

CVIT

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Final Project for the Digital Marketing





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**friendly reminder*

This document is interactive. Click on the table of contents to navigate to the sections, and click on the section titles to return to the table of contents (the same applies to the report and the annex of tools). Additionally, the titles of each social media platform and CUIT's website will redirect you to the respective platform, as well as when mentioning each social media and website of competitors. Clicking on the names of influencers or artists for collaborations will also redirect you to their Instagram profiles.

01

Introduction

Project description, objectives, and a brief introduction to the company under analysis



The objective of this work is to conduct research and develop a marketing strategy for CUIT, a ceramic space located in Valencia. This is a place dedicated to promoting the art of ceramics through workshops and classes, which also features a store, the possibility of personalized orders, and a coworking workshop. The courses are aimed at both individuals who wish to delve into the art of ceramics and learn through regular classes, as well as those who are interested in one-time experiences or workshops. On the other hand, the store is intended for buyers looking for unique crafts and pieces, as well as for large companies or restaurants seeking custom-designed tableware.

For the development of this work, and considering the mentioned services and target audiences, a digital marketing strategy will be implemented to achieve the following objectives:

- Increase online store purchases and personalized orders
- Improve attendance at workshops
- Strengthen brand visibility

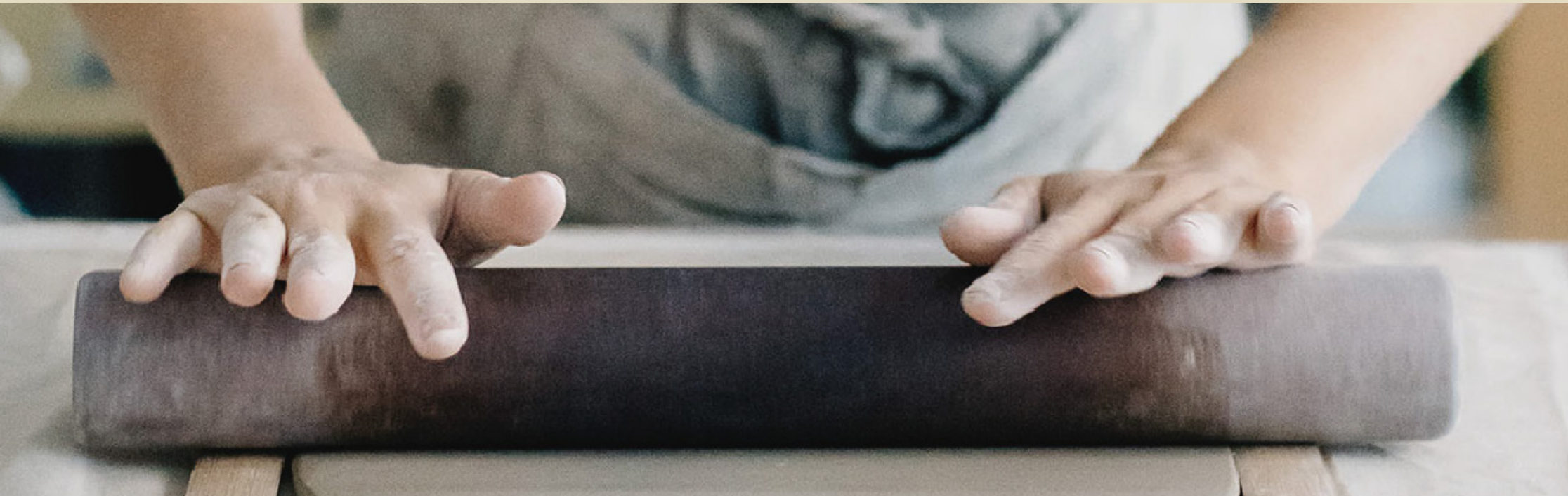
To achieve these objectives within a 3-month timeframe, interconnected strategies will be implemented, such as enhancing social media content, optimizing SEO to increase organic traffic, and running SEM campaigns. Additionally, a measurement plan will be developed to assess the effectiveness of the initiatives and make adjustments as necessary. Ultimately, this marketing strategy aims not only to boost workshop attendance and sales in the store but also to establish CUIT as a leading name in ceramics and craftsmanship in Valencia.



02

Analysis of the current situation

History and Context, Specific Analyses (PESTEL, SWOT, Canvas), Target Audience, Brand Communication, and Competitors



2.1. History and Context

CUIT was founded by Patricia Soriano (Degree in Business Administration) and Celia Collado (Degree in Conservation and Restoration of Cultural Heritage). They were united by their passion for ceramics, having met while studying at the Higher School of Ceramics in Valencia, where they realized that their working methods were similar and complementary. This led them to start considering the idea of creating their own workshop. They founded the workshop in 2018, in the city center of Valencia, a place with a rich and important ceramic tradition.

In their workshop, they offer periodic courses, one-off workshops, coworking for creatives, a store featuring the pieces they make, and the possibility of creating complete ceramic collections for large companies, such as those for decoration or tableware for restaurants. All their pieces are handmade, and they use various techniques such as the potter's wheel, natural molding, casting molds, etc., as well as materials like terracotta and mostly stoneware. What defines them is their use of traditional techniques and materials, along with the manual production of each piece.



2.2. Mission, Vision, and Values

mission

Their mission is to promote the art of ceramics and make it accessible to different audiences. They aim to share their knowledge of this craft and bring back the everyday use of handmade objects, like the ones offered in their store, by creating unique designs while always ensuring practicality and affordable prices.

“We want to bring ceramics closer to people, whether through the courses or the pieces we make from start to finish in the workshop. We want those who buy our objects to use them every day, to make them a part of their daily life. That’s why we pay great attention to design and finishes, always striving to make them practical and affordable pieces.”

vision

Their vision is to achieve greater brand recognition, establish their designs as iconic, and ensure they are recognized by interior design studios or restaurants so that their creations can become part of different types of experiences. They aim to position themselves as leaders in the city of Valencia while continuing their educational work through workshops.

“We want to establish ourselves as a reference ceramic brand and have our designs recognized. We would love to work with more restaurants because it’s incredibly rewarding to see our tableware used in plating, and also with interior design studios that are interested in incorporating unique pieces into their proposals or projects.”

values

The values of CUIT can be summarized as: craftsmanship, quality, accessibility, and creativity. They create works through practices committed to sustainability, focusing on producing unique, handmade pieces crafted one by one with great care. Additionally, in their workshops, they aim to create an accessible and welcoming space for creation and imagination.

2.3. SWOT Analysis

2.3.1. Weaknesses

- **Low social media interaction and online presence:** Although CUIT has aesthetically appealing social media profiles and website, it suffers from low organic visibility and lacks meaningful interactions on its social media, which hinders greater engagement.
- **Limited product offering and lack of automation:** Due to the handmade nature of their products, their design and production processes are slower, which can be a barrier to fulfilling large orders or adapting to new trends quickly.
- **Dependence on local clientele:** Although they have an online store, its promotion needs improvement, and a significant portion of their customer base is still focused on those who can attend in-person workshops and courses.
- **Limited human resources:** The company is composed of only four people responsible for teaching workshops, designing and creating the store's product lines, handling large private orders, and managing promotion and social media tasks. This can lead to workload overload and make it difficult to handle larger orders or offer more workshop and course schedules.

2.3. SWOT Analysis

2.3.1. Threats

- **Competition from large brands:** Big competitors with greater brand recognition and mass production capabilities can offer lower prices and have a stronger online presence, which could hinder CUIT's expansion and visibility.
- **Competition from ceramic workshops:** The rise of ceramic workshops where customers can paint or even create their own pieces has become a trend, and the increasing number of these trendy local businesses could affect CUIT's market share in the local area.
- **Rising material and production costs:** Due to the current economic situation and inflation, the costs of materials are increasing. If this trend continues, CUIT might find it difficult to maintain its current profit margins, potentially leading to higher prices that could alienate potential customers.
- **Economic fluctuations:** As with any business tied to leisure or tourism, CUIT is exposed to the possibility of economic changes, such as crises or inflation, which could reduce consumer spending on non-essential services like workshops or handmade products.

2.3. SWOT Analysis

2.3.1. Strengths

- **Unique and personalized designs.** One of CUIT's greatest strengths is the products it offers—handcrafted pieces of high quality. Regarding the service they provide, which they aim to enhance, such as designing for restaurants or other businesses, this is a significant strength as they provide distinguished tableware or pieces that are customized to meet the client's needs and aesthetic.
- **Craftsmanship and sustainability.** Through their artisanal techniques and the use of eco-friendly materials, CUIT promotes responsible ecological practices that align with the growing social movement advocating for sustainability and natural products. Additionally, this aspect directly impacts the quality of the pieces themselves.
- **Market trend for experiences.** Currently, one of the fastest-growing markets is that of experiences. People no longer just buy objects; they purchase life moments. The workshops offer this type of experience, which is a great strength for the business and can even be exploited in a tourist context.
- **Diversified offering for different sectors.** CUIT not only sells or designs handcrafted pieces but also offers workshops, courses, and coworking spaces. This diversification broadens the company's services and audience, targeting both individuals and large businesses, thus creating stable revenue streams.

2.3. SWOT Analysis

2.3.1. Opportunities

- **Improvement of social media and website.** CUIT currently has a solid foundation with an attractive website and social media presence, which can be easily enhanced by implementing the right strategies to improve visibility and brand awareness.
- **Collaborations with emerging artists.** Increasing brand visibility and attracting new audiences that align with their target market could be achieved by fostering synergies with other artists or creatives, both local and international. This could include hosting specialized workshops or talks with these individuals, developing collaborative design lines, and more.
- **Content creators.** Another great opportunity to explore is collaborating with content creators who specialize in topics like crafts and decoration to recommend CUIT's pieces and custom design services. Lifestyle influencers could also help boost participation in workshops or classes.
- **Expanding remote experiences.** To address one of their weaknesses—limited local and physical reach—CUIT could create more offerings like their existing “make your own mug” kits, adding video tutorials or online courses. This would allow them to expand their audience, cater to unlimited participants, and reduce workload or scheduling limitations for the team.

2.4. PESTEL Analysis

2.4.1. Political factors

Subsidies and Grants for Crafts

Currently, in Spain and specifically in the Valencian Community, there are several subsidies aimed at promoting craftsmanship that could benefit CUIT. These grants are managed by the Regional Ministry of Sustainable Economy, Productive Sectors, Trade, and Labor. Such funding could cover expenses like training, promotion, or participation in fairs, making them highly advantageous for a business like CUIT. However, accessing these subsidies can be challenging, as they often require a complex bureaucratic process, strict deadlines, and detailed justification for all project aspects. This may pose a limitation if the business lacks time, resources, or expertise to handle the paperwork.

Support for Sustainable Businesses

Sustainable business practices enjoy growing support at both state and regional levels. Companies like CUIT, which aim to establish an artisanal and environmentally friendly model, can benefit from tax incentives, provided they meet the required standards and conditions.

Promotion of Cultural and Creative Tourism in Valencia

The Valencia administration actively supports cultural tourism, making CUIT, with its workshops and initiatives, a potential candidate for inclusion in the city's tourism circuits. This could help boost visibility and attract more customers. However, it is essential to note that relying heavily on tourism could have drawbacks; in times of economic crisis or instability, shifts in tourism trends might destabilize the business's steady income.

2.4. PESTEL Analysis

2.4.2. Economic factors

Inflation and Purchasing Power

Inflation in Spain, as in other European countries, has increased the cost of living. This could impact the demand for non-essential products, with customers potentially prioritizing lower costs over quality and craftsmanship when purchasing items like those offered by the store.

Cost of Materials and Production

In line with the previous point, inflation and market price fluctuations affect the costs of materials such as ceramics or stoneware, directly influencing production expenses and, consequently, the final product price. This could discourage potential buyers. Additionally, service costs such as electricity, water, and rent are significant factors. Ceramics production involves industrial kilns that require long firing periods and large amounts of water. An increase in electricity or water prices would result in higher production costs.

Scalability Challenges

As previously mentioned, CUIT's management by just four people could present various challenges in scaling the business. High demand periods or larger orders might overburden the company's productive capacity. The lack of additional staff could limit the business's economic growth potential.

2.4. PESTEL Analysis

2.4.3. Social factors

Rise of Craftsmanship and Sustainability

There is a growing interest in handmade, unique, and sustainable products, a trend that directly benefits CUIT. However, this interest is often accompanied by a lack of knowledge about traditional artisanal techniques, which younger generations may be unfamiliar with. In this context, CUIT's workshops offer an opportunity for those interested in exploring traditional and manual forms of creation.

Purchase of Experiences

This leads to the next point: there is an increasing demand for experiences rather than physical objects in today's market—particularly for “Instagrammable” moments. This trend is key to the promotion strategy for CUIT's workshops.

Fast-Paced and Immediate Lifestyle

This factor could impact CUIT both positively and negatively. Society today is accustomed to immediacy, with expectations for next-day delivery and fast-paced living. While CUIT's longer production timelines for individually crafted pieces might pose a challenge, their workshops and classes offer a reprieve for those seeking relaxing and recreational activities as an escape from the hectic pace of daily life.

2.4. PESTEL Analysis

2.4.3. Technological factors

Technologies in Ceramic Techniques

While the adoption of new technologies for creating ceramic objects might contradict CUIT's traditional and artisanal principles, it is essential to consider these innovations, as competitors may embrace them. CUIT should remain aware of such advancements and adapt its messaging and style accordingly to maintain a competitive edge.

Technologically Savvy Audience

Aligned with the social aspects mentioned earlier, the audience purchasing CUIT's pieces or attending its workshops is likely familiar with technology. Thus, CUIT must balance its manual and artisanal production with a modern technological approach in its promotion. Appealing to tech-native customers could involve emphasizing the revival of traditional craftsmanship as a unique selling point.

Social Media and eCommerce

Given the current technological landscape, social media and eCommerce are indispensable tools for any business. Effective management and strategic use of these platforms are crucial for CUIT to engage with its audience and expand its reach.

2.4. PESTEL Analysis

2.4.4. Ecological factors

Use of Sustainable Materials

CUIT employs natural and sustainable materials such as stoneware and terracotta, which are durable and less polluting than many industrial products. However, production is never entirely eco-friendly, as the extraction of these materials has its own ecological impact.

Energy Consumption of Kilns

A key factor in both costs and environmental impact is the use of kilns, which are essential to the production process. These can consume significant amounts of energy, making it crucial to prioritize energy-efficient kilns to minimize their ecological footprint.

Waste and Water Management

While ceramic production often follows an artisanal process, it requires substantial water usage and generates waste that must be managed responsibly. Despite these challenges, CUIT's production processes remain far more environmentally friendly compared to industrial-scale manufacturers that mass-produce items using non-recyclable materials.

2.4. PESTEL Analysis

2.4.5. Legal factors

Craft Laws

CUIT can benefit from Law 1/1984 on the Regulation and Promotion of Crafts in the Valencian Community, which supports artisans through grants, enabling access to funding and assistance to enhance their business operations.

Tax Regulations (VAT)

CUIT's handmade products are subject to a 21% VAT, directly affecting their final sale price. Additionally, the materials used, such as stoneware and ceramics, are also taxed at this VAT rate.

