making them enthusiastic and attracted to TwenPack's personalization options.

By implementing the account-based marketing strategy into a marketing campaign for TwenPack a concept was generated that keeps end users their attention. The implemented value-based marketing into the ABM campaign makes TwenPack stand out as a B2B e-fulfilment partner as well, showing their e-fulfilment process in real life and the quality TwenPack provides for its clients. This campaign will possibly attract more potential clients if outsourcing for this project creates, after more evaluations and iterations, a final product for TwenPack's website.

## Chapter 9 – Future Work

In this chapter, based on the detailed feedback received during the evaluation sessions, recommendations are made for future work. Some aspects which could still use improvements could not be processed in time for the final prototype, but are mentioned in the evaluation chapter.

As mentioned in the previous sections, the main goal of the account-based marketing design for TwenPack was to attract target accounts to contact or make an acquaintance meeting with TwenPack. Whether this goal has been achieved still needs to be evaluated. This can be done by processing the final feedback points and creating the final product for the homepage of TwenPack's website. Based on TwenPack client feedback as well as engagement increase or decrease observed by website analytics it can be determined if the account-based marketing campaign has been successful.

In order to create this final product a few more feedback points need to be processed for prototype improvement. Let's first start with the information prior to the interactive video. Feedback resulted in participants feeling rejected if giving a wrong answer before the actual unloading process. The video must show what services or opportunities TwenPack can offer instead of disclosing end users of their services. This way even if end users are not a perfect match for TwenPack there will be more engagements and opportunities for TwenPack to see if personalization for this potential client is possible. Secondly, a little more information about services can be given. This would be how an order is processed safely, customer service services of TwenPack, so not only the warehousing and distribution, and the location and look of the company. This is quite important in order for a potential client to trust in TwenPack and to give a more insight on the full e-fulfilment services considering office work, warehouse management system and communication of TwenPack. Lastly, the editing work of the interactive video could use improvements. Effect and additional text transitions can be implemented, some shots could be shorter or are a bit irrelevant to the subject, reading times need to be improved accordingly and the button times could be adjusted to its specific scene. This will make the interactive video more efficient, user friendly and attractive to watch.

One final comment of improvement. TwenPack could outsource equipment and specialized professionals in order to acquire all fundamentals for the interactive video. This way shots, editing

and eventually the final product would look the most professional and will attract the most engagement from the target audience, which is the main goal of TwenPack's account-based marketing campaign.

