

# DIGITAL MARKETING COMMUNICATION

AUGUST 2022

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This document outlines a group consultancy exercise focused on assessing the appropriateness and extent of a case company's digital engagement. Participants are required to conduct a digital audit, interpret the case context, and propose evidence-based recommendations and examples of content and strategy for a digital marketing strategy.

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MSC MARKETING

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# I. INTRODUCTION

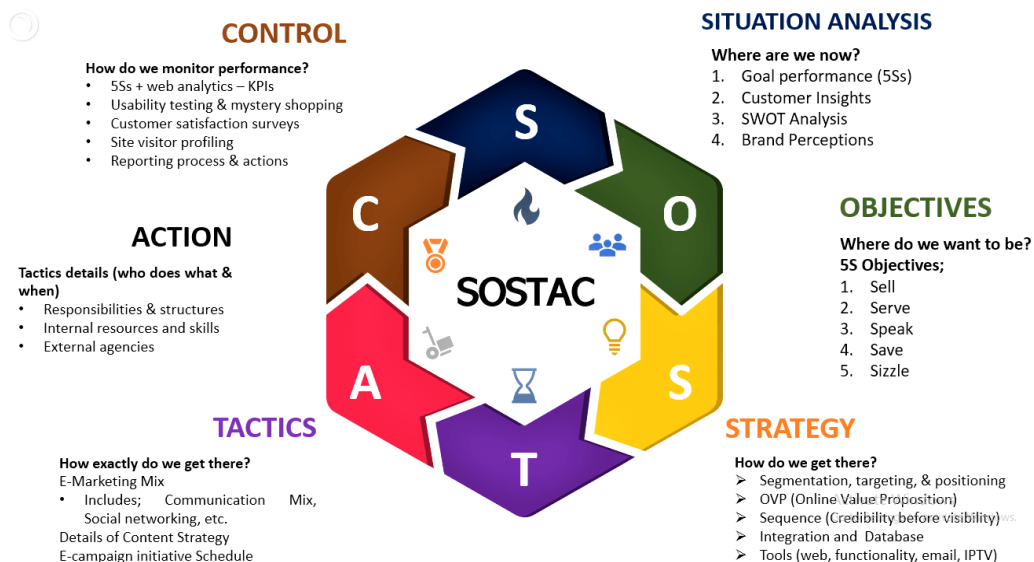
Nobody can deny the impact of global warming on climate change which consequently caused severe imbalances on our living planet such as : the rising sea levels, iceberg melting and the extinction of many species that were vital to earth’s life balance. And the main cause of global warming is our carbon footprint which is defined as “the amount of carbon dioxide (CO<sub>2</sub>) emissions associated with all the activities of a person or other entity (e.g., building, corporation, country, etc.)” With the rising awareness of the dangers, many companies started investing in different technologies to reduce the carbon footprint and among them we have Climax Community which is a company that helps and empowers firms and individuals in calculating and managing their carbon footprint on their journey to net zero through it’s digital platform “climate essentials”. The company was founded in 2019 operating in London and Belfast and specialised in: climate adaptation, climate change, global warming, research, news, environment, technology and science.

# II. LITERATURE REVIEW

## 2.1 SOSTAC MODEL

SOSTAC is a planning model, originally developed in the 1990s to help marketing planning by PR Smith who is an author on eMarketing Excellence (Chaffey, 2022). It stands for situation, objectives, strategy, tactics, action, and control. Situation deals with the company’s position generally, in consumers’ choice, and the market. Objectives specify the company’s desired position in the future. It layouts the goals the company wants to achieve. Strategy is the component of how to do the objectives effectively. Wise decision-making is required in this part. Tactics deals with specific things in order to achieve its desired position. Action organizes the plans needed for success. This may require short-term and long-term planning for the company’s weaknesses. Lastly, control is investigating if the company did meet the goals by knowing if it has the authority to command. Furthermore, the SOSTAC planning model which walks through the process of creating and executing a marketing plan, encourages data from the control stage of previous marketing plans to be fed back into the future situational analysis (Swan, 2022).

Below is a sample of SOSTAC by PR Smith to further understand its usage. It is a multichannel marketing growth wheel made to simply guide users to achieve SOSTAC effectively. The content of the outside circle is the strategy process, and the inner circle contains the goals and key performance indicators (KPIs).



*Figure 1. SOSTAC Model*

In situation analysis which questions the company's position, it consists of brand & commercial goals, current performance, customer insight, marketplace opportunities, and competitor benchmarking. Under objectives are to define the vision, align business goals, set SMART objectives, select CSFs and KPIs, and define dashboards. In strategy, segmenting & targeting, positioning & marketing mix, multichannel experience, engagement and content strategy, and contact strategy. Tactics & actions include resource allocation, editorial calendar, media schedule, 90-day plans, and digital roadmap. Lastly, in control which tackles the ways to monitor performance, it consists of prioritized actions, qualitative feedback, tools: reporting platforms, process: regular review, and people: engagement. This figure has organized ways to create a SOSTAC model digital marketing plan effectively. Partnered with RACE which deals with the goals. Reaching visitors and fans, acting out on shares and leads, converting sales and AOV, and engaging repeat and referrals. Thus, this makes an effective digital marketing plan for all companies.

SOSTAC applied in Climax Community can help the management to reach online audiences that can help to reduce carbon emissions as specialized by the company. Climax Community can implement SOSTAC as their digital marketing communications even though there are weaknesses that are important to be considered. It is not only widely used in marketing and business planning, but also in creating an overall marketing strategy that improves the company's tactics. SOSTAC can certainly boost the audience that joins in Climax Community since it is also for a healthy environment and the health of everyone. As everyone knows, carbon causes climate change and it also has a part in respiratory diseases from air pollution. Extreme weather, food supply disruptions, and increased wildfires are other effects of climate change caused by greenhouse gases (Nunez, 2019). Hence, climate change can certainly negatively affect everyone's health, and Climax Community is an organization that helps companies to reduce the use of carbon as it is also for our sake.

## 2.2 PASTA MODEL

PASTA model is a winning marketing strategy focused on operations. It is a broad strategy for managing operational marketing and communication points. It discusses the problem definition, analysis, strategy, tactics, and action as created by the terminology PASTA. Similar to SOSTAC, it has strategy, tactics, and action. Hence, in choosing the right model that can be used in the Climax Community, these two models have already given the same process which involves the three: strategy, tactics, and action. Although the difference between strategy and tactics is not clear, it proposes another approach to a given situation. With such strategies and tactics, action can become clearer and more effective. Furthermore, P in PASTA is problem definition, which highlights the clear definition of the problem. This may also concern the clients and the goals that they desire to achieve. Also, the issues that are involved will be tackled thoroughly, and most importantly, the strategic objectives that are needed to develop a plan.

Understanding the whole of the company which includes its products and services will also be involved in the problem definition. Also, concerning the client's needs are important as it dictates the company's success. Important problems highlight the questions that seek significant answers for a successful digital marketing strategy. Researching could help a lot in this process as to where the company must improve. After defining the problem, analysis comes. Investigating the company's market and environment where its service takes place is the second step of the process. In order to create an operational plan, investigations about the whole company and its product and competitors are a must. Analysis requires both internal and external. An internal analysis identifies the type of organization, who operates a specific job, what issues the organization face, what is the organization's quantity of sales, customers, and web traffic, what are the strengths of the company, and how consumers identify the organization and its product and identifying the tangible and intangible values of the product.

External analysis is more substantial. Data will come from the available information inside the organization. It concerns how the market within which the organization operates define, how many consumers use the product and what is the market size, who are the customers or users, what interest groups are important, what is the consumer behavior, and what the decision-making process regarding the product looks like, who are the competitors, how do the competitors

act online, which search engine is important, how do referrers act, which online actors are important, who could be an online partner, and what are the major blogs on the subject (Smart Insights, 2022). After analyzing the available data from the organization, the creation of a strategy will happen. It has building blocks that include target group, objectives, proposition, and positioning. In target, it concerns which consumer segment is important, how is the target group defined, what are the needs of the target group, and many more questions concerns the target group. More knowledge about the target groups means a better effectivity of the strategy.

Objectives are concerned with what should the campaign achieve and marketing communications objectives such as how to reach goals, how to process goals, and how are the goals effective. The goal is to reach target groups in an efficient way. It is important to discuss the processes on how to achieve it. This may include the conditions in which communication is present and unique. It should attract the target group and be remembered. Effectiveness goals are the most important type of goals as it is a behavioral goal, the fruit of reaching goals, and process goal. If the first two goals are not achieved, then effectiveness will fall. The effectiveness goal will have the company enter a long-term relationship with the target group. In positioning, competitive analysis is a must. In proposition, if the target group is known and positing is identified, it is when the proposition will be known or the central message and values.

