

MIDOCEAN UNIVERSITY

College of Media and Marketing

Master of Digital Marketing



Boosting Online Visibility in the Heavy Machinery Market: An Applied Study on SEM Effectiveness for EJAR - The Machinery Alternative Company

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Contents

3.....	Introduction
4.....	Research problem
5.....	Literature Reviews
7.....	Aim of the Researcher's Study
8.....	Theoretical importance
9.....	Practical Importance
10.....	Background and Context
11.....	Research Objectives
11.....	Research Questions
11.....	Research Limitations
12.....	Objective limits
12.....	Methodology
12.....	Data Collection
13.....	Data Analysis
14.....	Expected Outcomes
15.....	References

Introduction

Heavy industry represents one of the fundamental pillars of the global economy, being crucial for the industrial development and infrastructure of various sectors. This sector encompasses activities that involve the production of goods and materials on a large scale, requiring robust machinery and intensive processes (**Dayandri, 2023**).

In addition, these industries are fundamental for critical infrastructure, providing the materials and components necessary for the construction of roads, bridges, buildings and other large-scale projects that drive economic growth and social progress (**Blaettchen et al., 2024**).

In an increasingly interconnected and competitive world, the ability of heavy industries to innovate and adopt advanced technologies not only improves their operational efficiency but also strengthens their position in the global market (**Puntadewa and Widyastuti, 2021**).

The heavy construction and mining equipment sector is constantly evolving. With increasing competition and the rapid adoption of advanced technologies, it is crucial that companies in this sector stay on top of strategic marketing best practices(**Dayandri, 2023**).

In the digital age, companies that fail to take advantage of online opportunities risk being left behind. This is especially true in the heavy construction equipment industry. Many buyers now begin their search for equipment online, so it is critical that the heavy construction equipment industry have a strong digital presence **Golchi et al. (2023)**.

Based on the above, it becomes clear to the researcher that digital marketing is of great importance in the field of heavy industries. Therefore, the study aimed to determine the impact of digital marketing campaigns on the heavy equipment sector by applying it to Machinery rental alternatives co. ltd (EJAR).

Research problem

With more than half of the world's population using the internet, it's no surprise that businesses around the world have turned their marketing efforts to the internet. Broadly speaking, digital marketing is a set of tools used to promote a brand's products or services through digital platforms such as websites, email, or social media.

Digital marketing refers to all the digital strategies and actions that companies carry out in order to promote their products or services. It definitely plays a fundamental role in directing corporate strategies towards their target audience, because the era of immediacy and constant evolution in which we live has revolutionized the way consumers research and make purchasing decisions.

Therefore, adopting a solid digital marketing strategy that is in tune with market trends and discourse has become a necessity for organizations to remain positioned within their economic sector and meet the changing demands of customers.

The study **Owuor (2022)** confirmed that unlike traditional marketing, which involves physical resources such as billboards or traditional media ads, digital marketing takes place on online platforms. Interaction with the target audience is more direct and personalized, allowing for a greater degree of segmentation based on demographic criteria, interests, behaviors, and location. This personalization increases the relevance of the content and improves the customer experience, leading to greater loyalty and retention.

The study **Purnomo (2023)** confirmed that digital marketing has a privileged position in the marketing strategies of most companies. Implementing digital marketing practices allows companies to reach a much larger audience than they would with traditional marketing strategies. Digital marketing has much lower costs than traditional marketing. This makes digital marketing a particularly convenient option for small businesses, as this type of marketing allows them to expand with fewer resources.

Therefore, the research problem can be defined through the following question:

What is the impact of digital marketing on the heavy equipment industry?

Literature Reviews

In the below literature review, The researcher has referenced research papers published between 2020 and 2023, which focus on the implementation and development of digital marketing strategies and tools. These studies were analyzed to gain a deeper understanding of the impact that digital marketing has on the heavy equipment industry.

Dayandri (2023): this study aimed to investigate implement digital marketing in heavy vehicle rental of a construction company. The study relied on qualitative methods during the collection of secondary data from PT. Tussens Krida Utama. The study relied on qualitative methods during the collection of secondary data from PT. Tussens Krida Utama. Data were collected through direct observation and searching of documents relevant to the study topic. The results of the study confirm that there are many marketing methods that generate significant income for the company. This study shows that the PT. Tussens Krida Utama has a high desire for digital marketing in order to develop the company.

