



HiCoData Introduction

HiCoData – Fraction CMO &
Marketing Support



ABOUT HICODATA

FRACTIONAL CMO & MARKETING SUPPORT FOR B2B COMPANIES IN JAPAN

- 20+ years in B2B marketing & strategy for electronic components, automotive, industrial equipment, energy and manufacturing
- Japan–Europe background: worked in Germany and Japan with global OEMs, Tier-1s and component makers
- Focus areas: digital strategy, analytics & dashboards, AI/search, including hands-on support

ABOUT ME

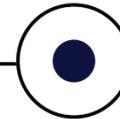
HEIKO DALICHAU

1999~2014



Trained engineer at a global electronics company.

2015~2019



Leading global customer projects and product promotions in Japan.

ABOUT ME

HEIKO DALICHAU

2020~2023



Pivoted to digital marketing & data analytics. Uncovering major inefficiencies in systems and technology gaps.

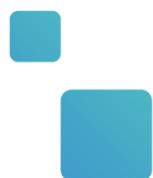
2024~



Started my own consultancy developing smart marketing systems to support B2B companies in Japan.

ABOUT HICODATA

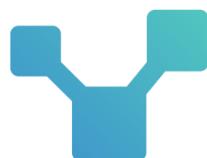
INDUSTRY VERTICALS



Automotive



Energy



Manufacturing



Industrial Equipments



**Electronic
components**

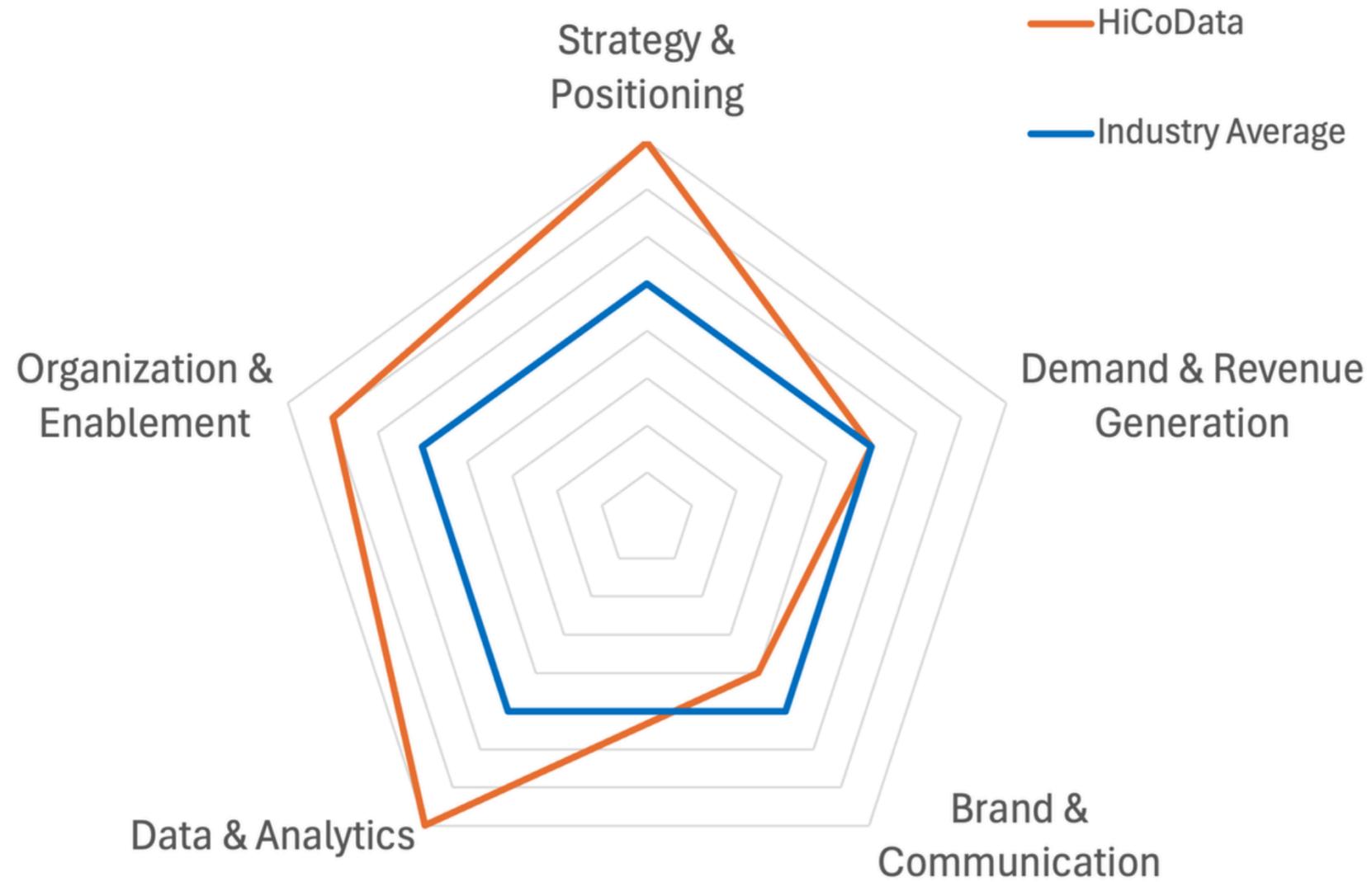


**Information &
Communication Technology**



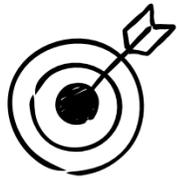
ABOUT HICODATA

HORIZONTAL EXPERTISE



SOLUTIONS

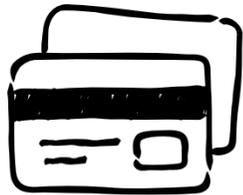
SMART SYSTEMS



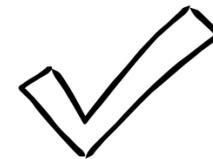
KPI Setting



Maturity Assessment



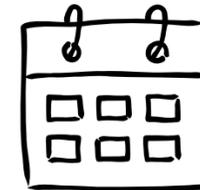
Budget Allocation



ROI Tracking



Marketing Strategy



Reporting & Dashboards



SNS Marketing

SOLUTIONS

TECH STACK



SEO



Web & SNS



CRM / MA



Data Analytics & Visualization



n8n

Productivity



Web & E-commerce



CASE STUDIES

Improved ads conversions, helping land **48 new leads.**

+3.4M

Page Views

+40%

Engagement

+3

Projects