After the strategy is the tactics. It is to determine which devices, tools, and techniques are to be used (Smart Insights, 2022). This concerns the communication devices that are needed to achieve the goal. Such devices/channels include traditional devices like newspapers and magazines, and digital devices such as desktops, laptops, tablets, smartphones, and any gadget that has internet access. Tools are linked with advertising and sales promotions. Techniques together with the Internet can choose from the available marketing strategy such as search engine marketing, affiliate marketing, and behavioral targeting. Once tactics are established, actions can finally be made. Actions can be done by making a timetable, distinguishing how the budget can be used, and who has the expertise to design a tool. Hence, actions depend on time, money, and people. This is all about creating a schedule, determining a budget, and designating people (Smart Insights, 2022).



Figure 2: PASTA Model

PASTA model in Climax Community will stand as an operational marketing plan. It is simple and has fewer complications as guidelines are available. Thus, the PASTA model compared to SOSTAC can be more effective as it has fewer steps to proceed with a marketing plan to reach target groups that are needed by the company (Reijssen, Van, Zweers, Janssen (2013).

## III. DIGITAL MARKETING STRATEGY

### 3.1 SITUATION ANALYSIS

#### 3.1.1 Climax Community Background



Figure3: Climax Logo

Climax Community is an organization that has a mission to empower individuals, households, and small businesses to create a global community that is taking control of their carbon footprint and catalyzing action to fight climate change (Climax Community, n.d.). Graybill (2017) discusses the importance of how planting more trees can help reduce carbon footprint on the planet, further emphasizing the readers to reduce, reuse and recycle wherever possible.

In businesses, Climate Essentials allow businesses to implement the right carbon management, and reduction, and file a report on their platform. It also helps businesses through dynamic carbon footprint analysis, tracking of carbon emissions by scope, having access to a carbon reduction and cost savings plan, inviting suppliers and visualizing supply chain emissions, connecting with the SME community, and automatic reporting for all stakeholders (Climax Community, n.d.). They provide easy and collective climate action in communities through reducing household costs, measuring carbon emissions, benchmarking against neighbors and similar businesses, building communities, encouraging, engaging, and participating, helping collectively to reduce community emissions, and finding sustainable products.

#### 3.1.2 PESTEL Analysis



Figure 4: PESTEL analysis

### **3.1.2.1 Political Factors**

The UK is the first territory in the globe to pass laws to eradicate carbon emissions. The UK is on the target of gas emissions to Net-Zero by 2050 (Karim et al,2021). Climax Community has the advantage of working in the UK. As the UK is on the mission to net-zero carbon footprints.

The UK is facing some challenges due to Brexit and due to Covid-19. It is having a shortage of skilled labour after Brexit. The Pandemic had affected negatively all the businesses in the UK. IT business faced a downfall with a turnover of 34.5% in 2020. However, the campaign, “Save Our Startups” gained funds from the government. (Odey, 2021). Climate Essential software is a new startup that needs to be progressed.

### **3.1.2.2 Economic Factors**

SMEs like ‘Climax Community’ can invest smartly in infrastructure and green technology. As the economic crisis couldn’t destroy the businesses that are in the long-term growth involvement process.

Though after Brexit the UK is facing a shortage of Investors, at the same time inflation has certain negative effects too (Dunin-Wasowicz,2019).

### **3.1.2.3 Social Factors**

The Software for computing carbon emissions is the newest Opportunity for businesses and firms to identify where they are? How much they are producing carbon and how much they can control. A climax community is providing a platform for businesses to control carbon footprints. It’s a B2B platform. As for how well, developers and stakeholders interact and collaborate with each other. Galati et al. (2019) emphasises the importance of gaining a deeper understanding of how various stakeholders play a key part in co-creating value for sustainable operations in businesses and logistics chains involving the public participation and stakeholder contribution.

### **3.1.2.4 Technological Factors**

UK is known to be a technologically developed country with London popularly called the center of financial activities along with tech institutions based in the capital of UK. Organisations in the capital is renowned for its advanced operations, thanks to well built infrastructure giving institutions access to innovative resources. Entrepreneurs find the country appealing to start up and scale up business activities in the country.

High rate of internet connectivity among the residents through out the nation has enabled business opportunities to thrive. Tech-based businesses find the country lucrative as most of the public uses internet and social media. Digital marketing spend is on the rise in the country with innovative solutions on the rise.

### **3.1.2.5 Environmental Factors**

Economic activities impact on the environment; however, the UK has made significant improvements in reducing the negative impact. The government, local councils, newspapers, charities and many others have taken a variety of initiatives to create environmental awareness and reduce the negative impact of economic growth on the environment.

5 major sustainability issues affecting the UK (Frost, 2018) are discussed below

1. Economic activity affects the environment; however, the UK has made significant improvements in reducing negative impacts.
2. Plastic pollution: not enough for the environment, no awareness.
3. We've ditched plastic straws and gone back to basics with eco-friendly retro paper versions (which were good enough for us as milk-drinking kids at school), and now more companies are jumping on the bandwagon.



4. Water scarcity: Water scarcity will be a problem for years to come. As the heat wave continues, hoses and sprinklers are temporarily overlapping again. Schools are still closed due to lack of water.
5. Biodiversity: Sea animals, trees and flies are essential to a healthy planet. If we had more species of plants on the planet, we would see more diverse cultures, but this is only one of the reasons why we need to protect biodiversity.
6. Climate change: Plant temperatures have increased in recent decades, leading to global warming.

### 3.1.2.6 Legal Factors

When aiming for a company which has the potential to buy your software, it's better to take into consideration signing a confidentiality agreement or also called "non-disclosure agreement (NDA)", especially if the customer wants to give the software a try before buying it (PurpleSeven, 2022).

A non-disclosure agreement is meant to halt one party from sharing confidential information received by another party. For instance, if your software is a cloud-based CRM system, the first talks with potential clients may drive you to having access to their client list. And you may be required to sign a confidentiality agreement that denies you from sharing that client list with a third party.

(Full PASTEL analysis in Appendix 01)

### 3.1.3 Porter's Five Forces

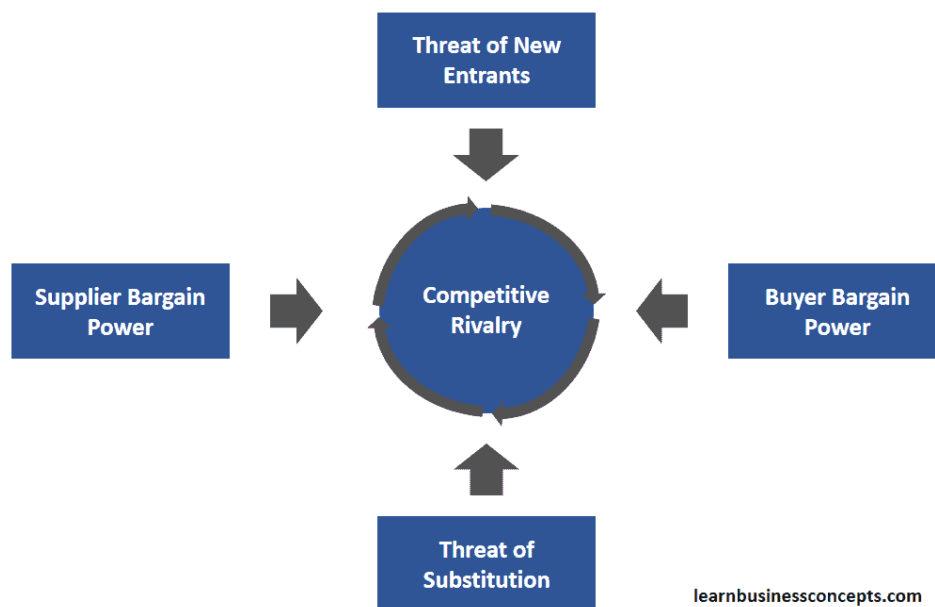


Figure 5: Porter's five forces scheme

The software industry will be analysed based on software publishers as players. The key buyers will be considered global enterprises, public organisations, SMEs, and individual consumers.

On the other hand, software developers and hardware makers are considered the key suppliers.

