

# *From Employer Branding to SEO: What is the Marketing Team working on?*

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Presented by

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# Who is this ,Marketing Team‘?

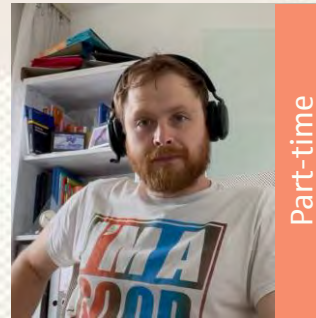
## SEAL Systems AG



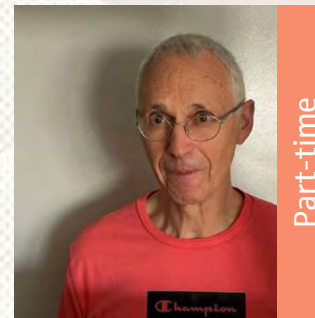
Michaela  
Grillenberger  
*Team Lead  
Marketing*



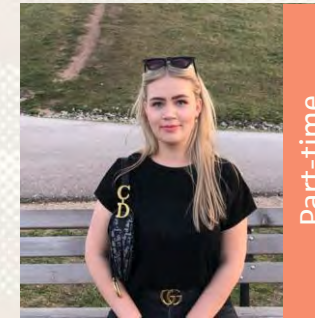
Tessa  
Krauthahn  
*Online Marketing  
Manager*



