



HiCoData Introduction

HiCoData – Fractional CMO &
Marketing Analytics

ABOUT HICODATA

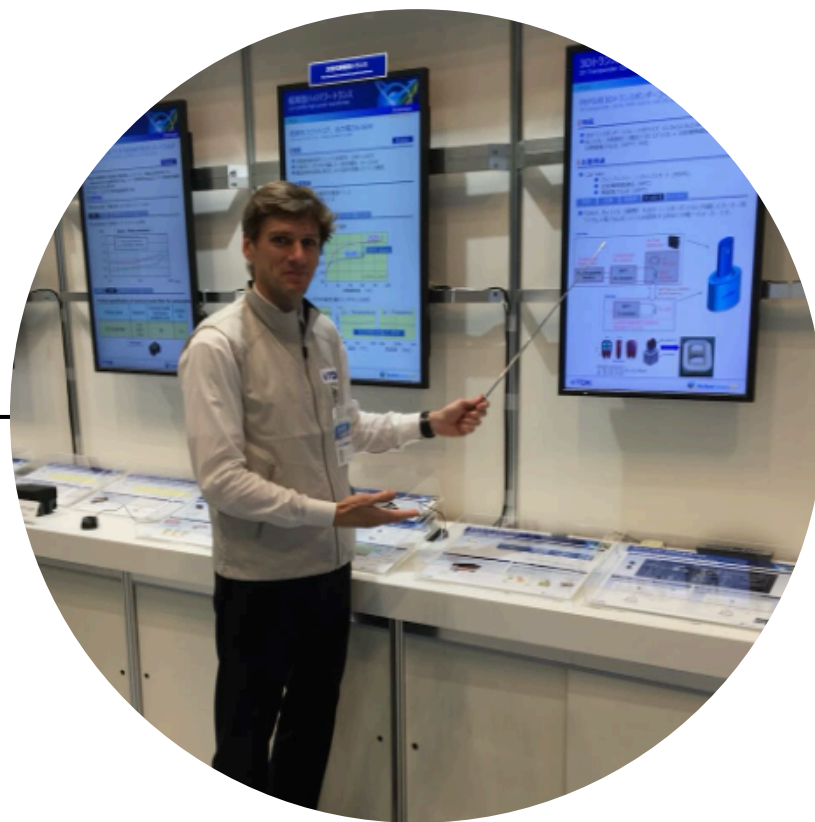
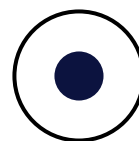
FRACTIONAL CMO & MARKETING SUPPORT FOR B2B COMPANIES IN JAPAN

- 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

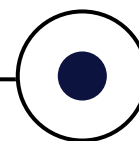
HEIKO DALICHAU

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~



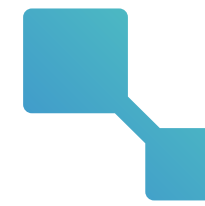
Started my own consultancy developing smart marketing systems to support B2B companies in Japan.

ABOUT HICODATA

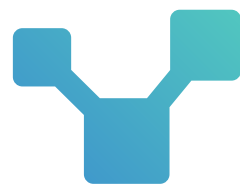
INDUSTRY VERTICALS



Automotive



Energy



Manufacturing



Industrial Equipments



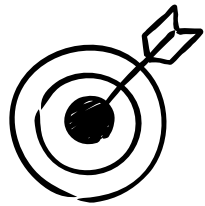
**Electronic
components**



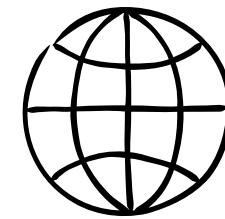
**Information &
Communication Technology**

SOLUTIONS

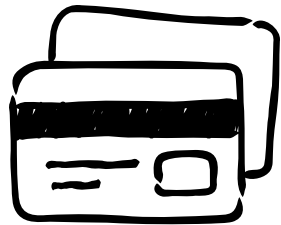
SMART SYSTEMS



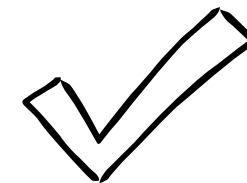
KPI Setting



Maturity Assessment



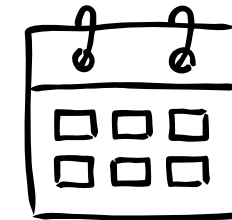
Budget Allocation



ROI Tracking



Marketing Strategy



Reporting & Dashboards



SNS Marketing

SOLUTIONS

TECH STACK



SEO



CRM / MA



n8n

Productivity



Meta



LinkedIn ads

Web & SNS



Data Analytics & Visualization



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

TESTIMONIAL

“Heiko combines strategic B2B manufacturing thinking with a sharp understanding of digital mechanics. He brought structure to our marketing planning, connected activities to clear KPIs, and helped us make better decisions with data, not opinions.”