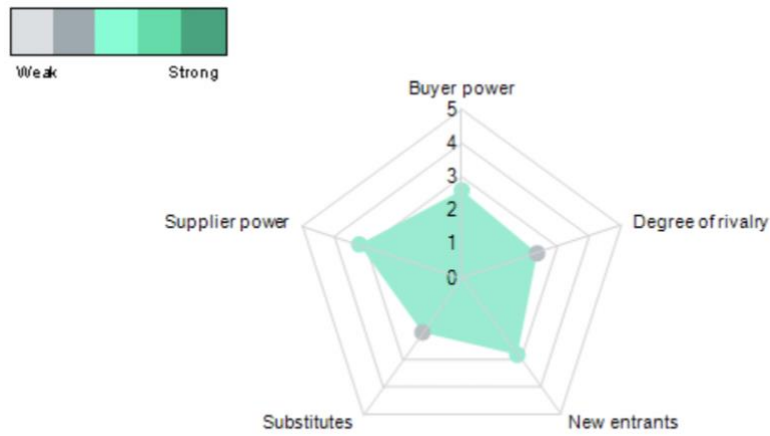


Figure 6: Spider map for Software industry in the UK

### 3.1.3.1 Buyer Power

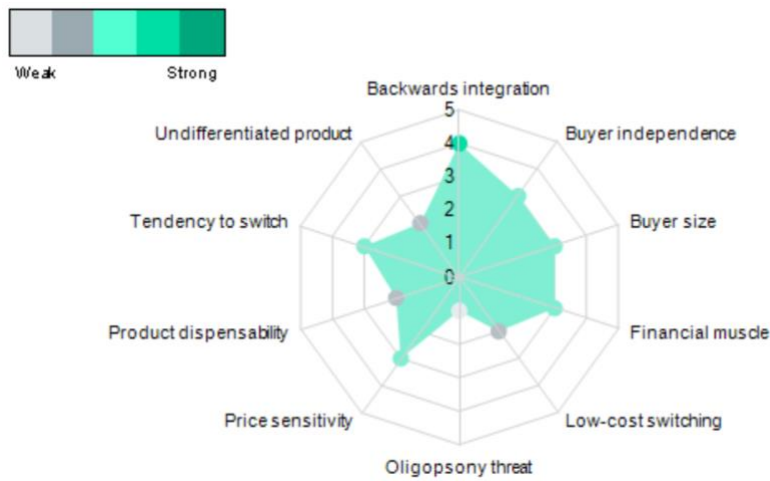


Figure 6: Spider map for power of buyer

The UK software market has many buyers, including individual consumers, businesses of all sizes, and government institutions. This problem has been exacerbated in recent years through the consolidation of buyers, particularly in industries such as telecoms (Curran, 2022).

### 3.1.3.2 Supplier Power

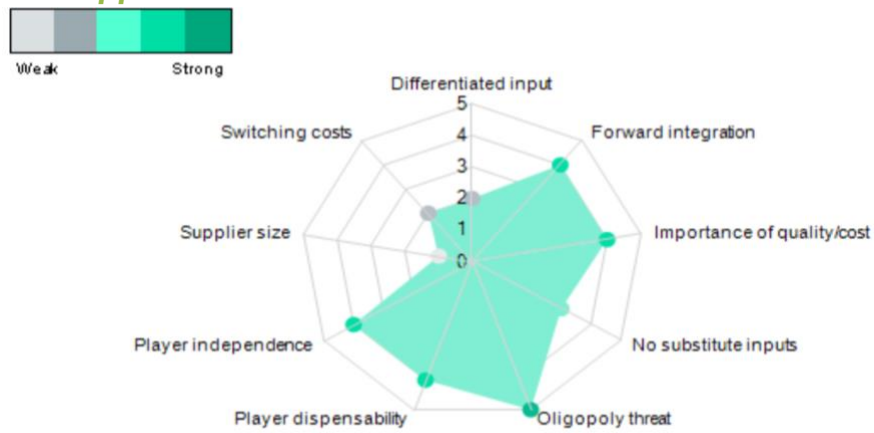


Figure 7 : Spider map for supplier power

The supply chain includes the software code itself, as well as the systems and tools used by developers, proprietary and open-source software repositories, signing keys, compilers, and download portals. Software is typically compiled from existing code libraries, both open source and proprietary, with new software code developed to provide specific capabilities on top of the sourced code.

### 3.1.3.3 New Entrants

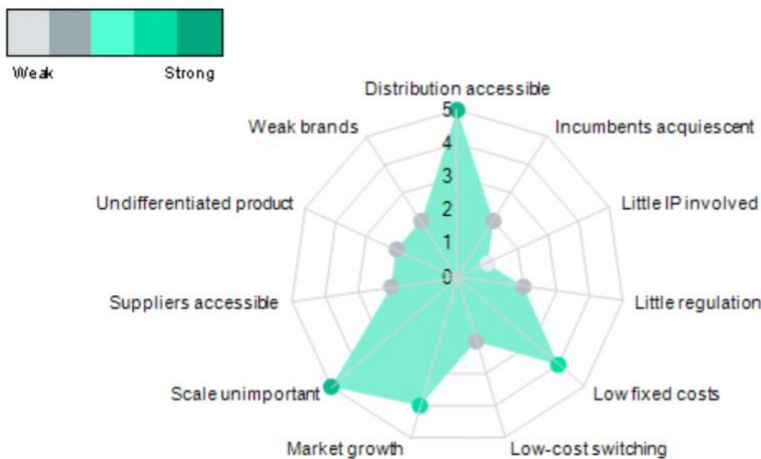


Figure 8: Spider map for new entrants

The UK market experienced strong growth during 2016–21, which is particularly attractive to new entrants and increases their likelihood of successfully moving into the market. The growth of cloud solutions and software as a service (SaaS) continued during 2021 (Statista, 2022).

In a market where new products are frequently launched, research and development investment is important. Access to the very best software programmers by new entrants is challenged by the existence of training paths offered by major players, such as developer training and certification offered by Microsoft.

### 3.1.3.4 Threat Of Substitutes

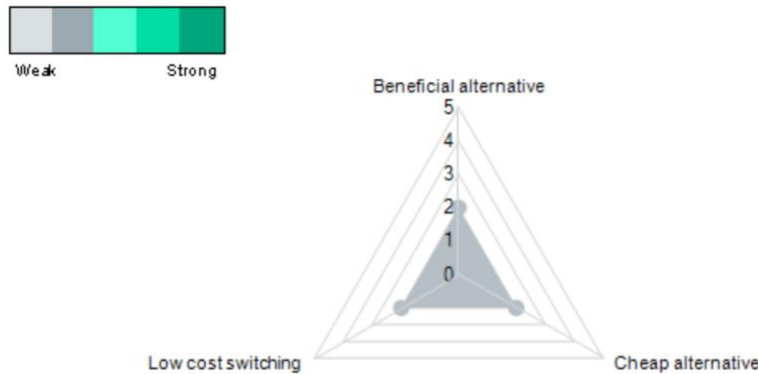


Figure9: Spider map for threat of substitute

Open-source software, free online apps, and counterfeit copies of established items are replacements in this industry, according to the leading players. Open-source businesses, like Red Hat, make money through services and maintenance rather than from expensive licence contracts. For many end users, open-source software is an advantageous substitute. This is so because the majority of providers let users modify and redistribute the software.

### 3.1.3.5 Degree Of Rivalry



Figure 10: Spider map for degree of rivalry

Software companies often dominate particular areas of the market, such as Oracle, which focuses on databases and middleware. The demand for the skills of software professionals has continued to increase throughout the pandemic, which has created a stronger demand for skilled workers and has exacerbated rivalry between incumbents.

Since international expansion can be relatively fast due to distribution over the internet, competition over profit margins is likely to increase rivalry, which is epitomised by the development of the open-source software market. Oracle now offers some database software, such as MySQL, as open source in order to make sure it is not bypassed by the likes of MongoDB.

Overall, rivalry in this market is strong.

### 3.1.4 Competitors Analysis

Competition when it comes to saving the environment is not the goal, but for people to be united in saving the planet with the help of organisations across countries. There are other great platforms to reduce the company's carbon footprint, alongside Climax Community (Lai, 2022). These are Carbonbase, myFootprint, Climatepartner, Science Based Targets Initiative, Sweep, Signol, Greyparrot, and United Nations Carbon Offset Platform. Together, these organisations share the same goal: to reduce the company's carbon footprint. Climax Community is not just focused on their target group businesses, but also on local authorities and households. Carbonbase uses blockchain technology that helps individuals and businesses to keep track of their climate-fighting efforts and solutions. It also involves personal and operational carbon footprint calculations. myFootprint is a digital carbon tracker platform that is dedicated to providing an accurate tool to estimate a company's carbon footprint. Furthermore, digital carbon management organisations are widespread in all countries as individuals are needed to completely eliminate carbon use.