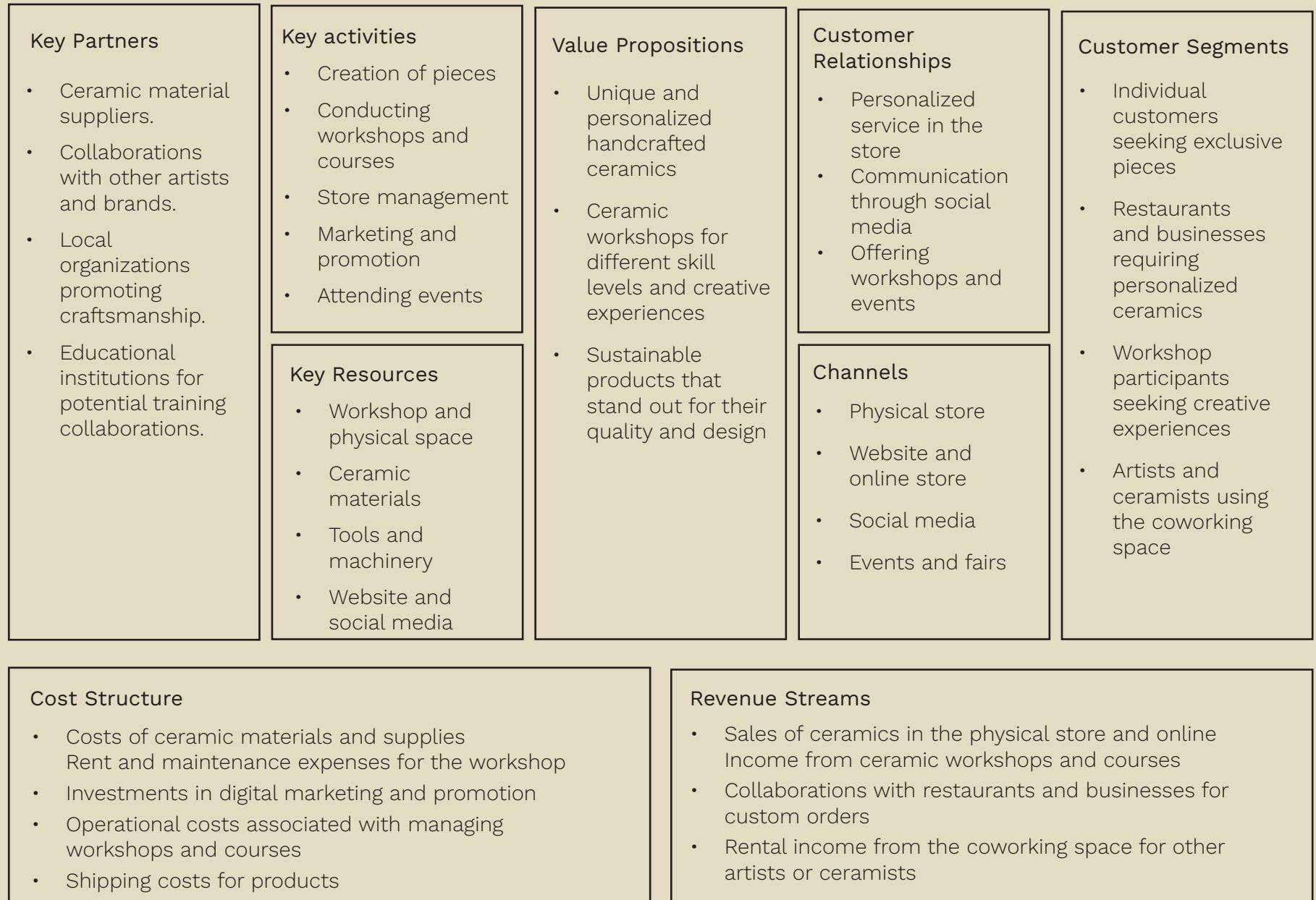
Law 7/2021 on Climate Change and Energy Transition

This law promotes sustainability by providing tax incentives to companies adopting environmentally friendly practices. CUIT, with its artisanal and sustainable approach, could benefit from these initiatives by optimizing energy and material consumption.

Other Relevant Laws

Small businesses like CUIT may take advantage of initiatives such as the Digital Kit program, which offers grants to improve digital presence (websites, eCommerce, digital marketing). Furthermore, CUIT must adhere to laws regulating workshops and educational centers, including compliance with safety standards, licenses, and other legal requirements. The General Law for the Defense of Consumers and Users also applies, ensuring compliance with regulations on product sales and consumer rights.

2.5. Canvas Model



2.6. Target audience

To analyze CUIT's target audience, it is important to consider that the company offers various services, each of which corresponds to distinct audiences. While these audiences may share some common traits, they differ from one another. These services are: the store, workshops, classes, corporate orders, and coworking. Each of these audiences has a unique profile and different needs, which are analyzed below.

shop audience

workshops audience

regular classes audience

custom orders audience

público coworking

2.6. Target audience

2.6.1. Shop audience

This group includes individuals who are looking for exclusive, handcrafted ceramic pieces to decorate their homes. Given that prices range between 20-40€ for small-sized items, the target audience likely has a medium-high purchasing power and is interested in unique, high-quality products. They generally come from Valencia and other parts of Spain, accessing both the physical and online store. They value design and sustainability, seeking pieces that stand out from mass-produced items.

Buyer Persona

Carmen Bernat, 45 years old, is an architect with 20 years of experience, living in Valencia. Her day begins early with client meetings and project supervision, but when she gets home, she looks to relax in an environment decorated with pieces that convey personality and exclusivity. A fan of sustainable design, she follows interior design blogs and Instagram profiles dedicated to decoration and art. Marta looks for unique ceramic pieces at CUIT that stand out in her home, in line with her modern and sustainable style. Her main obstacles are the difficulty in finding authentic handcrafted products and the challenge of acquiring them from the comfort of her home without needing to make room in her busy schedule to visit multiple stores. She values originality and the story behind each piece and is attracted to the idea of buying something she won't find in conventional stores.



2.6. Target audience

2.6.2. Custom orders audience (Businesses)

Este público está formado por empresas y profesionales del sector de la restauración o del diseño de interiores que buscan colaborar con CUIT para grandes pedidos de piezas cerámicas. Se interesan en productos personalizados que aporten carácter a sus proyectos o locales. Los restaurantes, en particular, buscan vajillas y objetos decorativos exclusivos para mejorar la presentación de su marca. Este público tiende a ser de perfil corporativo y puede proceder tanto de la región de Valencia como de otras ciudades en expansión, donde los negocios buscan diferenciarse a través del diseño.

Buyer persona

Ferrán Monfort, de 38 años, es dueño de un restaurante en el centro de Valencia, enfocado en cocina de autor. Su día a día consiste en gestionar tanto el menú como la experiencia visual del restaurante, buscando siempre destacar frente a la competencia. Está siempre explorando maneras de enriquecer la presentación de sus platos y mejorar la ambientación del local, por lo que recurre a revistas especializadas de gastronomía y diseño de interiores. Javier ve en CUIT la oportunidad de encargarse de vajillas y objetos decorativos únicos, diseñados específicamente para su local. Su principal desafío es conseguir piezas de alta calidad que puedan personalizarse en grandes cantidades, sin comprometer ni la funcionalidad, ni el plazo de entrega. Javier valora enormemente la exclusividad y la personalización, pero podría objetar los tiempos de producción si son demasiado largos o los costos si superan el presupuesto del restaurante.



2.6. Target audience

2.6.3. Workshop audience (One-time Experience)

It consists of individuals, both young and adult, who are looking for a unique creative experience or a one-time introduction to the world of ceramics. Many of them are tourists looking to have a different experience during their stay in Valencia, as well as locals who enjoy cultural activities. They may also be people looking to gift experiences or celebrate special occasions.

Buyer Persona

Damián Martínez, 28, works as a waiter at a restaurant in Manises, with an irregular schedule that leaves him little free time to spend with his girlfriend, Anna. This year, he wants to surprise her with a special gift, as they barely get to see each other due to their busy schedules. Scrolling through Instagram, he saw a video about CUIT's pottery wheel workshop for couples and thought it would be the perfect gift for them to share. He values the flexible schedule, the easy online booking process, and the option to download a gift voucher. Damián is looking for a memorable experience with his partner, a special moment they can enjoy together while learning something new. His main concern is that the spots may sell out or the prices may be high, but the ease of booking and the exclusivity of the workshop seem appealing to him.



2.6. Target audience

2.6.4. Regular classes audience

This profile includes students with a greater commitment, likely older in age, who see ceramics as a hobby and aim to consistently learn techniques over time. It is a local audience, interested in artistic and manual learning, seeking a creative environment where they can develop a long-term passion.

Buyer Persona

Cristina Rodríguez, 35, works as an executive assistant at a marketing company in Valencia. Her daily routine is packed with meetings and responsibilities that generate a lot of stress. She discovered CUIT's regular ceramics workshops through a Facebook ad and was drawn to the opportunity to learn a new creative skill while disconnecting from her daily pressures. Cristina values the chance to try different ceramic techniques in a calm and relaxing setting, where she can progress at her own pace. Her interests include hands-on and creative activities that allow her to explore her artistic side. She is looking for a workshop that provides her with the tranquility she needs after work. Cristina appreciates flexible scheduling to fit her busy professional life. Her only concerns might be the long-term cost or access to materials, but what she values most is dedicating time exclusively for herself to nurture this hobby.



2.6. Target audience

2.6.5. Coworking audience (artists and creators)

These are artists or ceramists who need a space to develop their projects. This profile includes individuals with knowledge and specialization in ceramics who seek to use CUIT's facilities, such as kilns or specialized tools, to produce their pieces. They are usually emerging artists or independent professionals, likely between 25 and 45 years old. Most are local to Valencia, although occasionally there may be artists staying in Valencia or working on a specific project in the city.

Buyer persona

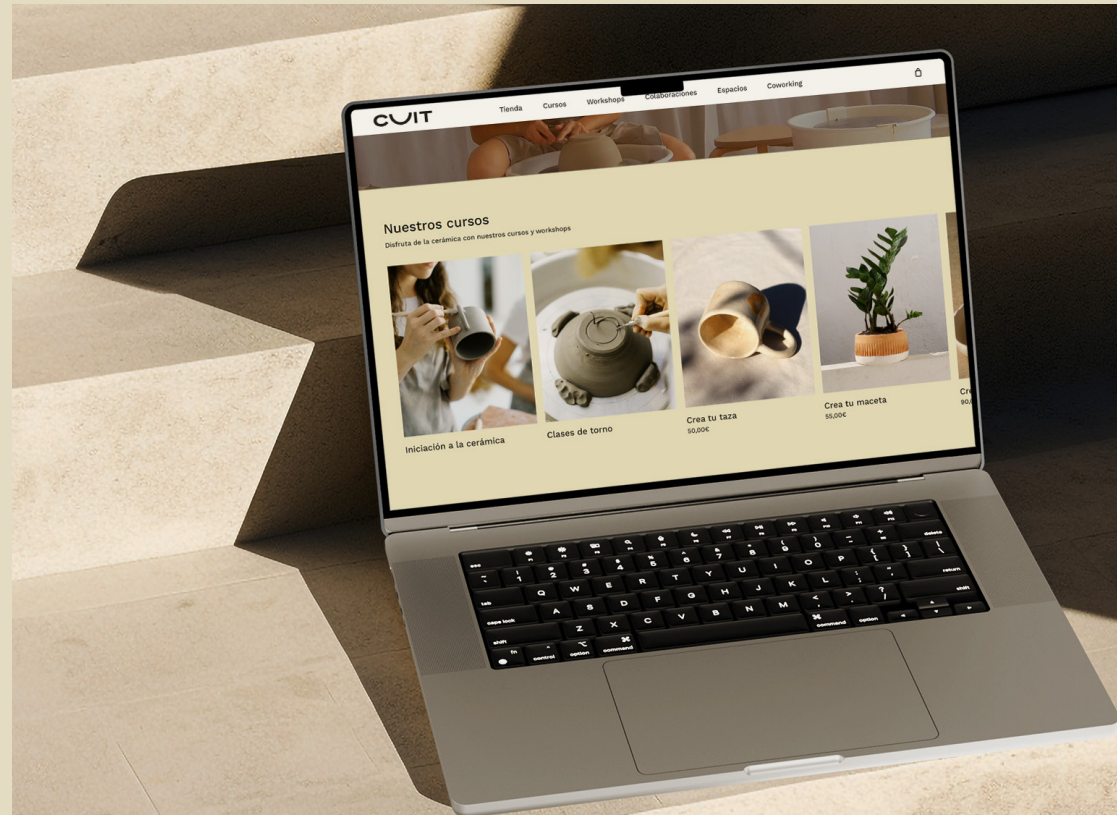
Clara López, 24, is a multidisciplinary and independent artist specializing in ceramics, living with her roommates in El Carmen, Valencia. She works as a freelancer but is just starting out and does not have access to a fully equipped studio—building one from scratch would involve prohibitive costs. In her daily routine, Clara sketches new designs, manages client communications, and crafts her pieces by hand. She discovered CUIT's coworking space through her artistic network, who shared an Instagram post with her. She is interested in collaborating in an environment that offers the tools she needs to produce high-quality ceramics, with kilns and materials at her disposal, at an affordable cost for her business. Clara values the flexibility of accessing the space when needed and the opportunity to work alongside other artists.



2.7. Brand communication

The brand is currently in a growth phase. At present, it aims to gain greater recognition and continue promoting certain services, such as creating custom tableware and objects for larger companies. Currently, CUIT has a website, Instagram, Facebook, and Pinterest.

However, its presence could be expanded by leveraging other social media platforms and optimizing the ones it already uses. While these platforms are visually appealing and contain many key elements, they could be further developed to attract more customers.

