

# Stop Marketing Like it's 1999!

## A Roadmap for Sales Success in the 21<sup>st</sup> Century

PRESENTED TO



**svm** E-MARKETING SOLUTIONS  
Online Marketing. Bottom-line Results.™

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## Marketing in 1999



Inbound  
Sales Calls



Print  
Advertising



Direct Mail



Trade Shows



In Person  
Sales Calls



Telemarketing



Websites

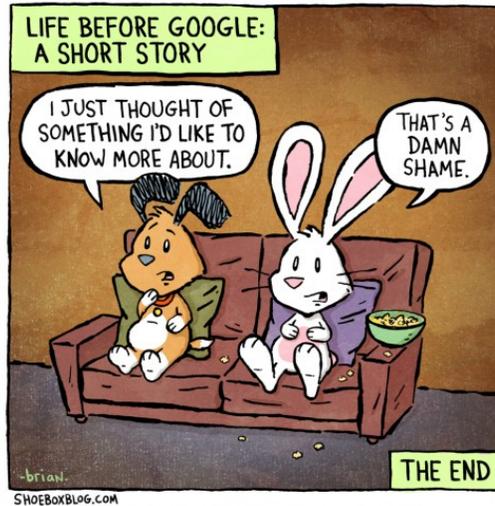


Email Marketing

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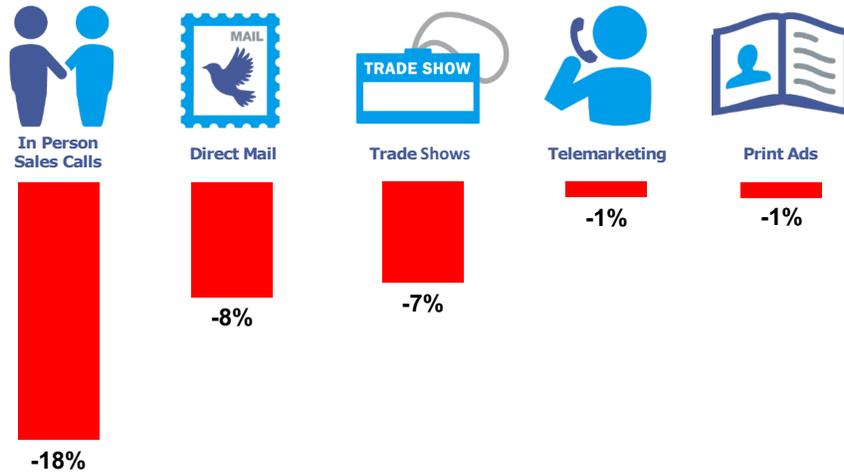
# Do You Remember Life Before Google?



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## Traditional Marketing Tactics are Becoming Less Effective



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Source: Facing the Forces of Change

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## The Workplace is Being Taken Over by 'Generation Net'



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## The Changing Face of Your Customer: Baby Boomers



### Statistics:

- Born 1946 to 1964
- Ages 50 to 68
- 82 million
- 44 million in workforce

### Characteristics:

- Independent
- Work-Centric
- Goal-Oriented
- Tech: **Slow Adopters**

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## The Changing Face of Your Customer: Generation X



### Statistics:

- Born from 1965 to 1980
- Ages 34 to 49
- 41 million
- 27 million in workforce

### Characteristics:

- Individualistic
- Value Work/Life Balance
- Versatile
- Tech: **Savvy**

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## The Changing Face of Your Customer: Millennials



### Statistics:

- Born from 1981 to 1999
- Ages 15 to 33
- 71 million
- 29 million in workforce

### Characteristics:

- Team Oriented
- Achievement Oriented
- Attention Craving
- Tech: **Masters**

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# Generation Net is Taking Over!



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# Generation Net is Taking Over!



**10,000**  
Baby Boomers  
**retire** each day

**10,000**  
Millennials turn  
**21** each day

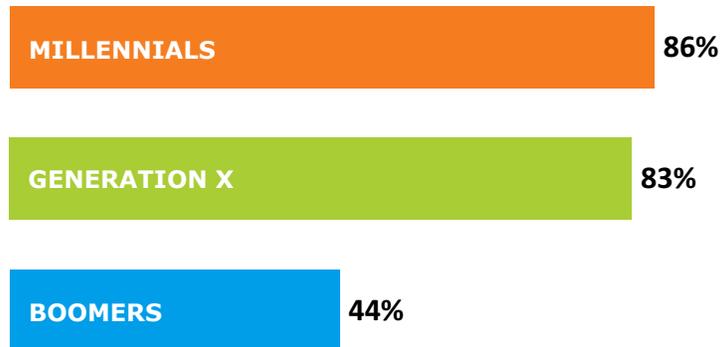


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# Generation Net is Online

Do You Own a Smartphone?