Competitors	Features	Reviews (Glassdoor)
Climate Partner (Software: Climate Neutral)	<p>It is a unique cloud-based software. The Software offers users to decrease and calculate carbon emissions. This is becoming the products and the companies carbon neutral.</p> <ul style="list-style-type: none"> <li>- Making Targets</li> <li>- Smart Infrastructure</li> <li>- Making Everyday Office Life capable for work</li> <li>- Corporate Carbon Footprint (CCF)</li> <li>- Product Carbon Footprint (PCF)</li> <li>- Carbon emission reduction</li> <li>- Carbon offsetting</li> <li>- Communication</li> <li>- More ways of support:</li> <li>- Green Energy</li> <li>- Integration solutions</li> <li>- Science-based targets</li> <li>- Planting trees</li> <li>- Network Platform</li> <li>- Sustainability Awareness</li> </ul>	The Firm acquires 4.4 Stars out of 5 in Glassdoor.
Signal (Signal Software)	<p>This Software is using behavioural economics and data science to reduce fuel wastage and save firms' budgets.</p> <ol style="list-style-type: none"> <li>1. Easily integrated</li> <li>2. For union regulations</li> <li>3. Fuel reducing</li> </ol>	The Total 5 stars out of 5 in Glasdoors the firm optimised.
Grey Parrot (AI Powered Computer Vision Software)	<p>Monitoring and sorting via huge waste flows at scale.</p> <ol style="list-style-type: none"> <li>1. AI Monitoring Unit (Analyses 100% of waste)</li> <li>2. AI Model (With an error of less than 1%)</li> <li>3. Waste Analytics Dashboard (Live</li> </ol>	The Firm acquires 4.4 Stars out of 5 in Glassdoor.

Composition Data) Flexible Parameters Alerts Mass Estimation Integration Reports and Export Customizable 4. AI Vision Integration (Automate manual sampling, Improve plant performance, and certify purity per bale)	
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Figure 11: competitors analysis

### 3.1.5 Benchmark Analysis

Benchmarking is described as all the information about companies' traffic stats and performance about the firms, which is taken through SimilarWeb, as shown in the table. (Smith, 2017). The Climax Community and its Three competitors' Website Stats are given.

	<b>Climax Community (2019)</b>	<b>Climate Partner (2006)</b>	<b>Signal (2017)</b>	<b>Grey Parrot (2019)</b>
Global Rank	12.8 M	346.1K	NIL	4.3M
Country Rank	771.1K	84.3K	NIL	250.7K
Monthly Visits	<5,000	122,722	<5,000	<5,000
Visit Duration	00:03:04	00:03:48	N/A	00:02:53
Pages/Visits	1.90	3.84	1:00	2.17
Bounce Rate	51.74%	44.04%	100%	55.38%
Monthly Unique Visitors	<5,000	60,553	<5,000	<5,000

Figure12: Benchmark Analysis - Source : Similarweb

### 3.1.5.1 Social Media Audit

How good are the competitors in Social media? How much do they engage and what are their followers? (Smith, 2017) Climax Community needs to know how to improve its sites. So, the Social media audit has been done to improve its social media content.

	Instagram	Twitter	Linkedin
<b>Climax Community</b>	125 posts 217 Followers	282 Tweets 133 Followers	425 Followers
<b>ClimatePartner</b>	174 posts 3465 Followers	3,160Tweets 2,494 Followers	21,301 Followers
<b>Signal</b>	0 posts 4 Followers	217 posts 204 Followers	1,300 Followers
<b>Grey Parrot</b>	28 posts 140 Followers	419 Tweets 646 Followers	3,756 Followers

Figure 13: Social Media Audit - Sources: Instagram, Twitter, And LinkedIn

### 3.1.5.2 Content Audit

BuzzSumo tool is used to knowing, how much good content is used and engagements are there for the climax Community and for its competitors. Influencers are Bloggers, Tweeters, and Journos, who are the partners of businesses. These are helpful in success through meaningful content usage on social media too (Smith, 2017).

ClimatePartner:

Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagement	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/>		17	1	0	0	-	0	18	📄 ⏪ 👤 🔗 📊
<input type="checkbox"/>		2	6	0	0	-	0	8	📄 ⏪ 👤 🔗 📊
<input type="checkbox"/>		0	1	0	0	-	0	1	📄 ⏪ 👤 🔗 📊

Signal:

Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagement	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/>	Press Release: <b>Signal</b> win the Small Business of the Year title at the BusinessGreen Leaders Awards 2022 Jun 27, 2022 <a href="#">signal.io</a>	2	2	0	0	1	0	4	🔍 ⏪ 👤 🔗 📊
<input type="checkbox"/>	The humans behind <b>Signal</b> : Harriet Hunnissett-Johnson, Head of Maritime Jul 29, 2022 <a href="#">signal.io</a>	0	1	0	0	-	0	1	🔍 ⏪ 👤 🔗 📊
<input type="checkbox"/>	<b>Signal</b> Executive Summary - Get a swift overview of the company and learn how <b>Signal</b> can help you May 22, 2022 <a href="#">signal.io</a>	0	0	0	0	-	0	0	🔍 ⏪ 👤 🔗 📊

Grey Parrot:

Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagement	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/>	London's <b>GreyParrot</b> picks up €10.2 million to solve the global waste problem with a circular economy approach   EU-Startups By Patricia Allen May 24, 2022 <a href="#">eu-startups.com</a>	24	19	0	0	3	0	43	🔍 ⏪ 👤 🔗 📊
<input type="checkbox"/>	GREY PARROT, RAONBOW LORIKIT, BLACK-CAP LORY, CHATTERING LORY, BISHOP FINCH, JAVA, SUN CONURE    Jun 30, 2022 <a href="#">youtube.com</a>	27	0	0	0	-	0	27	🔍 ⏪ 👤 🔗 📊
<input type="checkbox"/>	<b>GreyParrot</b> nabs \$11M to improve recycling rates via AI & analytics – TFN By Byyignesh R May 24, 2022 <a href="#">techfundingnews.com</a>	24	2	0	0	1	0	26	🔍 ⏪ 👤 🔗 📊

Climax Community:

Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagement	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/>	<b>Climax Community</b>   Environmental Geography Apr 16, 2022 <a href="#">youtube.com</a>	84	0	0	0	-	0	84	🔍 ⏪ 👤 🔗 📊
<input type="checkbox"/>	Members of the fighting game <b>community</b> clash in a "P-1 <b>Climax</b> " for charity! - Gaming Age By Stan Yeung Mar 11, 2022 <a href="#">gaming-age.com</a>	34	1	0	0	-	0	35	🔍 ⏪ 👤 🔗 📊
<input type="checkbox"/>	Next Einstein Forum <b>climax</b> West Africa-Ghana celebration with the art of science <b>communication</b> seminar - MyJoyOnline.com By Myjoyonline.com 📰 Journalist Jun 3, 2022 <a href="#">myjoyonline.com</a>	8	4	0	0	-	0	12	🔍 ⏪ 👤 🔗 📊

Figure 14: Content Audit - Source: BuzzSumo



### 3.1.6 TOWS Analysis

<p><b>CLIMAX COMMUNITY</b></p>	<p><b>STRENGTH</b></p> <ul style="list-style-type: none"> <li>• Advanced, innovative, revolutionary strength.</li> <li>• The Benefits of product value propositions.</li> <li>• Resources, expertise, assets, and personnel.</li> <li>• Technological prowess, data analytics, IT processes, and communication channels.</li> <li>• Creation of a sustainable environment.</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>• Lack of capabilities.</li> <li>• Public image, visibility, and reach.</li> <li>• Cash flow, funding, and business continuity.</li> <li>• Competitive strength disparity.</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Trends in business and culture.</li> <li>• Global awareness and influences.</li> <li>• Market expansion.</li> <li>• Alliances, connections with SME communities, Affiliations and Co-branding.</li> </ul>	<p><b>SO Strategies</b></p> <ul style="list-style-type: none"> <li>• Market expansion and enhancement are the responsibility of resources, expertise, and personnel (Bamford et al., 2000; Cooper et al., 1994)</li> <li>• Awareness in the information and communication industries is heavily reliant on technology (Gordon, 2010), which the Climax Community possesses.</li> <li>• Technology and the ability of value propositions to fit into trends help businesses adjust to trends.</li> </ul>	<p><b>WO Strategies</b></p> <ul style="list-style-type: none"> <li>• Through global awareness and marketing, public image, lack of visibility, and reach are eradicated.</li> <li>• Competitive strength increases as the market expands and presence is confirmed in various regions of the world.</li> <li>• Public image and visibility can also be raised through the formation of alliances, affiliations, and co-branding with existing notable brands, individuals, and institutions.</li> </ul>

<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Integration of technology into programs that empower people and organisations to build a sustainable world.</li> <li>• Competitors' presence and competitive intentions.</li> <li>• Poor political and economic conditions.</li> </ul>	<p><b>ST Strategies</b></p> <ul style="list-style-type: none"> <li>• Climax Community is able to produce Climate Essentials, an online carbon management system produced through technological integrations.</li> <li>• The product, Climate Essentials, is relevant, providing the Climax Community with a competitive advantage over new entrants and other competitive products.</li> <li>• Poor political and economic conditions are unavoidable in business; Climax Community is a social enterprise that prioritises not only profitability but also individual well-being.</li> </ul>	<p><b>WT Strategies</b></p> <ul style="list-style-type: none"> <li>• Climax Community will use digital transformation forces of innovation and decision making to understand business logic in order to address economic and political conditions (Kane et al., 2016).</li> <li>• To compete on all fronts, capabilities in all areas of innovation, people management, product design, marketing, and resources must be improved.</li> </ul>
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Figure 15 : TOWS Analysis for Climax Community