Oliver  
Löschner  
*Marketing  
Manger*



Robert  
Aumer  
*Freelancer*



Alena  
Huber  
*Trainee*



Nicole  
Klein  
*Marketing  
Manager*



SEAL Systems Inc.  
Jared Earl  
*Marketing Manager*



SEAL Systems SARL  
Said El Morabiti  
*Sales Manager*



# Looking back: What kept us busy last year?

**4+5. October:**

First Hybrid  
User Meeting /  
Customer Day



**November:**

Xmas Party -  
Bowling Night with  
Sales Team



**December:**

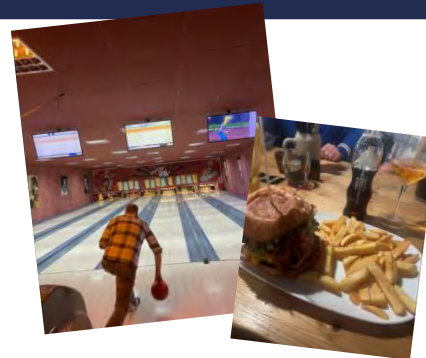
Gina Trebes  
has quit

Q4 / 2022



**14. October:**

Relaunch of the  
New SEAL Systems  
Website



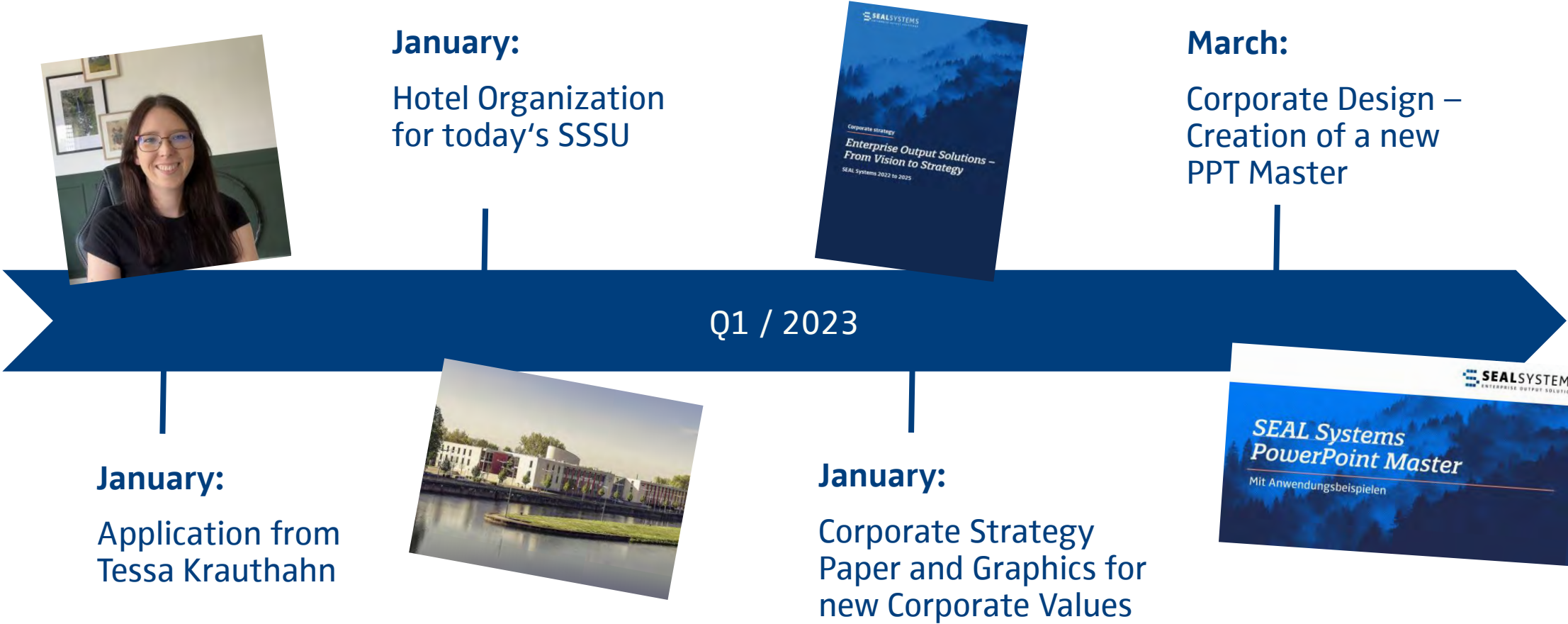
**16. December:**

Online  
Christmas Party  
for SEAL  
Systems





# Looking back: What kept us busy last year?





# Looking back: What kept us busy last year?

25. April:

Mailing for Customer Survey 2023 & Sales Campaign



May:

Start of EOM Webinar Series on MAN



June:

Video for open position 2<sup>nd</sup> Level Service Engineer

Q2 / 2023



1. May:

Start of Tessa Krauthahn at SEAL Systems



May:

