



DEMS

Developing E-marketing Skills
for the Business Market



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P.PORTO

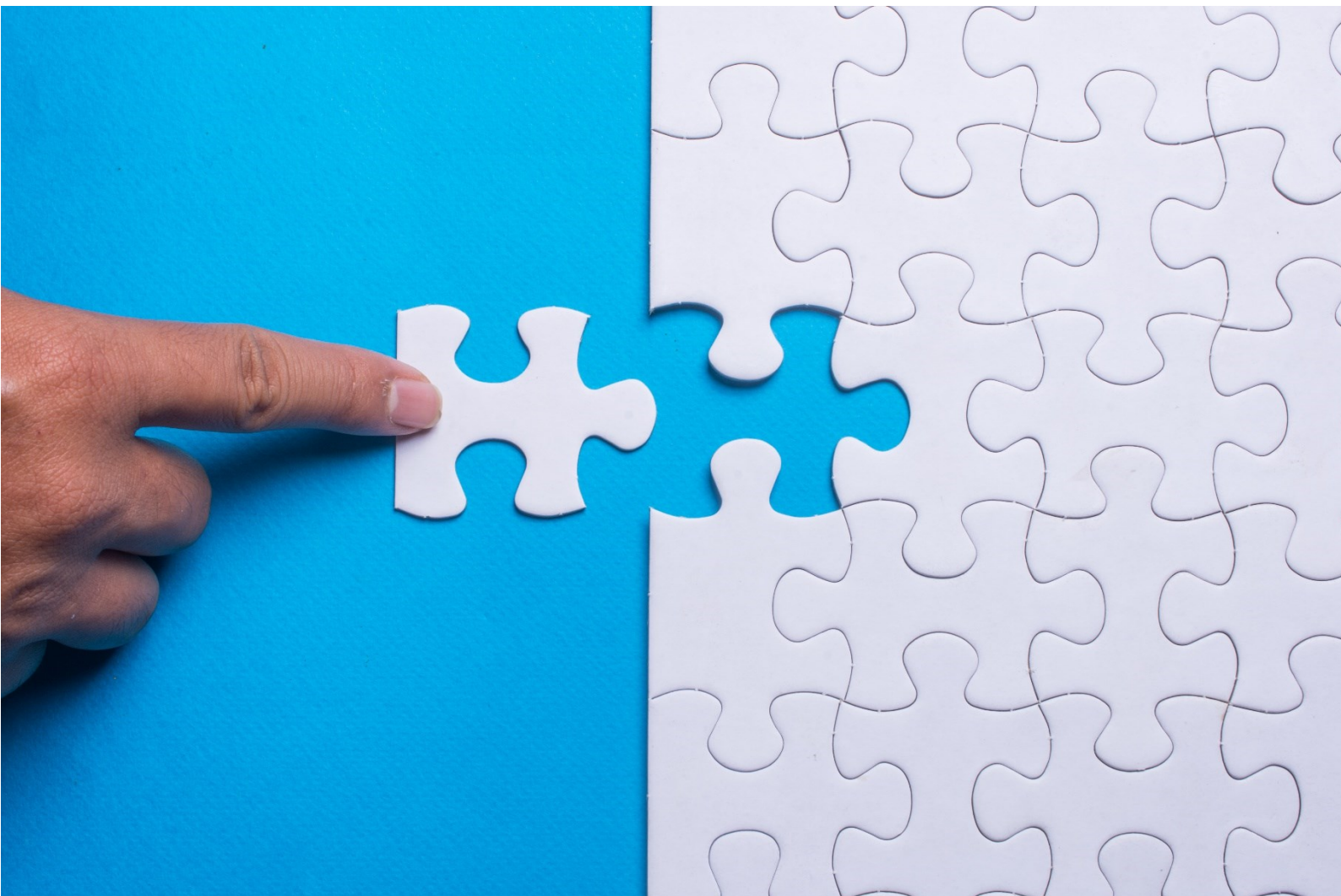
ISCAP



Advanced
Cyclone
Systems

The Digital Marketing Case Study

BUSINESS OVERVIEW



Company name and brief introduction

Advanced Cyclone Systems - Advanced Cyclone Systems, S.A. (ACS) is a company exclusively dedicated to the development and commercialization of high efficiency cyclone systems, worldwide. The company works in a very close cooperation with its clients to design custom made cyclone systems that really solve their unmet needs. ACS has grown to be a turnkey project provider in any part of the world, whenever cyclones are part of the solution.

The industry or sector in which your business operates

Advanced Cyclone Systems operates in the industrial air pollution control sector and in the Powder Recovery sector for pharmaceutical, pharma and chemicals companies.