### 3.2 OBJECTIVES

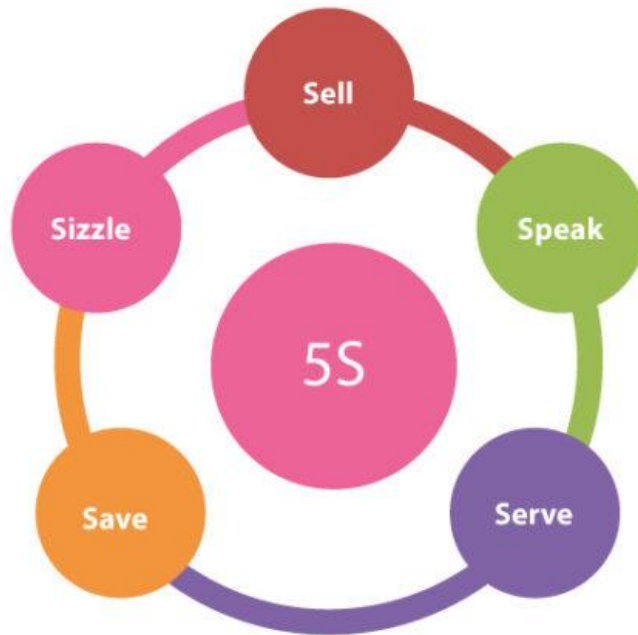


Figure 16: 5s Framework

According to the Chaffey and Smith (2022) Objectives of the firm should be under 5s framework. It will be helpful to improve company's worth by increasing sales, saving the cost, serving customers, communicating

with customers by speaking, and last but not the least the sizzle effect can be called a wow effect by ranking higher specially the organic ranking.

**Sell:** Climax community can achieve more sales by improving Followers from 217 on Instagram, 133 from Twitter, and 425 from LinkedIn to more than 10K followers in each social media account by using suggested campaigning. It will give an expected boost to the sales up to 10 to 15%.

**Serve:** How much value is added to the customers will definitely help climax community to the good level business in terms of profit. Climax community will give discounts to the customers to increase its customer base. For Example: Climax community in coming 10 days, will give the companies a 15% discount for choosing it.

**Speak:** Communication is always important in digital marketing with customers. The call to action button and FAQs with the customers is important to add to the website, to get customer loyalty.

**Save:** Software should use the tool to calculate and automate the cost. It will choose banner advertising as it can enhance revenues. Email Marketing is effective too to decrease newsletters postage cost. The staff will be reduced to cut costs too.

**Sizzle:** The organic ranking should only be increased by using suggested tools for better SEO for customers. For Instance: By using tools: SEMrush and Google Ads for keyword research.

## 3.3 STRATEGY

### 3.3.1 Segmentation

#### 3.3.1.1 B2B & B2C

Business-to-business segmentation requires Climax Community to find organisations that share the same characteristics with them for marketing to relate to other potential customers. Any business transaction that happens between businesses are considered as business-to-business segmentation. Aside from allowing companies to collaborate with each other, it gives benefits to them by the products and services they offer. Furthermore, business to consumer segmentation is the direct promotion from the organisation to consumers by providing them why they need to join and what would happen if they did. This helps them to connect with potential customers with similar interests.

#### 3.3.1.2 *Customer personas (primary, secondary, and negative)*

The primary buyer persona is a representative of a detailed target audience of an organisation. It requires them to research to make a fictional persona wherein they would reenact marketing strategies to this buyer persona. Secondary personas have additional needs for which an organisation can adjust the product or service, without harming the experience of the primary personas (Salminen, 2020). While negative personas are fictional ideals that do not correspond with the company's products and services. They are not entirely fond of purchasing a business. These personas are important in developing an effective marketing strategy as it gives assumptions by predicting the perspective of a buyer.

### 3.3.1.3 TAM, SAM and SOM

An attempt is made to make the best of information available to estimate the Total Addressable Market (TAM), Servicable Available Market (SAM) and Servicable Obtainable Market (SOM).

Market	Size	Year	Reference
Global software development	593.4B	2021	Statista (2022)
UK Software development	39.7B	2021	IbisWorld (2022)
Global Emission Management Software	10.4B	2020	<a href="https://www.alliedmarketresearch.com/emission-management-software-market-A13105">https://www.alliedmarketresearch.com/emission-management-software-market-A13105</a>
UK Emission Management Software (TAM)	73 M	2021	Estimated as per the share of global software market share
Servicable Available Market	73 M		Being a software developer, the whole of UK is available
Servicable Obtainable Market	3.6 M		Aim for a 5% market share considering the current capability of Climax Community

\*Figures in B=Billions and M=Millions, Currency in Dollars

Climax Community may target an achievable sales revenue of 3.6 million in a period of 3 years by directing marketing communications to tap the identified buyer personas.

### 3.3.2 Positioning:

Climax Community are positioning themselves with the following positioning statement :

*“Our mission is to empower individuals, households, and small businesses to create a global community that is taking control of their carbon footprint and catalysing action to fight climate change. We want to drive awareness, knowledge, and action to avoid, reduce, and offset carbon emissions.” – Climax community*

The Climax Community is one of those organisations that prioritise fighting climate change by reducing carbon emissions.

The organisations are united in a way of sharing the same goal: to effectively fight climate change by uniting people. Since one organisation could not do it, other organisations took the courage to lead in reducing the use of carbon all over the world. However, these organisations have different market positioning. They also have differences in terms of fighting climate change. The position of the Climax Community can be improved through efficient tactics and strategies.

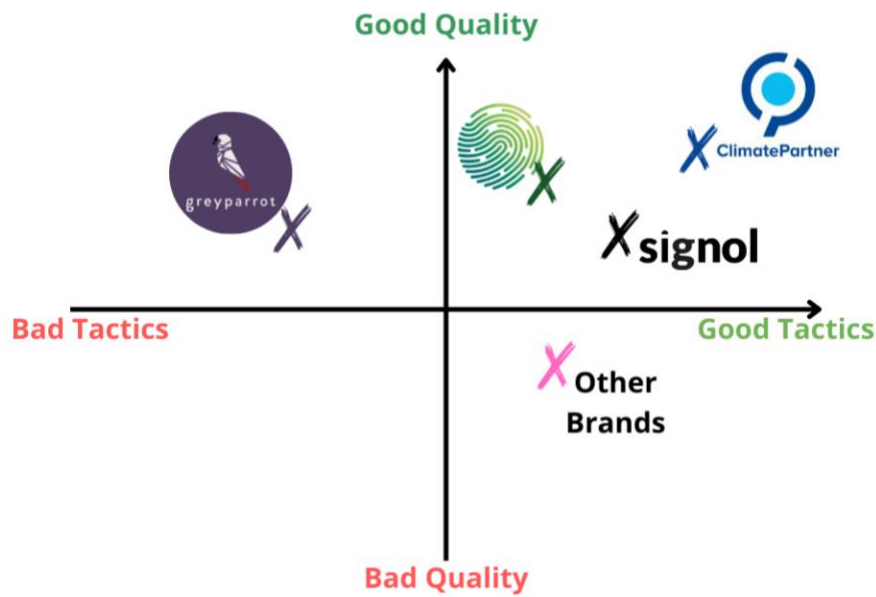


Figure 17: positioning map

### 3.4 TACTICS

Climax Community has an easier purchase process as online payment transactions are widely available. Online carbon management systems have a price, as it gives benefits of reducing carbon emissions and keeping track of the use of carbon to completely reduce such while doing the work. Improving search engine optimization or (SEO) requires an organisation to publish relevant and authoritative content, update content regularly, metadata, having a link-worthy website, and using alt tags (Michigan Tech, n.d.). Additionally, auditing SEO can improve the online performance of the organisation.



## Tools You Need for an SEO Audit

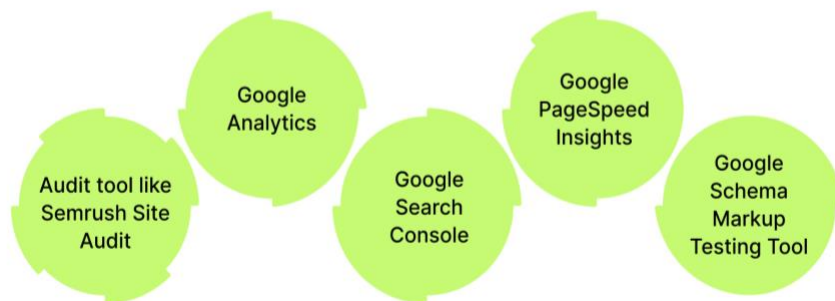


Figure18: Tools for an SEO Audit - Sources: semrush.com

According to Varagouli, (2022), tools for an effective SEO audit includes Semrush Site Audit, Google Analytics, Google Search Console, Google PageSpeed Insights, and Google Schema Markup Testing Tool. LinkedIn is the largest social media site now for businesses, though facebook with more than two billion people using it every month (Lua, 2022). Hence, LinkedIn is the most popular platform for firms that includes content that can reach people easily.



