R E M A R K

Kotodama
audio

ブランドおよびマーケティング監査と戦略

Brand and Marketing Audit and Strategy
2023/08/01

d.

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goals and key findings

目標と主な発見

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Executive summary エグゼクティブサマリー

- Go conduct customer research and talk to 15-20 customers and non-customers. Get the data you need to build out an efficient, accelerated customer journey that optimizes revenue & win rates and reduces costs
- Invest heavily in Email Marketing - set up automations, an incentive to collect email subs, and map out a strategy for cadenced sends
- Invest heavily in SEO, specifically in building strong referring domains and in creating topical authority and relevance using blogs and product pages, starting with low hanging fruit
  Note: Focus on these 36 “key” keywords both for SEO purposes and the brand (i.e., your strategy)
- Create an automated process to elicit reviews and proactively manage them across multiple sites. Have the customer service team ready to receive phone calls.
- Skip social media for now
- Determine whether Google Ads are profitable, map back a breakeven to the spend, and institute a new way forward that supplements the other channels (if you’re going to use this) - not leads the other channels
- Choose 3-5 events to attend to this year (i.e., get a booth), and find a way to secure speaking engagements where you can demo products and use cases on stage in front of consultants and target audience members
- Determine whether PR is a phase 1 or phase 2 initiative
- Set up Goals, Events, Custom Audiences, Benchmarks, Custom Analyses, Dashboards, etc. in Google Analytics - it’s barebones right now and there’s no tracking except for base data
- [Not included, but needed]: Refine the company’s Segmentation, Targeting, Positioning, and Messaging to align with the US market, its own “brand narrative,” and its own vision. Remark will be working on the brand narrative and positioning for messaging.

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主要な目標に注力しましょう

let’s keep the focus on our main goal

- The main goal is to **successfully position Kotodama Audio as a leader in professional audio equipment within the US** studio recording, broadcast, and content creation industries by 2024, reaching $____ in revenue.
- Secondary goals include:
  - *Establishing Optimal Demand Creation/Generation*
    - **Brand positioning:** creating the perception that Kotodama Audio is competitively superior to its direct rivals, and offers its target audience a fresh, unique, trusted solution that will credibly streamline their R&D/Engineering operations and reduce both their TTM (time to market) and TCO (total cost of ownership)
    - **Brand segmentation:** creating primary target audiences that will best capitalize on Kotodama Audio’s unique value proposition
    - **Brand targeting:** establishing what channels Kotodama Audio should focus its efforts to reach peak performance, and maximize brand awareness among music industry engineers
    - **Brand messaging:** communicating the value of Kotodama Audio’s reliable, high-quality, cutting-edge equipment, and the value of its superior, highly-trusted brand
  - *Establishing Optimal Demand Capture*
    - **Total Leads:** Quantity of interested, hand-raising individuals of the target audience
    - **Conversion:** Quality of the interested, hand-raising individuals of the target audience
    - **Market Share**: Revenue generated as a % of all competitors combined

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顧客がどう考え行動するのかを知る

learn how your audience thinks & behaves

- Focus on the big question: **“How do American R&D professionals/engineers in our 3 target industries best learn about professional audio equipment?”**
  - Chances are, it’s not just Google, where industry professionals educate themselves through various queries
  - It could be Reddit, WoM, Groups/Communities, where industry professionals openly discuss products, brands, and solutions, and provide recommendations
  - It could be Events/Conferences, where industry professionals get real-time access to expert leader’s thoughts, on-stage demos, and even get to interact with the products in person
  - It could be External consultants, where industry professionals are guided/told by “experts” to consider using one solution/product/brand over another
  - It could be industry bloggers and critics, where industry professionals learn from the experience and examples of unbiased, credible, proven authorities
- The truth is, you’re not going to know unless you talk with your customers and do customer research
- This directly affects the brand’s targeting, positioning, and messaging efforts, outlined in the Demand Creation/Generation section

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Audit key finding #1: limited or no customer research

監査における重要な指摘事項 #1：顧客調査が限定的、または実施されていない

We see a lack of clarity about the position and and what moves the audience to choose Kotodama Audio:

- We need clarity on the UVP, current positioning, or brand narrative *Remark to provide
- We need a data-driven perspective to clarify what is working and what is not
- We need clarity on what style/tone/voice to communicate in to our target audience
- We need clarity on the direction of what channels to support and allocate budget to

Recommendations

Talk to 15-20 customers/non-customers and figure out their entire buying journey. Learn things like:

- What action catapulted them into the market?
- What their ideal solution looks like?
- What channels they consume information from, and what best influences them in their journey?
- How they approach companies (and what their requirements/expectations are) before contacting them?
- How they shortlist options, and filter out different competing companies?
- What decision criteria they use to make their decision, and which ones are the most prominent?
- What they'd run across traffic to avoid (when it comes to their solution), and what keeps them up at night?
- What their lives would be like if this solution were fixed?

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marketing strategy and audit

マーケティング戦略と監査

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ビッグ スリー

the big 3

We find that our strategies lead to more transformation by focusing on 3 key actions that need to be take called “the big 3” These key actions identify the goal and steps to get us there and help define the metrics of success for our progress. If implemented properly and prioritized, improvements in these areas should lead to the achievement of our core goal which is this case is Generate Revenue from Leads Systematically.

1. **Improve the Brand**
    a. Raise Awareness/Exposure/Recognition (among target market)
    b. Establish Authority/Superiority (over competition)
    c. Improve Credibility/Trust (as a preferred solution)
    d. Solidify Value/Promise (for long-term partnership/relationship)
2. **Generate Leads** (i.e., Marketing-Sourced Pipeline)
    a. Improve Quantity
    b. Improve Quality
3. **Generate Revenue from Leads Systematically**

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1. Improve the brand: raise awareness ブランドの改善：認知度を高める

The gradient cones represent a *rough approximation* of time versus financial cost for growth. Conditions will vary with each company.

5 channels to create brand awarenes s

- **Option 1:** Allocated Budget + Distribution Platform
  - Paid Search (e.g., Google Ads)
  - Paid Media (e.g., Facebook/IG Ads)
  - Influencers
- **Option 2:** Media & Publication Exposure
  - PR (Public Relations)
  - Industry Bloggers & Critics
  - Industry Experts
- **Option 3:** Industry Events
  - Conferences
  - Speaking Opportunities
- **Option 4:** Bootstraps & Grassroots
  - SEO
  - Social Media
  - Webinars
- **Option 5:** Dark Social Referrals
  - Groups/Communities (mostly online)
  - Reddit & similar channels

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1. Improve the brand: establish authority/superiority

ブランドの改善：権威性・優位性を確立する

5 methods to improve brand authority

1. **SEO**: Having search engines prioritize you over your competitors, and showing up at the top for very specific searches that involve queries your target audience is searching for

2. **PR**: Generating mentions, stories, and news throughout
   - Trade publications
   - Industry analysts
   - Tech and business press
   - Industry [expert] bloggers

3. **Reviews**: Developing high-level social proof through reviews and online reputation management, as well as low-level social proof, such as individual experiences and stories from customers

4. **Consultants**: Having consultants recommend you as the preferred vendor for their music production, broadcast, or content creation companies who need professional audio equipment

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1. Improve the brand: improve credibility/trust

ブランドの改善：信頼性・信頼感を高める

4 tactics to improve credibility and trust

1. **Social proof**
   a. Reviews - both product reviews and service reviews
   b. Testimonials - 30-60 second clips of customers talking about their experience

2. **Industry authority figures pointing to you**
   a. Clients/Partners - Promoting your relationship with big, well-known, trusted companies to build familiarity among prospects
   b. Industry Analysts
   c. Trade Publications
   d. Industry Bloggers

3. **Self-Positioning** **included in Remark's verbal work*
   a. About us – company, how many years have you been in business, what noteworthy things have you done in Japan, are you a leader there?
   b. Messaging - how you message to your target audience, and whether you give off a humble but confident sense of security and self-belief with your marketing

4. **SEO**
   a. Showing up high in search results, just like building brand awareness and authority. Google should recommend you if you're the industry leader, right?

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1. Improve the brand: create long-term relationships through value

ブランドの改善：価値提供を通じて長期的な顧客関係を構築する

3 keys to creating long-term relationships

We feel Kotodama Audio probably does most of these things better than their competitors. However, we include them for your consideration and confirmation. Additionally, we've highlighted areas we feel need to be improved.