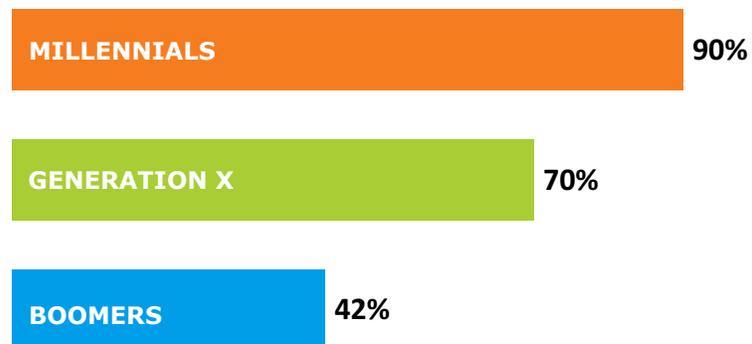
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Source: Pew Research Center

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# Generation Net is Online

Do You Sleep with Your Cell Phone?



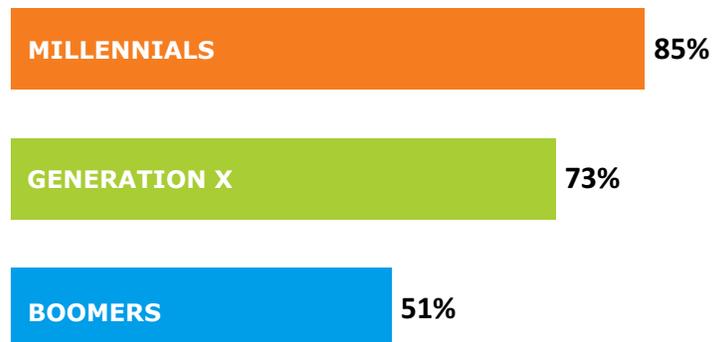
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Source: Pew Research Center

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# Generation Net is Online

Do You Connect to the Web from Your Cell Phone?



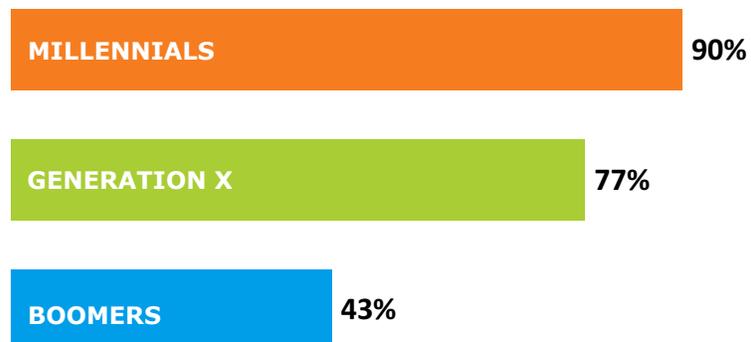
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Source: Pew Research Center

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# Generation Net is Online

Do You Use Social Networking Websites?



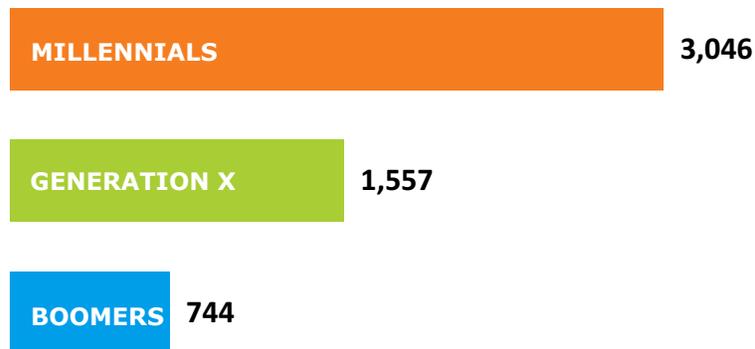
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Source: Pew Research Center

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# Generation Net is Online

How many texts sent and received per month?