Aside from LinkedIn marketing, influencers in such online marketing platforms are helpful for a product or service to reach customers. Thus, LinkedIn, Instagram, Twitter and influencer marketing can bring customers to be engaged with a product or service.

Some traditional theories, such as social exchange theory, social penetration theory, and social network theory, could be valid paradigms and explain how people from networks express their opinions and pass information to each other (Pan & Crofts, 2012).

### 3.4.1 Post for social media:

The message is to raise awareness of the brand and show the banners of the company so that audience could know about Climax Community and its software carbon essential.

Below is a post example that can be adopted:

**Climax Essential is for leading households, small businesses, local authorities, and individuals.**

**Climax Essential is our solution to net zero carbon emission.**

**Track your footprint and cut it.**



*Figure 19: Climax post sample for social media*

Climax Community should promote for it's brand through emails, especially with the focus on the businesses. Below is a preview of how we see Climax Community can email the prospected leads :





**OUR MISSION**

We are dedicated to fighting the climate crisis and empowering climate action by providing standardized data analytics to reduce carbon footprints. We want to bring structure to carbon reduction by creating a consistent and collective approach to our world's most pressing issue.



**Get involved and let's solve climate change together!**

→ [www.climax.community](http://www.climax.community)



Figure 20: Climax promotional email example

Moreover, the email should be professionally designed based on HTML, with clickable elements and plain texts.

### 3.5 ACTION PLAN

In creating an action plan, preparations for the methodologies is crucial, and down below is the action plan of 10,000 budget spending:



Action	Detail	Who	When	Budget
<b>SEO, Content Marketing</b>	SEMrush will be used and blogger	SEO expert	September	£2,000
<b>Instagram &amp; Twitter ad campaign</b>	– Sign up for Instagram ads Reels, Stories for one month. – Sign up for Twitter ads banner promotional tweets and trial for 2 months	Digital Marketing Manager	September to October 2022	£2,000
<b>LinkedIn site</b>	Page building, running campaigns with stories.	Digital Marketing Manager	October 2022	£1,000
<b>LinkedIn site</b>	Build up images on our LinkedIn page.	Intern	November 2022	£500
<b>Newsletter &amp; Email Marketing</b>	Organizing newsletter content, creating an editorial calendar, developing themes, outsourcing.	Digital Marketing Manager	November 2022	£500
<b>Website</b>	website content maximization by adding a call to action button & FAQs section for audience	Digital Marketing Senior Manager	November 2022	£2,000
<b>Online customer reviews</b>	Explore online customer reviews, Automation (emails) & change the website accordingly	Digital Marketing Assistant	December 2022	£1,000
<b>Newsletters</b>	Organizing of newsletters and its sending mechanism	Digital Marketing Assistant	January 2023	£1,000

Figure 21: Action Plan

### 3.6 CONTROL

For the best KPIs be consistent, studying the week that the organization has most control will be necessary. Hence, more effort to improve KPIs can be the key to the overall control of the organization.

Control under Race framework:

## RACE DIGITAL MARKETING PLANNING FRAMEWORK



Figure 22: Race digital marketing planning framework

**Reach:** The total number of users, posts, followers, Social media followers, website visitors, duration of visits, and Bounce rate have been seen through similar web and social media accounts. The content audit has been done through Buzzsumo.

**Act:** Some Actions have been taken to improve climax community business, including Search Engine Optimization(SEO) through the better tool (SEMrush) and content marketing will be done better too.

**Convert:** It will be seen,how successful this campaign will be through repeat website and social media audits. As well as the retweets, Likes, Comments, and repeat visits will be recorded.

**Engagement:** Observe likes, comments, areas, hashtags, bounce rates and number of contributors per day.(Smith,2017)

## IV. CONCLUSION

For implementing a digital marketing strategy plan, LinkedIn is highly recommended to be chosen as the marketing platform as it is the most used platform now presently. Advertisements can be posted that will certainly reach the other business. Also, the PASTA model can help analyze the internal issues of the organization. This will enhance and develop the customer's experience and engagement with the website. Using tactics is certainly effective for reaching more clients that may be interested in the organization's services, as it prioritizes reducing carbon emissions. Thus, objectives will have a great impact on the online marketing strategy's success as it has the guidelines to achieve the mission.

In conclusion, analyzing the situation, setting the objectives, knowing the segmentation, and laying out the tactics will help the organization develop an efficient marketing plan. These analyses are significant as they will provide documentaries for the organization to track their process. Moreover, Climax Community is not like any other business that prioritizes providing needs for the economy through goods. It is an organization that aims to unite everyone to completely and successfully fight climate change by reducing carbon emissions.

## V. APPENDICES

### Appendix I: PESTEL Analysis

#### **Political Factors**

The UK is the first territory in the globe to pass laws to eradicate carbon emissions. The UK is on the target of gas emissions to Net-Zero by 2050 (ATM Karim. E et al,2021). Climax Community has the advantage of working in the UK. As the UK is on the mission to net-zero carbon footprints.

The UK is facing some challenges due to Brexit and due to Covid-19. It is having a shortage of skilled labour after Brexit. The Pandemic had affected negatively all the businesses in the UK. IT business faced a downfall with a turnover of 34.5% in 2020. However, the campaign, “Save Our Startups” gained funds from the government. (Odey. L, 2021). Climate Essential software is a new startup that needs to be progressed.

#### **Economic Factors**

SMEs like ‘Climax Community’ can invest smartly in infrastructure and green technology. As the economic crisis couldn’t destroy the businesses that are in the long-term growth involvement process.

Though after Brexit the UK is facing a shortage of Investors, at the same time inflation has certain negative effects too (Dunin-Wasowicz, (2019).

#### **Social Factors**

The Software for computing carbon emissions is the newest Opportunity for businesses and firms to identify where they are? How much they are producing carbon and how much they can control. A climax community is providing a platform for businesses to control carbon footprints. It’s a B2B platform. As for how well, developers and stakeholders interact and collaborate with each other. Galati et al. (2019) emphasizes the importance of gaining a deeper understanding of how various stakeholders play a key part in co-creating value for sustainable operations in businesses and logistics chain involving the public participation and stakeholder contribution.

#### **Technological Factors**

The UK is one of the most technologically advanced countries in the world. London is a great hub for both financial and technological institutions. Businesses are frequently developing new technologies to offer the best solutions for their customers. The advanced technological infrastructure offers entrepreneurs unlimited opportunities to do business in the UK.

The high level of internet connectivity in the UK creates opportunities for people who use online services for their personal, social and business needs. It also provides businesses with opportunities to find new customers through digital marketing and social media channels.

The technology sector is a major contributor to the UK economy. There is a lot of investment and talent coming into this industry. It should be noted that investment and development are spreading across the country. Tech Nation’s annual report reveals another growth in UK tech industry despite Brexit and pandemic challenges (Tech.org. 2021). However, the UK lags behind the US, South Korea, India, Japan and other countries in terms of technological development. One of the challenges for tech-based startups is the increased cybersecurity risks associated with working from home. A significant proportion of people are now working on their personal devices outside the security of their office infrastructure as the pandemic has shifted a significant portion of the workforce to remote work. The technological flaws of private homes converted into offices are compounded by poor security practices. According to the survey, 25% of employees have seen an increase in phishing emails, and 26% are considering keeping a copy of their office data on their personal devices. (Johnson, 2021)