Samad et al. (2023): this study aimed to know strengths, weaknesses, opportunities as well as threat of the promotional strategy implemented kukan company and also for know appropriate alternative promotion strategy used by companies. The study relied on qualitative methods. The study was based on primary and secondary data sources from the company. The researcher relied on collecting information through in-depth interview as primary sources. Secondary data obtained direct in already form So like document contains sales data, then from studies References with learn related articles, books and theses with study this. The study results confirm that Toyota's Marketing Mix strategy is very effective and successful. The reason for the success of marketing is that Toyota publishes advertising and publicity in many media and social media.

Puspitasari and Hamdi (2023): This study focuses on Carimontir, a mobile application for vehicle repair services. The researchers was interested in studying the marketing plan of the Carimechanir company that it created with determining the segmenting and targeting of potential partners and customers by determining the company's positioning. The study is based on qualitative methods. Primary and secondary data were collected during the study. Primary data was obtained by researchers during field research. Carimontir provides a flexible solution to the problem of vehicle service access, particularly in emergency situations, using a comprehensive marketing strategy to grow its user base and drive

revenue. Carimontir's marketing mix uses the 4P method, namely Product, Price, Promotion, and Place. This marketing plan was a great success for the company. Carimontir provides a flexible solution to the problem of vehicle service access, particularly in emergency situations, using a comprehensive marketing strategy to grow its user base and drive revenue.

Purnomo (2023): this study aimed to analyse and identify effective digital marketing strategies in increasing sales conversion on e-commerce platforms. The study was based on the qualitative approach to collect information and data. The study results confirm that digital marketing plays an effective role. Focus on SEO, content marketing, social media, paid advertising, and improving user experience. During digital marketing, the focus should be on search engine optimization, content marketing, social media, paid advertising, and improving the user experience.

Golchi et al. (2023): this study aimed to explaining the impact of digital transformation and digital marketing on brand promotion, positioning, and e-commerce. The study was based on the descriptive and survey approach to collect and analyze data. The research community consists of Digikala store customers and consists of approximately ten thousand people per year. Four standard questionnaires were used: 1) digital transformation, 2) brand promotion, 3) brand positioning and 4) e-commerce. The study results reached:

1. Digital transformation plays an important role in brand promotion.
2. Digital transformation has an important role for e-commerce.
3. digital marketing has an effect on Brand positioning has an impact and
4. digital marketing has an impact on e-commerce.

Owuor (2022): This study aimed to establish the effect of social media marketing, website marketing and search engine optimization on consumer purchase intention. The study was based on the descriptive approach to analyze the information and identify the relationship between the research variables. The study sample consisted of 197 registered merchants (new and used) operating in that operate within Nairobi City County. A structured research questionnaire was used in data collection with Google forms used to compliment the data collection procedures. Using Yamane formula, the calculated sample size for this survey was 131 respondents. The study found that there is a positive relationship between digital marketing tools and consumer purchase intention. The study recommended that automakers should invest in digital marketing.

Wibowo et al. (2021): this research focuses on improving sales operations for heavy equipment spare parts through the use of digital tools. Research helps parts sellers identify customer needs and run promotions to increase sales. In this research, the study depended on Focus Group Discussion (FGD) with the team and DMAIC analysis in finding the necessary improvements. The study concluded that it is necessary to use and analyze the historical demand and sales approach based on the machine learning algorithm to predict the required opportunity. the Author also uses the End of Life (EOL) Spare Parts approach to predict when there will be a change. To correctly forecast heavy equipment spare parts needs a hybrid of the two methods can be used.

Effendy et al. (2021): This study aimed to determine the implementation of digital marketing strategies and how effective digital marketing strategies are to increase sales during the Covid-19 pandemic (Studies on SMEs in South Tangerang City). The study was based on the qualitative method in order to collect data and information through observation and predetermined interview guides for several informants to MSME actors in the city of South Tangerang. The results showed that digital marketing is the most effective type. MSME operators in South Tangerang prefer to sell their products via Facebook, Instagram, Online Shop, then WhatsApp. Sales were high during Covid-19 due to reliance on digital marketing.

General Conclusion of the previous studies:

Across industries and sectors, digital marketing is increasingly recognized as an essential tool for driving business growth. However, each sector faces unique challenges in the development, implementation, and evaluation of digital strategies. Successful digital marketing requires an integrated approach, a focus on customer experience, and continuous adaptation to evolving market and technological trends. The common thread in these studies is the importance of digitalization in improving operational efficiency, enhancing customer engagement, and staying competitive in a fast-paced digital world.

