

How Jaybro is Winning at Geosynthetic Digital Marketing

by GNA Editor

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In the competitive world of geosynthetics, Jaybro Group has emerged as a digital marketing powerhouse, leveraging its resources and expertise to dominate search engine results and establish a formidable online presence. The company's success in this arena is no accident, but rather the result of a strategic and well-executed digital marketing plan.

Benefitting from Jaybro's digital success is its subsidiary, Global Synthetics. A quick Google search for geosynthetics in Australia reveals Global Synthetics' impressive web presence, a testament to Jaybro's digital marketing prowess. This dominance is not merely happenstance but the product of a concerted effort to optimize their online visibility.

The driving force behind this digital transformation is Steffen Daleng, Jaybro's Chief Marketing Officer. Daleng, formerly of Booktopia, brings a wealth of experience from the B2C sector to Jaybro's B2B infrastructure business.

Under his leadership, the company has embarked on an ambitious journey to overhaul its digital and marketing capabilities. Daleng's approach has been comprehensive and decisive. He has initiated a sweeping transformation program that includes a complete martech and ecommerce stack overhaul, restructuring of the marketing and digital team, and a thorough brand audit.

This holistic approach ensures that Jaybro's digital presence is not just highly visible, but also cohesive and effective across all platforms.

Furthermore Jaybro has focused on creating valuable content through its GEOMasta™ brand, offering comprehensive information on geosynthetic products and applications.

This content-driven approach not only improves search engine rankings but also positions Jaybro as a thought leader in the industry. Moreover, Jaybro's digital success is backed by its robust operational capabilities.

With a promise of four-hour delivery for its vast range of products, the company has created a unique value proposition that translates well in the digital space.

This operational excellence, combined with strategic digital marketing, creates a powerful synergy that drives both online visibility and business growth. As Jaybro works towards an IPO, its digital marketing efforts are likely to intensify further.

The company's ability to leverage its digital presence across its portfolio of brands, including those of Global Synthetics and GEOMasta, gives it a significant advantage in the geosynthetics market.

In conclusion, Jaybro's success in geosynthetic digital marketing is a result of strategic planning, expert leadership, and a willingness to invest in digital transformation.

As the company continues to grow and evolve, its digital presence is likely to become even more dominant, setting new standards for B2B digital marketing in the infrastructure sector.

About Steffen Daleng:

Steffen Daleng, who joined Jaybro Group as Chief Marketing Officer in May 2023, brings over 15 years of experience in creating high-caliber teams across retail, tech, and agency environments. His impressive background includes a successful tenure as CMO at Booktopia, where he played a crucial role in guiding the company from private ownership to IPO.

Daleng's expertise in B2C retail, honed through his work at companies like The Co-op and his own digital agency, provides a unique perspective to his current role. At Jaybro, Daleng leads the Marketing & Digital Strategy for the entire group, overseeing a team of 18 marketers across 8 companies, 2 e-commerce platforms, and 21 brand sites.

His primary focus is on transforming the digital and marketing capabilities of Jaybro's complex portfolio of brands and businesses. This ambitious undertaking involves implementing new processes, technologies, and strategies to position Jaybro for future growth and success, particularly as the company works towards an IPO.

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