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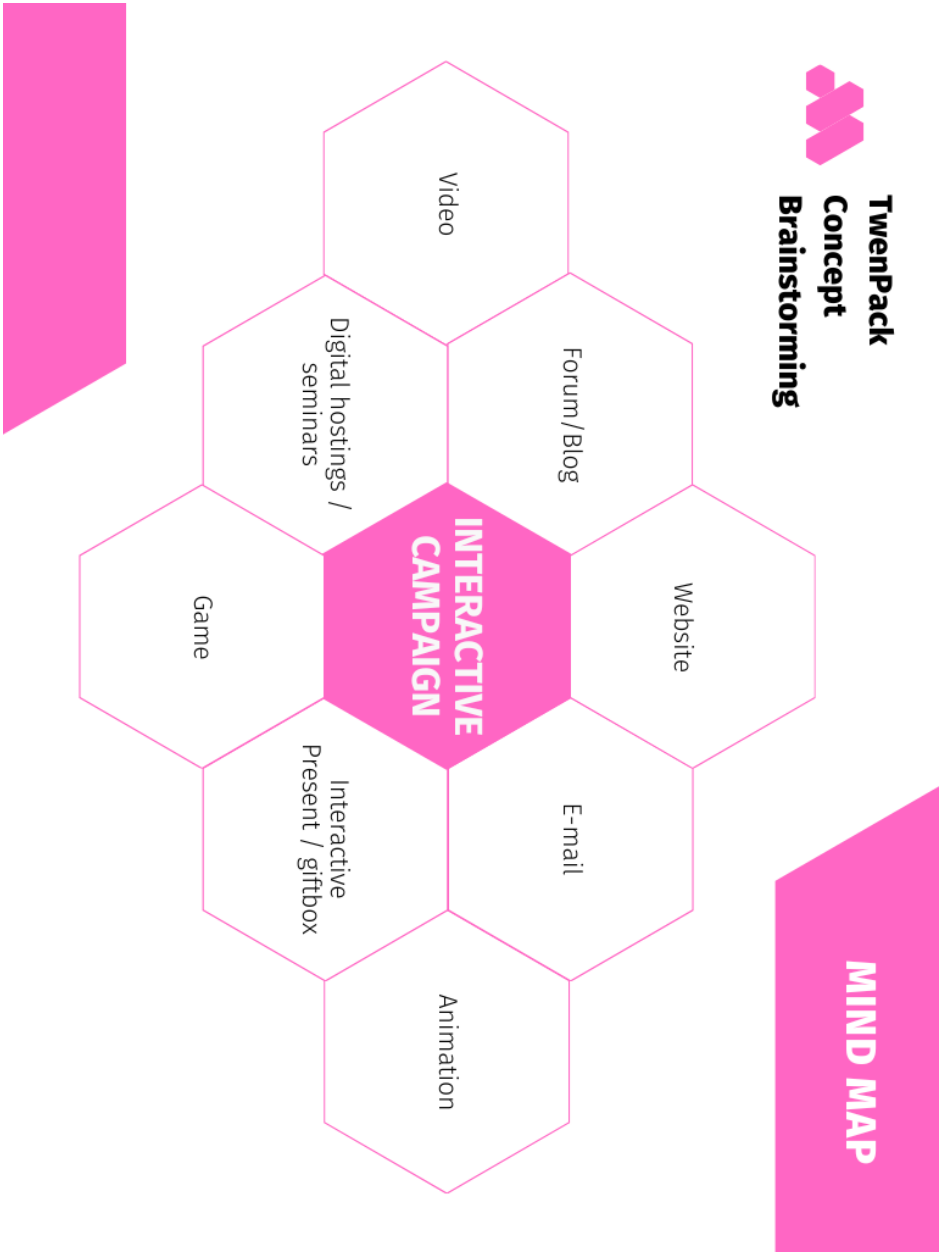
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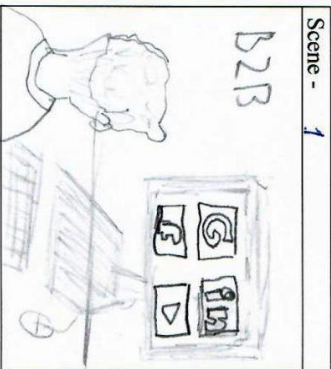
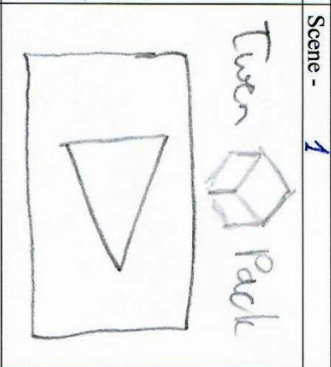
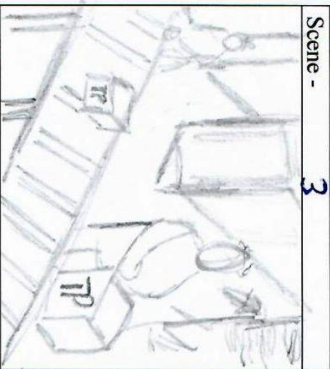