Aim of the Researcher's study

The primary aim of this study is to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the *Ejar* website in achieving top-ten rankings on Google's search results. By analyzing the impact of specific keyword strategies and SEM practices, the study seeks to determine how these efforts influence *Ejar*'s ranking positions, user engagement metrics, and overall online visibility in the competitive property rental market. Additionally, it aims to identify key factors that

contribute to ranking improvements and highlight the SEM tactics that best align with *Ejar*'s objectives.

Example1:

Sponsored



The Cat Rental Store

<https://www.catrentalstore.com>

Forklifts: Straight Mast Rentals | Ejar Cat Rental Store

Lifts, Loaders & More - Rent The Right Equipment From EJAR! We're The Experts You Trust.

[View All Rental Equipment](#) · [Rental Locations](#) · [View Locations](#) · [Request A Quote](#)

Theoretical importance

This study contributes to the field of digital marketing and search engine optimization (SEO) by providing empirical insights into the mechanics of SEM and keyword strategy. Specifically, it explores how SEM campaigns can drive visibility in search engine results, thus offering a practical framework for understanding the relationship between ad spending, keyword selection, user engagement, and search engine algorithms.

The theoretical importance lies in its examination of the underlying principles of SEM effectiveness:

1.Keyword Relevance and Competitiveness:

The study tests the hypothesis that well-chosen, relevant keywords enhance search rankings and engagement, adding to the theory that search engines reward contextual alignment between queries, ad content, and landing pages.

2.Bid Strategy and Ranking Impact:

By evaluating how bid amounts and quality scores affect rankings, the study supports or challenges the idea that paid search rankings can influence overall website visibility and user interaction.

3.User Engagement Metrics as Indicators of SEM Success:

The study investigates whether improvements in ranking due to SEM correlate with deeper user engagement metrics, contributing to the

understanding of how search ranking improvements translate into user behavior on the site.

By addressing these theoretical aspects, the study aims to bridge the gap between SEM tactics and measurable outcomes, offering a model that other businesses and researchers can adapt to analyze the effectiveness of SEM campaigns in various contexts.

Practical Importance

SEM campaign can provide valuable, industry-specific insights for digital marketers, business owners, and professionals in the heavy machinery sector. Here's how this research could be practically beneficial:

1.Optimizing SEM for Niche Industrial Keywords:

In the heavy machinery sector, search terms are often highly specific and technical. This study's findings on effective keyword strategies can guide companies in targeting specialized terms, making it easier to reach potential clients who are actively searching for machinery solutions.

2.Maximizing ROI on Advertising Spend in a Competitive Market:

Heavy machinery companies face high costs for keywords due to competitive bidding. By evaluating the impact of bid strategies and ad relevance, the study will offer practical insights into how to allocate SEM budgets effectively, helping Ejar achieve visibility without overspending on high-cost keywords.

3.Improving Engagement with Targeted Audiences:

SEM campaigns can attract a broad range of viewers, but not all of them will be relevant in the heavy machinery market. The study's focus on user engagement metrics like click-through rates (CTR) and conversion rates will help identify which ads and keywords attract quality leads, enabling Ejar to refine its ad copy and landing pages for maximum impact.

4.Reducing Dependency on Trade Shows and Physical Marketing Channels:

Many heavy machinery businesses traditionally rely on trade shows and in-person networking for customer acquisition. Insights from this study will support Ejar in shifting toward digital channels, making it easier to reach a broader audience, especially in regions where physical marketing may be limited.

5.Establishing a Measurement Framework for SEM Success:

The study can establish benchmarks and key performance indicators (KPIs) tailored to the heavy machinery industry, helping Ejar and similar companies track SEM success. This enables data-driven decisions and continuous refinement based on metrics that directly correlate with business objectives.

6.Competitive Advantage through Enhanced Visibility:

As heavy machinery buyers may have specific requirements and a smaller pool of potential vendors, the study's findings on securing top-ten SERP rankings can help Ejar gain a competitive edge. By appearing at the top of search results, Ejar is more likely to capture early-stage buyers and build brand recognition among those researching machinery options.

In summary, this study's findings will support Ejar in implementing more targeted and cost-effective SEM strategies, tailored to the unique demands of the heavy machinery market. The practical guidance from the research will empower Ejar to drive high-quality traffic, improve conversion rates, and ultimately boost its online presence in a competitive industry.

Background and Context

Search Engine Marketing (SEM) has become a critical digital marketing strategy for enhancing website visibility and driving traffic. This study investigates the efficacy of a targeted SEM campaign for (*Ejar Company*), a website that aims to secure top-ten rankings on Google for relevant keywords related to property rentals and leasing services in the region.