Promoting new partnership with IBM





# Looking back: What kept us busy last year?



**July:**  
Hotel and Date Selection for Customer Day 2024



**August:**  
Intensified Work in the field of SEO and Website Optimization



Q3 / 2023

**July:**  
Planning and Design of DSAG Annual Congress

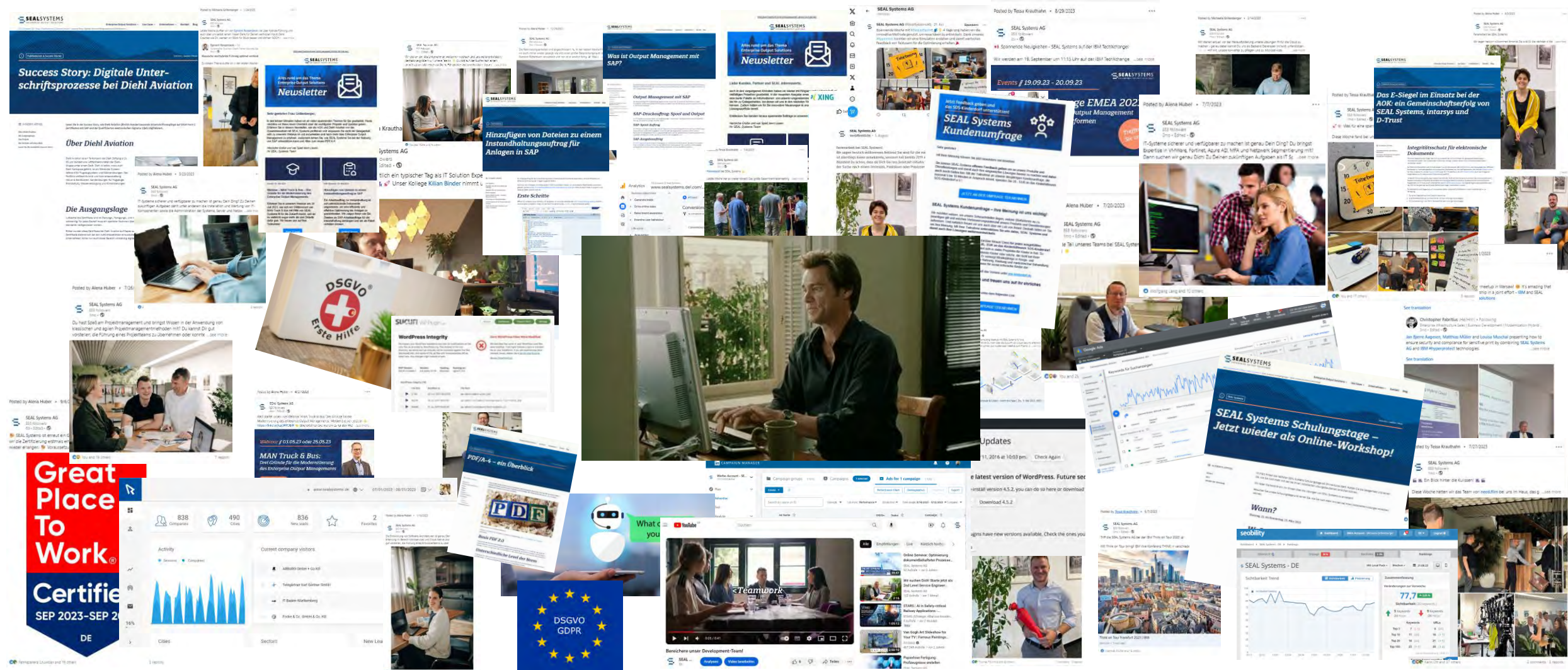


**24 + 25. July:**  
Shooting of an Employer Branding Video in Röttenbach



**August:**  
Finalizing Plans for SSSU

# Looking back: What kept us busy last year?



Ongoing To Do's: Content Creation for Blog, Social Media, Maintaining the Website and SEO, Sending Newsletters

# *Summary of the Past Year*

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- Many projects and tasks that were only possible through the efforts of many other departments and people at SEAL
- Namely Business Development; Julia from HR but also our two bosses Johannes and Hans Jürgen; Thomas T, Jan and Wolfgang L.; our IT
- Many other have supported us!







# *Actual Summary of the Past Year: Thank you!*





# *Looking forward: What is our focus for the upcoming months?*

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- Build a brand
- Website optimization to make it a lead machine
- Lead Campaign for Enterprise Output Solutions/Enterprise Output Management
- Focus and adapt our presence in the social media channels
- Produce user-oriented content – focus on use cases, benefits for customers and justify them





# Why do we want to do this? Strategy 2025

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## *Objectives ,Customer – Market – Partner‘*

- Six EOS projects with a volume of at least 500,000 Euro each by 2025
- Increase brand awareness of SEAL Systems for the topic Enterprise Output Solutions or Enterprise Output Management by at least 30 %.
- 4 new partners by the end of 2025 that have the potential for one EOS project per year
- Double partner revenue to 1 million Euro the end of 2025

## *Objectives ,Innovation – Products – Services ‘*

- Common understanding of EOS by the end of 2022
- Define EOS portfolio (acquisition, in-house development)
- Decision on Software as a Service by the end of 2022

## *Marketing Perspective*

- Full speed towards Enterprise Output Solutions / Enterprise Output Management
- Strengthening Brand Awareness in the EOS area
- Openness to the Topic of SaaS
- Preparation for more intensive Partner Marketing and Utilization of Partnerships for joint Activities



# Why do we want to do this? Strategy 2025

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## *Objectives ,Human Resources'*

- 30-40 new employees, qualified according to the requirement profile, will be hired by the end of 2025
- Employee satisfaction is up from 2022 GPTW score of 71% to 75%
- Employees have the necessary qualifications to be able to implement the SEAL Systems strategy

## *Objectives ,Communication'*

- The corporate mission statement and the overall strategy for SEAL Systems are known to all employees

## *Marketing Perspective*

- Strengthening Employer Brand Awareness and create a Positive Employer Brand
- Work as an extension of the HR department
- Use of the GPTW award for external communication
- Assisting with activities to increase employee satisfaction, where necessary
- Identify areas in which we would like to improve ourselves, e.g. through education and training, and need new input
- Support of the management in rolling out / publishing the mission statement and strategy



# *How do we want to achieve this?*

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- More focus for each team member,  
Definition of responsibilities
- Work in a process-oriented way /  
Documentation
- Using tools such as Marketing Automation  
and AI
- Closer international collaboration





# Questions?

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*Thank you!*



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