



HiCoData Introduction

HiCoData – Fraction CMO &
Marketing Support



ABOUT HICODATA

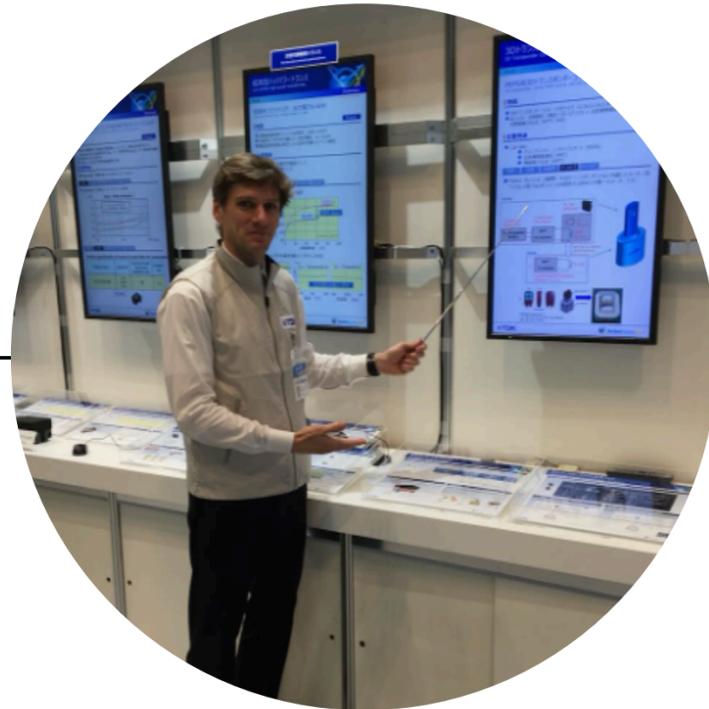
FRACTIONAL CMO & MARKETING SUPPORT FOR B2B COMPANIES IN JAPAN

- 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

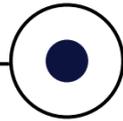
ABOUT ME

HEIKO DALICHAU

1999~2014



2015~2019



Trained engineer at a global electronics company.

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.