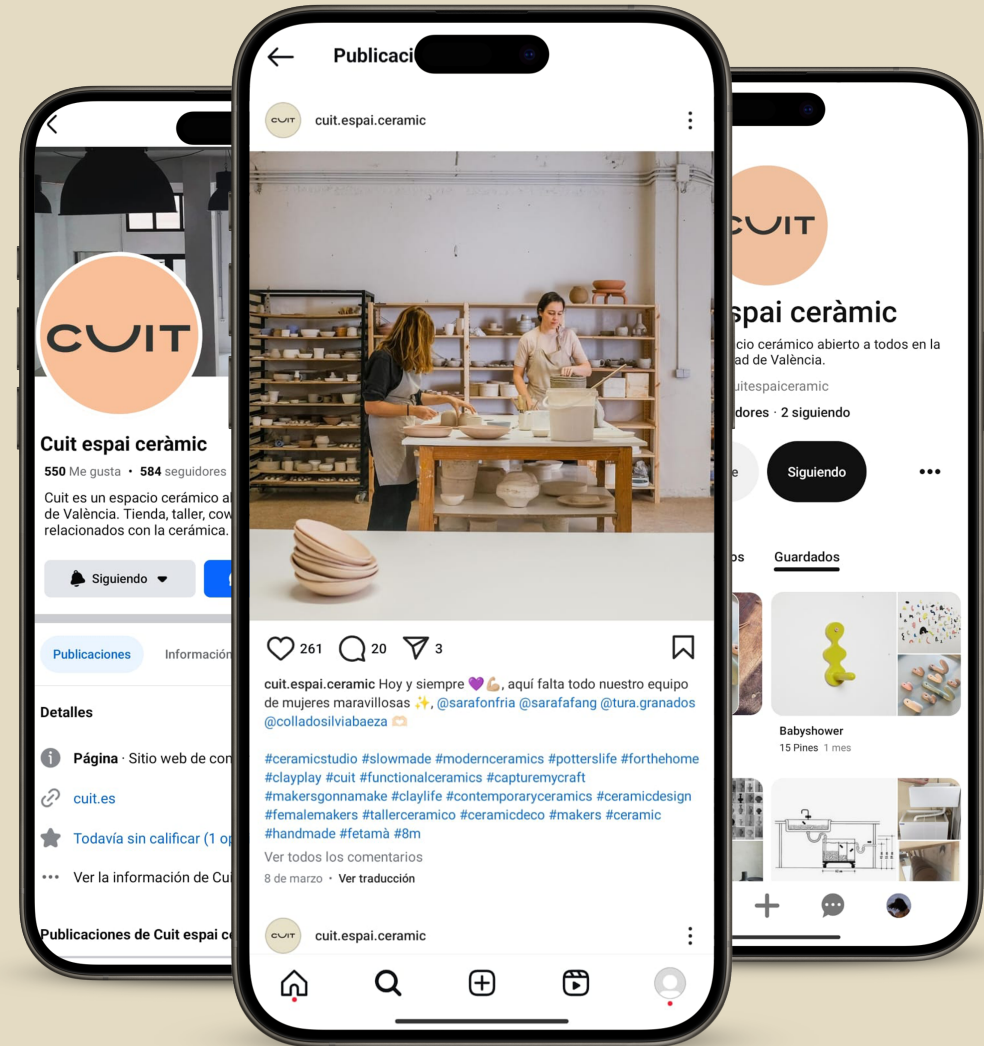


2.7. Brand communication

2.7.1. Social media

The brand's social media presence includes Instagram, Facebook, and Pinterest, all of which maintain a cohesive aesthetic. However, the content shared on Facebook and Instagram is nearly identical, while Pinterest features inspiring content sourced from other accounts rather than original or customized material. The most notable issues with CUIT's social media are the lack of educational content that provides value to the audience, content that encourages followers to engage and interact, and the absence of other social platforms, such as TikTok, YouTube, or even LinkedIn.

Below is a summary of the current state of the brand's social media, based on information gathered directly from its profiles and analytics platforms like HypeAuditor or Phlanx.



2.7. Brand communication

2.7.1. Social media

INSTAGRAM

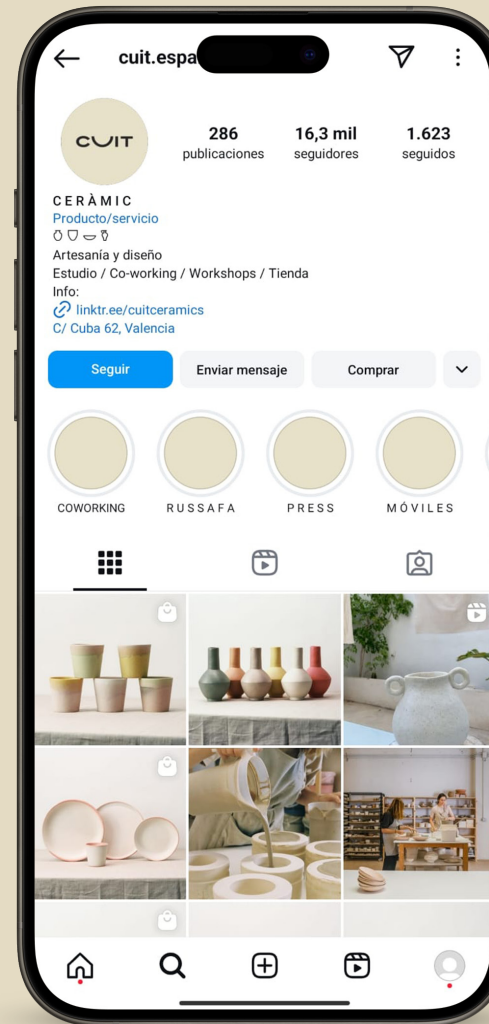
Content

The content is focused on showcasing the various products in the store, along with occasional mentions of announcements, workshops, or events in which they participate.

Aesthetic

It has a well-maintained aesthetic, with a clean feed and a color palette in line with the brand identity, featuring high-quality and well-composed images.

Regarding account information and engagement, while it has experienced optimal growth since April 2022 and has a decent reach for the number of followers, the average interactions and the frequency of posts could be improved.



16,3K

Followers

4

Comments

155

Likes

0,96 (average)

Engagement

14,15% (excellent)

Growth Rate

1,9K Stories: 280-840
Publications: 940

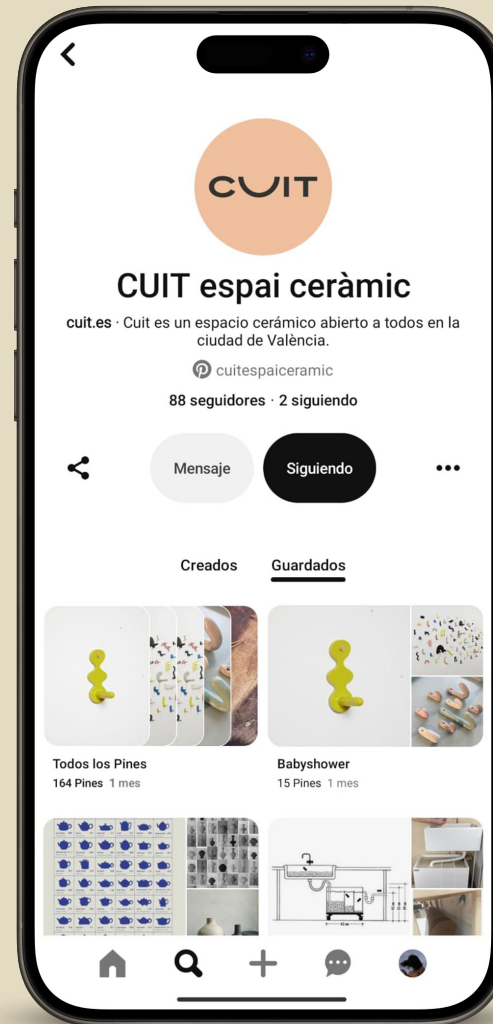
Estimated Reach

2.7. Brand communication

2.7.1. Social media

PINTEREST

CUIT's Pinterest is mainly composed of folders that include pins from other accounts, without any original content. The folders are well-organized, but the lack of original pins limits personalization and direct connection with the brand. The aesthetic follows a line in keeping with ceramics and artisanal design, but by relying on external content, it loses cohesion with CUIT's visual identity. Engagement is low due to the lack of original content and minimal direct participation on the platform. To improve, it would be recommended to create original pins showcasing pieces, manufacturing processes, and workshops, aligning Pinterest with its visual identity and brand strategy.



87

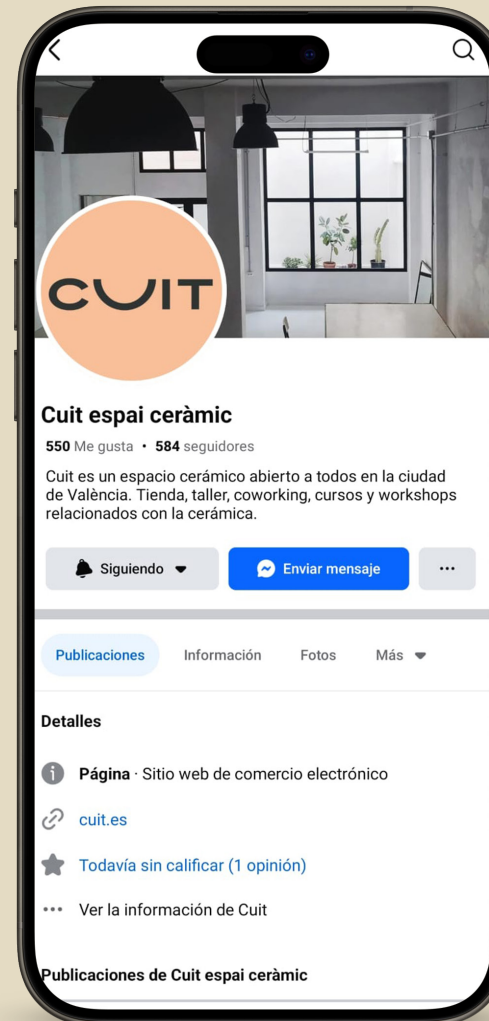
Followers

2.7. Brand communication

2.7.1. Social media

FACEBOOK

On Facebook, we observe a lower number of followers and interactions compared to Instagram. The account maintains a well-curated aesthetic, just like the other CUIT social media accounts, but the content posted is a copy of what is shared on Instagram, resulting in a relatively low level of interaction, as well as a low average of comments and likes. Additionally, it has not been observed that CUIT is taking advantage of the features that Meta offers for business accounts on Facebook.



584

Followers

550

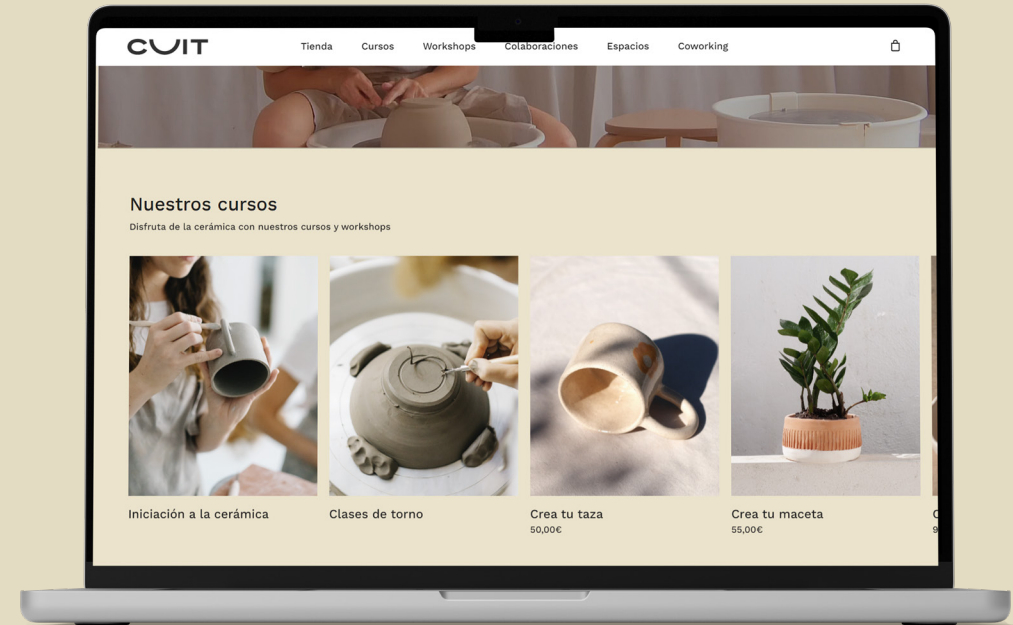
Likes

2.7. Brand communication

2.7.2. Website

The CUIT website provides a showcase of all the services offered, with a clean and user-friendly organization, maintaining an aesthetic consistent with the brand and specific descriptions that help with keyword positioning. Additionally, an essential feature is the online store, where customers can purchase ceramic products and have them delivered anywhere in Spain (excluding Ceuta and Melilla), or they can also buy and book the various workshops offered. The website is also the platform for making inquiries about regular classes or even for contacting potential collaborations with other businesses.

To properly analyze the website's SEO and aspects such as its structure, domain authority, and keywords, tools like Screaming Frog SEO Spider, Ubersuggest, Semrush, and Moz have been used.



2.7. Brand communication

2.7.2. Website

SEO ANALYSIS

Domain

The domain of the website, “cuit.es,” presents both advantages and disadvantages from an SEO strategy perspective. The domain exactly matches the store’s name, which is beneficial for branding, reinforcing brand recognition, and making it easy to remember and type. Additionally, the local extension can sometimes be favorable from a Google perspective in local searches.

However, there are some drawbacks. CUIT is a non-descriptive name, so those who are unfamiliar with the brand or the sector may not immediately associate the name with the products and services offered. This could be solved by establishing strong brand recognition. The biggest issue with the name CUIT is that in Argentina, it is associated with the acronym for the “Clave Única de Identificación Tributaria” (Unique Tax Identification Key), which appears first in search results when the term “CUIT” is entered. As a legal term, it makes it difficult to position the page effectively.

Additionally, from an SEO perspective, it could be beneficial to include relevant keywords in the domain itself. This can be compensated for by developing a strong on-page strategy with backlinks and optimized content.

2.7. Brand communication

2.7.2. Website

SEO ANALYSIS

Domain

Regarding the domain authority, Ubersuggest reports a score of 21, which is relatively low. In terms of backlinks, the website has 132 links from 45 different domains, which is an adequate amount, with quality links that provide authority to the domain. Additionally, the domain is six years old (created in November 2018), and it is set to expire in one month, which could negatively impact its authority if not renewed.

Finally, the “.es” extension is favorable for the Spanish market, but it could pose a challenge if the company aims to expand internationally, as “.com” domains tend to have greater global reach. Therefore, considering the purchase of the “.com” version could be a helpful step for future growth.

10 (low)

Domain authority

132 (decent)

Backlinks

6 years

Age

2.7. Brand communication

2.7.2. Website

SEO ANALYSIS

Keywords

Most of the traffic is generated through high-volume keywords (2,900 and 1,600), which are well-positioned (1st position).

Cuit.es has strong local relevance, especially focused on Valencia, allowing the site to dominate the traffic for ceramic-related keywords in the area. The site has secured the top position for keywords associated with both the name of the space and the products/services (ceramics).

Keywords that include localized terms like “near me” suggest a high search intent from users looking for experiences or workshops nearby, which could lead to direct conversions.

However, there are opportunities for improvement, as the current range of keywords is quite limited. Expanding these keywords would help attract a broader audience, enabling CUIT to reach its full target market.

6,840

Total organic traffic

261

Positioned keywords

1

Average position

All of the keywords are ranked in the first position on Google, which is extremely favorable for attracting organic traffic.

2.7. Brand communication

2.7.2. Website

SEO ANALYSIS

Keywords

KEYWORDS	VOLUME	POSITION
cuit	2900	1
ceramics valencia	1600	1
ceramic valencia	1600	1
cuit espai ceràmic	590	1
ceramic workshop near from me	260	1

2.7. Brand communication

2.7.2. Website

SEO ANALYSIS

Web structure

An analysis of the website structure was conducted to identify potential issues, and the following areas for improvement were found:

- **Meta Descriptions and Meta Keywords:** It was observed that most of the pages lack meta descriptions, and none of the pages make use of meta keywords. This negatively impacts the website's SEO performance.
- **Page Titles, H1, and H2:** While no issues were found with the organization or repetition of titles, it was noted that legal pages lack titles. Additionally, some pages could benefit from incorporating more keywords. For instance, the page titled "Tienda" could be improved by adding keywords like "tienda de cerámica artesanal en Valencia."
- **URL Structure:** The website's structure is well-organized, with no broken links or URLs that cause navigation errors. There are no excessively long or complex URLs that could complicate access or understanding for both users and search engines. However, currently, all pages on the site, including the legal notice and privacy policy, are indexed, which is not ideal as these pages do not add SEO value. This could be improved by ensuring that only the most relevant pages are prioritized in search results.