1. **Trust in the brand + reliability**
   a. Matching expectations with results; not overpromising or under-quoting prospects
   b. Great customer experiences by backing up marketing claims, and making it easy to solve problems in the future when they occur
   c. Good email marketing, and constantly adding value over time to customers without the need to expect anything in return
   d. Making it easy to guide prospects when they come to the website, and help them to objectively (and accurately) weigh their decisions
2. **Social proof that you've done it with others successfully**
3. **Being rooted in values and leveraging your commitment to them through your marketing**

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2. Generate leads: overview

リード獲得：概要

generating and nurturing leads

First off, remember that you're starting from scratch. You don't need to outperform every single metric and all of your expectations right out of the gate; instead, you need to build a consistent, ever-progressing model of delivering high-quality leads

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2. Generate leads: building the model リード獲得：モデルの構築

how to improve the quality and quantity of your leads

- **Customer Research:** You need to know what your prospects are thinking, what they're feeling, why, what their biggest cares and pain points are, how they approach decisions like this and what criteria they use to choose their preferred solution, what sort of red flags they encounter, what influences them the most, etc. All this helps to optimize your marketing to help you give them what they want when they want it.
- **SEO:** Done properly, this is a channel that sees compounding results; traffic should grow each month. Focus on blogging and on-page SEO via product/collection pages. **Remark is getting you started with keyword research.*
- **Website:** Proper CRO is needed to convert people when they land on your website. Make it easy for people to know exactly what they're looking at, what they're going to get, what their expectations should be, and what others have said to back that up. **Remark is helping in this area as well.*
- **Email:** Nurturing prospects along a secondary journey that slowly helps to educate them, build their confidence and raise their awareness, and build your brand indirectly
- **PR:** Continue to build topical authority and relevance from major market influencers (tech publications, journalists, bloggers, etc.)
- **Reviews:** Give people a reason to emotionally purchase your product, and back up their rationalization by supplying them with solidified statistical proof and examples via social proof and relevance.

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Ciscoを買っておけば、誰もクビにならない

“No one ever got fired for buying Cisco

- Phrase made popular among IT and networking professionals

IT・ネットワーク業界のプロフェッショナルの間で広く知られるようになったフレーズ

This is what we want our customers to say about Kotodama Audio.

これこそ、私たちがKotodama Audioの顧客に言ってほしい言葉です。

analytics audit

アナリティクス監査

d.

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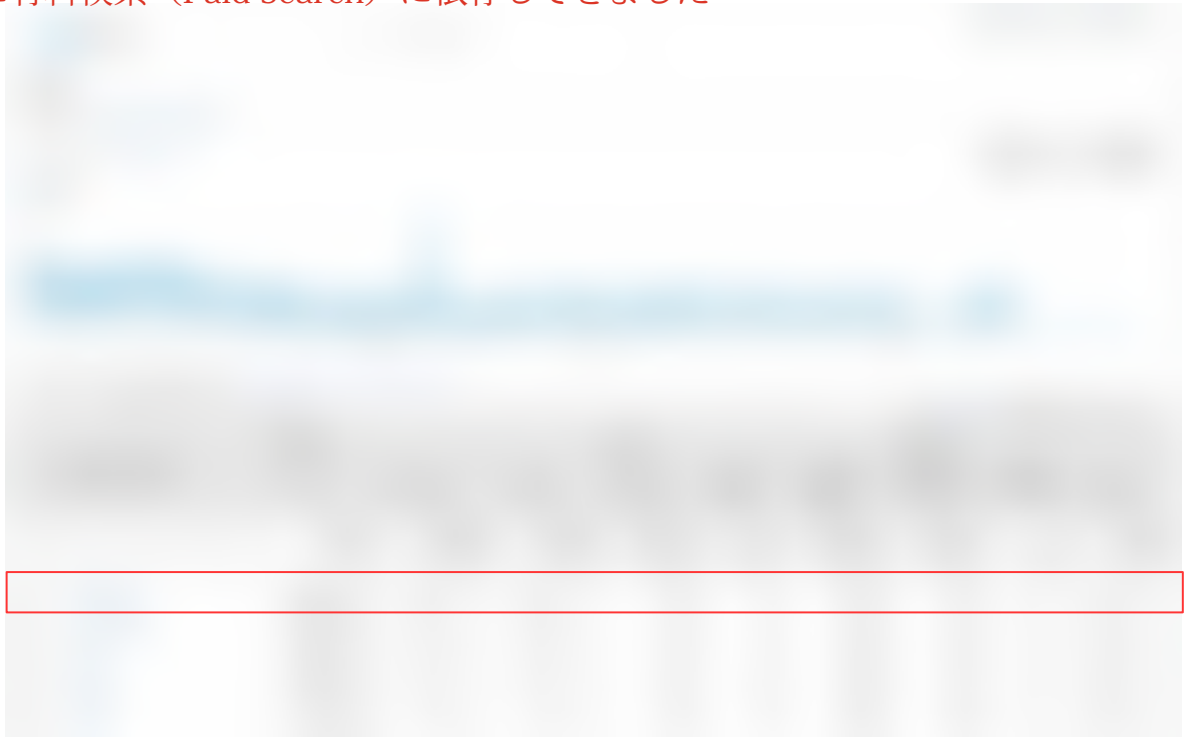
Traffic has historically been Paid Search dominated

これまでのトラフィックは、主に有料検索（Paid Search）に依存してきました

- **Bounce Rate is near 90%, 2x the average** (source)
- Time on Page is :27 - that's not really enough to do anything
- If Pages per session is 1.23 and bounce rate is 90% that means that the 1 person out of 10 that clicks through to other pages views 3.3 pages (which is not a lot)
- Paid Search needs a dramatic overhaul - We don't need to look any further



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“Referrals” contains some opportunities

Referrals（参照元）」には、活用できる機会がいくつかあります

- Sanken (sanyodenki.com) seems to be a huge referrer - may look to play into that more by establishing a better partnership
- We can’t tell who the others are with this dataset, but we might want to leverage/exploit this opportunity more

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Kotodama Audio should expand its SEO

Kotodama AudioはSEOを強化すべきです

- 18 out of the top 25 (72%) are branded search terms (i.e., they have Kotodama Audio in them). That’s good - and they all have APRs (average position rank) under 3, which is great - but there’s also not a lot of demand being created for non-branded search terms that reflect intent to learn more, or intent to buy a certain product, which is both a current risk and opportunity for the future.

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Optimize for Desktop now, Mobile later

まずはデスクトップ向けに最適化し、モバイルは後から対応する

- 80% of Kotodama Audio’s audience is Desktop Related. Website should be optimized for that
- Tablet is a moot point to optimize for right now

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Mobile will become more important in the next few years.

モバイルの重要性は今後数年でさらに高まります

- However, the brand is seeing a surge in Gen Z interest (with a sharp falloff for Baby Boomers)
  - 25-44 is your peak audience
  - 18-24 is a fast growing segment
  - Combined, 18-44 makes up 60% of your audience
  - This plays into your ICP
- We know that Gen Z is primarily mobile-native, which suggests that although Desktop is important now, you should prepare for a consistent, subtle *annual shift towards mobile* as the years go on.

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Website needs technical fixes ASAP

ウェブサイトには早急に技術的な修正が必要

- Even with Desktop, there’s a lot of improvements to be made in both Structure and Performance, notably in LCP and excessive network payloads.
- Keep in mind that this may be one reason why the bounce rate is so high - the page takes too long to load.
- This leads to higher costs in the long run, such as paying more for Google Ads traffic in general, having a higher quality score (which leads to more expensive CPC bids), and lost conversion opportunities.
- Remark will provide size optimized images with our design, but some fixes need to be applied on the development side. We recommend moving into another site speed audit and technical SEO improvement phase after we launch.

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Website needs technical fixes ASAP (continued)

ウェブサイトには早急に技術的な修正が必要（続き）

- GTMetrix tells you exactly what you need to fix and the magnitude of that fix. All you need to do is follow those instructions
- **43.2 seconds is astronomical.** This should be <2s, so 22x less

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Google PageSpeed Insights tells the same story

Google PageSpeed Insightsでも同様の課題が確認される

- FCP and LCP are exponentially more than what’s considered acceptable.
- But you can tell that if these variables are controlled for, the performance of the site will improve drastically
- Remember, pictures and videos are great - they help to convert - but need to be balanced with fast page speed to have that effect

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Mobile is worse. But again, focus on Desktop first

モバイルのパフォーマンスは良くない。ただし、ここでもまずはデスクトップを優先

- This is just to give you some perspective on the performance issues on the mobile site.
- Keep in mind, 20% of traffic comes through mobile. We’d estimate that <5% of that traffic actually makes it past a single page. No one is likely to wait 140.2 seconds (2m 20s) for their phone to load a page.