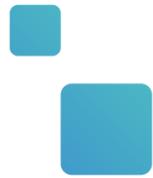
2024~



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

ABOUT HICODATA

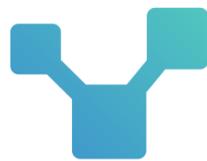
INDUSTRY VERTICALS



Automotive



Energy



Manufacturing



Industrial Equipments



**Electronic
components**

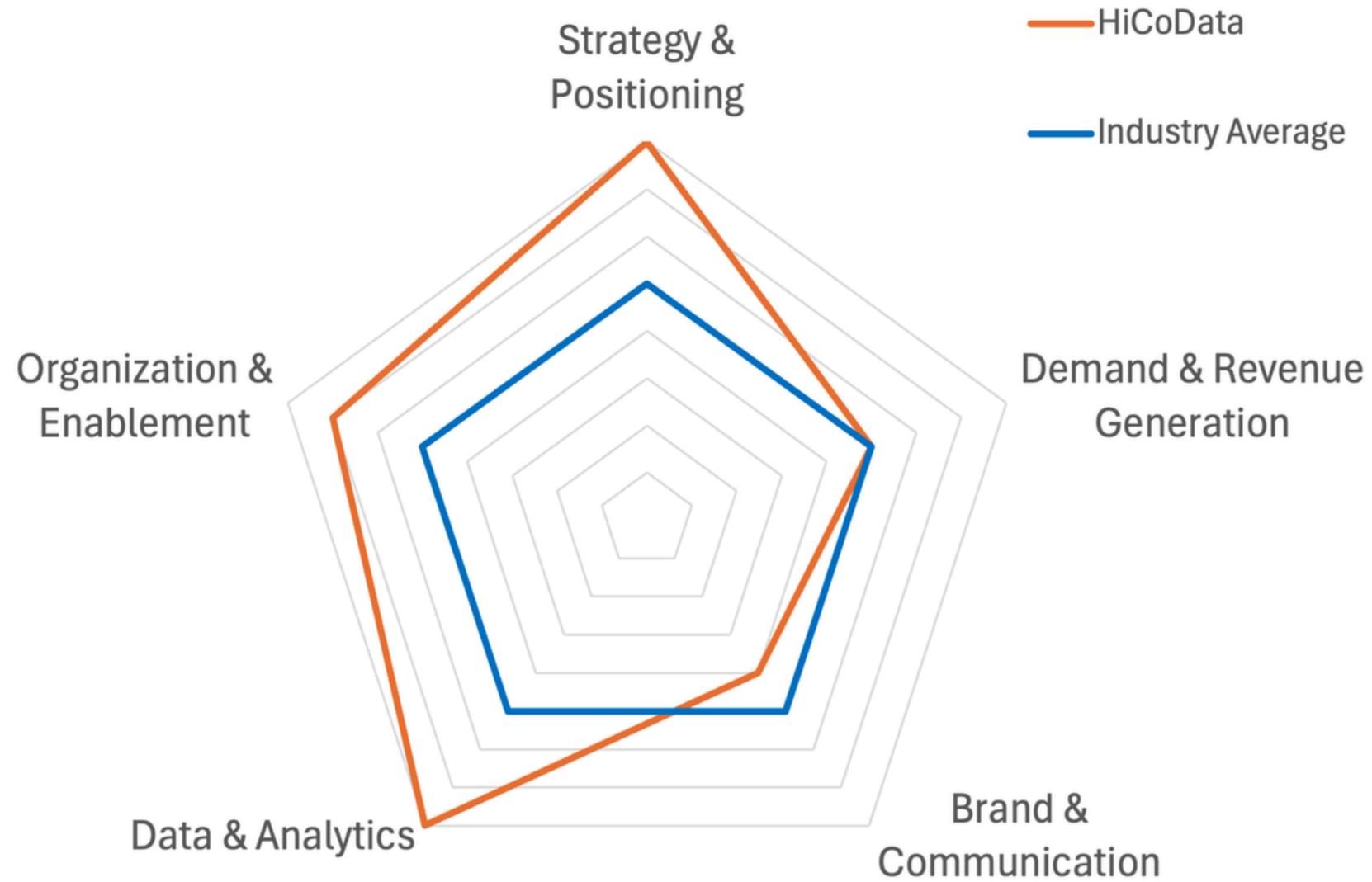


**Information &
Communication Technology**



ABOUT HICODATA

HORIZONTAL EXPERTISE



SOLUTIONS

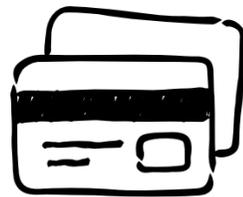
SMART SYSTEMS



KPI Setting



Maturity Assessment



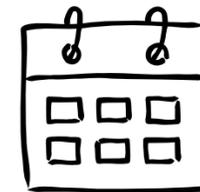
Budget Allocation



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

RESULT

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 a light blue gradient with two prominent, thick, wavy blue lines that create a sense of movement and depth. One wave starts from the top center and curves downwards towards the right, while the other starts from the bottom right and curves upwards towards the left.

SERVICE OVERVIEW

2-DAY WORKSHOP

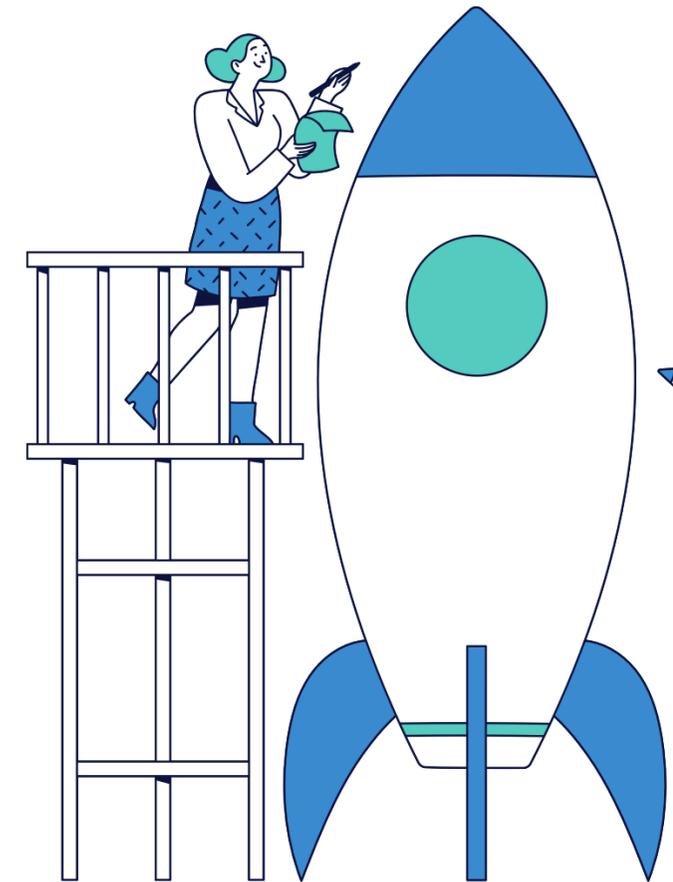
DIGITAL MARKETING LEVEL-UP



- 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

**Invest: 180 ~ 250 kJPY
(light/standard)**

4 WEEK HANDS-ON

REPORTING EFFICIENCY SPRINT



- 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

Invest: 300 kJPY

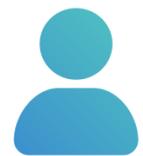
3 MONTH

MARKETING ANALYTICS COACHING



- Upgrade how marketing data is captured, reported, and used across the business

- Moving teams from fragmented dashboards to clear, decision-ready insight



- Digital Marketing Specialists, data analysts, sales

Scope & price

- 4 days / month
- Assessment, Design, Optimization
- Hands-on execution

Invest: 500 kJPY / m

5-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

Invest: 480 ~ 960 kJPY /
m (retainer @ 30k JPY/h)

CONTACT US

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