2.7. Brand communication

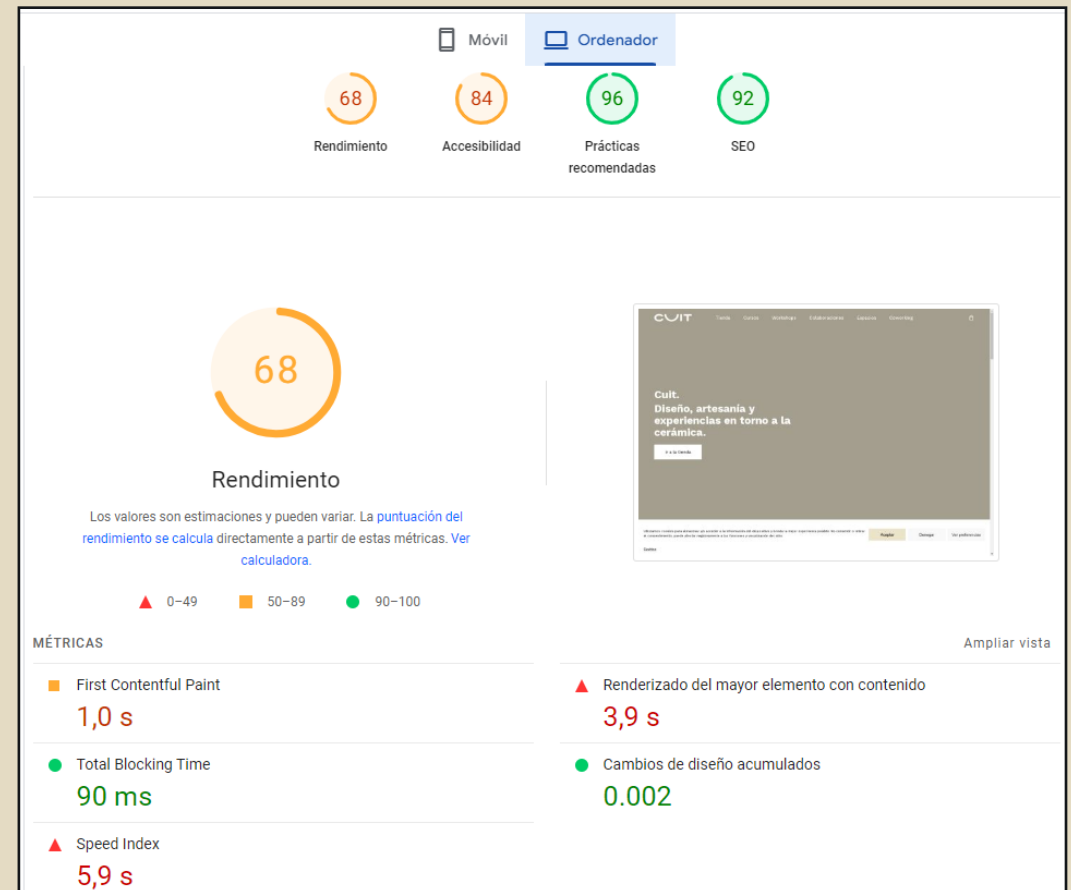
2.7.2. Website

SEO ANALYSIS

Website performance

The website cuit.es presents a performance that can be significantly improved. It has a score of 63 for desktop and 35 for mobile. The First Contentful Paint is 1.0 seconds, which is acceptable, but the rendering of the largest contentful element takes 4.8 seconds, which is too long. The Total Blocking Time of 140 ms suggests some blocking time that could affect user interactivity. The Speed Index, at 6.0 seconds, indicates that users experience a prolonged loading time before most of the content is visible.

To optimize performance, it is recommended to improve image loading, eliminate render-blocking resources, and enable file compression. These steps will help reduce loading times and enhance the user experience.



2.7. Brand communication

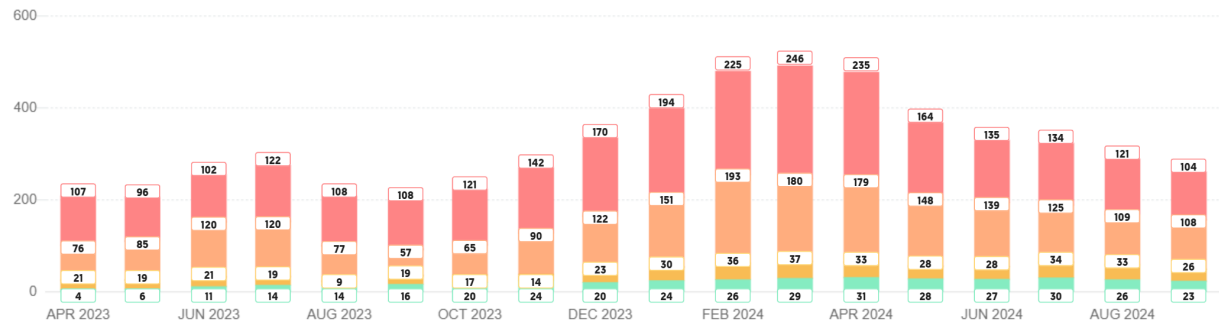
2.7.2. Website

Domain: **cuit.es** Language & Location: **Spanish** | **Spain**

SEO KEYWORDS RANKING

261 Keywords

1 - 3 4 - 10 11 - 50 51 - 100

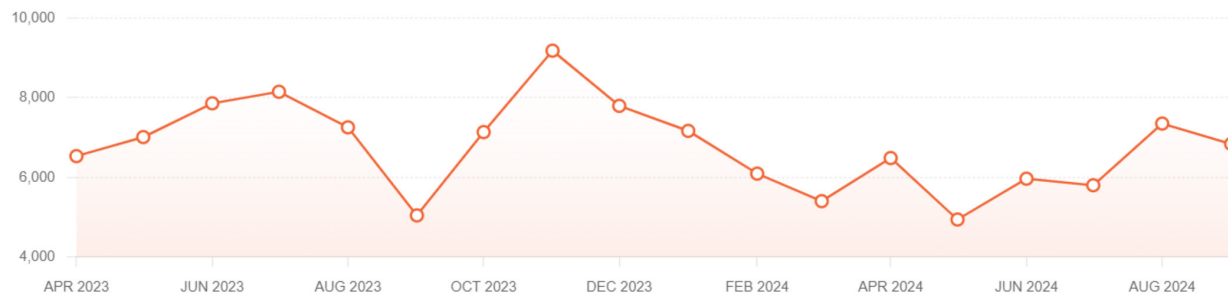


Source: Ubersuggest

MONTHLY ORGANIC TRAFFIC

6,840 organic visitors per month

Organic Traffic

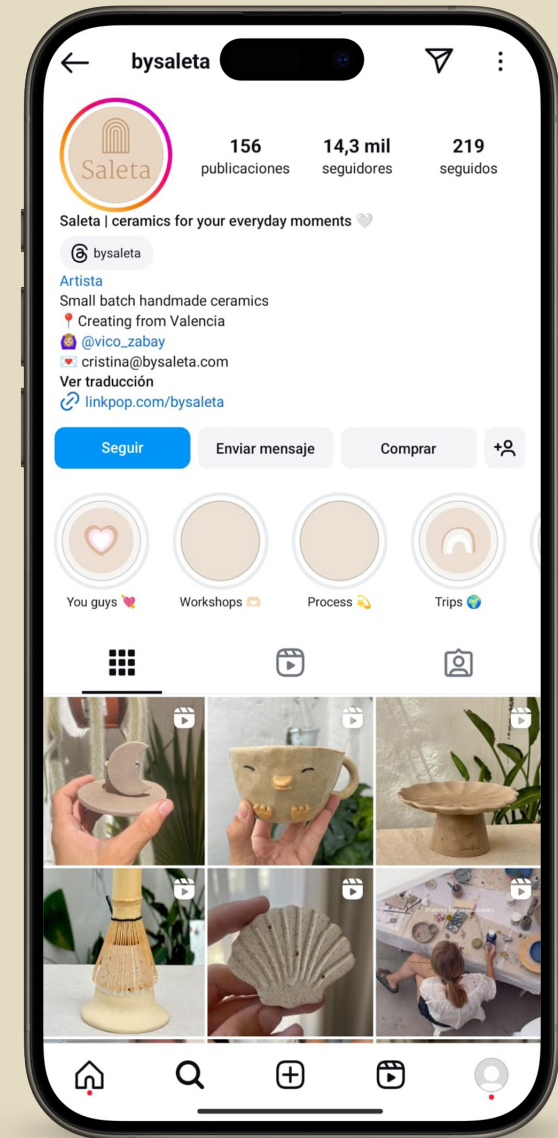
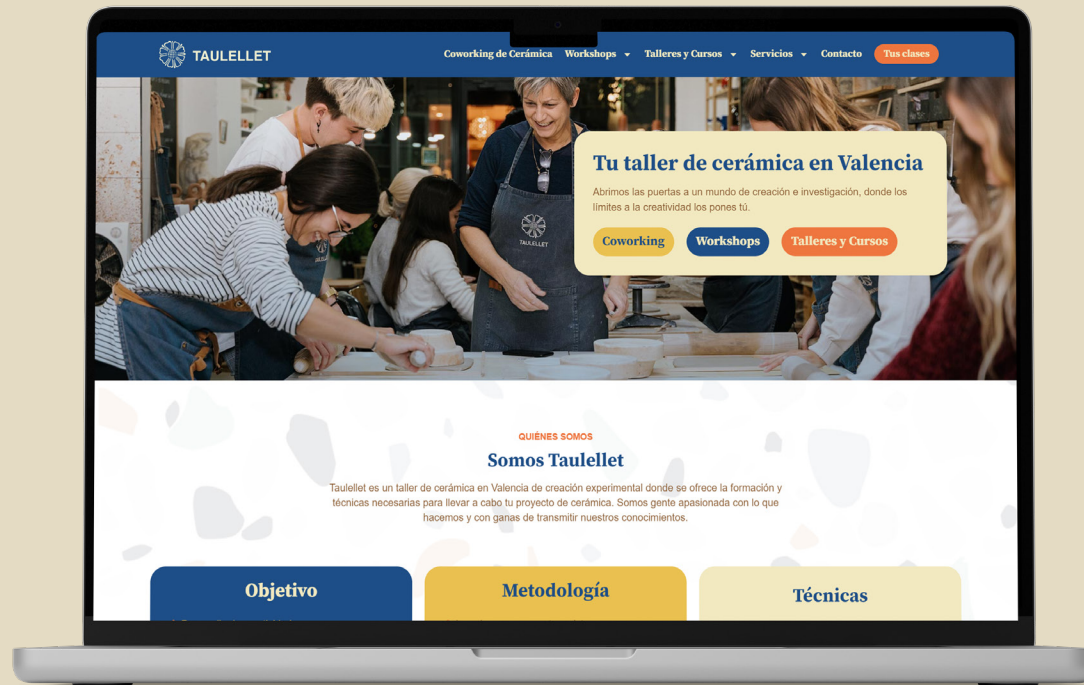


SEO ANALYSIS

Other graphics

2.8. Competitor analysis

For the competitor analysis of CUIT, three companies have been selected that offer similar services such as workshops, ceramic sales, workshops and experiences, and large-scale custom ceramic product orders.



2.8. Competitor analysis

2.8.1. By Saleta

It is a ceramics brand created by Cristina in 2022. She defines her project with the words: simplicity, uniqueness, and beauty, creating handcrafted pieces, aiming to convey harmony and originality while always seeking organic shapes without obsessing over perfection.

Services Offered

The brand offers several services to its clients similar to those of CUIT

- **Workshops:** In the case of workshops, there is less variety than at CUIT (at CUIT, we see different workshops based on the type of piece to be made). However, By Saleta offers two variants that are not found at CUIT: private event workshops, either for companies or individuals seeking to celebrate something, and workshops for children. The price is €45, which is €5 cheaper than CUIT's least expensive workshop (creating your own mug, €50).
- **Classes:** Regarding classes, while CUIT offers annual continuation classes with a specific program, By Saleta offers weekly two-hour classes that can be purchased through class bundles. The price per class varies depending on the bundle, ranging from €30 for a trial class to €22.50 per class with the 8-class bundle.
- **Ceramic Product Sales:** By Saleta has a store selling various ceramic products ranging from €5 to €85, with an average price of around €30. The range includes items such as vases, candle holders, mugs, pots, and plates.
- **Customization:** Just like CUIT, By Saleta offers personalized ceramic products, although no collaborations or results from these custom orders are displayed.

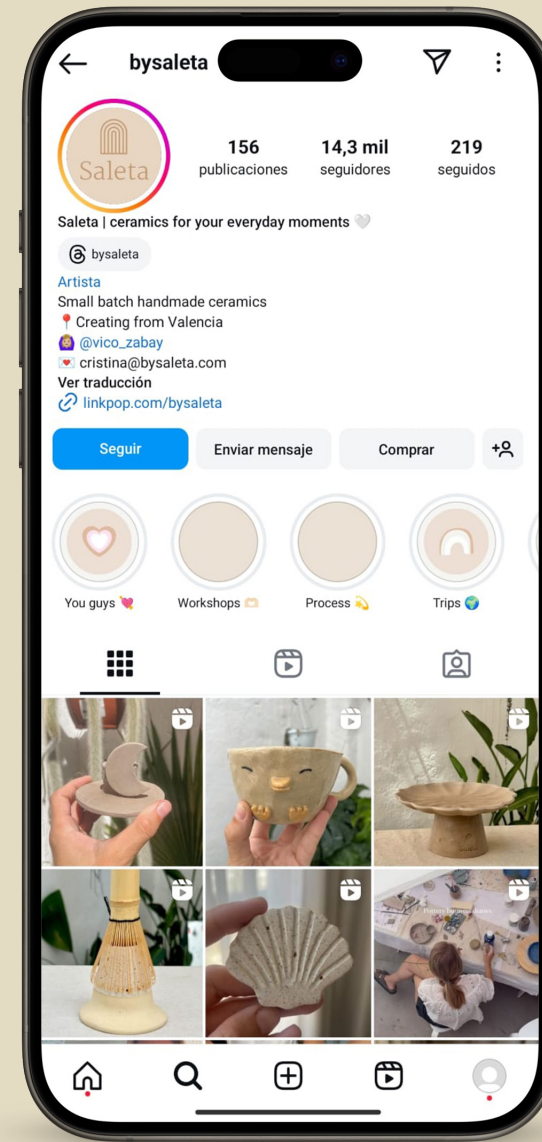
2.8. Competitor analysis

2.8.1. By Saleta

Social media

On social media, we can observe several aspects that could also be applied to CUIT.

- By Saleta has more active social media platforms, including Instagram, TikTok, YouTube, Facebook, and Pinterest.
- The content on social media is engaging and focused on generating higher engagement. It features dynamic videos showcasing the process of creating the pieces sold in the store (unlike CUIT, where only an image is shown), creating a stronger connection with the customer and offering educational content. It also shares videos of experiences from people who have attended their workshops or events, thus generating expectations. Additionally, in their posts, they include questions to encourage participation.



