







The inbound as a tool for the marketing of a Styrofoam-based sealant



El inbound como herramienta para la comercialización de un sellador a base de unicele

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CONAHCYT classification:

Area: Social Sciences

Field: Business and administration

Discipline: Administration and management

Sub-discipline: Business administration

 <https://doi.org/10.35429/JAF.2024.11.28.1.5>

Article History:

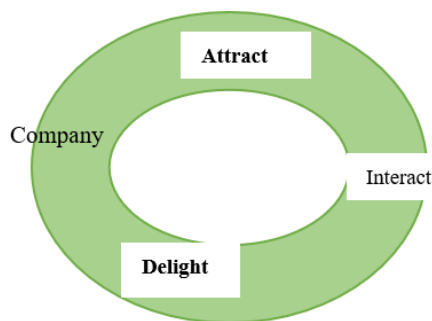
Received: January 30, 2024

Accepted: December 31, 2024



Abstract

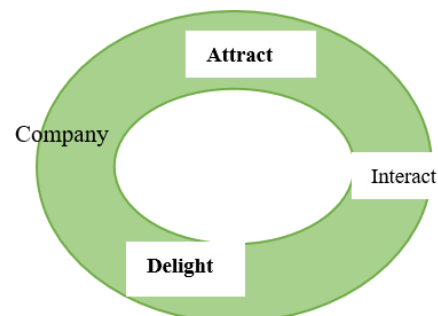
This article discusses the adoption of the Inbound Marketing approach in a sealant made from recycled expanded polystyrene. In order to develop this topic, we start with a discussion of the concept of inbound marketing. The creation of a marketing strategy to publicize the attributes of the polystyrene-based sealant allows the market to know the benefits obtained from its use and the benefits it does to the environment. The development of the strategies is to highlight the benefits that will be obtained from the use of the polystyrene sealant, whose duration of the sealant on smooth surfaces is more than 100 years after its application, compared to other sealants with the same characteristics, so its competitive advantage is greater compared to its competition.



Marketing, Marketing strategy, Unicele

Resumen

Este artículo discute la adopción del enfoque Inbound Marketing en un sellador elaborado por poliestireno expandido reciclado. Para poder desarrollar este tema, se parte de una discusión respecto al concepto del marketing. La creación de una estrategia mercadológica para dar a conocer los atributos del sellador a base de poliestireno, permite al mercado conocer los beneficios obtenidos en su uso y los beneficios que le hace al medio ambiente. El desarrollo de las estrategias es resaltar los beneficios que se obtendrán en el uso del sellador a base de poliestireno, cuya duración del sellador en las superficies lisas son más de 100 años después de su aplicación, a comparación de otros selladores con las mismas características, por lo que su ventaja competitiva es mayor ante su competencia.



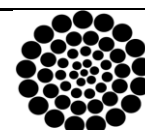
Marketing, Estrategia mercadológica, Unicele

Citation: Pérez-Perez, Arely, Espinosa-Águila, Ma. Luis, Manuel-Anguiano-Carmona, Mauricio José and Flores-Ramírez, Roció Verónica. [2024]. The inbound as a tool for the marketing of a Styrofoam-based sealant. Journal of Administration and Finance. 11[28]-1-5: e41128105.



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Introduction

The function of the marketing tools allows the commercialisation of the unicel-based sealant to highlight its attributes, standing out from other sealants already existing in the market.

The environmental conditions and climatic changes in the geographical area of the state of Tlaxcala, will allow the need for the use of the product, and its content of fundamental elements to protect smooth surfaces, such as metal, concrete, plastic, glass, etc., and the duration of the product on the applied surface, allowing its benefits to be more competitive in the sector or market.

The benefit of the product is attributed to the care of the environment and the care of the surface where it will be used, or applied.

Inbound as a marketing tool Don't tell me how good you do it; tell me how good it does when I use it.

Leo Burnett

The INBOUND methodology, for the growth of an organization serves as a tool to demonstrate, lasting relationships with customers and prospects without spending much on traditional advertising, as it is a digital method available to all, where the properties of what will be sold will be shown, the reason is very simple, if your customer is successful in using the product you will also have it in the benefits of the growth of your company; as a "win win" by the recommendations of how great your product is. The three essential phrases in the use of the unicel sealant marketing method are threefold:

Box 1

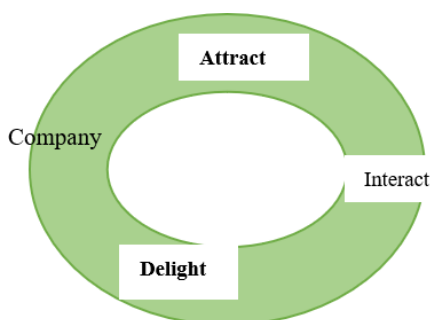


Figure 1

Attract: Capture the potential customer's attention with the value content of the unicel-based sealant.