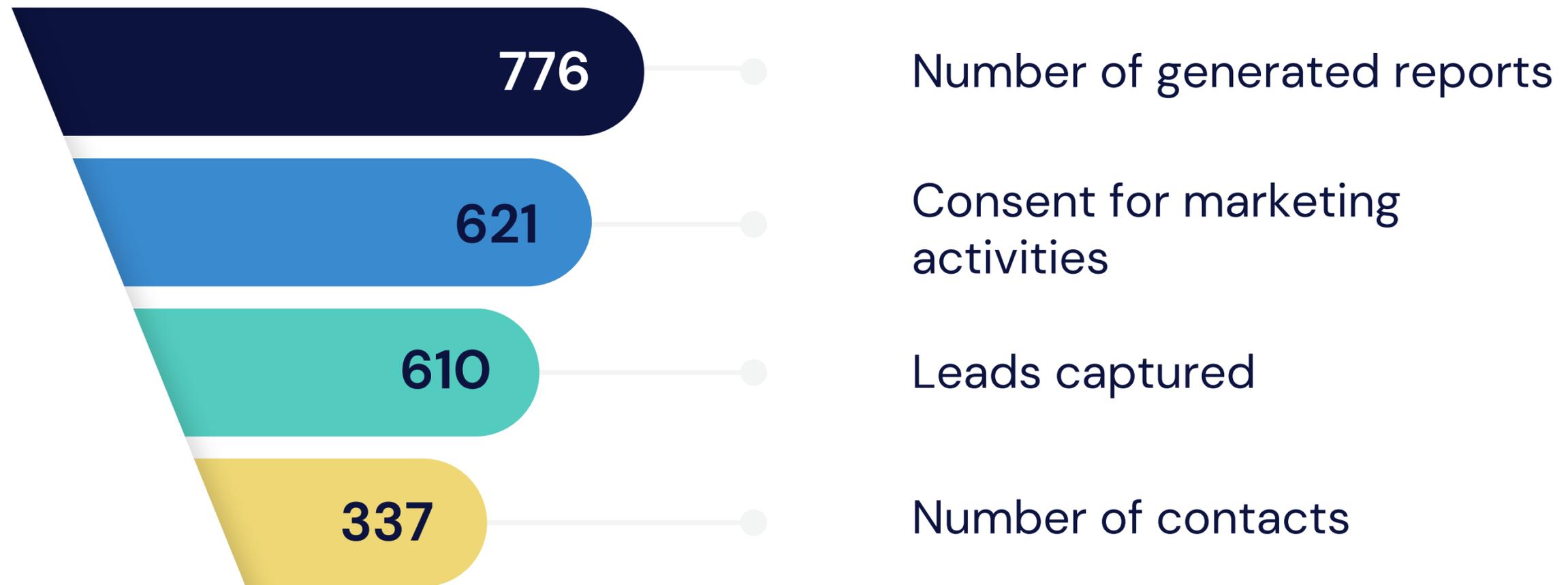


"A milestone campaign that opened doors to customers we couldn't reach before..."

Sales Director
A German electronics company

CASE STUDY: LEAD CAPTURING THROUGH SMART MARKETING AUTOMATION

Lead increase **by 122%** due to online ticket registration and automated lead capturing tool during trade fair.



CASE STUDY: SMART CAMPAIGN PROCESS OPTIMIZATION

- Process streamlining lead to **30% time reduction**
- Additionally AI integration increased efficiency and accuracy

SUB HEADING

YOUR BENEFIT

- More flexibility
- Always up to the latest trends
- Objective view
- Data & AI enhanced

>70%

REDUCTION
IN COST

Fractional CMO

\$

Fulltime CMO

\$ \$ \$

The background features several overlapping, semi-transparent blue wavy lines that create a sense of movement and depth. These lines are positioned in the upper and lower right portions of the frame, framing the central text.

