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University of Applied Sciences of Eastern Switzerland



Consulting Project International Management Design for Varioprint AG

Project Team (f. l. t. r.) in front **Dovile Butrimaite**, ISM University of Management and Economics, Lithuania;
Timo Ebnetter, FHS St.Gallen, Switzerland; **behind** **Michael Jung**, FHS St.Gallen, Switzerland, Project Leader;
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Social Media Concept – interacting with crucial Stakeholders in B2B

Varioprint AG was facing almost zero interaction among its stakeholders on the company's social media platforms. However, the potential in the field was spotted and the management asked the project team to collect relevant information to build a solid social media concept including different benchmarks for the company to follow and interact with the stakeholders online.

Proceeding

To propose the best possible social media direction, three different sources for primary research were defined. Two online surveys were created to find out the social media usage for professional interests of current customers and students worldwide serving as prospective engineers. Additionally, expert interviews were conducted to gain a deeper insight into the topic. All collected data were later used and analysed to determine the most suitable platform for Varioprint AG to start working on.

Results

Different primary research categories showed a clear preference for one specific platform. In addition, a second-best option could be determined based on the statements of the students, customers and experts. Therefore, after analysing all relevant criteria, the project group proved that this platform is the best channel in the case of Varioprint AG. Next, a comprehensive and easy to follow plan was created, in other words,

a social media concept including goals for the platform, stakeholders to approach, content to publish, the best time to schedule the posts, challenges and solutions as well as a live demonstration of all available tools to use was set up. The concept also included a timeline with the proposed 2-year social media plan, focusing on the key platform for current years and an additional option to include in the media marketing activities in the upcoming years.

Furthermore, the project team was already able to apply the created concept and realize first measurable results through the implementation and creation of posts.

www.fhsg.ch/praxisprojekte

Varioprint AG, Heiden

Varioprint AG is one of the market leaders in designing and producing printed circuit boards (PCB). They serve around 300 customers throughout Europe (incl. Switzerland), the United States, South America and Asia. All their operations take place in Heiden, where the company is located. Therefore, Varioprint AG ensures that all products are 100% Swiss made.

Client

Varioprint AG, Heiden
 Michael Stojnic, Sales Engineer
www.varioprint.ch



To learn more about «Social Media» and how to use it, a group of young students from different countries was the right choice. «Social Media» is currently the right place to share information of various types. The expertise of the students and their understanding of our need resulted in a concept that is ideally suited to us. The first steps of the concept have been successfully implemented and will continue to be pursued in the future.

Coach

FHS St.Gallen
 Mathias Kleiner, MBA



The team showed a strong commitment to the project. Throughout the project, the team developed a good spirit and managed to reach the ambitious goals. Based on a well-developed research design, they presented a realistic and detailed social media concept.