Yoko Ishikawa

Campaign Management Section
Head

Major Japanese Manufacturing
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 shapes. One shape is in the upper right, curving downwards, and the other is in the lower right, curving upwards. They create a sense of movement and depth.

SERVICE OVERVIEW

2-DAY WORKSHOP

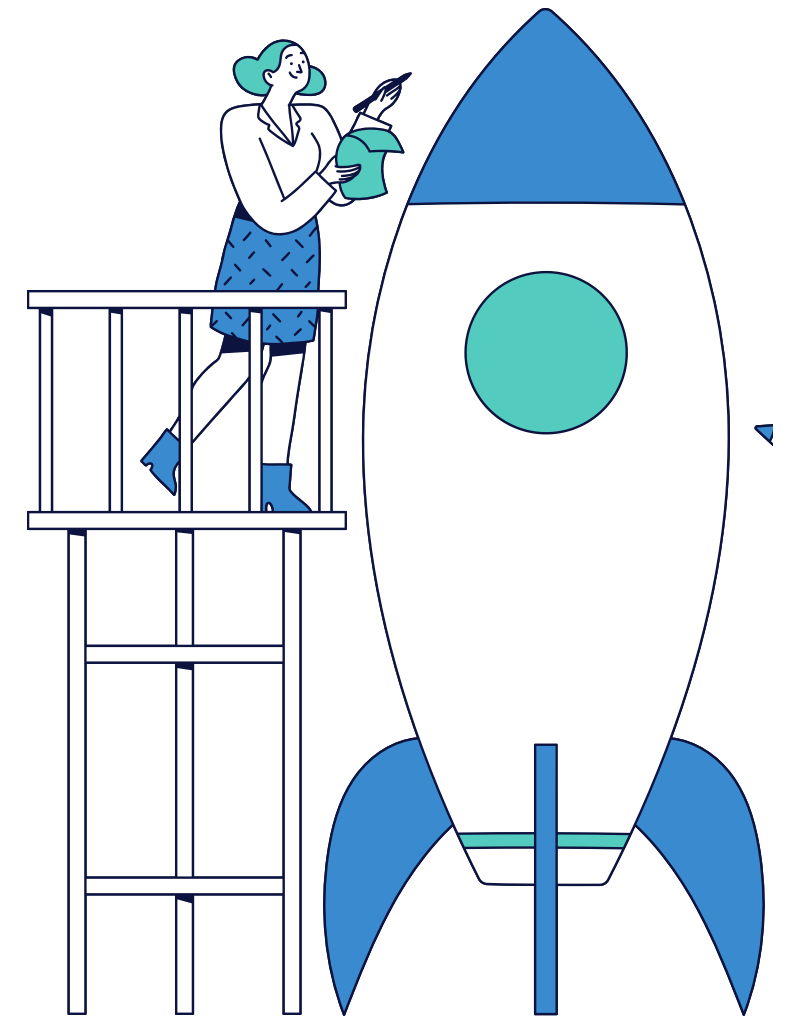
DIGITAL MARKETING LEVEL-UP



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



- Marketing Managers
- Sales Executives
- CMOs / CEOs



Scope:

2 workshop days

- Strategy Essentials
- Roadmap & ROI

4 WEEK HANDS-ON

REPORTING EFFICIENCY SPRINT



- Less rework and smoother reporting production
- Faster onboarding for junior team members
- More consistent client narrative
- Better client retention



- Japan-based agencies



Scope

- 4 times @ 90 min
- online or on-site
- sessions can be held in English or Japanese

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

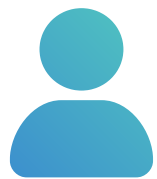
- 4 days / month
- Assessment, Design, Optimization

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

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

CONTACT US

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