SERVICE OVERVIEW

2-DAY WORKSHOP

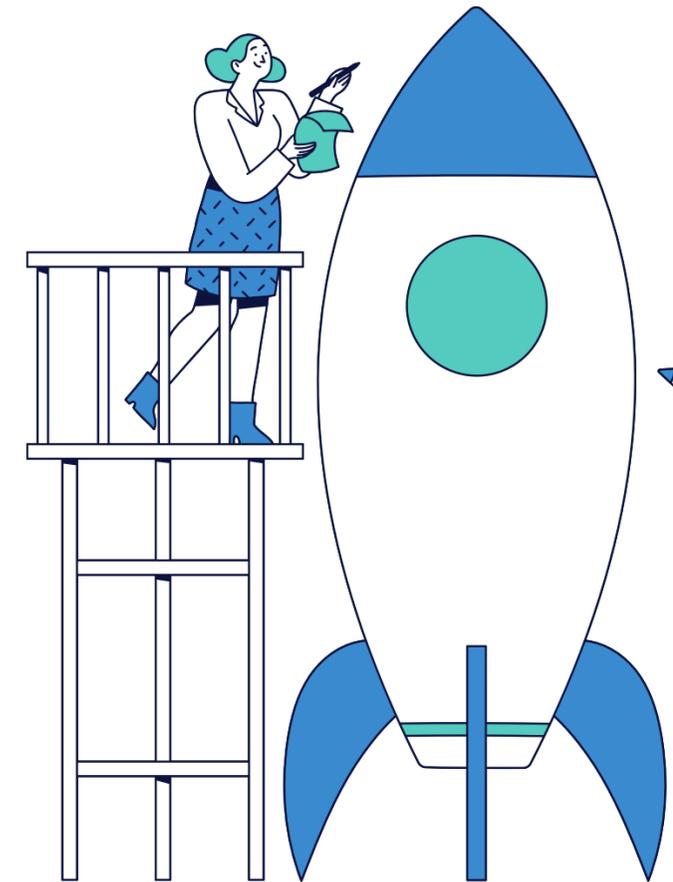
DIGITAL MARKETING LEVEL-UP



- Assess current capabilities
- Identify key gaps
- Build a success roadmap



- Marketing Managers
- Sales Executives
- CMOs / CEOs



Scope & price:

2 workshop days

- Strategy Essentials
- Roadmap & ROI

Fee: 180 ~ 330 kJPY

(light/standard)

HANDS-ON-COURSE

DIGITAL MARKETING FUNDAMENTALS



- Training on digital marketing using real data
- Improve reporting, dashboards, and decision-making
- Get familiar with GA4, Looker Studio, and Google Search Console



- Digital Marketing Specialists, data analysts, sales



Scope & price

- 4 times @ 90 min
- online training plus homeworks & capstone project

Fee: 90 kJPY

3-MONTH IMPLEMENTATION

FRACTIONAL CMO



- Leadership without the cost of a full-time CMO
- Marketing transformation with expert guidance
- Implementation of data-driven, ROI-focused marketing strategies



- SME B2B manufacturing / engineering companies

**Scope & price**

- 4 ~ 8 days / m
- Strategy, KPI review, training
- Hands-on execution

Fee: 480 ~ 960 kJPY / m
(retainer @ 20k JPY/h)

PRESENTATION

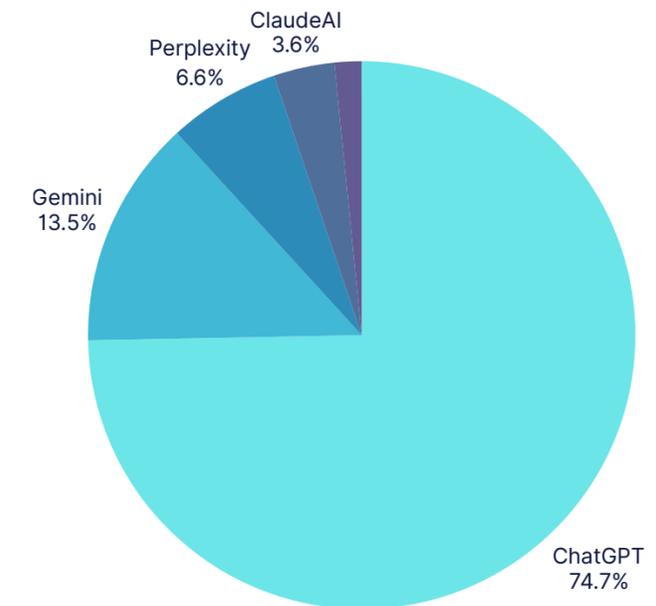
HOW AI IS CHANGING SEARCH



- Latest trends in AI landscape
- Advice how your business can benefit from it



- CEOs, CMOs, and digital marketing leaders

**Scope & price:**

- 90 min presentation
- 30 min Q&A

Fee: 30 kJPY (free in combination with other plans)

CONTACT US

 2 Chome-5-24 Yanaka, Taito City,
Tokyo 110-0001, Japan

 mail@hicodata.com

 +81 70 9198 5301