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Here are the specifics to fix for Mobile

モバイル向けに修正すべき具体的な項目は以下のとおり

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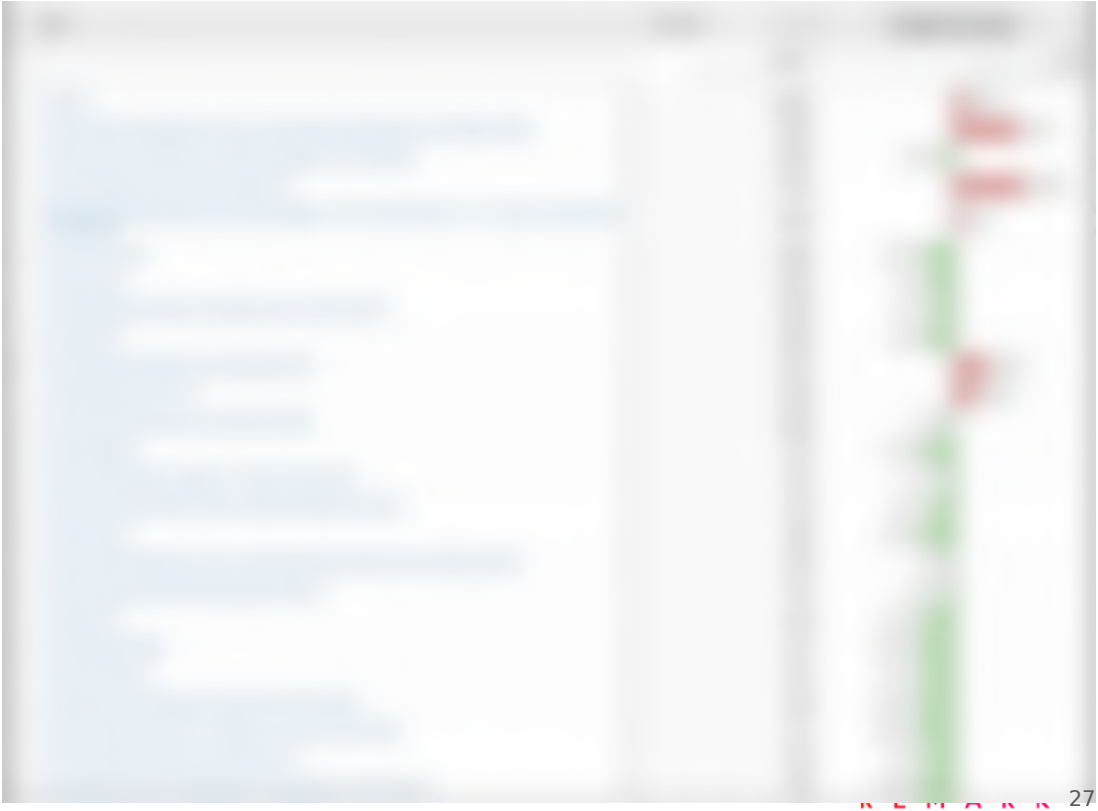
The page speed is a problem on a few other pages as well.

ページ速度の問題は、他の複数のページにも見られる

- This shows that in actuality roughly about 8-9 pages contribute to a long load time.
- The average is 13.34s (!) across all pages
- Those that are in red or that are close to the average should be triaged as ones to improve the most/quickest.
- However, these are likely all key pages, as the ones that are in red have the most page views



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Chief among marketing problems is the Bounce Rate

マーケティング上の最大の問題の一つは、直帰率の高さ

- You can see that right off the bat 40k people drop off from 44k sessions (50% of all total sessions).
- The homepage and 1 product page really contribute to more engagement throughout the site.
- 2% of people actually make it to 3 pages…
- The recommendation here beyond the obvious CRO, page speed, etc. is to tie the pages together better and guide people to the next recommended page they should view. Could be a straight recommendation, a “Other people have viewed” or “frequently viewed”, or “Users have most likely gone here next” type of message at the bottom.
- Therefore a key performance indicator (KPI) to track will be improvements in the bounce rate.

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US comprises only 67% of traffic. SEO should improve that.

米国からのトラフィックは全体の67%にすぎない。SEOを強化することで、この割合を改善できる可能性がある

- ⅔ of the audience comes from America, and 72% comes from North America
- Those from Japan are probably familiar with the japanese site - they might just want to see what’s different
- This range is within normal. If it dips below 60%, you should consider setting tripwires and protocols.
- Proper implementation of SEO should help push the % more in favor of the US over time

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Product pages need an overhaul.

商品ページは全面的な見直しが必要

- It’s difficult to see in this image, but majority of the top landing pages are product pages, likely due to Google Ads.
- Bounce rate for these pages are in the 70-90% range, which again is double the average
- This tells me the page speed is subpar (which we know), that the page is not likely optimized for conversion (CRO), and that there’s not enough value/demand created - both on that page and within the first 30 seconds of landing on it - to capture that same demand/value you’re trying to create.
- Recommendation is for Product Pages to be overhauled at a design level, focusing highly on customer careabouts, pain points, use cases, job-to-be-done, and more to help convert better

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Pages overall reflect an interest in products & brand.

ページ全体から、製品とブランドに対する関心の高さがうかがえる。

- Pages visited tells a little bit of a different story. Here we see where actual interest lies rather than where Kotodama Audio sends people.
- Bounce rate is still too high for majority of pages
- Time on page is better for the majority of pages, signifying value and interest, to a degree
- Mix of products and trying to better understand the brand as a whole (and what makes them different and better than the other options)
    - About page
    - Inquiry page
    - Content list
    - Supplier page
    - Service terms
    - etc.

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Audience is smart, risk-averse, and long-game oriented.

オーディエンスは、知識が豊富で、リスクを慎重に回避し、長期的な視点で判断する傾向がある。

- **Affinities** (not that useful)
  - Foodies
  - DIY enthusiasts
  - Tech nerds
- **In-Market** (useful)
  - Used Autos, which signify more value shoppers
  - Investment and banking services, which signify long-term strategy and overall intelligence
  - Auto repair & home improvement– so DIY and caring for the things you already have
  - Career consulting services, so smart and maybe trying to diversify their income or capitalize on their knowledge

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Message from the audience data: “There’s no reason to continue the journey”

オーディエンスデータから読み取れるメッセージ：「この先もサイト内を見続ける理由がない」

- New Visitors = 90%
- Makes sense with bounce rate being about 90% too.
- Shows that there’s initial interest, but that Kotodama Audio doesn’t convert that interest into demand or desire.
- This is indicative of poor website performance, conversion, messaging, and positioning → People don’t want to come back to the site. There’s no value-add or reason to continue the buying journey.
- Returning Visitors is another KPI we should keep an eye on.

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Translation services are probably not needed

翻訳サービスは、おそらく必要ない

- EN-US is English
- ES-US are Spanish & English Speakers
- EN-GB is Old English (Great Britain)
- ES-419 is Latin America and Carribean
- EN-CA is Canada
- Close to 75% of all the users are most likely from North America
- More diverse than I thought, but not a lot of need for translation

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Start implementing Events in GA

GAでイベントの設定を開始する

- No Events means
  - No tracking of core and supplemental KPIs
  - No KPI automation
  - Limited visibility on granular reporting aspects
- All in all, if Events are not tracked, you can’t measure anything. And you can’t manage what you don’t measure

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Start implementing Goals in GA4

GA4で目標（Goals）の設定を開始する

- No Goals means:
  - No Conversion Path Analysis
  - No Path Length Analysis
  - No Reverse Goal Path Analysis
  - No Funnel Visualization
  - No Goal Flow Analysis
- Take advantage of Google Analytics’ features - they’re free
- Identify gaps, falloffs, opportunities, and more

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Start implementing Site Search in GA

GAでサイト検索を開始する

- No Site Search means:
  - People can't find certain products easily
  - There aren't enough self-help resources, complete with the availability to find what people are looking for quickly
  - There's no way to search through the blogs unless I use the tags (which almost no one does)
  - You're limiting the ability to help people get what they came to the site to get

- Help people find what they want for easily on the site. If positioned correctly, this should drastically reduce the bounce rate, and lead to more value and engagement.