2.8. Competitor analysis

2.8.1. By Saleta

Redes Sociales

SOCIAL MEDIA	FOLLOWERS	CONTENT	ENGAGEMENT
Instagram	14,1k	<ul style="list-style-type: none">Creation process videos of ceramic piecesVideos about workshopsPhotographs of ceramic products or the daily life of the workshop	1,45% engagement (perfect) 205 average likes 2 average comments 6k views 1 weekly post
TikTok	17,15k	<ul style="list-style-type: none">Creation process videos of piecesVideos of workshops or classes	1,83% engagement rate (low)
YouTube	329	Shorts or videos about the creation process of pieces and workshops	10k average views 152 average likes
Pinterest	101	Pins with photographs or short videos for ceramic inspiration	213,3k monthly views
Facebook	184	<ul style="list-style-type: none">Posting of workshop eventsSome product photos or videos	173 likes

2.8. Competitor analysis

2.8.1. By Saleta

Web

The website of bysaleta.com stands out for its clean and minimalist design, offering easy and intuitive navigation. The structure is clear, with well-organized sections, making it convenient and quick for users to explore both the handcrafted ceramic products and workshops. The neutral color palette and use of high-quality images reinforce the brand identity, aligning with its focus on craftsmanship and authenticity.

Two key aspects found on bysaleta.com, but not present on CUIT, are:

- **The “About Us” section:** By Saleta includes a section dedicated to the story behind the project and its creator, Cristina. This page helps to emotionally connect with users, allowing them to learn about the inspiration behind the brand and the artisanal creation process. This personal touch humanizes the website and fosters a deeper connection with the audience—an aspect CUIT does not explore in the same way. The lack of a personal profile on CUIT may make the site feel less approachable.
- **User reviews and testimonials:** By Saleta features reviews from people who have purchased products or attended workshops, which increases trust in the brand and boosts its online reputation. These reviews create valuable social proof, as positive customer experiences help build credibility and increase the likelihood of conversion from new visitors. CUIT could benefit from this strategy, as the absence of reviews reduces the opportunity to connect with the audience based on real experiences and satisfaction.
- **Email marketing:** Another element we observe on the website is the banner that appears when entering, inviting users to sign up for the monthly newsletter. Additionally, while browsing the website, another banner remains at the bottom inviting visitors to subscribe. By signing up for the newsletter, users are offered a 10% discount in the store.

2.8. Competitor analysis

2.8.1. By Saleta

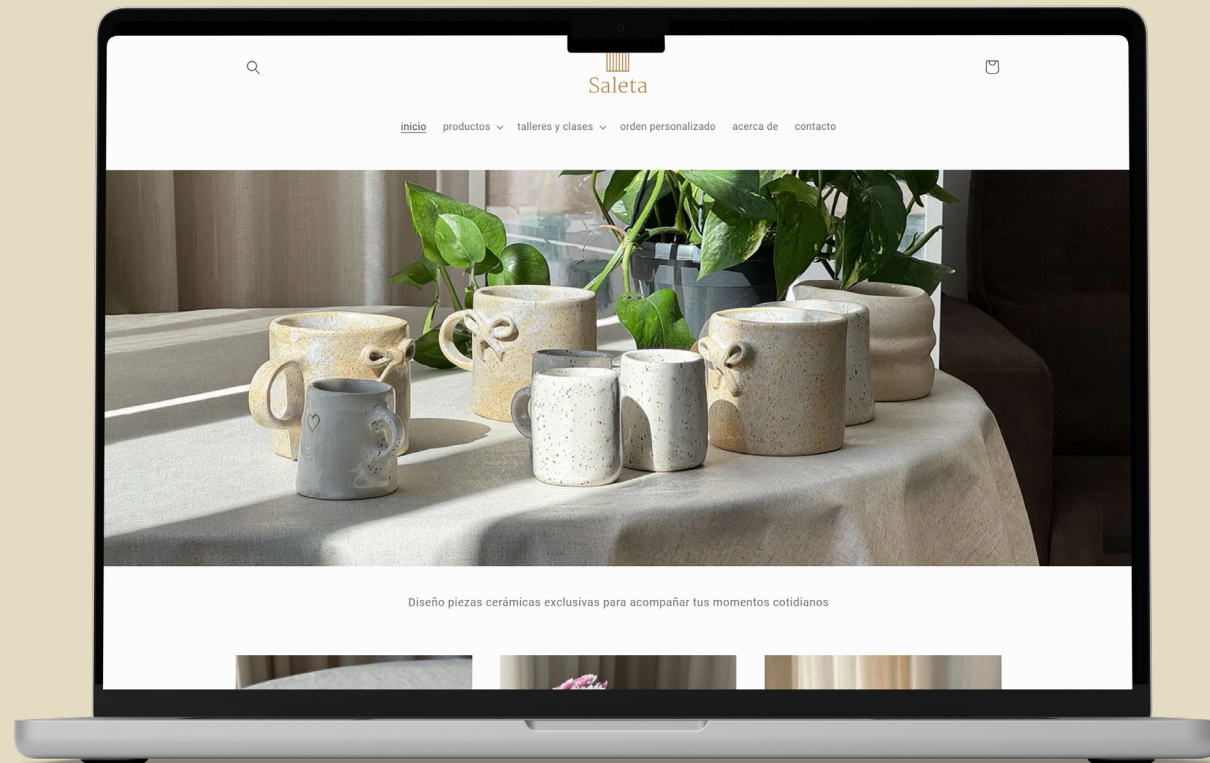
KEYWORDS	VOLUME	POSITION	Web SEO
ceramic workshop	3600	5	
mugs	1600	8	
ceramics workshop	1600	4	
ceramic workshop valencia	590	2	
ceramic cup	260	10	

2.8. Competitor analysis

2.8.1. By Saleta

Web

SEO



1816

Traffic

314

Organic Key Word

10

Domain Authority

27

Backlinks

2.8. Competitor analysis

2.8.2. Taulellet

Taulellet is a ceramic studio located in Valencia, specializing in promoting ceramic art both professionally and recreationally. The company is based on values such as creativity, craftsmanship, and tradition, offering a range of services for individuals with any level of experience in ceramics.

Notably, despite not having active social media or, at first glance, the most polished website, Taulellet consistently ranks first in search results for ceramic classes, workshops, and related services in Valencia.

Services Offered

Among its main services, which are similar or parallel to the ones offered by CUIT, are:

- **Workshops:** These workshops allow participants to learn how to create pieces like bowls and vases, similar to those at CUIT, but also include more unique workshops related to the traditional ceramics of Valencia. For example, participants can learn to decorate the famous socarrat tiles from Manisses, a 15th-century Valencian technique, or create Christmas ornaments or simply paint pieces. Prices range from 50 to 100€ for workshops lasting 2 to 4 hours.
- **Classes:** Taulellet offers classes in the form of 4-session bundles, each lasting 2 hours, unlike CUIT, where classes span a longer period and are paid monthly. The classes offered are more specialized than those at CUIT, focusing on topics like ceramic jewelry, wheel throwing, modeling, or tile work.
- **Coworking Space:** Taulellet offers a shared space for ceramic artists, equipped with all the necessary tools to develop personal or professional projects. They provide various coworking packages, such as 10 hours for 100€ (five 2-hour sessions), 20 hours for 180€, and 30 hours for 240€. For those seeking more flexibility, there is a bi-monthly flat rate allowing up to 50 sessions of 2 hours for 200€. In contrast, CUIT's coworking space does not have such time restrictions, offering greater freedom.

2.8. Competitor analysis

2.8.2. Taulellet

Services Offered

- **Custom Orders:** Taulellet creates custom ceramic pieces, tailoring them to the wishes and needs of their clients, resulting in unique and personalized objects.

In addition to these services, there are several extra offerings not found at CUIT:

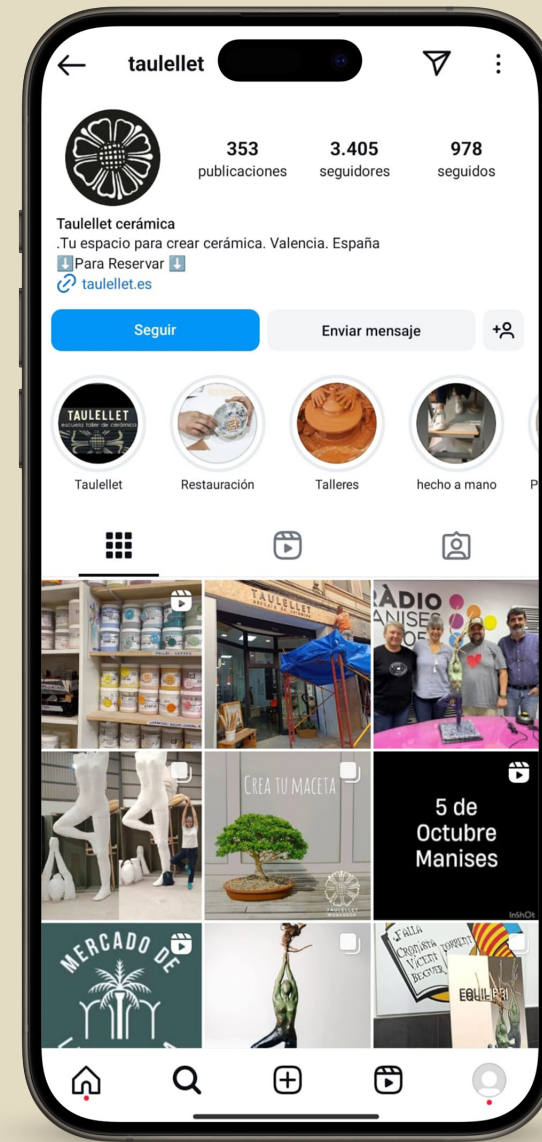
- **Restoration Services:** They offer professional restoration of broken or damaged ceramic pieces.
- **Firing Services:** Artists who need to fire their pieces can access their kilns.
- **Events and Experiences:** Taulellet also organizes special events, such as birthday parties or team-building activities, where groups can enjoy creative ceramic experiences, such as making vases, candlesticks, mugs, planters, or plates.
- **Personalization:** Like CUIT, Taulellet offers personalized ceramic products, though there is no visible showcase of collaborations or results from these custom orders.

2.8. Competitor analysis

2.8.2. Taulellet

Social media

Taulellet has a less active presence on social media compared to CUIT or By Saleta. Its aesthetic is less polished, with an unorganized feed that doesn't clearly reflect the brand's identity. The content shared is varied but limited to informing about upcoming events or workshops, as well as sharing some participant experiences. The company is active on Instagram and Facebook.



2.8. Competitor analysis

2.8.2. Taulellet

Social Media

SOCIAL MEDIA	FOLLOWERS	CONTENT	ENGAGEMENT
Instagram	3,3k	<ul style="list-style-type: none">Videos and photos of workshop attendeesPhotos of some of the works createdInformative photos of upcoming workshops or company-related matters	1,77% engagement (regular) 59 average likes 2 average comments 476 views 1 weekly post
Facebook	711	<ul style="list-style-type: none">No content has been posted since 2023The content was informative regarding workshops or eventsThe account features multiple posts from other accounts mentioning events or collaborations	661 likes

2.8. Competitor analysis

2.8.2. Taulellet

Web

The website is extensive and comprehensive, showcasing all of Taulellet's workshops, classes, and services in detail, with intuitive navigation. However, some pages feature repetitive structures that could have negative effects on user experience, visual design, and SEO. There are several aspects worth noting that could be beneficial for CUIT:

- **Calendar:** The website features a calendar displaying various workshops, with an available filter and the option to reserve classes through a schedule. This makes the registration process more complete while remaining easy to use.
- **Student Panel:** Another interesting feature is the student panel tab, which we were unable to access, but it likely displays information regarding the classes a user is enrolled in.
- **Reviews:** Similar to By Saleta, Taulellet includes multiple sections for customer reviews, which are helpful for increasing the brand's reputation, credibility, and trustworthiness.

2.8. Competitor analysis

2.8.2. Taulellet

KEYWORDS	VOLUME	POSITION
ceramic workshop valencia	1000	1
ceramics workshop valencia	390	1
ceramic valencia	1600	2
ceramic course valencia	260	2
ceramic lessons valencia	390	1

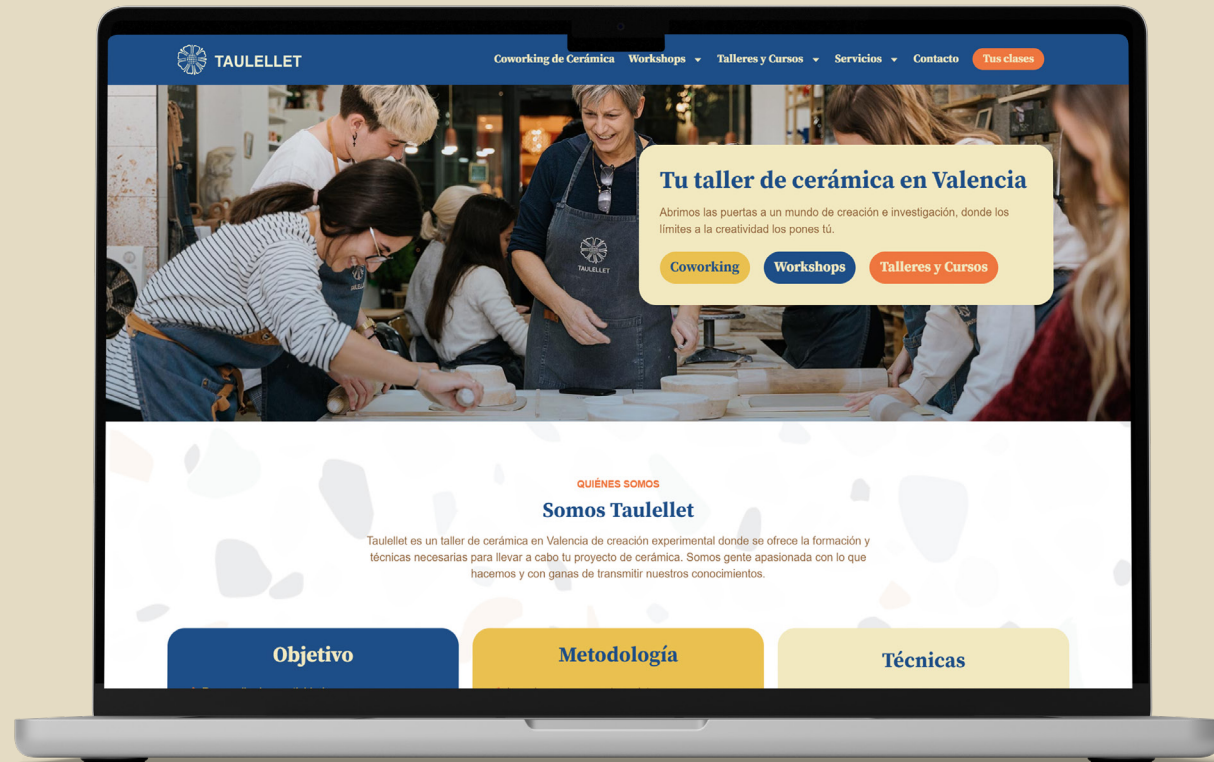
Web
SEO

2.8. Competitor analysis

2.8.2. Taulellet

Web

SEO



6703

Traffic

217

Organic Key Word

3

Domain Authority

13

Backlinks

2.8. Competitor analysis

2.8.3. Espai Gresca

In February 2023, Espai Gresca was launched as a collaboration between the ceramicists “Espigol Ceramics” and “RedHot Ceramics,” both of whom have their own stores and offer custom ceramic pieces. Espai Gresca was created as an initiative to provide private workshops as events, as well as other ceramic classes and workshops. The brand has a young, fresh identity with vibrant tones, aiming to inspire its students to unleash their imagination and experiment with ceramics to create fun pieces.