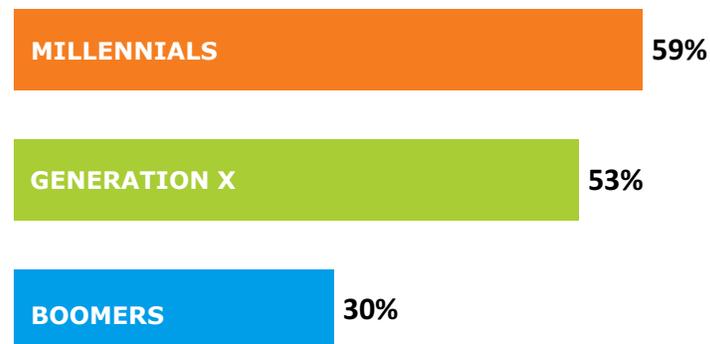
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Source: Pew Research Center

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# Generation Net is Online

Do You Get Most of Your News from the Web?



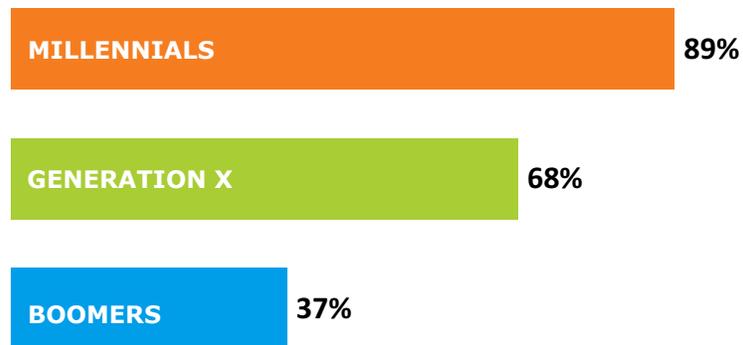
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Source: Pew Research Center

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# Generation Net is Online

Do You Purchase Business Goods Online?



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Source: Accenture – B2B Procurement Survey

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# Generation Net has been Decimating Business Models



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## The Growth of Online & Mobile Has Only Just Begun

**3X** global Internet traffic  
will **triple** by 2015

**3,900,000,000**  
people, or **more than 51%** of the  
world's population, will be online

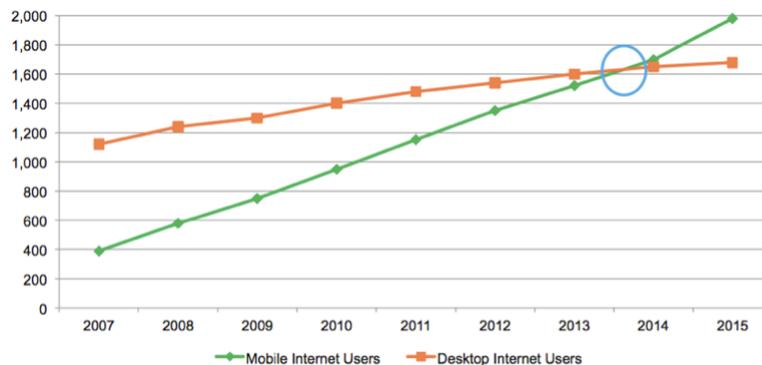
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Source: Cisco VNI Forecast

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## The Growth of Online & Mobile Has Only Just Begun

### Mobile Devices Topped Desktops in 2014



© 2015 DAM Marketing Solutions

Source: Morgan Stanley, Internet Trends

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# The 21<sup>st</sup> Century Marketing Roadmap

1. Transform Your View of Marketing
2. Become a Content Marketer
3. Make Your Website the Hub of Your Marketing
4. Help Customers Find You
5. Nurture Relationships Social Media & Email
6. Optimize Your Marketing for Mobile
7. Make Your Marketing Measurable

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**Transform Your  
View of  
Marketing**

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# Marketing is an Investment

## Not an Expense



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# Marketing ≠ Sales

## Marketing Feeds Sales



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# Market with a Magnet

## Not Just a Megaphone



# Market with a Magnet

## Not Just a Megaphone





## Become a Content Marketer

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## Become a Content Marketer

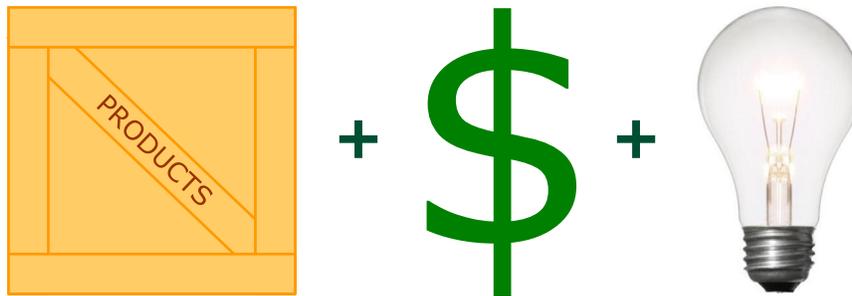
You're not only in the business of  
**Floral Wholesale Distribution**

