

## **ABSTRACT**

Lumiart is a family business firm born in Tegucigalpa, Honduras. In 2000, its product and service were oriented in lighting, offered to both public and private projects. Over the past 20 years, Lumiart has used traditional marketing strategies to leverage sales, and more importantly, gain trust from its customers. Moreover, they started in the past few years to implement digital methods to attract new customers and digital platforms to engage with new targets. In 2019 they opened a new store in Guatemala that phases new challenges to get new customers and build trust in their products and services. The business targets B2C clients, but most of their profit comes from the B2B projects they generate. Since it is a new operation, they need to get the most B2B leads to improve their chance of closing big lighting deals and earning revenue for the new process.

The theoretical part of the present study aims to understand digital marketing in B2B business, explain Lumiart case study and the digital marketing strategies and goals for Lumiart. The second part focuses on the following research questions: (1) Determine which digital marketing channel is the most effective for B2B lead generation for Lumiart. (2) Which audience in digital media attracts the most leads for B2B customers for Lumiart? (3) What change of digital campaign settings caused the most significant improvements for lead generation in B2B customers for Lumiart?

Quantitative data was collected using Google Ads and social media reports. The methodology for addressing the research question consisted of developing a digital campaign using Google Ads and display network remarketing and social media platforms such as Facebook and Instagram to generate leads. The campaign was executed for four weeks implementing weekly analytics check, which led to learning from every trial and adjusting the drive to improve results.

The key contributions are summarized in the following facts: (1) For the present experiment; it is determined that the most effective digital medium for B2B lead generation for Lumiart was Facebook. (2) The results showed that the cities most interested in the experiment for Facebook and Instagram were: Guatemala City, Huehuetenango, San Marcos, Petén, Quetzaltenango, Izabal, Totonicapán and Sololá. For Google, in descending order, we have Guatemala City, Quetzaltenango, Izabal, Chimaltenango and Sacatepéquez. (3) The predominant demographic group by age for Facebook and Instagram consisted of people between 25 and 34 years old. For Google, the age segment ranged between 18 and 24. (4) The demographic group by gender for Facebook, Instagram, and Google, was male. (5) For Facebook, the change in settings that had the most significant impact on generating leads changed from 6 images to only one promotional image and communication via direct message instead of filling out a form with personal information.