Services Offered

In this case, we find the services offered by Espai Gresca itself, as well as those provided by RedHot Ceramics, one of the promoters of this project. The services offered by Espai Gresca include:

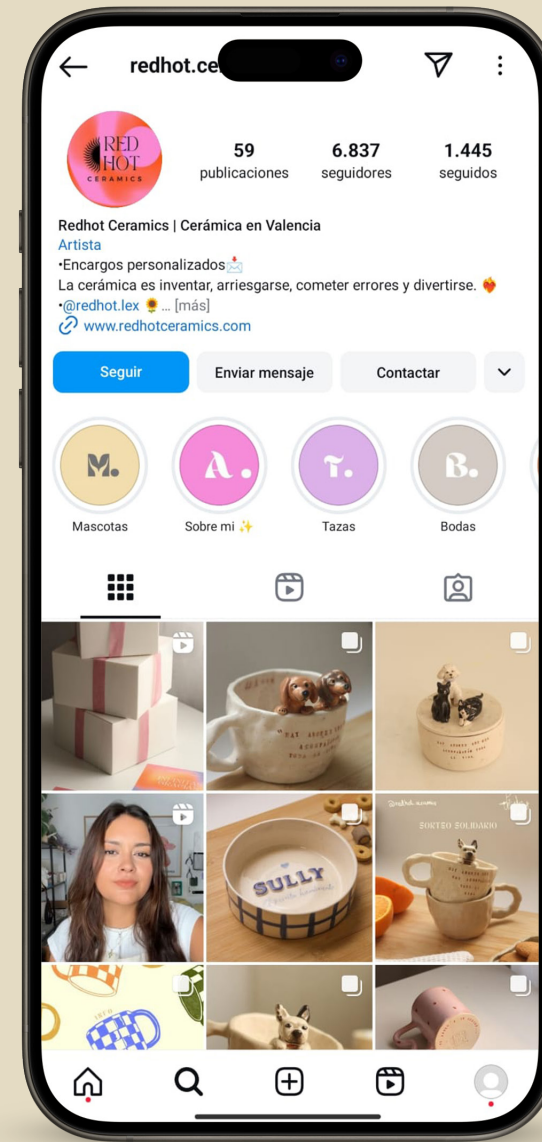
- **Workshops.** They offer occasional workshops for creating ceramic pieces such as a mug or a breakfast set, standing out mainly for the inclusion of additional elements that enhance the experience, such as making ceramics while enjoying a vermouth or in a tapas setting. Prices range from 45 to 55€, making them some of the most affordable workshops in the market.
- **Classes.** They offer 2-hour sessions, and unlike previous cases where either class bundles or monthly subscriptions were available, Espai Gresca has opted to include both options. The pricing is as follows: 85€ per month for one class per week, 150€ for two classes per week, or 100€ for a five-class bundle with no expiration.
- **Private workshops.** They offer personalized workshops that can be tailored to your needs, with an average duration of 2 hours.

2.8. Competitor analysis

2.8.3. Espai Gresca

Services Offered

Regarding the services offered by Redhot Ceramics, they take custom ceramic orders at prices similar to those seen at By Saleta or CUIT's own workshop. These orders can be personalized not only in terms of messages, colors, or drawings, but also the type and shape of the piece itself. However, these are generally individual orders rather than large-scale ones. In addition, they also have a shop offering a variety of handcrafted pieces.



2.8. Competitor analysis

2.8.3. Espai Gresca

Social media

Espai Gresca, despite its youthful and contemporary profile, maintains a limited social media presence, focusing mainly on Instagram and TikTok, both of which have room for improvement. On Instagram, the profile is visually appealing and frequently updated with content, including informative posts and short videos, creating a dynamic approach. This platform serves as their primary communication channel, and while the visual aesthetic stands out, incorporating videos showcasing creative processes, workshop details, and ceramic techniques could make it even more engaging and encourage greater audience interaction.

On TikTok, Espai Gresca's activity is minimal, with only one video posted, indicating underutilized potential on this platform.

A notable and positive aspect of Espai Gresca is its focus on collaborations. They frequently host events and workshops in partnership with other spaces, artists, and even local establishments like bars or yoga studios. This expands their reach, strengthens their local network, and allows new people to discover their work—an approach worth considering for CUIT's social media strategy.



2.8. Competitor analysis

2.8.3. Espai Gresca

Social media

SOCIAL MEDIA	FOLLOWERS	CONTENT	ENGAGEMENT
Instagram	5,2k	<ul style="list-style-type: none">• Announcements of classes, events, or workshops• Videos showing the workshops• Videos of pieces created by students• Processes of ceramic piece creation	1,78% engagement (good) 92 average likes 3 average comments 1,7k views 1 weekly post
TikTok	7	Only one video has been uploaded showing the new workshop.	11 likes

2.8. Competitor analysis

2.8.3. Espai Gresca

Web

The website of Espai Gresca has a simple and easy-to-navigate structure, providing information about the various workshops, classes, and private events. Visitors can purchase workshops directly through the website or contact to book events or sign up for classes. However, there is a noticeable lack of relevant information about the project itself, sections linking to social media, a newsletter, and, most importantly, titles, copy, and meta descriptions for optimal search engine optimization (SEO). This is especially evident in the results of the website analysis.

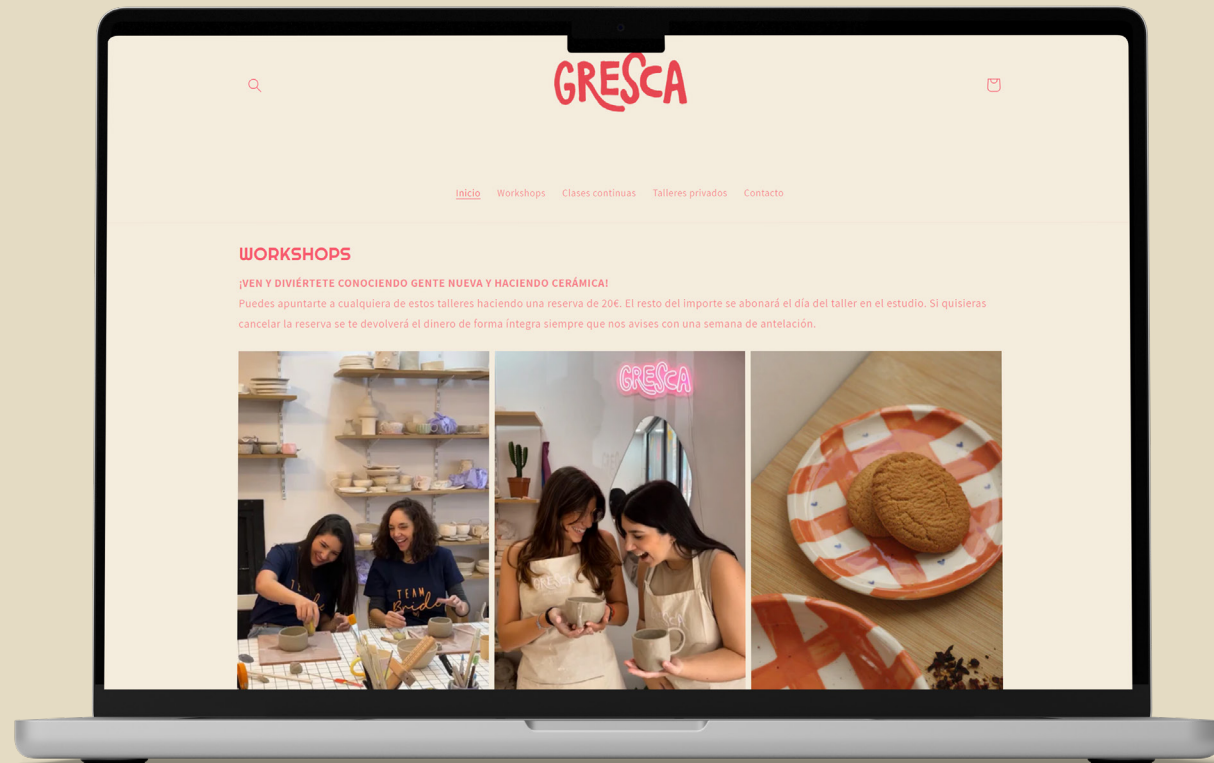
KEYWORDS	VOLUME	POSITION
ceramics valencia	1600	9
espai de gresca	480	4
workshop ceramic	1000	8
workshop ceramic valencia	390	8
breakfast set	110	8

2.8. Competitor analysis

2.8.3. Espai Gresca

Web

SEO



106

Traffic

54

Organic Key Word

1

Domain Authority

3

Backlinks

2.8. Competitor analysis

2.8.4. Conclusions about the competition

In general, CUIT's competition shows some notable strengths, especially in the diversity of services and the management of visual content on social media, but also weaknesses that create opportunities for CUIT to fill. Regarding services, it has been observed that Taulellet is the biggest competitor, offering interesting aspects such as tile workshops, piece restoration, and the possibility to use the kiln, along with a wide variety of workshops. Another interesting point is the inclusion of private events, which appears in all competitors' businesses, such as birthday parties, farewell gatherings, or corporate events. In the case of Espai Gresca, for example, these events are made more playful, incorporating tapas, vermouth, or wine tastings.

Business	Workshops	Classes	Custom orders	Coworking	Other
CUIT	50€-80€	Monthly (80€ for two beginner ceramics classes or 100€ for wheel throwing classes).	YES	Yes, €160 plus a special price for kiln use (€40-50, depending on temperature, 100-liter firings).	-
By Saleta	45-50€	8-class passes (22.5€ per class).	YES	NO	<ul style="list-style-type: none"> Classes for children International shipping
Taulellet	50-100€	4-session passes (90€).	YES	Hourly passes (€100 for 10 hours, €180 for 20 hours, or €240 for 30 hours), plus firing cost (€75 or €85 depending on temperature).	<ul style="list-style-type: none"> Restoration of pieces Traditional ceramics classes
Espai Gresca	45-55€	<ul style="list-style-type: none"> 5-class pass (100€) Monthly: 85€ (one class per week) or 120€ (two classes per week) 	No, but it is possible through Redhot Ceramics for individuals only.	NO	Events in collaboration with other companies

2.8. Competitor analysis

2.8.4. Conclusions about the competition

On social media, it is advisable to take inspiration from companies like By Saleta, which maintains an active profile and creates videos showcasing the process of ceramic pieces, fostering a connection with the audience and encouraging community participation. Espai Gresca also offers interesting aspects, sharing examples of students’ works or private workshops.

Finally, another key consideration is collaboration with other businesses, as seen in Espai Gresca, which organizes events combining ceramic workshops with wine tastings or yoga classes, integrating relaxation into the creative process.

However, these competitors also have areas for improvement. Regarding services, CUIT offers an ideal balance between affordable prices compared to Taulellet, which offers a wider range of services and professionalism in teaching ceramic

Social media	Metric	Business			
		CUIT	By Saleta	Taulellet	Espai Gresca
Instagram	Followers	16,3k	14,1K	3,3K	5,2K
	Engagement	0,96%regular	1,45% high	1,77%	1,78%
	Likes	155	205	59	92
	Comments	4	2	2	3
Facebook	Followers	550	184	711	x
	Engagement	Low	Low	Low	
	Likes	10	10	0	
TikTok	Followers	x	17,1k	x	7
	Engagement		1,83% 6k views		307 views
	Likes		19,94K		11
	Comments		120		0
Pinterest	Followers	87	101	x	x
	Engagement	-	213.3k views/month		
YouTube	Followers	329	x	x	x
	Engagement	10k views			
	Likes	152			

2.8. Competitor analysis

2.8.4. Conclusions about the competition

techniques. While social media presence varies across companies, it is an area for improvement in all of them, particularly in content quality, posting frequency, and engagement. This represents a gap that CUIT could capitalize on by providing educational content, behind-the-scenes videos, and fostering a closer connection with the audience.

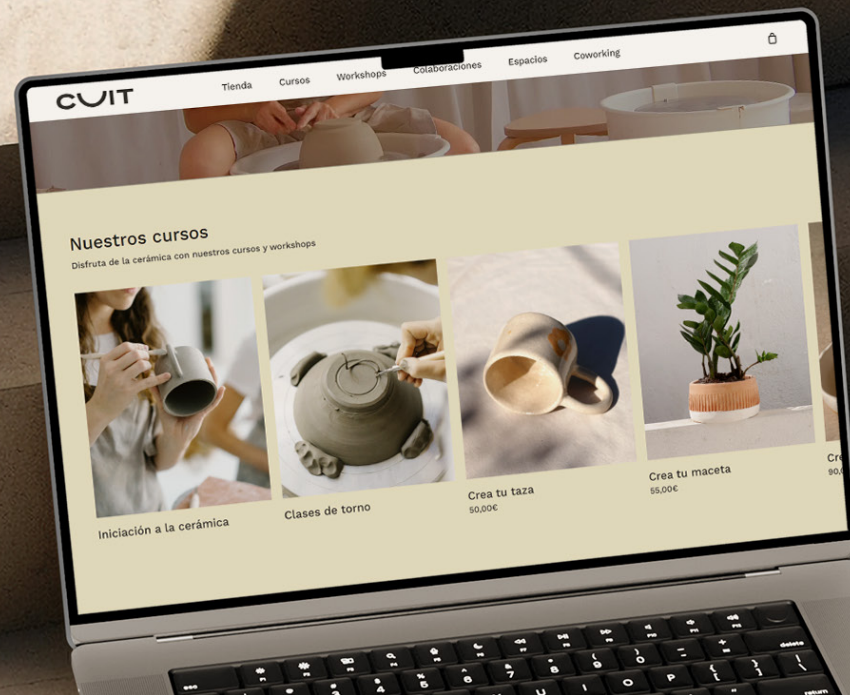
In terms of SEO, some websites have basic structures and lack specific keywords, which negatively affects their organic ranking and visibility on search engines. In this regard, CUIT and Taulellet are better positioned, but both can still enhance their presence by targeting more specific search terms to expand their reach both nationally and internationally.