You're also in the business of  
**Knowledge**

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## Become a Content Marketer



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## Become a Content Marketer

Don't just sell...  
**Educate!**

Become the  
Go-To resource for  
**Profitable  
Ideas!**



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# Continually Create Remarkable Content

Turn your Website into an Idea Resource Center

Blog Posts

Articles

Whitepapers



Case Studies

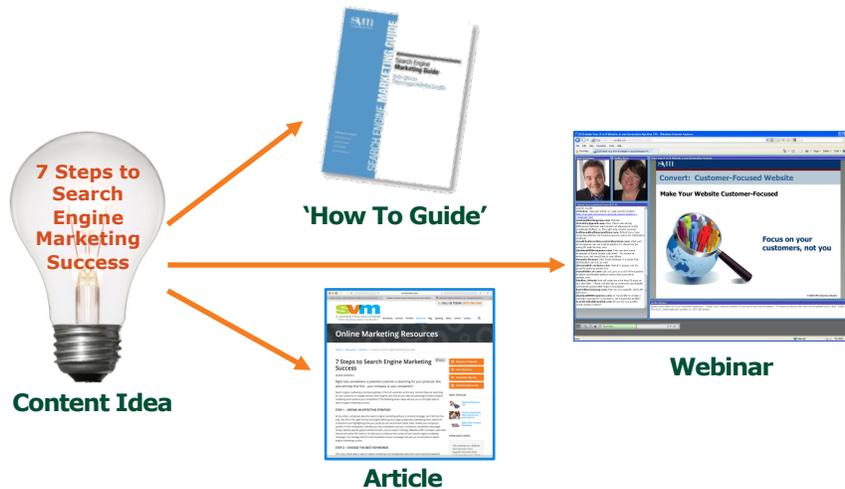
Videos

Webinars

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# Repurpose Good Ideas



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# Brainstorm Great Content

Follow  
Industry  
News

Monitor  
Social  
Conversations

Ask Your Best  
Customers

Take a Video  
Camera  
Everywhere



Ask Your Sales  
& Service  
People

Consider  
Evergreen  
Content

Repurpose  
'Older'  
Content

Conduct  
Original  
Research

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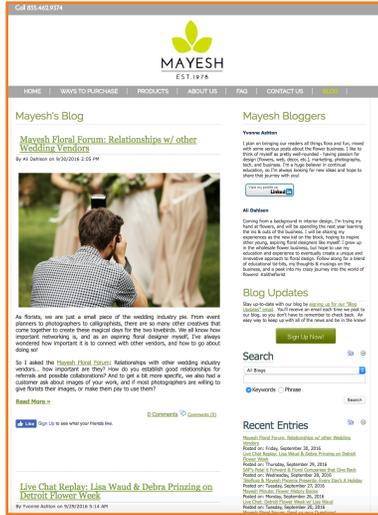
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# How to Create Content That Sells!

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# Produce a Blog



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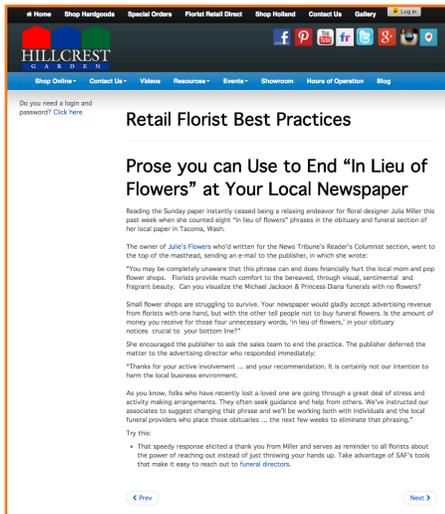
## Blogs

- Online journals that encourage reader participation
- Bloggers share thoughts, facts, opinions and ideas
- Readers can post comments for each blog entry
- **B2B Companies that blog generate 67% more sales leads**



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# Create 'How To' Articles



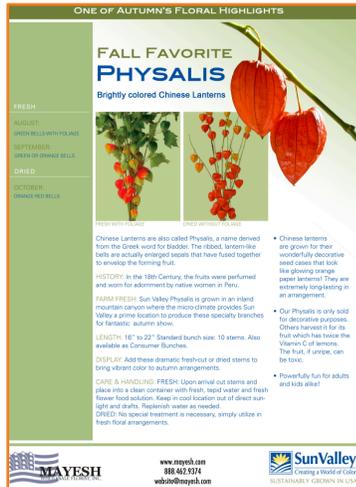
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## 'How To' Articles