## Environmental Factors

1. Economic activity affects the environment; however, the UK has made significant improvements in reducing negative impacts. Government, local councils, newspapers, charities and others have taken various initiatives to create environmental awareness and reduce the negative environmental impact of economic growth. 5 key sustainability issues affecting the UK are discussed below (Frost, 2018)
2. Plastic pollution: not enough for the environment, no awareness.
3. We've ditched plastic straws and gone back to basics with eco-friendly retro paper versions (which were good enough for us as milk-drinking kids at school), and now more companies are jumping on the bandwagon. wave. eco and about using recycled plastic or alternative materials in their products. But now it is not enough. With only a third of the UK's 1.5 million tonnes of recyclable plastic waste being recycled each year, plastic pollution is big news this year and we face a big battle to protect the longevity of our planet.
4. Water scarcity: Water scarcity will be a problem for years to come. As the heat wave continues, hoses and sprinklers are temporarily overlapping again. Schools are still closed due to lack of water. Summer rainfall can lead to shorter and longer rains due to climate change, creating a unique situation where floods and droughts can occur simultaneously. The Environment Agency has warned that Britain could face water shortages by 2050 if action is not taken quickly. . Adopted to reduce water consumption and waste. The agency says leaks are losing as much water as 20 million people (about 3 billion liters of water) need each day. Therefore, the agency encourages people to use water efficiently at home and to achieve their personal water goals.
5. Biodiversity: Sea animals, trees and flies are essential to a healthy planet. If we had more species of plants on the planet, we would see more diverse cultures, but this is only one of the reasons why we need to protect biodiversity. According to the Natural Environment Research Council (NERC), public money is being invested in leading science to conserve and more efficiently use natural resources. NERC works closely with policy makers and industry to deliver education that supports sustainable economic growth and prosperity in the UK and around the world.
6. Climate change: Plant temperatures have increased in recent decades, leading to global warming. Global warming is predicted to be the leading cause of species extinction this century. The Intergovernmental Panel on Climate Change says an average rise of 1.5°C could wipe out 20 to 30 percent of endangered species. If the planet warms above 3°C, many ecosystems will struggle. Air pollution: Climate is changing the scenario by increasing heart, asthma and lung problems. Around 40,000 people in the UK have their life expectancy reduced each year. In fact, UK air pollution is slowly falling (excluding ammonia from agriculture), but nitrogen oxides (NOx) and particulate matter limits are still being exceeded in major UK cities such as London (Keane, 2021). It is not good because it acidifies the environment and makes it corrosive. London's air is the most polluted in Europe, and in 2016 a high court ordered the government to plan to clean up the UK's air in the short term. Buses, taxis, cars and industry contribute to the pollutants in the air we breathe, and the majority of pollution in UK cities usually comes from road transport. Diesel car manufacturers are accused of canceling emissions tests and I bought diesel cars because I once thought diesel cars were a greener option.

## Legal Factors

When aiming for a company which has the potential to buy your software, it's better to take into consideration signing a confidentiality agreement or also called "non-disclosure agreement (NDA)", especially if the customer wants to give the software a try before buying it (PurpleSeven, 2022).

A non-disclosure agreement is meant to halt one party from sharing confidential information received by another party. For instance, if your software is a cloud-based CRM system, the first talks with potential clients may drive you to having access to their client list. And you may be required to sign a confidentiality agreement that denies you from sharing that client list with a third party.

Checking the confidentiality agreement is very important before signing them . A Commercial Law Solicitor is needed to make sure you understand what you can and cannot disclose and the legal consequences of breaking the agreement.

Software licencing regulates how individuals and businesses who buy your software may use it (LexisNexis, 2022)

Even software that is available for free comes with a licence. The software licence agreement contains information about a software's licence.

By investing in professional legal counsel, SME owners may increase consumer trust and secure their intellectual property and software licences, giving them a competitive edge.

## Appendix 2: Porter’s Five Forces Analysis

The software industry will be analysed based on software publishers as players. The key buyers will be considered global enterprises, public organisations, SMEs, and individual consumers.

On the other hand, software developers and hardware makers are considered the key suppliers.

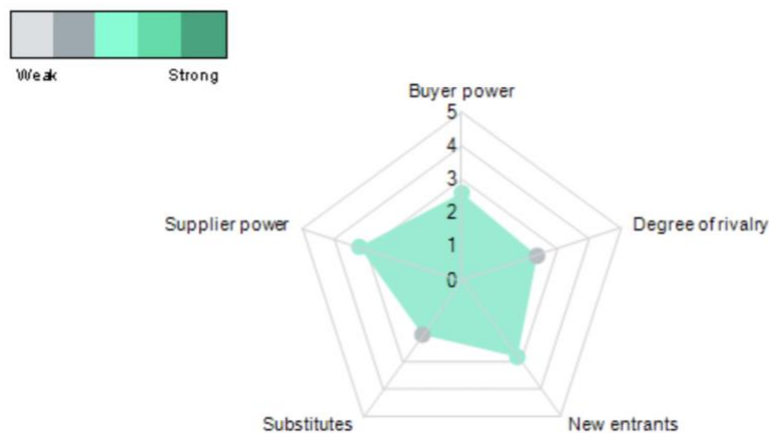


Figure 6: Spider map for Software industry in the UK

## Buyer Power

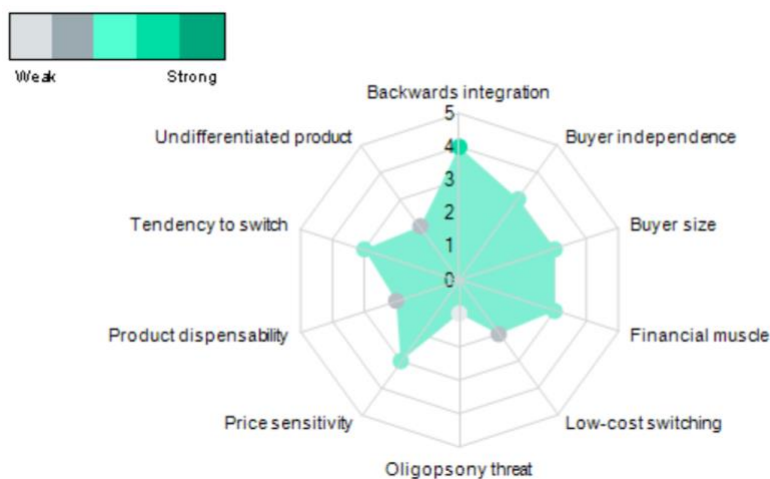


Figure 6: Spider map for power of buyer

Software market of the UK consists of various buyers categorised into individual end users, multi-sized businesses and government bodies. The consolidation of buyers has worsened the situation especially in the Telecom sector. (Curran, 2022).

Small-scale buyers tend to poses less negotiating power and ease of terms of use, however they require software as its mandatory for their operation. Microsoft Office is replaced by OpenOffice in the office applications market while Windows is replaced by Linux in the Operating system market to highlight an example.

Vendors like Red Hat generate revenue in the Open-source software space by charging for subscriptions, but most providers offer it free. Cost to switch from a vendor is negligible in a business to consumer segment, especially when it comes to entertainment-based industry.d Generally buyer power is moderate in a software market.

### Supplier Power

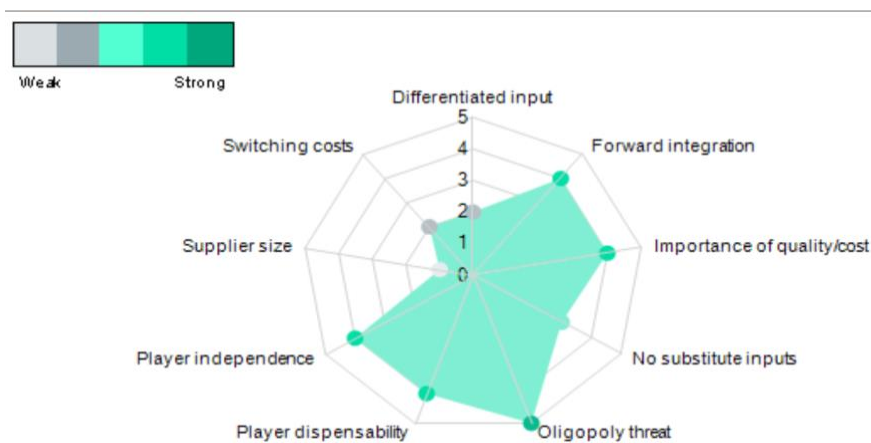


Figure 7 : Spider map for supplier power

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**New Entrants**

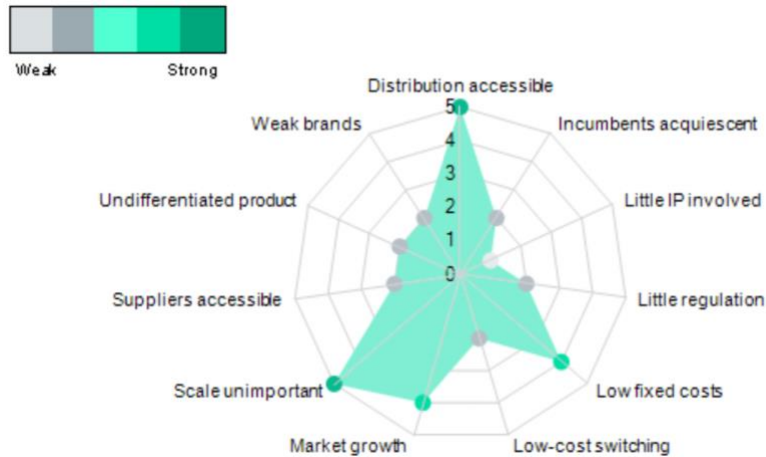


Figure 8: Spider map for new entrants

The UK market experienced strong growth during 2016–21, which is particularly attractive to new entrants and increases their likelihood of successfully moving into the market. The growth of cloud solutions and software as a service (SaaS) continued during 2021 (Statista, 2022).