Ejar's goal was to improve organic and paid search visibility using SEM tactics, particularly through Google Ads and keyword optimization. This study will evaluate how effectively these efforts

improved *Ejar*'s position on Google's search engine results pages (SERPs) over a set period and identify key factors contributing to their success or failure.

Research Objectives

To analyze the impact of a targeted SEM campaign and keyword strategy on the *Ejar* website's Google ranking, measuring improvements in position, click-through rate (CTR), and overall user engagement.

Research Questions

This study is guided by the following research questions:

1. How effective was the SEM campaign in positioning *Ejar* in Google's top ten search results for specific keywords?
2. What keywords proved most successful in achieving desired rankings, and why?
3. What was the effect of ranking improvements on user engagement metrics, such as click-through rate and bounce rate?

Research Limitations

Time limits: The study will focus on Google's algorithm, which may have unique factors not applicable to other search engines. Results may vary across geographic regions, limiting the generalizability of the findings to *Ejar*'s region of focus.

Human limits:

1. The success of an SEM campaign often hinges on the selection of appropriate keywords. Human subjectivity in choosing keywords or categorizing them as "high-value" or "low-value" could affect campaign outcomes. Additionally, personal biases may impact

decisions regarding keyword bids or ad copy, possibly overlooking alternatives that might yield better results.

2. Human interpretation is required to analyze user engagement data such as bounce rate or session duration. Misinterpretation or over-reliance on certain metrics without a holistic view can result in misleading conclusions about campaign performance.

Objective limits

1. Google's search algorithms are complex and continually updated, often in ways that are not transparent. Changes in algorithm criteria during or after the campaign can impact rankings, making it challenging to attribute ranking changes solely to SEM efforts.
2. The competitive landscape, including competitor SEM campaigns, can significantly affect rankings. If competitors implement aggressive strategies simultaneously, *Ejar's* rankings may fluctuate independently of its campaign's performance, making it hard to isolate the campaign's true impact.
3. Google's SERPs can vary by location and device type, so *Ejar's* ranking might appear different depending on users' geographic locations or whether they search on desktop vs. mobile. This variation can limit the ability to measure consistent ranking improvements across all potential customer views.
4. Budget limitations may affect keyword bidding power and the reach of the SEM campaign. A limited budget may prevent *Ejar* from competing effectively for highly competitive keywords, constraining the campaign's overall success and potentially skewing data toward keywords with lower cost but less impact.

Methodology

This applied research will use a quantitative approach to measure SEM campaign outcomes, with additional qualitative analysis to interpret specific keyword effectiveness and engagement patterns.

Data Collection

1.Keyword Selection and Analysis:

- Identify primary and secondary keywords targeted in the Ejar SEM campaign.
- Analyze keyword competitiveness, search volume, and relevance to Ejar's business goals.

2.Google Ads and Campaign Metrics:

- Extract campaign data from Google Ads for the duration of the SEM effort, focusing on metrics like impressions, CTR, cost-per-click (CPC), and ad position.
- Track keyword bid amounts, ad quality scores, and landing page relevance to better understand campaign performance.

3.Google Analytics for Engagement Metrics:

Collect data on Ejar's website traffic, user behavior, and engagement metrics for the keywords targeted.

Specific metrics include organic and paid clicks, bounce rate, average session duration, and conversion rate for users arriving through SEM.

4.SERP Ranking Data:

Use tools like SEMrush, Ahrefs, or Google Search Console to track Ejar's keyword ranking over the campaign period, measuring fluctuations and final positions.

Track the website's rank trajectory for targeted keywords pre- and post-campaign.

Data Analysis

1.Quantitative Analysis:

Conduct statistical analysis to evaluate the relationship between SEM variables (e.g., keyword bids, ad quality score) and ranking outcomes. Correlation and regression analysis may be used to determine the significance of various factors in achieving top-ten placement.

Track ranking improvements over time to see if targeted keywords consistently reached or maintained top-ten Google positions.

2.Qualitative Analysis:

Analyze campaign keywords and engagement data to identify which types of keywords (short-tail, long-tail) and ads yielded the best user engagement and ranking results.

Review landing page content and ad text to assess how relevance, ad copy, and keyword match types contributed to campaign effectiveness.

Expected Outcomes

This study expects to provide insight into how SEM campaigns can strategically impact Google rankings in the rental services sector. Findings should reveal best practices in keyword selection, bid optimization, and content relevance that can guide future campaigns. Additionally, the study aims to contribute to the literature on SEM effectiveness by offering real-world evidence of how keyword-focused campaigns affect ranking and engagement.

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