SEO	CUIT	By Saleta	Taulellet	Espai Gresca
Traffic	6,840	1816	6703	106
Organic keyword	216	314	217	54
Domain Authority	10	10	3	1
Backlinks	111	27	13	3
Other	-	Newsletter, about me page	Booking calendar	-

03

Digital Marketing Strategy

Strategic Action Plan for SEO, SEM, Social Media (Content Calendar), and Email Marketing



3.1. Definition of objectives

3.1.1. SMART Objectives

Objective	S	M	A	R	T
	Specific	Measurable	Achievable	Relevant	Time
Increase brand awareness	Expand presence on TikTok and YouTube, and improve current social media with educational videos. Create a blog on the website.	Improve engagement and reach 500 new followers.	Create high-quality content more frequently on social media.	Increase brand visibility in the ceramic's world.	3 months
Increase sales	Create storytelling videos about the pieces and collaborate with decoration influencers. Also, create articles on the website about gifts, etc.	Increase sales by 15%.	Collaborate with 3 influencers and upload 2 videos per week focused on pieces. Create 10 new articles for the blog. Newsletter.	Boost sales by attracting new customers and building a community.	3 months
Obtain more custom orders	Upload videos about design processes and inspiration to showcase previous collaborations, and create related articles on the website's blog.	Obtain 2 contracts with important companies.	Improve SEO, publish articles about past collaborations, and collaborate with design studios. Increase presence on LinkedIn. Create a catalogue for businesses.	Increase the volume of custom orders.	3 months
Improve attendance at workshops and classes	Publish videos of workshops and student works, and promote events.	Increase class enrolments by 20%.	Upload one weekly video about the workshops. Send a newsletter with updates and offer a discount in the store for attending workshops.	Encourage interest in workshops and classes.	3 months
Increase the visibility of the coworking space	Collaborate with other artists to organize joint events and social media posts.	Increase visits to the coworking page and the visibility of related posts.	Invite local artists to participate.	Increase the community and the perception of the space.	3 months

3.2. Strategic action plan

3.2.1. SEO

CONTENT OPTIMIZATION

Blog

The primary strategy to improve search engine visibility and expand keyword reach will be the implementation of a blog on the website, covering topics that can capture the interest of users and potential clients. Blog posts will be organized according to the services and themes intended to guide users:

- **Brand Recognition:** To enhance brand recognition, blog articles will include informative or educational content, answering common search queries about the history and evolution of ceramics, technical aspects, making ceramics at home, ceramics in Valencia, types of ceramics, how to make ceramics without a kiln, etc. While these articles aim to establish CUIT as a recognized brand in the ceramics industry, they will also include links to products or workshops relevant to the topic.
- **Custom Orders:** Two types of articles will be created for custom orders: those that are informative and targeted towards potential collaborators, such as restaurants or interior design studios. These articles will address topics like “how to choose ceramics for your restaurant,” “ceramic decorations,” or “ceramic creation processes aligned with your brand,” along with case studies showcasing the creation of dishware for previous clients. These articles can also link to contact forms, where potential clients can request, for instance, a ceramics catalog for their business, or videos shared on social media to attract this audience.

3.2. Strategic action plan

3.2.1. SEO

CONTENT OPTIMIZATION

Blog

- **Increase Sales:** Articles can also be created for search terms that, although not directly related at first glance, may generate interest. Topics such as “special gifts,” “personalized gifts,” “making ceramics at home,” “home décor trends,” “sustainable products,” and “wedding guest gifts” could be included. These articles will have a section linking to related pieces, guiding users to relevant products.
- **Workshop Attendance:** Articles promoting workshop attendance may include first-hand accounts from students sharing their experiences at the workshops, along with articles addressing search queries like “gift experiences,” “couple experiences,” “things to do in Valencia,” “plans with friends,” or “learning to make ceramics.” These articles will aim to address these topics and redirect users to the ceramic workshops offered.



3.2. Strategic action plan

3.2.1. SEO

Article	Objectives	Keywords	Search volume	Description
History of ceramics: a journey through time	<ul style="list-style-type: none"> Brand recognition Product sales Workshop attendance 	History of ceramics	140	Explore the evolution of ceramics and their cultural significance, including links to products and workshops.
		Japanese ceramics	590	
5 ceramic techniques you should know	<ul style="list-style-type: none"> Brand recognition Product sales Workshop attendance 	Ceramics how it's made	140	An informative article on different ceramic techniques, linking to related products and pottery classes.
		Types of ceramics	390	
		Ceramic techniques	90	
		What are ceramics	390	
How to Make Pottery at Home: A Beginner's Guide	<ul style="list-style-type: none"> Brand recognition Product sales Workshop attendance 	How to make ceramics at home	320	Practical tips to get started in ceramics, materials to use and how to make ceramics without an oven. Links to the classes and the Make Your Own Cup Kit.
		Ceramics at home	390	
		Ceramics how it's made	140	
		Ceramic kit at home	170	
The perfect tableware for your restaurant: how to distinguish yourself and create a unique gastronomic experience	<ul style="list-style-type: none"> Custom Orders 	Plates for restaurants	210	Practical advice on how to select ceramics aligned with the restaurant's brand, with a contact form included and a section to watch other collaborations or explanatory videos on social networks.
		Tableware for restaurants	210	
		Wholesale Ceramics	90	
		Valencia Tableware	70	
Decorations in handmade ceramics	<ul style="list-style-type: none"> Custom Orders 	Designer ceramics	40	Creative ideas on how to use ceramics in interior design, highlighting previous examples and success stories. Collaborations made on social networks can be shown.
		Customized ceramics	320	
Creating tableware for "Case Study"	<ul style="list-style-type: none"> Custom Orders 	Dishes for restaurants	210	Case study showing the process and outcome of a previous project, inviting new commissions. Add contact form and networking videos about the case study.
		Tableware for restaurants	210	
		Dining Experience	720	

CONTENT OPTIMIZATION

Blog

3.2. Strategic action plan

3.2.1. SEO

Article	Objectives	Keywords	Search volume	Description
10 Personalized Gift Ideas for Special Occasions	<ul style="list-style-type: none"> Increase sales Workshop attendance 	Special gifts	1600	Showcase ceramic products, experiences, and the ability to customize unique pieces with messages.
		Wedding gifts	5400	
		Gifts for your partner	1600	
Decoration trends for this autumn	<ul style="list-style-type: none"> Increase sales 	Decoration trends	320	Article on the latest trends that CUIT products can include, inviting you to buy.
		Autumn decoration	1600	
		Decoration styles	170	
Sustainability in your home: ceramic products	<ul style="list-style-type: none"> Increase sales 	Sustainable decoration	90	Highlight how the products are sustainable and why they are a good choice for the home by linking to items in the store.
Give the gift of an unforgettable ceramics experience: ceramics workshops for everyone	<ul style="list-style-type: none"> Workshop attendance 	Gift an experience	9900	An article on the importance of giving experiences, highlighting pottery workshops as an excellent option.
		Gift couple's experience	1300	
Creative plans to do with your friends in Valencia: ceramics workshops	<ul style="list-style-type: none"> Workshop attendance 	Valencia plans	3600	Proposals for fun activities with friends that include workshops, with testimonies from students.
		Valencia Activities	2400	
		Creative activities	170	
Meet some of the ceramists and artists who have been in our coworking	<ul style="list-style-type: none"> Making coworking visible 	Coworking Valencia	3600	Testimonials from artists or designers who have worked in coworking and have achieved successful projects.
		Creative work	320	
		Coworking Artists	30	
A day in the life of a ceramic's student	<ul style="list-style-type: none"> Class attendance 	Pottery Classes	1000	A story from a student's perspective, describing what they can expect in regular pottery classes.
		Ceramist	9900	

It is important to note that these blog posts would be organized for the first 3 months of implementing the SEO strategy. However, it is essential to keep the blog updated by adding new posts that align with the mentioned themes and objectives, always staying current with trends in social media, décor, or ceramics.

CONTENT OPTIMIZATION

Blog

3.2. Strategic action plan

3.2.1. SEO

CONTENT OPTIMIZATION

About us page

Another aspect that could be included regarding content optimization is the addition of an “About” page, which would serve two purposes: to incorporate a set of targeted keywords and to foster a stronger connection with users. On this page, topics such as the brand’s history can be shared, creating a narrative that resonates with visitors and offers an authentic insight into CUIT, its values, and philosophy, such as sustainability, creativity, and community. It would also be beneficial to showcase the team, humanizing CUIT and encouraging a more personal connection.

Other aspects, such as the working process, could also be addressed on this page or in separate sections, especially in the context of custom orders.

This page could further include specific keywords, calls to action for signing up for workshops or contacting for custom orders, internal links, and, of course, proper optimization regarding meta descriptions, tags, etc.



3.2. Strategic action plan

3.2.1. SEO

ON-SITE OPTIMIZATION

Additionally, there are several aspects that could be adjusted on the website itself to improve search engine ranking.

- **Meta Tags and Meta Descriptions:** One essential improvement is creating unique meta tags and descriptions for each page that are concise, attractive, and include relevant keywords. This will help capture users' (and Google's) attention in search results.
- **Clean URLs:** Another aspect to consider is ensuring URLs are clean and descriptive, especially when creating blog posts. It is important that the URL includes the article's title rather than the date or other irrelevant information for SEO purposes.
- **Image Optimization:** Optimizing images is crucial. Assigning descriptive filenames and using alt tags with relevant keywords not only improves accessibility but also boosts SEO. Additionally, it has been observed that the page's speed could be improved, and for this, it is essential to compress the images.

For better optimization, as well as to enhance credibility and potentially increase conversion rates, it is advisable to integrate a review system in the store. This encourages user interaction while simultaneously generating more content and additional keywords. In this regard, the website could also include a section for testimonials or reviews from students, coworking members, or businesses that have placed custom orders. This will help build trust with readers regarding the quality of the products.

3.2. Strategic action plan

3.2.1. SEO

ON-SITE OPTIMIZATION

Backlinks

While CUIT has the most backlinks compared to its competitors in Valencia, it is important to continue updating and expanding quality backlinks to improve domain authority and the relevance of the website in search engines. To achieve this, it is beneficial to form partnerships with other companies, such as those showcasing plans or activities in Valencia, art magazines discussing contemporary ceramics creation, etc. The creation of the blog also contributes, as its articles can be shared as educational resources or guides from other websites or social media platforms.



3.2. Strategic action plan

3.2.2. SEM

The SEM campaign would be developed through Google Ads, divided into two separate campaigns corresponding to the following objectives: product sales and custom orders.

GOOGLE SHOPPING FOR PRODUCT SALES

The first step in this campaign is to configure the product catalog in Google Merchant Center, including all necessary information for each product (title, description, price, URL, image, etc.). Once the product feed is set up and uploaded, the Google Ads account will be linked to Google Merchant Center to create the campaign.

For the campaign, a Shopping campaign will be set up with the goal of increasing online sales. The daily bidding budget will be set at €2.50, which totals €75 per month. The bid will be configured according to the suggested bid from Google.

SEARCH CAMPAIGN FOR CUSTOM ORDERS

The objective of this campaign is to secure more custom orders. A search campaign will be created with the goal of driving website traffic and targeting Spain. The daily budget will be limited to €3 per day (€90 per month), with bidding configured to maximize the number of clicks. With this budget and considering the cost-per-click, it is expected to generate between 115 and 236 clicks. Based on a conversion rate of 1-5%, this could translate into 2 to 12 custom orders.

3.2. Strategic action plan

3.2.2. SEM

SEARCH CAMPAIGN FOR CUSTOM ORDERS

Below are the search terms for the ads, along with the search volume and approximate CPC for each keyword:

KEYWORD	VOLUME	CPC	PD	SD
Tableware Valencia	70	0€	100	49
Custom ceramics	320	0,38€	100	49
Tableware for restaurants	210	0,78€	100	44
Plates for restaurants	210	0,64€	100	44
Wholesale ceramics	90	0,48€	98	35
Design ceramics	40	0€	95	42

3.2. Strategic action plan

3.2.3. Social media

EXPANSION OF SOCIAL MEDIA AND CONTENT ORGANIZATION

CUIT's social media strategy will serve to achieve several of the mentioned objectives, such as enhancing brand recognition and fostering community interaction. To do so, the goal is to expand the presence across more platforms, giving each one a unique function, while maximizing the potential of already active platforms through collaborations with influencers, artists, and designers.

The new social networks to include would be TikTok to connect with a younger audience, LinkedIn for the professional audience, and YouTube to create longer, more detailed content. This would make the following social media channels active for CUIT, with each platform having its own focus:

- **TikTok:** Focused on short, dynamic videos showcasing the creation process, workshop experiences, storytelling, and current trends to attract a younger audience.
- **Instagram:** Continue with the existing content while adding similar content to TikTok in the reels, as well as sharing stories about collaborations with other companies, tips, and visual tutorials to maintain engagement. Another interesting approach would be to include influencer collaborations.
- **YouTube:** YouTube opens the opportunity to create longer videos, focusing on educational content about ceramics, interviews with artists in the coworking space, and detailed analysis of case studies related to large ceramic orders.
- **Facebook:** On this platform, CUIT could continue sharing product photos and event information as done previously, while also posting longer excerpts from blog content or sharing more personal stories about workshops or pieces.
- **LinkedIn:** As a professional network, the articles shared here would focus on collaboration with other businesses and brand recognition, sharing success stories, the importance of ceramics and decoration in the workplace, careers of notable artists or ceramists, and how ceramics and other hobbies can help develop creativity and reduce stress.
- **Pinterest:** Currently, CUIT shares external content on Pinterest, but it would focus on creating inspirational pins by sharing images of ceramic products, the workshop, etc.

3.2. Strategic action plan

3.2.3. Social media

INSTAGRAM

Reels

Post reels two to three times a week, varying the theme of each.

- **Creative Process:** Videos showcasing the creation process of ceramic pieces, including “ASMR”-style visual content to engage the viewer. These videos can include links to workshops or to the piece being created.
- **Storytelling:** Videos designed to create a connection with pieces in the collection. These can show the packaging process, the creation process, or even stills featuring the piece to tell a story that resonates with the viewer. Example: To feature a mug, the narrator could discuss how breakfast was an important family moment, a time to be together. Now, the narrator has created a mug to enjoy a calm coffee alongside their loved ones.
- **Workshops and Experiences:** Videos showcasing the workshop experience, either through a compilation of short clips or a narrative explaining the flow of workshops and classes.
- **Educational Videos:** These videos can address more specific topics such as types of ceramics, techniques, how specific pieces are made, and materials required for beginners. All content can include a call to action redirecting to workshops.
- **Videos on Past Collaborations:** Create videos discussing the process behind past commissioned works. For example, a collaboration with Flama Restaurant could be featured, detailing how the ceramic pieces were inspired by the restaurant’s menu and the experience it wanted to offer customers, creating unique tableware inspired by Valencian culture and cuisine.

3.2. Strategic action plan

3.2.3. Social media

INSTAGRAM

Stories

Post stories daily or every other day.

- **Product Promotion:** Showcase new products, special offers, seasonal items, etc. Link these posts to product videos featuring storytelling, and include the link for purchasing the product.
- **Surveys and Questions:** To increase engagement, include a weekly Q&A session. This can be thematic, such as addressing questions on how to get started with ceramics, the purpose of specific pieces, where to place a vase, or why someone would attend a ceramics workshop.
- **Class, Workshop, and Coworking Announcements:** Reminders about dates, times, and new openings. Provide details about the content of the sessions, always including a link for registration.
- **Behind the Scenes:** Share stories showing the day-to-day activities in the workshop, production processes, preparation for workshops, and more.
- **Showcase Student Works:** Once a week, share a small compilation of students' creations, accompanied by a review of the techniques they have learned or implemented, along with a link to sign up for classes.
- **Repost Content:** Share photos or videos from students or clients, tagging the products or linking to the classes to encourage greater interaction.