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Start implementing Custom Audiences on GA

GAでカスタムオーディエンスの設定を開始する

- No Audiences means
  - No predictive audiences
  - No event-based audiences
  - No custom audiences

- This in turn means
  - Retargeting is probably sub-par, if enabled, as they're not segmented
  - No lookalike audiences are formed
  - No insights into predictive actions and behaviors, and how to capitalize on that

- Improve your segmentation for both general marketing purposes and for email/retargeting purposes using Audiences in GA4

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Start implementing Benchmarks in GA

GAでベンチマークの設定を開始する

- No benchmarking means Google Analytics is not enabled to track your analytics and compare them to your competition
- Limited viewpoint of where the competition is beating Kotodama Audio and where it’s winning
- Limited viewpoint on what to leverage, what to capitalize on, where the gaps are, and what to improve

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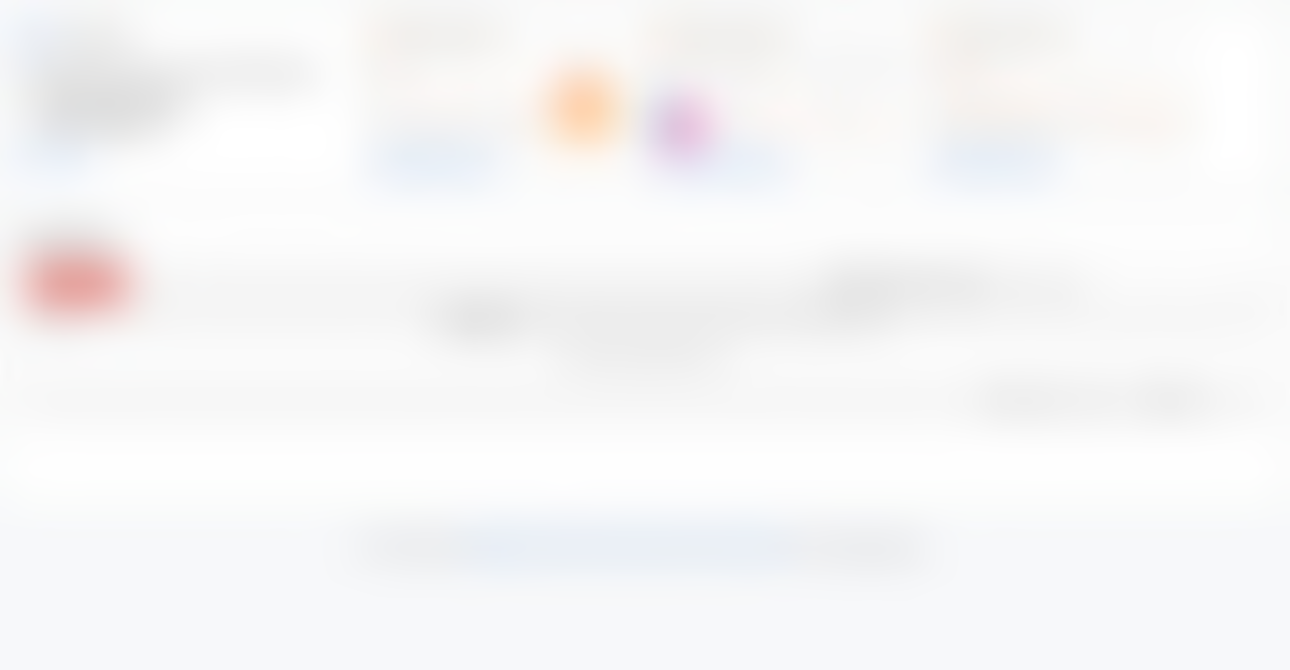
Start implementing Dashboards in GA

GAでダッシュボードの構築を開始する

- No Dashboard means Kotodama Audio is not automating its KPIs and carefully monitoring them
- There’s no visibility into the overall health and performance of the website, and no way to quickly pinpoint where problems are occurring and what the root cause is
- May indicate there’s no KPIs to begin with.



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Start implementing Cross-Device Tracking in GA

GAでクロスデバイス・トラッキングの設定を開始する

- No cross-device tracking, meaning attribution is a bit limited right off the bat.
- **The good news is that 80% of visitors are desktop users, so this won't impact Kotodama Audio as much as it would others in other industries**
- Still, if you're targeting Gen Z'ers soon, this will likely need to be enabled

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marketing
channels
inquiries

マーケティングチャネル
問い合わせ

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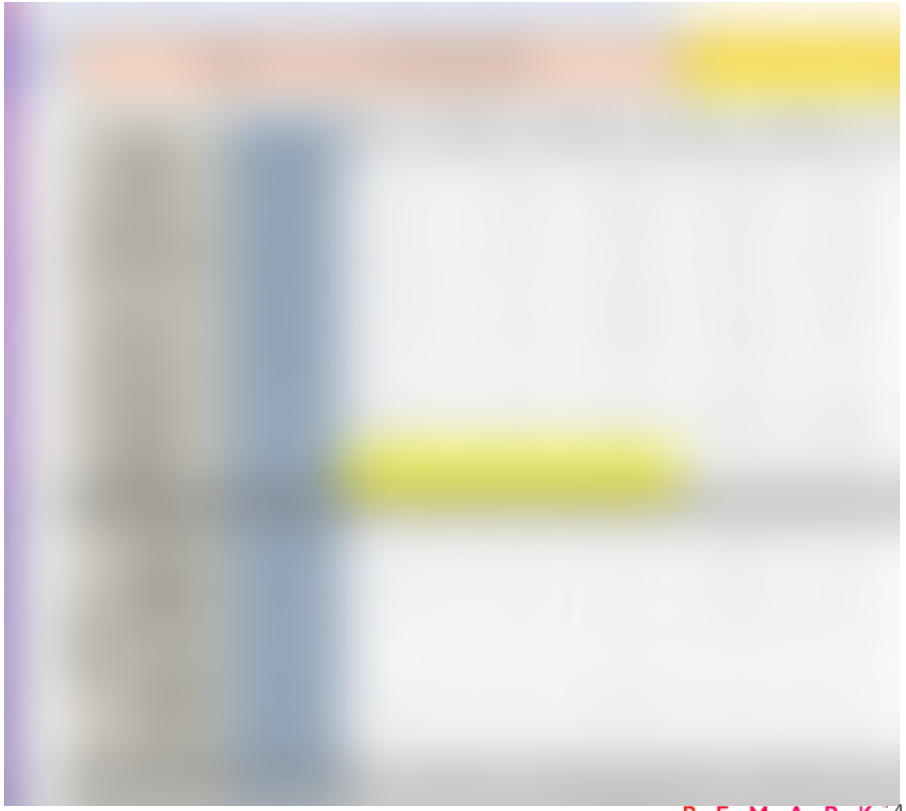
Total Inquiries are high for US, but could be improved

米国からの問い合わせ総数は多いものの、さらに改善できる余地がある

- Total Inquiries into All countries
  - South Korea (206; 40% Visitor: Lead ratio (1st))
  - Vietnam (199; 6.4% Visitor: Lead ratio (2nd))
  - **US (185; 3.4% Visitor: Lead ratio (6th))**
  - Taiwan (150; 1.5% Visitor: Lead ratio (9th))
  - India (93; 5.6% Visitor: Lead ratio (4th))
  - Philippines (81; 3.7% Visitor: Lead ratio (5th))
  - Indonesia (71; 3.1% Visitor: Lead ratio (7th))
  - Malaysia (60; 6% Visitor: Lead ratio (3rd))
  - Thailand (52; 2.8% Visitor: Lead ratio (8th))
  - Singapore (46; .03% Visitor: Lead ratio (10th))
- The Visitor: Lead ratio is really being diluted/limited by the Bounce Rate
- Bounce Rate for all other countries is between 40-60%, but, 3.4% is considered normal for Visitor:Lead ratio for US
- Still, as we discussed before, there’s a lot of room for improvement



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marketing
channels
email

マーケティングチャネル
email

REMARK™

Invest in Email Marketing

Eメールマーケティングに投資する

- It looks like Kotodama Audio does not have an Email Service Provider (ESP) currently
- In general, Email Marketing can provide the following benefits to Kotodama Audio:
  - ***Targeted Outreach***: Email marketing allows Kotodama Audio to segment its audience and send highly personalized messages, improving engagement and conversion rates to both current customers and prospects
  - ***Cost-Effective***: Compared to traditional marketing channels, email marketing is cost-effective and offers a high return on investment, making it ideal for maximizing marketing budgets
  - ***Measurable***: With email marketing, Kotodama Audio can track open, click-through, and conversion rates, enabling data-driven decisions to optimize campaign effectiveness
  - ***Customer Retention***: Regular, value-added communication via email helps in building and maintaining strong relationships with customers, promoting loyalty and repeat business
  - ***Lead Nurturing***: Automated email sequences can effectively guide leads through the sales funnel, providing them with relevant information at each stage to facilitate sales conversion. This way, the brand doesn’t have to convert everybody on its product pages; it can do so after prospects get a little information - bit by bit - and add value to the entire journey

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Successful Email Marketing hinges on 4 KPIs

Eメールマーケティングの成功は、4つのKPIにかかっている

1.Email Revenue Per Recipient

- ***Personalized content***: Create highly relevant, personalized email content to boost engagement and conversion rates. This could include product recommendations based on past purchases or browsing behavior, personalized offers, etc.
- ***Optimized CTA***: The call to action (CTA) should be compelling and clear, leading recipients towards making a purchase. A/B testing can be used to find the most effective CTAs
- ***Email nurturing***: Use automated email sequences to effectively guide recipients through the sales funnel, with content that's appropriate for each stage of their journey. This can encourage progression towards a purchase

4.Active Profile Count

- ***Quality content***: Regularly provide high-quality, valuable content to keep subscribers engaged and interested. This could be educational content, industry news, product updates, or exclusive offers
- ***Effective list segmentation***: Segment your email list based on subscriber behavior, preferences, or other relevant factors. Tailored messages to each segment can improve engagement and keep more subscribers active

3.Email Subscriber Growth Rate

- ***Great email sub incentive***: Ensure your email sign-up forms are strategically placed on your website (including popups), easy to complete (i.e., just email address usually), and offer a clear value proposition in exchange for someone's email (i.e., people have to feel as if there's a source of value right off the bat that is worth trading their email address for; e.g., exclusive content, special discounts, early access to new products, etc.).
- ***Further promotion***: Promote your email signup forms on your blogs, product pages, etc. to encourage signup

4.Unique Visitors to the Website

- ***Relevant, valuable content***: Provide valuable, relevant content in your emails that naturally leads recipients to want to learn more on your website.
- ***SEO***: increasing your organic traffic through blogs, optimized product and collection pages, and more will help drive more unique visitors to your website
- ***PR***: Public Relations done the right way can help, but usually they come in bursts of short-lived, high-volume traffic spurts

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Tactics: Use the following Automations to streamline efforts

施策：以下の自動化を活用して、取り組みを効率化する

- ***Welcome Series***: This is crucial for setting the tone of the customer relationship. It can help Kotodama Audio showcase its brand, values, and offerings, creating an immediate engagement with new subscribers. For example, sharing a brief company history, product portfolio, or a personal message from the CEO can build trust and foster a connection right off the bat.