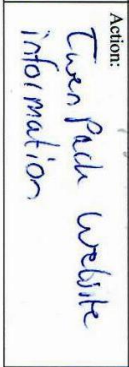

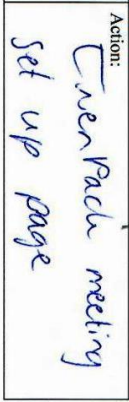
# Appendices

## Appendix 1 - Mindmap

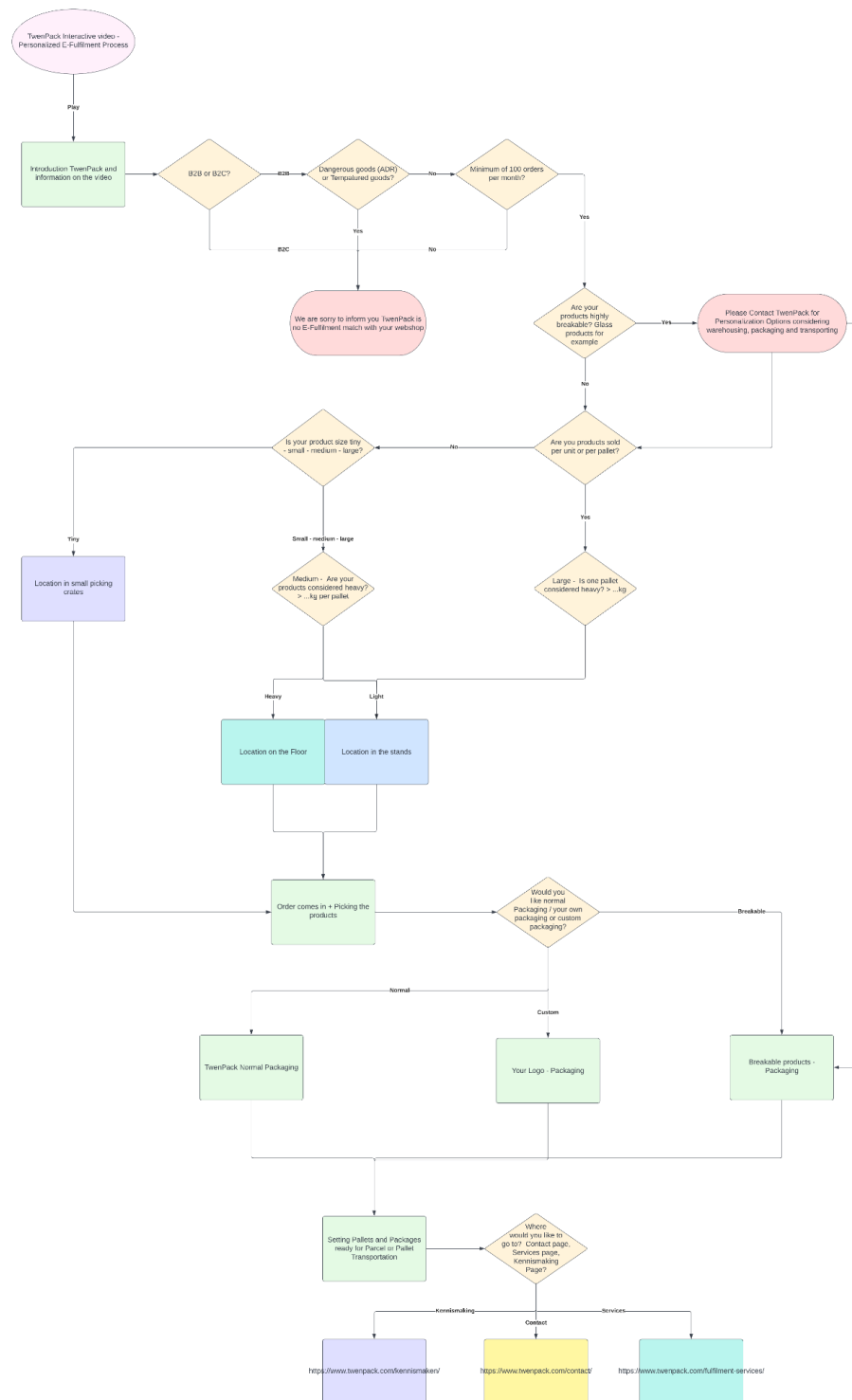




Appendix 2 - Storyboard

Title: <u>End user Interaction</u>		Creator: <u>Tuan Niphu's</u>	
Scene - 1		Scene - 1	
Action: End user seeing TweenPack on multiple platforms	Scene - 3	Action: Getting to the interactive video webpage	Scene - 4
		Action: No E-fulfillment fit with TweenPack	Scene - 4
Action: End user sees Pick & Pack Process w/ choices	Action: TweenPack website information	Action: TweenPack contact details	Action: TweenPack meeting set up page
			

## Appendix 3 - Flowchart



## Appendix 4 - Shotlist

### Shotlist

**Note: During recordings keep privacy measurements for clients. No logos for example.**

No.	Description
1	Introduction to TwenPack and what you need to do during the next few scenes.
2.1	B2B or B2C?
2.2	Dangerous chemicals or Temperature goods?
2.3	Minimum amount of orders?
3	Probably no match for TwenPacks services.
4.1	Breakable products?
4.2	Contact TwenPack for service options.
5	Products per pallet or per unit?
5.1	Unit size?
5.2	Weight of the pallet?
6.1	Small size: location will be set in crates at the packaging stations.
6.2	Medium/Large unit size: what is the weight of a pallet of these units?
7.1	Location up in the stands based on pallet weight.
7.2	Location below the stands based on pallet weight.
8	Order Picking.
9.1	Pack process with a custom label.
9.2	Pack process without a custom label.
9.3	Pack process breakable products.
10	Done with order. Set ready for Transport.