Target audience or customer demographics

The target audience for Advanced Cyclone Systems primarily includes industries and sectors where air pollution control and particulate matter removal are critical. This includes:

- **Industrial Manufacturing:** Companies involved in manufacturing processes that generate particulate emissions, such as metalworking, chemicals, and automotive industries.
- **Energy Production:** This includes biomass power plants, coal-fired power stations, and other energy generation facilities where emission control is essential.
- **Food and Feed Processing:** Industries involved in the processing of food and animal feed, where dust and particulate matter can be a byproduct of the production process.
- **Pharmaceuticals:** Pharmaceutical companies that require high levels of air purity in their manufacturing processes.
- **Waste Management and Recycling:** Facilities that process waste and recycling materials, where controlling air pollution is a significant concern.
- **Research and Development Facilities:** Laboratories and research centers looking for efficient ways to control particulate emissions.
- **Environmental Agencies and Governments:** Entities focused on environmental protection and compliance with air quality regulations.

Overall, the target audience is broad and includes any industrial or commercial entity that needs efficient and effective solutions for managing air pollution and powder recovery.

Key products or services offered

Cyclone systems for industrial applications.

CURRENT ONLINE PRESENCE



Details about your existing online marketing efforts

Google ads, LinkedIn ads, SEO efforts, online publications in specialized directories/forums, E-mailing with tracking and automated process for lead generation.

Website URL

1. <https://www.advancedcyclonesystems.com>

Social media profiles

1. <https://www.facebook.com/AdvancedCycloneSystems/>
2. <https://www.youtube.com/@AdvancedCycloneSystems>
3. <https://twitter.com/ACycloneSystems>
4. <https://www.linkedin.com/company/advancedcyclonesystems>