- ***Browse Abandonment***: Although Kotodama Audio doesn't have an e-commerce setup, they can still track engagement with their online content. And this is why collecting emails is so important - if you can collect their email, and put in place a tracking element that tells you what product pages they've viewed, you can implement this automation. For example, if a visitor repeatedly views specific products or pages but doesn't make an inquiry, a "Browse Abandonment" campaign can remind them of what they've viewed, provide additional information, and motivate them to take the next step, enhancing lead conversion.

- ***Post-Purchase***: This can help Kotodama Audio extend customer engagement beyond the point of sale. Emails could include thank-you messages, user guides, tips for getting the most out of the purchased equipment, or targeted upsell opportunities. For instance, after a purchase of a particular audio device, the customer could receive tips for optimal usage or information on complementary equipment. This not only helps in terms of providing a good customer experience, but helps to reduce customer service inquiries, reduce customer churn (as customers see more value in the products), improve open rates and CTRs in future emails, etc.

- ***Customer Winback***: Customer Winback campaigns can help the brand re-engage customers who haven't purchased or interacted for a while. It's a cost-effective strategy since winning back an existing customer is generally cheaper than acquiring a new one. These campaigns could involve reaching out to previous customers with news about recent product innovations, tailored offers, or simply checking in to remind them of Kotodama Audio's value proposition.

- ***(Optional) Abandoned Cart***: While Kotodama Audio doesn't sell products online, an "Abandoned Cart"-like campaign could be reimagined. For instance, if prospects show interest in specific equipment and talk to a Sales rep, but don't move forward, a follow-up automation could be sent reminding them of their interest, perhaps offering further product details or scheduling a call to discuss more. This can nudge potential customers to complete the sales process.

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marketing channels

SEO

マーケティングチャネル
SEO

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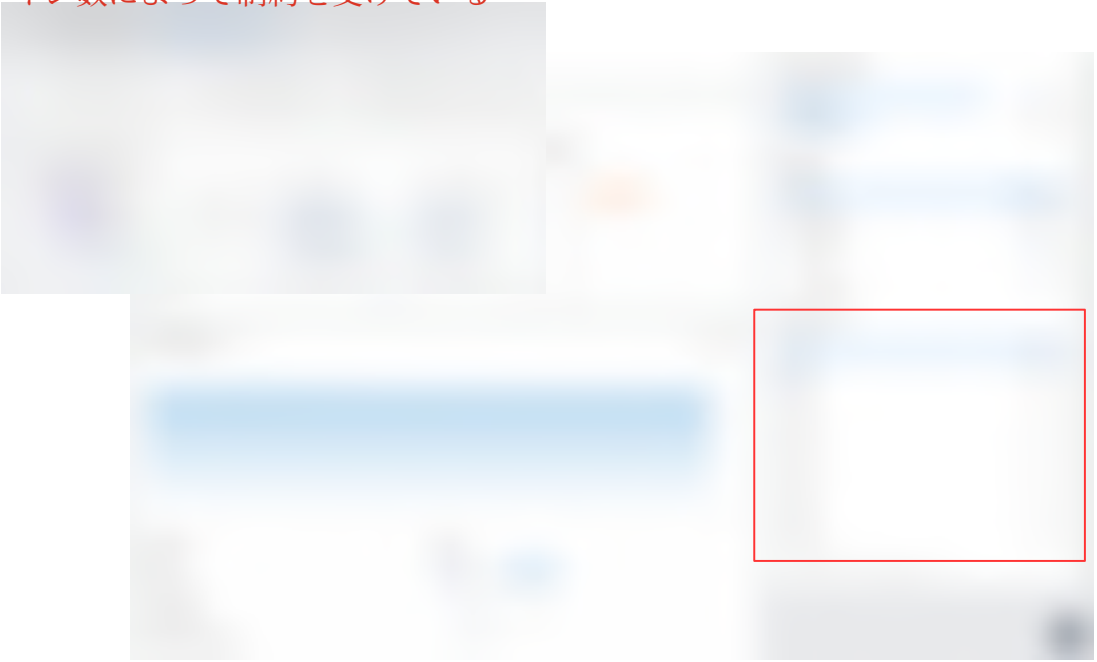
Domain Rating (DR) is hindered by Referring Domains

ドメインレーティング（DR）は、参照ドメイン数によって制約を受けている

- Average Domain Rating of 38
- Great number of backlinks, but they're all from the same referring domains
- # of referring domains & quality of referring domains are slowing down the DR growth of the site, and its relevance, authority, and credibility on Google
- Good balance of Follow/NoFollow referring domains
- Extremely sub-par distribution of referring domain's DRs - this signifies to Google that no big players are giving Kotodama Audio credit for being an industry leader in the professional audio field



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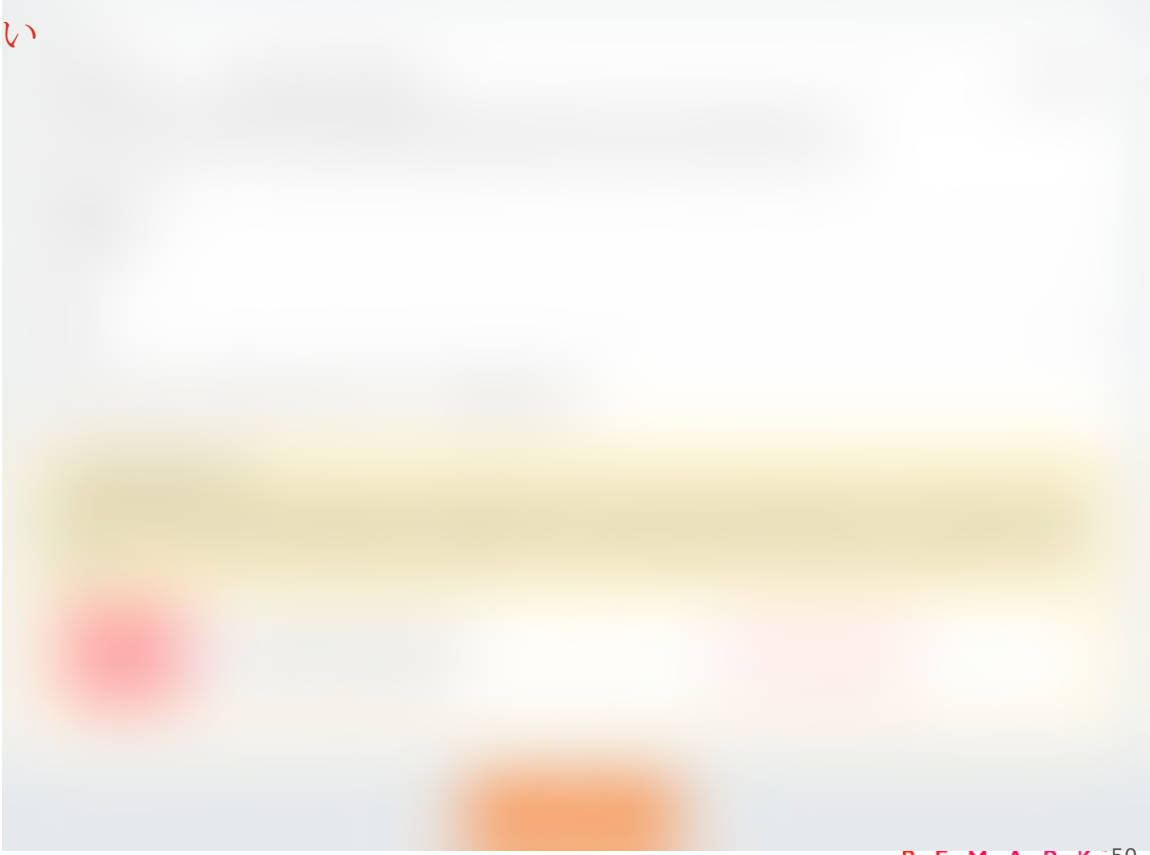
Ahrefs can’t perform an onsite audit

Ahrefsではサイト内監査を実施できない

While it’s not necessary at this stage, an on-site audit that would tell us all the different sources of on-page errors.