- Focus on actionable ideas and best practices
- 500 to 750 words
- Make them scannable
- Publish to your Website
- Syndicate the articles online

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# Create 'How To' Guides & Whitepapers



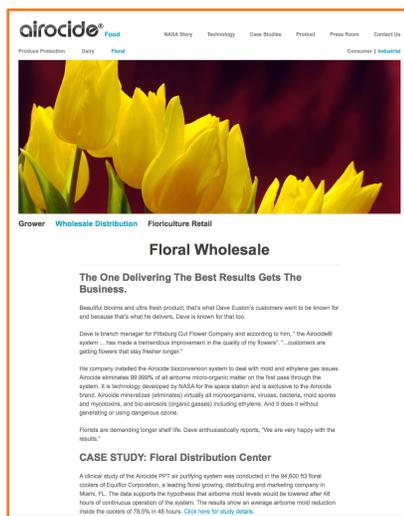
## 'How To' Guides & Whitepapers

- Focus on actionable ideas, best practices and trends
- 5 to 20 pages
- Publish to your Website
- Can require a short registration process to access

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# Create Case Studies



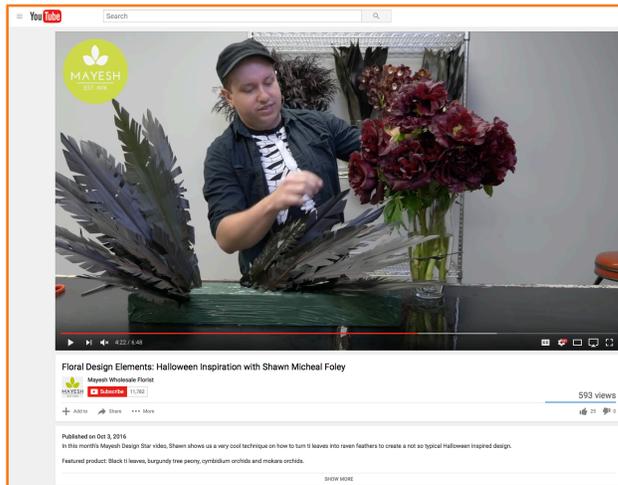
## Case Studies

- AKA: Customer Success Story
- A case study is a sales tool
- 500 to 2,000 words in length
- Publish to your Website
- Use in your sales process
- Consider pairing it with video

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# Produce Online Videos



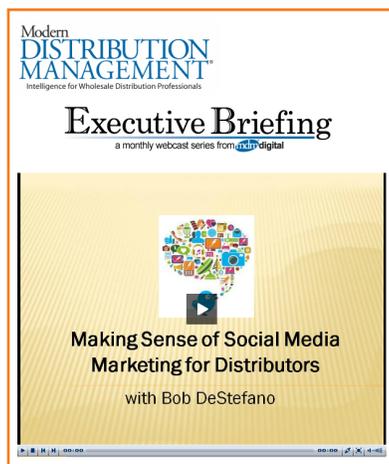
## Online Videos

- Focus on actionable ideas and best practices
- 3 to 10 minutes in length
- Post to YouTube
- Embed in your Website



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# Produce Webinars



## Webinars

- Web-based seminars
- Can be used for marketing and lead generation
- Can be used for training and customer service
- Host live Webinars
- Offer pre-recorded Webinars

GoToWebinar® Camtasia®

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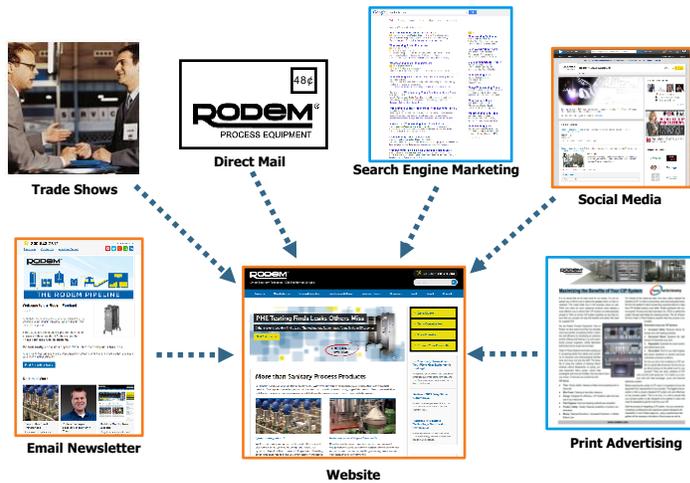


# Make Your Website the Hub of Your Marketing

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## Make Your Website the Hub of Your Marketing



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# Make Sure Your Website is Customer-focused

Don't be Ego-centric with your Website



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# Make it Easy for Customers to Buy

The screenshot shows the FSW Warehouse website interface. At the top, there's a navigation bar with 'Home', 'Specialty', 'Equipment', 'Kitchens', 'Dining', 'Disposables', 'Jenitorial', 'Furniture', 'Education', 'Quick-Ship', and 'Clearance'. A search bar is on the right. Below the navigation is a banner for 'Supera' with the text 'IS NOW AVAILABLE! HIGH-QUALITY EQUIPMENT THAT FITS YOUR BUDGET'. The main content area is titled 'Restaurant Equipment' and features a grid of product categories with images and brief descriptions:

- Commercial Refrigeration:** Commercial Refrigerators, Walk-In Coolers, Refrigerated Prep Tables.
- Commercial Ice Machines:** Cube Ice Machines, Combination Ice Machines, Undercounter Ice Makers.
- Food Prep Equipment:** Food Slicers, Food Processors, Meat Slicers.
- Commercial Ranges:** Heavy Duty Ranges, Commercial Charbroilers, Commercial Hot Plates.

Other sections include 'Popular Restaurant Equipment', 'Cooking Equipment', and 'Understanding Restaurant Equipment' with sub-sections like 'Understanding Ice Machines', 'Understanding Ovens', and 'Understanding Fryers'. A sidebar on the right contains a 'WANT IT SHIPPED TODAY?' promotion and a 'BROMIC' logo.

Remember The 80-20 Rule

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# Turn Your Website into a Lead Generation Machine

Only 10% of Web Visitors are Ready to Buy



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**Help  
Customers  
Find You**

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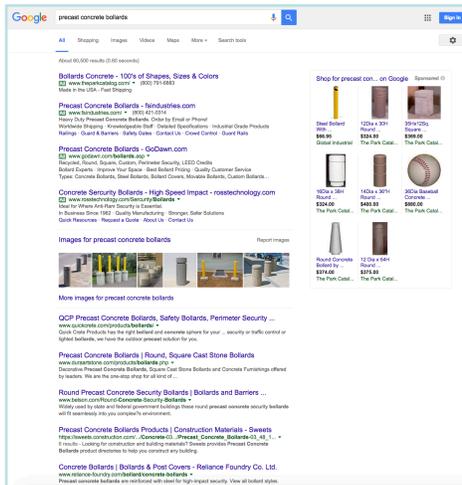
# In 80% of B-to-B Transactions Today the Customer Finds the Supplier



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# Attract Motivated Prospects with Search Engine Marketing

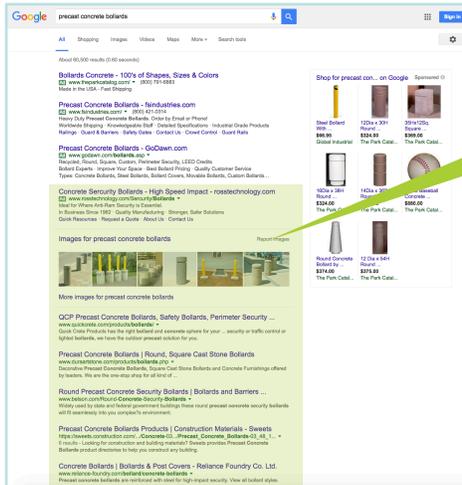


If Google can't find you, No One Can!

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# Boost Your Organic Results through Search Engine Optimization

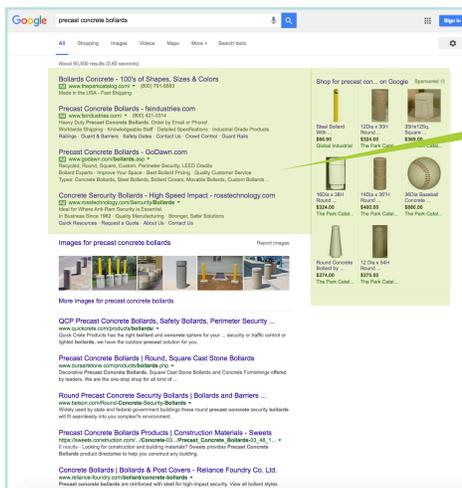


## Organic Search Results

- AKA "natural" results
- Draws 75% of the clicks
- Ranking is determined by:
  - Relevancy
  - Link popularity
- You earn your way in

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# Run a Results-focused Pay-per-click Ad Campaign



## Paid Search Results

- AKA "pay-per-click"
- Draws 25% of the clicks
- Ranking is determined by:
  - Bid amount
  - Relevancy
  - Budget
- You buy your way in

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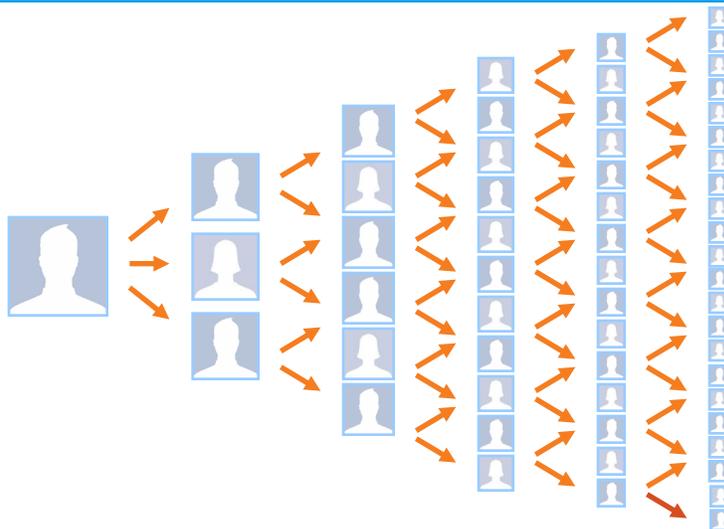


## Nurture Relationships with Social Media & Email

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## What is Social Media Marketing?



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## Syndicate Your Knowledge on Social Networking Sites



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## Leverage Personalized Email Marketing to Nurture



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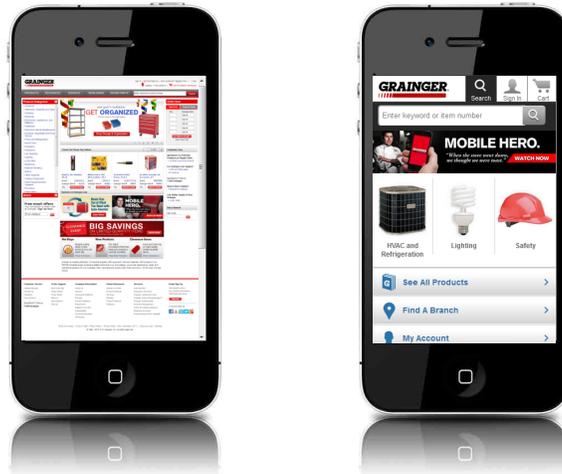


# Optimize Your Marketing for Mobile

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## Optimize Your Website For the Small Screen



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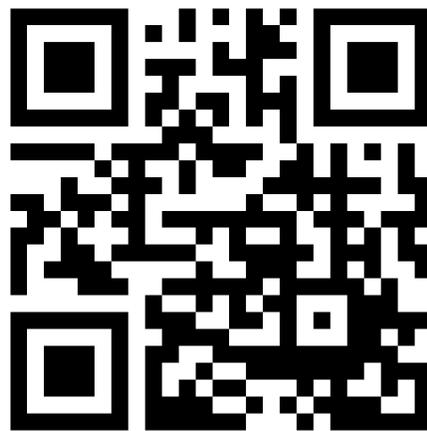
## Create Apps to Serve Customers and Sales Reps



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## Integrate QR Codes into Your Print Marketing



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## Make Your Marketing Measurable

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## Establish Quantifiable Success Measures

**Web Traffic**

**Conversions**

**Leads**

**Customers**



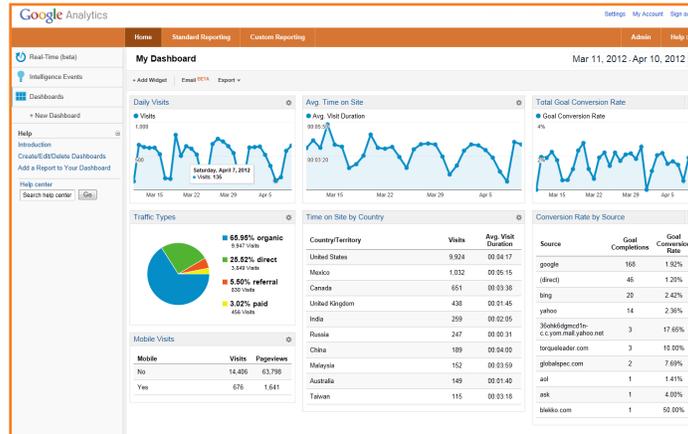
**Customer Acquisition Cost**

**Effectiveness by Channel**

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# Measure Online Marketing Success