MARKETING GOALS AND OBJECTIVES



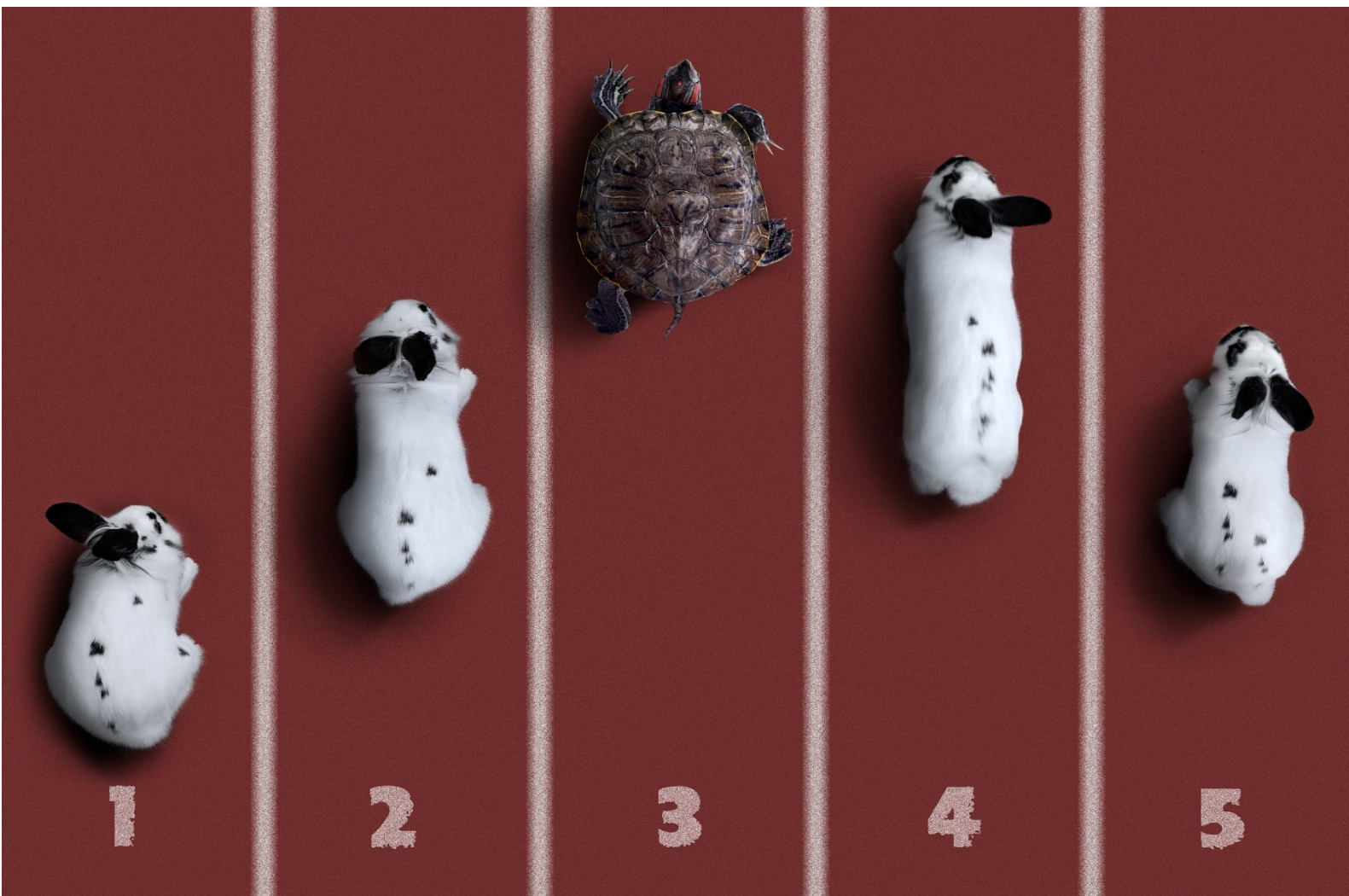
Digital marketing goals and objectives

1. increase organic traffic.
2. improve google search ranking.
3. generate website qualified leads.
4. generate LinkedIn qualified leads.
5. Others

Budget and Resources:

1. An approximate budget allocation for online marketing activities
 - a. 2000 to 2500€ / Monthly
2. Resources available for the competition (e.g., access to graphics, content, or technical support)
 - a. Google analytics
 - b. Google web console reports
 - c. Google ads
 - d. Google drive with all information shared with clients/agents.
 - e. Others.

COMPETITIVE LANDSCAPE



Information about competitors in the industry

- a. <https://scheuch-industrial-solutions.com/en/products-solutions/filtration-separation/cyclone-and-multi-cyclone/> - direct competitor of ACS from Germany, but much larger and with other solutions filtration beyond cyclones. Competes with ESPs and Bag Filters.
- b. <http://www.rr-bethfiltration.com/en/> - Same as above.
- c. <https://en.luehr-filter.de/> - Same as above.
- d. <https://www.cecoenviro.com/brands/fisher-klosterman/> - direct competitor to ACS from the USA, but much larger and with other filtration solutions in addition to cyclones, but in this case, it has high efficiency cyclones and can compete against our Cyclones.
- e. <https://www.schenckprocess.com/technologies/filtration/mechanical-filters/cyclones> - large German integrated solutions provider. Not only does it feature other filtration solutions, but it also has many other process equipment for various industries. As cyclones are weak, it ends up being an ACS customer.
- f. <https://www.gea.com/en/products/dryers-particle-processing/spray-dryers/powder-recovery-products/cyclone-powder-separation-extra-efficiency.jsp> integrated solutions provider from Germany of large scale specialized in chemical, food, and pharmaceutical processes. Not only does it feature other filtration solutions, but it also has many other process equipment for various industries. In this case, as it has know-how in cyclones, it does not buy from ACS and is a competitor.
- g. <https://dedert.com/> - Like the previous one, but as it recognizes that their cyclones are weak, so they buy from ACS.
- h. <https://www.hanningfield.com/powder-recovery-from-pharmaceutical-tabletting-encapsulation/> smaller company with various process and cyclone solutions for the pharmaceutical industry. Quite dynamic and can be a good benchmark.

Strengths and weaknesses relative to competitors

Strengths

1. Specialization in cyclone systems, with a high degree of expertise and innovation in this specific area.
2. A more focused product line compared to competitors who offer a wider range of solutions, which can be a selling point for clients seeking specialized cyclone solutions.

Weaknesses

1. Being a smaller player in the market might limit resources for research, development, and marketing compared to larger competitors.
2. Limited product range compared to competitors who offer comprehensive solutions, which might be preferred by some customers seeking one-stop solutions.
3. Geographical presence. Although we are already in 38 countries with more than 300 installations, we don't have a local presence. Our headquarters are in Porto, Portugal and we have an office in Vitoria, Brazil.

DESIRED OUTCOMES

AND

SMART CHALLENGES TO BE SOLVED BY
THE STUDENTS' TEAMS



challenges or issues currently face in online marketing efforts

1. High bounce rate
2. Low e-mail opening rates
3. Not enough social media interaction

Specific outcomes or results do we hope to achieve through the students' online marketing strategies

1. Outside perspective on what we can do to improve our online presence.
2. Actual marketing strategies for companies transitioning too digital.
3. Updated tools using AI for better performance.

Contact Information

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