The problem is due to crawl blocking on the Kotodama Audio property.



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Still, we are able to provide a snapshot of low-hanging keywords to triage

それでも、優先的に対応すべき、比較的取り組みやすいキーワードの概要を把握することは可能

Here are some top keywords sorted by volume for what the n-kotodamaaudio.com domain shows up for currently. Take this with a grain of salt, as it’s not a complete picture (I couldn’t get the data for the /america path directly so had to do this indirectly by filtering what Americans typed in), and compare it to the Google Search Console Queries section (Slide 16).

The big takeaway here is that although the brand ranks low in terms of current position, there are a number of low-hanging fruit keywords to capitalize on right away in which the brand could rank in the top 3 for in a few months if done right. These would be building blocks for other keywords Kotodama Audio would want to rank for in the future

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Focus on these 36 keywords これら36個のキーワードに注力する

Each of these keywords/phrases should be reflective of Kotodama Audio's offerings, brand, and what its target customers might search for. Each can also be developed into larger topics for content creation to drive organic traffic and improve the SEO performance of Kotodama Audio's website. However, the actual SEO value of each keyword will depend on a number of factors, including competition and search volume, which should be researched further. Ones listed in red represent words you already had in the GPS Questionnaire. All others are unique and new

General Keywords

1. Audio Tools
2. Recording Tools
3. Recording Tool
4. Audio Equipment
5. Audio Calibration Services
6. Recording Device
7. Studio Microphones Supplier
8. Precision Audio
9. Pro Audio Equipment
10. Audio Precision
11. Studio Microphones
12. Precision Audio Tools
13. Pro Audio Equipment
14. Precision Studio Microphones
15. Instrument Audio Calibration Services
16. Audio Engineering
17. Live Sound Equipment
18. Studio R&D Equipment
19. Pro Audio Instruments
20. Studio Microphones

Product-Focused

1. Condenser Microphone
2. Tube Microphone
3. Studio Microphone
4. Vocal Microphone
5. Studio Mic
6. Microphone Signal Path
7. Boundary Mic
8. Dynamic Microphone
9. Boundary Microphone
10. USB Microphone
11. Cable Tester
12. XLR Cable Tester
13. Pro Audio Tester
14. Ribbon Microphones
15. Dynamic Microphones
16. Broadcast Microphones

Combined & Sorted By Volume

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See Keyword Research Google spreadsheet for more

詳細については「Keyword Research Google spreadsheet」を参照

Keyword Research Spreadsheet

Note the Google Sheets spreadsheet is not necessarily organized in a way that specifically recommends you focus on specific keyword phrases in replacement of others.

However, it:

- Provides you with the 36 keywords sorted by volume, as shared in the last slide
- Takes into consideration all the recommended/listed keywords on the Remark GPS Questionnaire document
- Breaks things out into
  - Matching Terms
  - Related Terms
  - Suggested Terms
- DOES NOT go into detail about seed/parent keywords and grouped clusters

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marketing channels **reviews**

マーケティングチャネル
レビュー

REMARK™

Kotodama Audio should work to improve its online reputation

Kotodama Audioは、オンライン上での評判の向上に取り組むべき

It’s easy for brands to overlook their Online Reputation Management - it’s hard to correlate sales with reviews. But if you take a humanistic approach to your customers’ journey, take into consideration how many people type in “[your company] reviews” these days before purchasing, and even think about how your brand is going to credibly showcase you as being trusted, reliable, high-quality, cutting-edge, etc., then you need to think about how you’re going to curate the experience from a prospective customer’s perspective, especially early in the journey.

Right now, Kotodama Audio doesn’t offer very much in terms of reviews…(looks like it only has 1 Google Review for its US office, and several employee reviews)

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Here’s why your brand should invest in improving reviews

ブランドがレビューの改善に投資すべき理由

- ***Brand Reputation***: Investing in Online Review Management would help Kotodama Audio build a strong online reputation that aligns with its core brand values: reliability, high-quality, trustworthiness, credibility, and innovation.
- ***Customer Trust***: Prospects often rely on online reviews to gauge the quality of a company's products and services. Positive reviews can significantly enhance the brand's perceived trustworthiness among US engineers in the brand’s relevant targeted industries.
- ***Improved SEO***: Google reviews and other online reviews contribute to SEO performance. The more positive reviews Kotodama Audio has, the higher its website could rank in search results, making it more visible to potential customers.
- ***Feedback***: Online reviews can provide valuable feedback on what Kotodama Audio is doing well and where it can improve, contributing to better product development and customer service over time.
- ***Competitive Edge***: A strong online review profile can help Kotodama Audio stand out from its competitors. This is especially important in industries like studio recording, broadcast, and content creation where competition can be fierce.
- ***Accelerated Sales Cycles***: Positive reviews can streamline the customer journey by giving prospects the confidence to choose Kotodama Audio's products and services (because their peers have said great things), and not feel as if they’re taking a risk

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Tactics: Guide people to write reviews where you want them to.

施策：ユーザーが、希望するレビューサイトにレビューを投稿してもらえるよう誘導する

The easiest way to start is to implement an automated email/sequence that goes out to new customers after purchasing. Now, you may want to wait 1-3 weeks, but the idea is you want to:

1. Ask them for a review
2. Guide them to the platform you want the review written
3. Hear them out and contact your customer support team if their experience is not 5 stars so they don't vent through a 1 star review somewhere

You do all this to proactively control your online reputation. A simple way to look at this is either you control your online reputation and reviews, or they control you. With this lens, it makes it easy to see why you're in complete control of this decision, and your brand's reputation, credibility, and perception among your target audience

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Tactics: Stick to 7-10 reviews on a single platform, then pivot

施策：1つのプラットフォームで7～10件のレビューを獲得したら、次のプラットフォームへ移行する

There’s a lot of empirical evidence out there that states managing your reviews is highly influential to the prospect’s decision to purchase your product(s). However, there’s not a lot of guidance.

Luckily, there is research that dives into this. To synthesize it, follow these guidelines:

1. Pick a Review Platform that has a broad reach among your target audience (you might need to do some light research)

2. Get 7-10 reviews on the platform at a minimum, with an average of at least 4.3 stars.

   Note: 4.3-4.7 stars is actually the sweet spot, where you realistically and practically influence prospects the most. Having 5 stars looks and feels great, but apparently everybody realizes that no business is perfect, so people think you’re hiding something and being deceptive when your business portrays 5 stars.

3. Rinse and repeat by going to a different platform after enough reviews and stars have been gathered on the last one. Again, direct and control all this through the review platform you want people to go to in your automated email/automation that goes out.

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marketing
channels
social media

マーケティングチャネル
ソーシャルメディア

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Situation appraisal: Kotodama Audio’s LinkedIn is still in infancy mode.

現状分析：Kotodama AudioのLinkedInは、まだ立ち上げ初期の段階にある

Kotodama Audio Americas currently has:

- 253 followers
- 15 posts in the last year
- No strong hashtag strategy
- Limited engagement, actioned by primarily employees and partners

