

Master's Thesis Evaluation by the Oponent

Title of the Master's Thesis:

Digital marketing strategy for generating sales leads – case study of Hilti

Author of the Master's Thesis:

Petr Báša

Goals of the Master's Thesis:

To identify the key success factors of digital marketing communication strategy with the goal of generating leads for Hilti strategic services.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Peter has brought very practical example of how digital marketing could be done with respect of Hilti business model and market segment Hilti operates and pointed out some practical management advices to be implemented right away. I am very amazed by the overview /summary of practices/approach across the internal digital experts and ability to draw practical conclusion and local recommendations.	20	18
	Goals	The Goals were accomplished with high level of pragmatism. In the next steps we would like to follow up upon concrete recommendations to work them out and integrate it into our process.	10	8
	Methodology:	Petr has used wide spectrum of methodology during the development of the work in order to satisfy the practical implementation aspect and academical high overview.	20	20
	Theory/ Conceptualization:	Petr showed ability to orientate in topic which is for Hilti relatively new the Peter brought it down into clusters and work out practical recommendation based on best practices and recommendation from internal/external experts.	20	20
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	Terminology:	Very effective combination of internal terminology with academical language.	4	4
	Formalities:	Formal layout and requirements, extent, abstract.	4	4
	Citing:	Quality of citations and reflection of Ephorus results.	4	4
Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	

	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

Very solid academical fundament linked with broad research part - in depth interviews with wide spectrum of competence within the Hilti company. This material brought solid overview of the activities and perceptions on given topic across the company. This material will be used as guidance for marketeers that are considering jumping on the track of lead generation for strategic services. As a follow-up upon this study I would suggest to include customer (personas) point of view and concrete tips analysis on how lead generation campaigns are successfully done in other segments in B2B/B2C with comparison of successful B2B/B2C.

Questions or comments to be discussed during the thesis defence:

What are the particular key aspects / features of the system-process that could integrate sales and marketing for effective lead generation process?

What are the leadership KPIs to measure lead generation campaigns? What is the optimal investment into lead generation campaign?

What is optimal process/people structure-design for processing the leads for MO Czech republic?

What are the examples of possible communication message for the lead generation campaign for strategic services like ON!Track?

What are the skills that we should acquire with external hire/training to digital department?

What are the concrete action to drive the change management process inside the company to tackle the internal scepticism?

The name of the Oponent:

Jiri Jindrak – Marketing Director EE-EU markets

The employer of the Oponent:

Hilti CR spol. s.r.o

Date 5. 6. 2018

Signature of the Oponent:

