

PROJECT REVIEW • AUG 2024 – MAY 2026

# From Zero to One

Strategy & Execution · Building a Brand's Digital Ecosystem  
in 10 Months

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**Brand** CAME · Italian Gate Automation

**Role** Project Lead

**Scope** Website · Search · SEM · Social · Content

1 person, 1 AI tool, 2 vendors, 4 reporting lines.

# 10 months — from near zero to a full-stack digital presence

A B2B traditional manufacturing brand, 2 years in China with 80% resources allocated offline.

**Strategic rationale:** The brand was in late cold-start phase with minimal digital foundation. The approach was not to scale everything at once, but to follow a phased sequence — build the website first as the central hub, then activate search channels, then expand social media. Each phase only began after the prerequisites of the previous phase were met.

## BEFORE • AUG 2024

- × Single-page website with form collection only
- × No SEO deployment, zero search indexing
- × No SEM campaigns launched
- × Monthly WeChat posts, scattered video content
- × No content system, no data-driven approach

## AFTER • MAY 2026

- ✓ Functional Chinese site + showcase English site
- ✓ SEO indexing + content matrix, 20,000+ brand impressions
- ✓ Multi-channel SEM (Baidu/Bing/Google), 100+ qualified leads
- ✓ Content ecosystem: WeChat + Video + Bilibili + TikTok
- ✓ 4-pillar content marketing framework live

3

Product Lines

1

Person Team

10

Months

20K+

Brand Impressions

# 10 months • a complete zero-to-one delivery

One person + one brand + 10 months = from a single landing page to a fully integrated digital marketing system.

**6,000+**

Monthly Website Visits  
Site rebuilt from scratch

**20,000+**

Brand Impressions  
SEO + Content Matrix

**100+**

SEM Qualified Leads  
Multi-channel Campaigns

**20+**

Direct Brand Inquiries  
Search-driven

• **Website** • SEO • SEM • Social • Content

AUG 2024 ————— MAY 2026

Website as the hub → SEO for organic reach → SEM for precision acquisition → Social for amplification → Content for trust and retention

## Key Competencies

Strategic Planning · Project Management · Cross-functional Alignment · Stakeholder Management · Data-driven Decision Making

## Project Resources

1 person · 1 AI tool · 2 vendors · 4 reporting lines

# Website rebuilt • 6,000+ monthly visits

Replaced the original single-page placeholder with a functional Chinese site and a showcase English site for the Asia-Pacific market.

**Strategic rationale:** The website is the "land" of digital marketing — without it, nothing can grow. The first step was not advertising, but upgrading the site from a placeholder page to a fully functional platform integrating product selection, distributor lookup, training materials, and search traffic landing.

## Build Process

- Information Architecture**  
Product selection flow + IA planning
- UX & Functional Specs**  
Wireframes + requirement documentation
- Stakeholder & Vendor Management**  
3-Dimension evaluation: delivery capability > responsiveness > cost
- Analytics & Search Integration**  
Tracking setup + SEM/SEO landing funnel

## Feature Matrix

### Product Configurator

Parameter filtering + model matching

### Distributor Locator

Regional dealer search

### Technical Training Hub

Video tutorials + document downloads

### Search Traffic Landing

SEM/SEO optimized landing pages

**6,000+** Monthly Visits

Chinese Site · Functional | English Site · Showcase

# Full-channel search coverage • 20,000+ impressions • 100+ leads

On-site technical SEO + off-site content matrix + multi-channel SEM campaigns. Website first, search second — closing the traffic loop.

## SEO • Long-tail coverage & brand asset accumulation

### On-site Deployment

Technical SEO · Site architecture · Sitemap · Keyword strategy · Content planning

### Off-site Matrix

Third-party publishing (Zhihu/Sohu/Baijiahao) + Baidu ecosystem + Social media syndication

**1,000+**

Monthly Organic Visits

Baidu + Bing primary sources

**20,000+**

Brand Impressions

SEO + Content Matrix

**20+**

Brand-led Inquiries

Search-driven

## SEM • Multi-channel precision acquisition & short-term conversion

**Baidu**

CTR 2.97%

**210,000+**

Impressions

**Bing**

CTR 3.47%

**43,000+**

Impressions

**Google**

CTR 4.81%

**28,000+**

Impressions

**1688**

CTR 1.87%

**112,000+**

Impressions

**100+ Qualified Leads**

# Content marketing matrix live • 4-pillar content covering the full user journey

WeChat Official Account as the core hub, surrounded by Video Channels, Bilibili, and TikTok. Content built around four pillars: brand, product, service, and dealer ecosystem.

**Strategic rationale:** B2B industrial content marketing involves long decision cycles and multiple stakeholders. The content strategy was designed around the user journey: Awareness → Consideration → Decision → Post-sale. Brand content builds awareness, product content supports consideration, service content drives decisions, and dealer content expands channel coverage.

## ◆ WeChat Official Account • Core Hub

Monthly → Systematic operation

## WeChat Video

Event highlights · Dealer interviews

## Bilibili • TikTok

Technical content syndication

## 4-Pillar Content Matrix

### Brand

Brand story · Italian heritage  
Awareness

### Product

Selection guides · Technical specs  
Consideration

### Service

Installation · After-sales · Training  
Trust

### Dealers

Case studies · Interviews · Support  
Channel Enablement

# Key Challenges & Solutions

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## Strategic Framework

- ① What if competitors haven't done it well — or at all?  
→ Deconstruct cross-industry best practices + reverse-engineer user needs
- ② How to prioritize vendor selection?  
→ 3-dimension evaluation: delivery capability > responsiveness > cost; require case-based validation first

## Project Control

- ⑤ Vendor project manager unresponsive, delayed deliverables?  
→ Define key milestones with acceptance criteria + project timeline with weekly syncs + set internal deadlines 3-5 days ahead as buffer
- ⑥ Multiple projects running in parallel, long time spans?  
→ Modular breakdown + priority ranking + TODO tracking + weekly reviews with dynamic reprioritization

## Stakeholder Alignment

- ③ Unclear or conflicting internal requirements?  
→ Stakeholder group meetings + requirement priority voting
- ④ How to communicate requirements/UX/design clearly?  
→ Wireframes + written specs + recorded walkthrough — a 3-in-1 delivery to minimize cross-role friction

## AI-Enabled Efficiency

- ⑦ How to evaluate, negotiate and sign off technical requirements?  
→ AI-assisted technical document interpretation + standardized requirement templates + peer cross-validation
- ⑧ How to manage data iteration and information assets?  
→ Dashboard setup + AI-automated reporting + regular retrospective and iteration cycles