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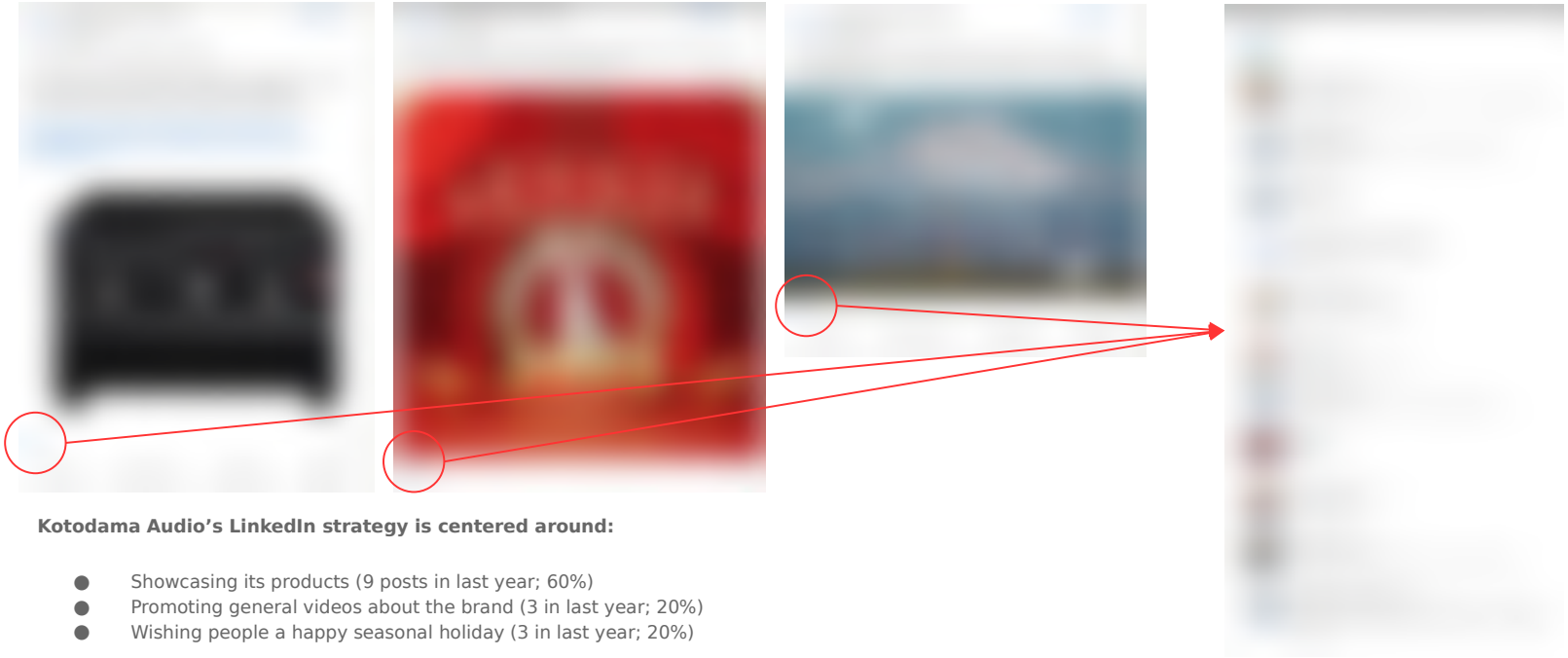
Situation appraisal: LinkedIn is not very active, despite efforts

現状分析：取り組みを行っているものの、LinkedInでの活動はまだ活発とは言えない



Kotodama Audio's LinkedIn strategy is centered around:

- Showcasing its products (9 posts in last year; 60%)
- Promoting general videos about the brand (3 in last year; 20%)
- Wishing people a happy seasonal holiday (3 in last year; 20%)

The likes it gets from each post are primarily centered around employees and partners, not customers/prospects

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Getting LinkedIn to be an effective channel will take massive resources.

LinkedInを効果的なチャネルとして機能させるには、多大なリソースが必要となる。

At its core LinkedIn is not a “shout from the mountaintop – tell the world about me” type of platform. That strategy has always failed.

If you really want LinkedIn to work, you have to work it as it was made. Most companies look at LinkedIn and say “how I do I make money off of this”, and naturally so. However, LinkedIn was built as a *community*, meant to foster discussions, networking, and helpful content as a way to build upon people’s knowledge, experience, and connections.

So, if you’re going to utilize LinkedIn, the first thing you should do is ask yourself **“what major problems does my target audience have”**, then **“how I do I help them solve that”** (NOT using your own products/services/technology, etc.).

The second thing you should do is figure out how to get subject matter experts to contribute to your LinkedIn posts so that you’re immediately creating posts that are detailed, and highly relevant to your audience’s future learning, and work in tandem with a social media manager who can manage the rest - post cadence, hashtag strategy, graphics, content calendar, content mix, etc.

That also includes communicating with the SME to forward comments, questions, and discussions to so that they can answer those.

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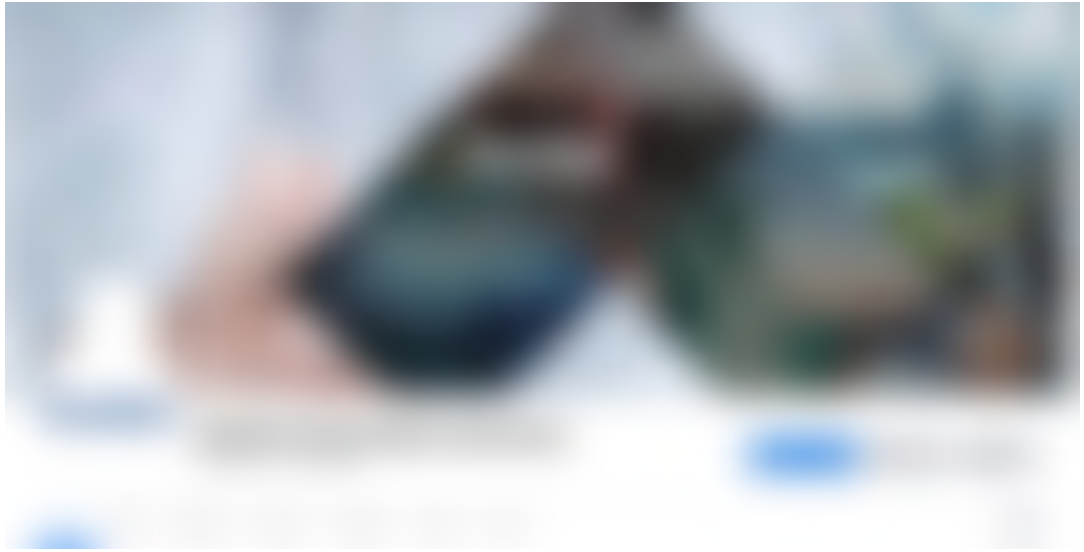
If you do Facebook marketing, you’ll start from scratch.

Facebookマーケティングに取り組む場合も、ゼロからのスタートになる



Facebook will only be effective with incredible management and resources. Beside that fact, millennials and Gen Z’ers are not on Facebook, which is where the target audience is trending (Slide 18). Hence, Remark does not recommend this as a channel to focus on. However, if Kotodama Audio wishes to proceed, the following slide will help.

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Social media currently is one post across all platforms

現在のソーシャルメディア運用は、すべてのプラットフォームで同じ投稿を1件掲載する形になっている。

Posts are the same as LinkedIn, and the likes are the same - employees and partners

This feels like Kotodama Audio doesn’t know its audience segmentations well enough to position its brand/products accordingly based on the needs, careabouts, and pain points of the platform’s active users.

LinkedIn and Facebook would attract very different visitors and so should be used as different and unique communication channels.

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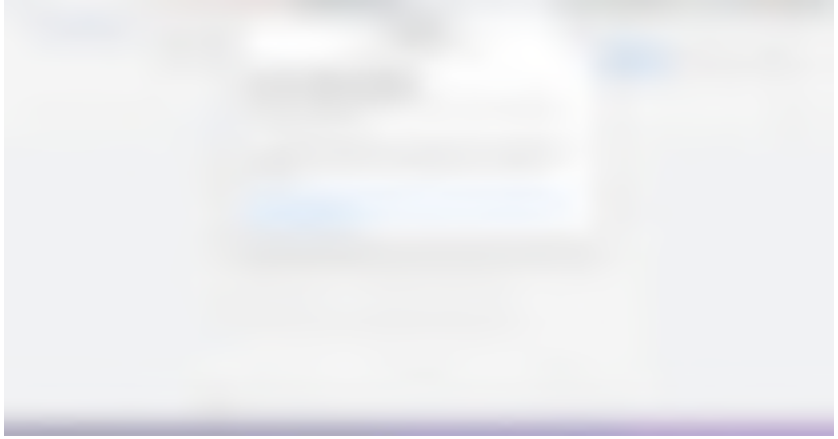
Regardless, you should capitalize on Facebook Reviews

いずれにしても、Facebookのレビュー機能は積極的に活用すべきである

The one positive about Facebook is that it offers Reviews, which can help with your Online Reputation.

You could influence this, and keep the page active. And leverage it to capitalize on “Google real estate”, meaning more listings of Kotodama Audio on the 1st page of Google for specific searches.



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The important question is “where is the Kotodama Audio’s audience?”

重要なのは、「Kotodama Audioのオーディエンスはどこにいるのか？」ということ

Having said everything that we did in the last few slides, **what really matters in the end is whether your target audience is active and engaged on a single platform, and whether you want to triage social media more than other platforms/channels, such as Email Marketing, SEO, and Reviews** (online reputation management)

In our experience, it’s the exception (not the rule) to do that.

Social media is a rented channel - whatever you do, you still need to figure out how to convert each of your followers into active subscribers for your email (to convert to a paid channel where you can control your message, analytics, and other things easier) or actual customers to analyze how well it’s helping the bottom line of your business. People go to platforms like LinkedIn to see what’s happening in their world around them, not to see what you’re specifically doing. They don’t care. Plus, it’s very nonlinear - you must stay committed to doing something for 3-9 months before you even start to see any meaningful results and upticks in performance.