The UK is one of the largest ICT markets in Europe, offering major opportunities in cybersecurity, 5G/telecoms, AI, and SaaS/cloud (International Trade Administration, 2020). A shortage of software developers makes it difficult for new entrants to acquire the talented employees needed to grow. This allows software to be purchased, delivered, and updated without the need for physical media or conventional distribution channels, such as CDs, allowing software to spread rapidly. For example, Microsoft has won a large number of legal cases of software infringement cases, such as a \$1 million settlement against Moonbox Software for illegal use of their copyright. As the UK is at the forefront of global innovation and R&D, it has concurrently developed legislation concerning the protection of intellectual property rights (IPRs) (Nesta, 2019).

In a market where new products are frequently launched, research and development investment is important. Access to the very best software programmers by new entrants is challenged by the existence of training paths offered by major players, such as developer training and certification offered by Microsoft.

**Threat Of Substitutes**

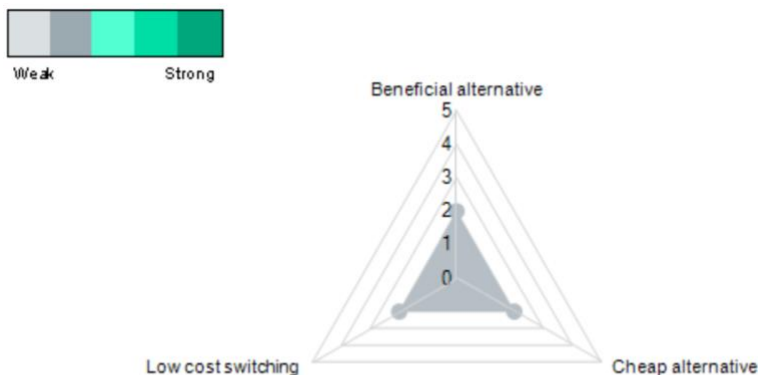


Figure9: Spider map for threat of substitute

Open-source software, free online apps, and counterfeit copies of established items are replacements in this industry, according to the leading players. Open-source businesses, like Red Hat, make money through services and maintenance rather than from expensive licence contracts. For many end users, open-source software is an advantageous substitute. This is so because the majority of providers let users modify and redistribute the software.

It has been argued that open-source software has an advantage over closed-source products in that bugs and security flaws can be found and fixed more quickly thanks to the availability of the source code to a large community of users and developers (these two groups overlap in open-source development). With coding platforms like Ruby on Rails and Twitter's Bootstrap code being utilised by many websites, it has shown to be a particularly effective option that is frequently less expensive. Open-source programmers now have access to a plethora of knowledge that is unavailable to users of dominant software, like Microsoft's products, thanks to the emergence of websites like GitHub and Stack Overflow. Open-source solutions, however, generally speaking, may offer issues with compatibility and the level of skill necessary to utilise them.

Another big threat to the traditional software sector is posed by businesses like Google. With services like Google Apps, it is attempting to enter the market for web-based applications, which poses a challenge to Microsoft's desktop software, which now holds a dominant position. The business edition, which is offered via subscription and directly competes with the Microsoft Office suite, contains extra business-oriented features. Today, it is simple to switch from conventional, non-web-based apps.

Major piracy difficulties have also been brought on by the internet's accessibility to programmes. According to the executive summary of the UK government's online copyright infringement tracker survey's (11th Wave), there was a little rise in overall infringement from 20% in 2020 to 23% in 2021 (anyone who has utilised an unlawful source for software in the previous three months). The most popular way to obtain software was through downloading it, with 17% of users doing so.

### Degree Of Rivalry

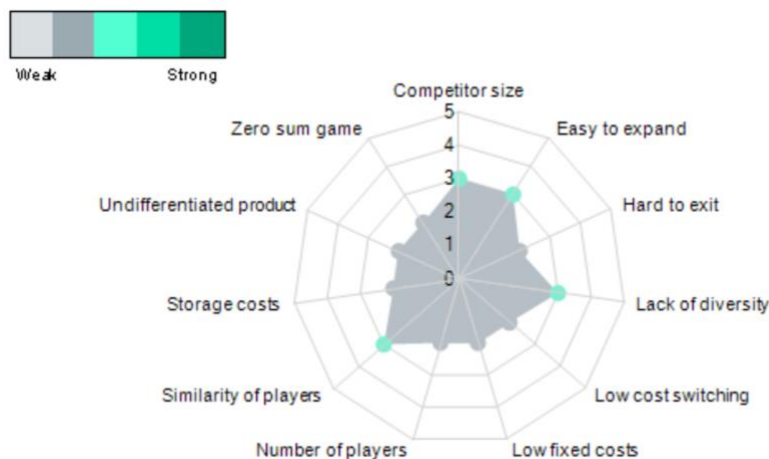


Figure 10: Spider map for degree of rivalry

Software companies often dominate particular areas of the market, such as Oracle, which focuses on databases and middleware. The demand for the skills of software professionals has continued to increase throughout the pandemic, which has created a stronger demand for skilled workers and has exacerbated rivalry between incumbents.



Since international expansion can be relatively fast due to distribution over the internet, competition over profit margins is likely to increase rivalry, which is epitomised by the development of the open-source software market. Oracle now offers some database software, such as MySQL, as open source in order to make sure it is not bypassed by the likes of MongoDB.

Advances in technology mean that new products are continually introduced to the market, enhancing rivalry and affording new entrants the possibility of gaining market share. Incumbents are often a dominant force in a specific market, such as Microsoft in desktop business software, making it harder for less established players to gain market share. This also signals a move to corporate web applications, with other players, such as Jive, providing collaborative enterprise software, and Hadoop providing big data management solutions.

The market is well known for pursuing patent litigation, particularly among major players. Software companies that have taken advantage of the 'nation-less' aspect of the origin of software distribution may see an increase in their effective tax rates, which would serve to increase rivalry further (Metcalf & Warde, 2002)

The degree of rivalry between players has been alleviated by moderate growth between 2016 and 2021, which has given multiple firms the opportunity to expand and take advantage of the growing demand for software products. However, the market is heavily populated with large software companies (Athreya, 2018).

Overall, rivalry in this market is strong.

## Appendix 03: Customer Personas

### Primary persona

<b>Personal Background</b>	<p>Jack Richard  Age: 60  Gender : male  Family: married with three kids  Occupation : CEO of Spare Car LTD  Company seize: 10,000 employees  Company revenue: 7b £  Income: 950,000£ per year  Specialties: Off-Highway Driveline Technologies, thermal-management technologies,automotive, Light-Vehicle Driveline Technologies, sealing systems, Commercial-Vehicle Driveline Technologies,aftermarket products, and Electrification</p>
<b>Goals and Challenges</b>	<p>Jack is a successful man who works as a CEO at Spare Car LTD which is a company that manufactures car spare parts.  Jack has seven cars that are not environment friendly, his manor is fully equipped with a modern big kitchen where his chefs cook all delicious meals for him everyday .  His house all operates in gas and electricity which makes his carbon footprint quite high.  Jack watches T.V from time to time and he reads the newspaper every morning in his cosy garden. He started to get concerned about global warming and climate change and he feels guilty that his company and daily routine is poisoning the planet with high carbon emission, so he decided to go eco-friendly and reduce his carbon footprint to net zero but he doesn't know how to manage that.</p>

Why does Jack need our product ?	Climax community offers a software called climate essential that helps individuals calculating and managing their carbon emission and reduce to net zero
How can we reach Jack ?	Through advertisement on T.V and newspaper

### Secondary Persona

Personal Background	<p>Claudia Morgan          Age: 35          Gender: female          Family: married and has a daughter          Occupation: marketing coordinator at hilton hotel          Income: 35k £</p>
Goals and Challenges	<p>Claudia is a married woman who works as a marketing coordinator at hilton hotel, she wakes every morning, takes a shower dries her hair with a hair dryer and uses hair straightener to make it smooth, puts makeup on and drives to work.</p> <p>At work, they had a meeting with the CEO and all the personnel to discuss the company's carbon footprint and how to switch into eco-friendly and this is when claudia started to think about her daily routine and how she switch as well and she heads into google and started to look for a way to solve this problem</p>
Why does Claudia need our product ?	Because she wants to help the company solving problems and leaving impact on it and working on her promotion
How can we help Claudia ?	Through google ads

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Certain data and resources were taken from the following:

1. <http://www.instagram.com>
2. <http://www.twitter.com>
3. Working at Greyparrot <<http://glassdoor.co.uk>>
4. Working at Signal <<http://glassdoor.co.uk>>
5. Working at Climatepartner <<http://glassdoor.co.uk>>