Interact: Persuade the customer with information about the benefits of the sealant in the use of the surfaces to be covered, and also determine the quality and duration of the product on the surface.

Delight: Assistance via telephone, for doubts arising in the application of the sealant, in the same way the causes that may occur if it is not used properly.

It is worth underlining, that to reach the target audience and to be able to interact in a very effective way, this tool with the creation of good content on social networks and the creation of your product website, we will enamor the market demonstrating that the use of the product would increase.

The durability of the surface where it is applied, especially due to the shape and materials used in its production.

The surface sealant based on recycled expanded polystyrene (EPS) using organic solvents and additives, aims to give post-industrial use to the waste of this inert, low biodegradable and high volume material that is accumulated in landfills, ravines and rivers.

A product for environmental and social care

The surface sealant based on recycled expanded polystyrene is made because, in recent years, the production of plastic waste has been one of the main environmental problems to be solved. The development of this project seeks to contribute to the solution of these problems by reincorporating expanded polystyrene waste into the production process, giving it added value and impact in the following areas: environmental, economic, social and academic. The aim is to significantly reduce this impact in order to reduce the speed at which this material is damaging the planet, converting it into an environmentally friendly material.

The consumption of expanded polystyrene in recent years has increased from 10 million tonnes in 1978 to 90 million tonnes in 2010, corresponding to 7% of the total solid waste generated worldwide, with an estimated annual growth of 4%. To reduce the pollution caused by this poorly degradable material, which takes more than 1000 years to disappear from the environment, and to avoid its accumulation, there are several ways to recycle it (Sierra, 2010).

Benefits of polystyrene-based sealant

The characteristics for which the sealant was created is based on unicell, and was obtained from expanded polystyrene waste using organic solvents where it allows the application of chemical and scientific sciences for the industrial manufacture of the same. Excellent drying and coating characteristics were identified. During the elaboration process, where it allows the application in different scientific surfaces where it was possible to identify excellent drying and coating characteristics. during the test process, proving the excellent product that was elaborated with scientific method.

Methodology

It is true that the transition to the digital world has allowed us to use the tools of inbound marketing, as it allows us to collect information from our users and know how and when to impact them, from social networks, blog to your website.

The inbound is a long term strategy, in social media advertising, from lead scoring, until you turn it into a nutri score.

On the one hand the Pull in social networks, where your Bayer would be the people to achieve more lead capture, as we found below: In general, certain media are associated with certain strategies. In the words of (Sanagustin, 2013) attraction marketing (inbound marketing) seeks the firm to connect and attract users from three perspectives such as content, search engines, and social media to convert them into leads. It contrasts with outbound marketing, which has a more advertising focus. According to (Polo, 2015).

The term inbound marketing was coined by Brian Halligan referring to marketing techniques focused on users discovering us by their own means, instead of buying their attention in more traditional ways, such as paid advertising or paid actions.

Traditional ways, such as paid advertising or direct commercial actions.

Content marketing is one of the most economical and effective solutions we can apply to attract visitors, customers and build brand image for any business. In this sense, the key question to ask ourselves is: What is our target audience interested in? The answer to this question will shape our value proposition.

The basic steps to follow in any content marketing strategy would be the following:

Content planning

The first and essential step is to generate the ideas that will shape our final content. In this sense, online tools for keyword research will be very useful to collect information and opportunities, as well as analytical data from our website. Google Analytics www.google.com/analytics or any other similar statistics platform will give us the route and keywords by which visitors arrive at our site, as well as their favourite content and least visited pages.

Content optimisation

In the words of (Domené, 2018) before launching an online business, such as an e-commerce, is to advance some kind of content strategy. For example, start publishing content regularly on a blog, identify other blogs of reference in the same sector and propose content exchange or collaborations (guest posting), start a YouTube channel where you can publish videos that you can later recycle on social networks such as Twitter, Facebook or Instagram, create a profile on Pinterest, etc. All of this serves to take advantage of the months of preparation involved in launching an online shop (finding suppliers, organising logistics, programming the site, etc.) in order to activate and dynamise our profiles on social networks and our domain.