The recommendation here is if the brand’s customers are on there, consider it. But weigh your options with other low-hanging fruit that can offer better, even more quicker, results

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marketing channels
PR

マーケティングチャネル
PR

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PR could be useful, but again, we would be starting from scratch.

PRは有効な手段となる可能性があるが、ここでもゼロから取り組む必要がある。

Right now, there’s no press releases mentioning Kotodama Audio - nobody really knows who they are here in America.

If we’re going to make a big splash in the US, we need/want publications, journalists, bloggers, critics, freelancers, writers, columnists, etc. writing about the brand.

Here are a few reasons to invest in PR:

- ***Brand Awareness***: A well-strategized PR campaign (or even strategy) can significantly enhance Kotodama Audio's brand visibility, ensuring its offerings are recognized and remembered by its target audience
- ***Credibility Enhancement***: PR provides third-party endorsement through things like media coverage, industry reports, and press releases, helping to establish Kotodama Audio as a credible, trusted provider of high-quality professional audio equipment
- ***Competitive Advantage***: Through effective PR, Kotodama Audio can differentiate itself from competitors, highlighting its unique selling points, innovative products, and value proposition in an engaging manner. This would probably appeal to the brand’s management team
- ***Industry Thought Leadership***: PR can help position Kotodama Audio as a thought leader in the professional audio equipment space, influencing industry trends, and shaping conversations that align with its brand narrative (once created)
- ***Crisis Management***: If ever needed, PR can help manage reputational risks and navigate challenging situations, ensuring that the brand maintains its positive perception and image.
- ***Stakeholder Relations***: PR efforts can help Kotodama Audio to effectively communicate broad information with key stakeholders (including customers, partners, and investors), maintaining healthy, connected relationships and facilitating future growth.

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Kotodama Audio should focus on talking to 4 key groups

Kotodama Audioは、4つの主要なグループとのコミュニケーションに注力すべき

1.Trade Publications:

These include outlets like "EE Times", "Live Sound World", and "Consumer Electronics Daily". Journalists and editors of these publications have deep industry knowledge and reach a specialized audience who are highly likely to be interested in Kotodama Audio's products

2.Tech and Business Press:

General tech and business media such as "TechCrunch", "WIRED", "Bloomberg", and "Forbes" can help Kotodama Audio reach a broader audience. Here, the focus should be on how the company's technology is innovative and how it impacts the industry and market

3.Industry Analysts:

Influential analysts from firms such as Gartner, IDC, or Forrester can provide validation and endorsement of Kotodama Audio's products, which can be extremely valuable. Briefings and demos for these analysts can lead to inclusion in their reports and recommendations to their client base

4.Influential Bloggers /Vloggers:

Those who focus on studio recording, broadcast, and content creation can offer a more personal and direct channel to potential customers. This can also include influencers on social media platforms like LinkedIn, YouTube, Twitter, and even Instagram

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A good PR campaign would consist of the following

効果的なPRキャンペーンは、以下の要素で構成される

- ***Regular Coverage***: Consistent mentions of Kotodama Audio in the trade and business press, appearing in articles, features, and news stories
- ***Positive Product Reviews***: Influential bloggers and industry analysts giving favourable reviews of Kotodama Audio's products, leading to increased brand credibility
- ***Thought Leadership***: Kotodama Audio executives being quoted as industry experts in media stories, providing opinions on industry trends and future predictions
- ***Award Recognition***: Kotodama Audio products and company being nominated for and winning industry awards, showcasing the company's leadership and innovation

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Ripple effects of a good PR strategy

効果的なPR戦略がもたらす波及効果

- ***Brand Awareness***: Successful PR leads to increased brand visibility and recognition, helping to position Kotodama Audio as a leader in professional audio equipment.
- ***SEO Impact***: Online press coverage can lead to high-quality backlinks to Kotodama Audio's website, significantly boosting its SEO and organic search rankings. This is important because right now, the brand severely lacks strong referring domains that give it topical authority and relevance.
- ***Sales and Business Growth***: All of these effects can ultimately lead to more inquiries from prospects, higher sales from customers, and more cross-selling/up-selling opportunities for the brand, as both prospects and customers begin to recognize and trust the Kotodama Audio brand.
- ***Investor Relations***: Positive PR can also attract potential investors, indicating that Kotodama Audio is a reputable and growing company in its industry. This would help to build the factors of trust, reliability, and high-quality that management wants.

Please note that Kotodama Audio should regularly issue press releases to announce new product launches, corporate news, partnerships, and other noteworthy events regardless of whether it hires a PR firm or engages in any sort of PR efforts outside of press releases. These releases, distributed to the media and posted on the company's website, serve as an official source of information and help generate news coverage. They are an integral part to the brand’s comprehensive marketing strategy.

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marketing
channels
events

マーケティングチャネル
イベント

REMARK™

Advantage: Events can help the brand get in front of audio industry consultants.

メリット：イベントを通じて、オーディオ業界のコンサルタントにブランドを知ってもらう機会を得られる。

Participation in events, conferences, and tradeshows can yield substantial benefits for Kotodama Audio, particularly in terms of engaging with audio industry consultants.

These professionals often guide their clients in making decisions about specific products or services, and are often relied upon to tell clients exactly what to do.

Here's how Kotodama Audio can benefit:

- ***Fireside Chats***: In these sessions, an executive from Kotodama Audio could discuss industry trends, the brand's potential market impact, and how its solutions address the needs of the industry. This interaction would be particularly beneficial if consultants are in attendance, as they could share this knowledge with their client base, and other consultants they interact with
- ***Booth Visits***: Consultants visiting Kotodama Audio's booth can see product demos and engage in insightful discussions about the brand's value proposition. They can directly observe the quality and capabilities of the equipment, which could persuade them to recommend Kotodama Audio to their clients.
- ***Lightning Talks or Keynote Speaking Events***: By attending these sessions, consultants can deepen their understanding of how Kotodama Audio's solutions can enhance their clients' operational efficiency. This knowledge can provide them with concrete examples to cite when advising clients.

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Advantage: Events can help improve brand awareness.

メリット：イベントを通じて、ブランド認知度の向上につながる。

Industry tradeshows and conferences offer superb opportunities for Kotodama Audio to bolster its brand awareness within the US studio recording, broadcast, and content creation industries.

By ensuring a visible presence at such events, Kotodama Audio could participate in the following and increase its visibility among its target audience.

- ***Booth Demos***: By showcasing its products and brand through booth demos, Kotodama Audio can provide a hands-on experience to event attendees, creating lasting impressions and brand recognition
- ***Lightning Talks and Keynote Speeches***: By delivering impactful speeches, Kotodama Audio can effectively convey its brand's values, expertise, and innovative solutions. This platform allows the brand to reach a larger audience, impress its capabilities upon them, and raise its industry profile
- ***Networking Opportunities***: By connecting with a wider audience, Kotodama Audio’s business development reps and AE’s could foster relationships with key industry stakeholders and spread the word about its US market presence. This interaction can lead to potential collaborations and partnerships, further enhancing brand visibility

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Advantage: Events can help the brand meet new customers.

メリット：イベントを通じて、新規顧客との接点を作ることができる。

Industry events provide fertile ground for uncovering business opportunities. Specifically, Kotodama Audio can engage in:

- ***Direct Interactions with Potential Customers***: Through product demos and Lightning Talks, Kotodama Audio can engage directly with potential customers, fostering relationships and potential sales opportunities. By answering queries and clarifying doubts, Kotodama Audio can establish itself as a responsive and customer-centric brand, and industry expert and authority
- ***Product Use Case Demo***: By illustrating how Kotodama Audio's products solve real-world problems, the company can attract prospective customers in the right, practical industries. These demonstrations can provide compelling evidence of the brand's capabilities and the practical benefits of its offerings
- ***Networking Events***: Kotodama Audio can use networking events to meet industry professionals and potential clients. These interactions can initiate business discussions and partnerships, further expanding Kotodama Audio's customer base and business prospects

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Recommended conferences to go to or consider:

参加または検討すべきおすすめのカンファレンス：

- ***NAMM Show*** (Anaheim, CA): The premier annual event for the music products industry — showcasing pro audio, instruments, recording, and broadcast technologies
- ***CES Audio Track*** (Las Vegas, NV): A forum where audio professionals can demo products to consumer electronics buyers and content creators alongside CES
  Note: *Not CES* - NAB Show in Las Vegas
- ***AES Convention*** (varies): The Audio Engineering Society convention — the most important annual gathering for studio engineers, broadcast pros, and audio researchers worldwide
- ***Podcast Movement*** (Denver / varies): The largest podcast industry conference — where podcasters and creators discover audio gear, education, and creator-focused tools
- ***IBC Show*** (Amsterdam): International Broadcasting Convention — Europe’s premier event for the broadcast, content creation, and pro audio industries

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