3.2. Strategic action plan

3.2.3. Social media

INSTAGRAM

Pinned Stories

In addition to the new stories, it is advisable to also organize the pinned stories, as some of them contain outdated content. To achieve this, the pinned stories can be organized as follows:

- Classes
- Workshops
- Coworking
- Orders
- Press
- Your artworks
- FAQ

Posts

Currently, CUIT's posts are well-organized with high-quality photographs. To enhance them further, descriptions can be added about the products offered, detailing the creation process and the inspiration behind the pieces, as well as questions to encourage interaction. Other posts that could be included besides product-focused ones are:

- **Ceramics Education:** Infographics or posts about materials, maintenance tips, techniques, etc.
- **Workshops and Experiences:** Photos from recent workshops, the creation process of pieces, etc.
- **Featured Collaborations**

3.2. Strategic action plan

3.2.3. Social media

INSTAGRAM

Collaborations

Another approach that could increase the brand's visibility is collaboration with various influencer profiles. These collaborations could be divided into three types of influencers:

- **Decoration Influencers:** Recognized influencers in the interior design field who showcase how to combine pieces, incorporate them into decoration, and discuss usage and care. An example could be influencer Álvaro from Plan C, who could create a video on the importance of combining different textures in a space and include CUIT's ceramic pieces in his decorating process. Other influencers like Andrea Nelisse or Sara Honolalab, with backgrounds in art and decoration, could also be potential collaborators.
- **Micro-Influencers in Lifestyle or Related Topics:** Collaborations could be made with lifestyle influencers whose accounts are growing and who have a loyal community, inviting them to workshops and encouraging them to promote CUIT's experiences. An example could be inviting Fran Tudela from Cabra Fotuda, who creates content about the Valencia region, to speak in a video about the importance of Valencian ceramics and share his experience attending a CUIT workshop.
- **Collaborations with Artists:** Artists could be invited to the coworking workshop to create a special piece and discuss their perspective on art creation, thus generating content for other platforms like YouTube, where full interviews could be included. For example, DCH, who uploads videos of his paintings, could create a video about being invited to experiment with ceramics and learn how to use it, explaining his artistic inspiration, method, etc., and then create a painting inspired by the workshop or ceramic processes.

While this initiative could provide significant visibility, it comes with a relatively high cost. Therefore, collaborations with influencers who are still growing or those who may be willing to make more affordable agreements in exchange for receiving pieces or visibility could be prioritized. For this 3-month strategy, only one collaboration has been selected.

3.2. Strategic action plan

3.2.3. Social media

INSTAGRAM

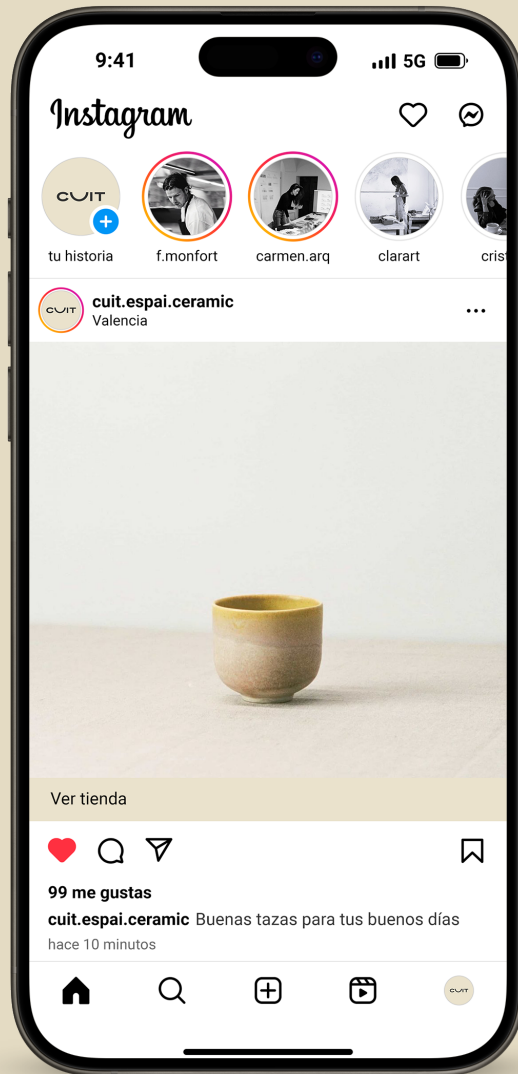
Ads

Instagram ads will be used to achieve the brand awareness objective and to drive conversions, both for increasing sales and for boosting attendance at workshops or regular classes. To better analyze ad performance, the Facebook Pixel will be implemented on the website, allowing for event tracking based on the ads. The campaigns will follow one another (and will not run simultaneously).



3.2. Strategic action plan

3.2.3. Social media



Audience

Base and similar

Location: Spain

Interests: Ceramics, art, design, decoration, artistic workshops, and natural products.

Age: Young adults and adults (25-55 years old)

Objective

Online sales

Cost

3,5€ per day

Duration

15 days

INSTAGRAM

Ads

PRODUCTS SALES

For the sales campaign, ads will be placed in the feed and the Explore section, using existing product images in a carousel format, along with a call-to-action button for purchasing the different products.

3.2. Strategic action plan

3.2.3. Social media



Audience

Base and similar

Location: Valencia, Spain

Interests: Ceramics, art, design, decoration, artistic workshops, and natural products.

Age: Young adults (25-35 years old)

Objective

Traffic

Cost

4€ per day

Duration

15 days

INSTAGRAM

Ads

WORKSHOPS ATTENDANCE

For the workshop ad campaign, short videos will be uploaded showcasing the experiences of other students in the workshops and classes, similar to reels, but with a call-to-action message (for example, "Don't miss our next pottery wheel workshop for two"). These will appear in Instagram Stories and Reels, also featuring a call-to-action button to reserve the workshops.

3.2. Strategic action plan

3.2.3. Social media

TIK TOK

For the TikTok videos, the same content mentioned for Instagram Reels would be included, along with other more humorous and trend-focused content. As this is a social network with a younger audience, the following types of videos could be included:

- **A Day in the Life of a Ceramicist:** Showcasing the various processes and daily challenges of working with ceramics.
- **Funny Mistakes and Failures:** Videos of pieces that don't turn out as expected, with a humorous twist.
- **POV of Clients or Students:** Recreating typical moments from workshops or funny situations that have happened in the studio.

For TikTok, it will be important to stay up-to-date with the latest trends and recreate popular ones, adapting them to situations or processes that take place at CUIT.

3.2. Strategic action plan

3.2.3. Social media

YOUTUBE

For YouTube, the content will consist of longer videos, published once every two weeks or even once a month, depending on workload and the estimated budget for potential interviews. Below are the themes of the videos along with some examples:

Educational

- What materials are needed to get started in ceramics
- How to make a ceramic mug
- What types of ceramics exist
- Making ceramics with molds or on the wheel
- Painting ceramics

Interviews with Artists

Collaborations could be made with ceramic artists, such as Ana Ilueca, a more traditional Valencian ceramist, or Marina González Guerreiro, a contemporary multidisciplinary artist who also incorporates ceramic pieces into her installations and artworks. Additionally, collaborations could be made with artists from other disciplines to discuss their inspiration, essential pieces in their collection, indispensable materials, the meaning of creating art, and their own story. These interviews could follow a similar pattern, for example, conducting these interviews in the coworking space while the artists create a piece. Given the costs associated with conducting an interview, this initiative would be implemented once in the proposed three-month marketing strategy, with the possibility of expanding it in the future.

Collaborations with Other Businesses

In this section, the process of how CUIT handles orders from other businesses would be explained. This could involve making videos like those for Instagram, but in a longer format, showing how the consulting process works, how the use and context of the ceramics are considered, what the sketching process looks like, molding, firing, and the sources of inspiration behind some of the pieces.

3.2. Strategic action plan

3.2.3. Social media

LINKEDIN

Weekly publication of a more professional article on collaborations, ceramic artists, techniques, or topics that connect ceramics with the professional realm. For example, an article could be written about how ceramics help develop creativity and its importance for problem-solving in the professional field, or an article on the importance of coworking and maintaining good relationships with coworkers, followed by an invitation to organize a corporate event at the CUIT workshop.

PINTEREST

As mentioned, the recommended content on Pinterest is inspirational, featuring striking images of ceramic pieces (including links to the store), workshops, or the creation process. These pins could be organized into different boards and could even be useful for those who sign up for workshops or classes and are looking for references for their own works.

3.2. Strategic action plan

3.2.4. Email marketing

For email marketing, using Mailchimp, a newsletter and a series of behavioral and promotional emails would be included.

- **Newsletter:** A monthly newsletter including workshop updates (new products, collection launches), exclusive promotions, and educational content (tips or mini tutorials).
- **Welcome Email:** For those who sign up for the newsletter, thanking them and introducing the brand in a personalized way, with a brief explanation of CUIT's history, values, and an invitation to explore the website or social media. A welcome discount of 20% on the first purchase or 10% on a workshop would also be included.
- **Order Confirmation and Follow-up Email:** To provide reassurance by confirming the recent purchase and offering a 10% discount on a workshop. Once the product is received, a follow-up email will encourage customers to leave a review on the website and share their experience.
- **Abandoned Cart Email:** A reminder with an incentive for customers who left products in their cart, offering a small discount to encourage them to complete the purchase.
- **Workshop Registration Confirmation and Follow-up:** For those who sign up for workshops or classes, a confirmation email will include a special store discount, along with a reminder email the day before the workshop to confirm their attendance.
- **Website Form:** To implement the newsletter, a fixed form would be added in the website footer for those who wish to sign up, a pop-up appearing seconds after navigating the site announcing a store discount, and a checkbox for newsletter subscription in the contact forms.

3.2. Strategic action plan

3.2.5. Publications calendar

This calendar outlines the social media content to be created during the first month of the campaign. In the following months, similar structures could be implemented. However, the participation of additional influencers or artists has not been included for the remainder of the campaign, as these initiatives involve a higher cost. They could be considered for the future when there is enough financial capacity to support them.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
LinkedIn: article Blog: article Facebook: Promote Blog NEWSLETTER	Instagram: Reels workshops + stories about workshops TikTok: Video workshops	Instagram: Q&A + educational post (related last blog post) TikTok: Trending video	Instagram: Reels storytelling + stories pieces TikTok: Video storytelling Facebook: Gallery of images of pieces	Instagram: Collaboration with decoration influencer (planc.home) + stories promoting	Instagram: Reels creative process TikTok: Video creative process	YouTube: Video interview Ana llueca – ceramic artist Instagram: Stories of student works
LinkedIn: article Blog: article Facebook: Promote Blog	Instagram: Reels workshops + stories about workshops TikTok: Video workshops	Instagram: Q&A + educational post (related last blog post) TikTok: Promote Artist Collab	Instagram: Reels storytelling + stories pieces TikTok: Video storytelling Facebook: Gallery of images of pieces	Pinterest: Photos Inspiration Instagram: Post pieces for sale	Instagram: Reels creative process TikTok: Video creative process	Instagram: Stories of student works + post recap week
LinkedIn: article Blog: article Facebook: Promote Blog	Instagram: Reels workshops + stories about workshops TikTok: Video workshops	Instagram: Q&A + educational post (related last blog post) TikTok: Trending video	Instagram: Reels storytelling + stories pieces TikTok: Video storytelling Facebook: Gallery of images of pieces	Instagram: Post student works of the month + favourite voting stories of the month	Instagram: Reels creative process TikTok: Video creative process	YouTube: Custom order video Instagram: Stories of student works
LinkedIn: article Blog: article Facebook: Promote Blog	Instagram: Reels workshops + stories about workshops TikTok: Video workshops	Instagram: Q&A + educational post (related last blog post) TikTok: A day as a ceramicist	Instagram: Reels storytelling + stories pieces TikTok: Video storytelling Facebook: Gallery of images of pieces	Pinterest: Photos Inspiration Instagram: Custom order post	Instagram: Reels creative process TikTok: Video creative process	Instagram: Stories of student works + post recap week

04

Analysis and monitoring

Definition of a measurement plan, tools and KPIs, and budget



4.1. Definition of a measurement plan

To define a good measurement plan, we will base it on each of the SMART objectives set at the beginning, assigning specific KPIs and measurement tools to each one. This will establish quantifiable metrics to gain in-depth insights into the performance and results of the established strategies, allowing for adjustments if necessary.

4.1.1. Increase Brand Awareness

Measurement KPIs

- Follower Growth Rate
- Engagement Rate
- Reach and Impressions
- Audience Sentiment
- Search Engine Ranking

To measure these, tools such as Social Media Insights (included in Instagram, TikTok, LinkedIn, and Facebook) will be used to track engagement and growth metrics. These can be complemented with other tools like Hype Auditor to analyze competitor behavior. Additionally, to check SEO performance, Ubersuggest can be used, with the option to purchase the paid version for the three months of the campaign, providing more comprehensive results on website ranking for specific keywords and competitor behavior.

4.1. Definition of a measurement plan

4.1.2. Increase sales

Measurement KPIs

- Conversion Rate on the Website
- Average Revenue Per Customer
- Sales Attributed to Social Media
- Cart Abandonment Rate

In this case, the main measurement tool will be Google Analytics, to track store traffic, conversions, and abandonment rates. Additionally, the Facebook Pixel tool will also help us understand sales made through specific social media ads.

4.1.3. Increase Workshop Attendance by 20%

Measurement KPIs

- Workshop Registration Rate
 - Total Monthly Registrations
 - Growth Rate in Registrations
- Interactions on Workshop Posts
- Traffic on the Workshop Page

To measure these, the tools to be used will include Google Analytics to specifically track traffic to the workshop registration page, and Social Media Insights to monitor interactions on stories, reels, and posts related to the workshops.

4.1. Definition of a measurement plan

4.1.4. Increase Coworking Space Visibility

Measurement KPIs

- Coworking Space Registration Rate
- Posts and Mentions of the Coworking Space
- Traffic on the Coworking Page
- Interactions and Engagement on Artists' Videos Published on YouTube

For analyzing the visibility of the coworking space, it is recommended, as with the previous sections, to use Google Analytics and Ubersuggest to track traffic to the coworking page. Other tools like Hype Auditor and Social Media Insights can be used to measure the reach and interactions with videos of artists promoting the coworking space.

4.2. Budget

Category		Description	Monthly cost	Total cost
Collaborations	@planc.home (Álvaro)	Collaboration for product promotion	700€	700€
	@anailueca (Ana Ilueca)	Interview and YouTube video in our coworking	500€	500€
Social Media Advertising	Instagram ads products	Ads at €3.5 (15 days a month)	52,50€	157,50€
	Instagram ads workshops	Ads at 4€ (15 days a month)	60€	180€
SEM	Shopping campaign - products	Ads at €2.5 per day	75€	225€
	Search Terms Campaign – Custom Orders	Ads at 3€ per day	90€	270€
Email Marketing	Mailchimp	Email marketing management	14,99€	44,97€
Measurement Tools	Ubersuggest	For SEO measurement and keyword analysis	25€	75€
			First month 1517,49 €	TOTAL 2152,47 €

The average monthly cost of the campaign would therefore be €717.49. If a strategy like the one proposed is maintained, adjusting the budget for more competitive advertising periods (such as Christmas) and calmer seasons (like summer), the annual digital marketing spend would amount to approximately €8,600, which falls within the average range for small businesses like CUIT.

Thank you for reading

CLICK TO GO BACK TO THE BEGGINING