This way, when we finally publish the online shop, the domain is not starting from scratch, but Google is already crawling it, has already classified it in certain search categories and, with a bit of luck, we even already have some interesting links.

When producing content, we must be responsible for putting value out into the world and not into the trash, because not everything on the internet is content (Oberlander, 2021). Today there is an absurd volume of content that, if you think it is huge, think that in a short time it will multiply by 5, 10 to 100 times. In the western world we adults consume content almost permanently, so we are necessarily approaching a physical limit of consumption (we can consume it in the bathroom or when we eat, not yet when we sleep). This means that content must be of increasingly higher quality and target the right audience, as there is no point in 'everyone seeing it'.

Gain visibility and organic traffic

Creating and publishing quality content makes you gain visibility without having to pay a platform to show you, that is, organically. It is true that advertising, paying for your content to be shown is not a bad idea, but organic visibility can be seen as more authentic and with a longer lasting effect. So, the more content you publish on your website and the more links pointing to it, the more posts, followers and interactions (mentions, comments and shares) you have on social networks, the more you participate in forums and groups specialised in a topic, the more likely your content will be considered relevant by the public and the algorithms. And if your content is relevant, the more times it will be seen by the public.

In addition, user interactions contribute to a virtuous circle around your content, as followers will bring others to your content and this will increase the relevance of what you post. And if a person performs a search on Google and the search engine returns a link to your content among its answers, you will get visits to your page without having paid for it (this is what is called organic traffic). Generate leads (continuously).

An lead is a person who provided us with some contact information (such as email or mobile phone) and who, therefore, we believe is interested in our offers. And the most important thing is that, by having contact details, we can communicate with them in a much more efficient and economical way. That is why there is a type of content called lead magnet, which refers precisely to being a magnet for attracting leads.

The most typical example is when you leave an email on a website in exchange for downloading an e-book. This is a key aspect of marketing today, because given that people need to have several contacts with a brand before deciding to make a purchase (the law of 6 to 20 touches), being able to have those contacts or touches in a cost-effective way allows you to make your budget more efficient.

Nurture leads

Creating and publishing content is not only useful to generate leads, it is also useful to qualify or nurture your audience, to take them through the funnel of sales. A sales funnel is a pre-designed process to follow the customer journey. For example, on my website, I have a lead magnet which is an ebook with 10 tips to optimise your LinkedIn profile.

Lastly we can say that tools such as Chatbots, is a tool that resolves customer queries, where you have a conversation with the user, chatbots on your website, you see the user's behaviour, it is not a link to the purchase.

Another of the tools that help Inbound marketing is the Google ads or google ads, ideal content at the ideal time so they are sought Buyer journey The buyer journey or buyer's journey is the process that consumers go through to become aware, consider, evaluate and decide whether to make the purchase of a new product or service. Simply put, it is everything someone would need to do before deciding whether or not to buy what you are offering.

Lead scoring is a marketing and sales methodology whose objective is to assess the value of a potential customer based on a score assigned according to various factors, such as demographic, behavioural and other information,

Results

Marketing was approached from a digital context and with a focus on Inbound Marketing, going deeper into how its process was developed, its advantages and the main tools it uses. And how inbound marketing represents an opportunity within the digital market in the state of Tlaxcala.

An image of the website designed for the marketing of the sealant is presented.

Box 2



Figure 2

Conclusions

It is important to understand how to create value to a product and for this, marketing must be developed through a due process that allows, first, to know the external and internal environment of the organisation, then, to establish a target audience to be focused on, because although there is a market in extension, the audience must be the right one in order to develop strategies that are aligned to the needs of this segmented group. Another action to be taken is to exchange value with customers and, finally, to capture value from those who have become customers or those who, perhaps, did not become customers, but still have expectations.

Statements

Conflict of interest

The authors declare that they have no conflicts of interest. They have no known competing financial interests or personal relationships that might have appeared to influence the article reported in this paper.

Authors' contribution

Perez Perez-Areli: Contributed the idea for the project.

Espinosa Aguila Ma. Luisa: Contributed to the application of inbound marketing and the writing of the article.

Flores Ramirez Rocio Veronica: Contributed to the application of inbound marketing and the writing of the article.

Anguiano Carmona Mauricio Jose Manuel: Contributed with the theoretical part of inbound marketing.

Availability of data and materials

Access to information is not restricted for consultation.

Funding

No external funding was received, due to the fact that it is a product that is just about to be introduced to the market.

Abbreviations

List abbreviations in alphabetical order.

EPS Expanded polystyrene based surface sealant.

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