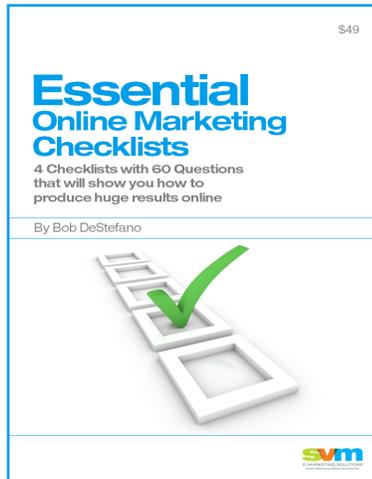
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So what are you going to do?

**Do something!**

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# Online Marketing Resources



- Give me your card with a **C** on the back
- Download at: [www.svmsolutions.com](http://www.svmsolutions.com)
- Contact: **1-877-786-3249 x234**  
[results@svmsolutions.com](mailto:results@svmsolutions.com)

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# Online Marketing Resources

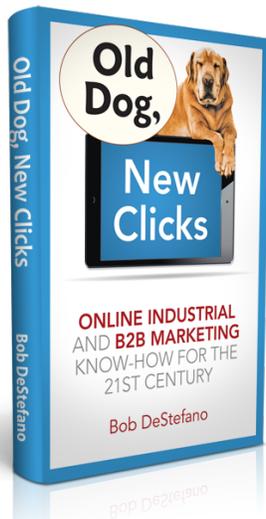
Westfield Distributors		Online Marketing Strength Score: 2.4	
Your Online Marketing Strength Score evaluates the effectiveness of your company's current online marketing efforts. It's designed to help you identify opportunities to significantly improve your online marketing results.			
<b>Attraction Score: 2.0</b>		<b>Conversion Score: 3.0</b>	
<b>Current Rank on Google</b>	How do you rank in Google for the keyword phrases you provide to SVM?	<b>Home Page Effectiveness</b>	Does your home page clearly communicate what you do and the customer you serve?
<b>Targeted Conversion</b>	Are your keywords phrases targeted and searched for directly by your customer?	<b>Relative Navigation</b>	Is it easy for customers to find their way around your Website?
<b>Website Content</b>	Is your Website copy/landing optimized for top ranking in the organic search results?	<b>Customer Incentive Content</b>	In the content on your Website customer-focused or company-focused?
<b>Relevant Link Placement</b>	Do every quality Website link into your Website?	<b>Educational Content</b>	Do you offer educational content in addition to product and service information?
<b>Pay per click Advertising</b>	Are you running a ready-to-launch pay-per-click advertising campaign?	<b>Compelling Call to Action</b>	Do you offer "calls to action" that appeal to prospects at stages of the buying cycle?
<b>Nurturing Score: 3.2</b>		<b>Measurement Score: 1.4</b>	
<b>Use of Email Marketing</b>	Do you produce an email newsletter or engage in one form of email marketing?	<b>Web Analytics</b>	Do you have access to reports to track the effectiveness of your marketing?
<b>Customer Incentive Content</b>	Is the content in your email messages customer-focused or company-focused?	<b>Conversion Tracking</b>	Do you track the effectiveness of your online lead generation and/or sales?
<b>Regular Email Schedule</b>	Do you adhere to a regular schedule when launching your email messages?	<b>Search Engine Metrics</b>	Do you actively track your search engine marketing results?
<b>Use of Social Marketing</b>	Have you created valuable outputs on social marketing channels?	<b>Email &amp; Social Metrics</b>	Do you actively track your email marketing and social media marketing results?
<b>Social Sharing</b>	Is the content on your Website sharable on social networks?	<b>Frequency of Analysis</b>	Do you regularly review your online marketing reports & plan for future success?
Scoring Key: 5 - Excellent 4 - Above Average 3 - Average 2 - Below Average 1 - Poor			

## Request a Free Website Analysis

- Give me your card with a **W** on the back
- Contact: **1-877-786-3249 x234**  
[results@svmsolutions.com](mailto:results@svmsolutions.com)

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# Online Marketing Resources



## Old Dog, New Clicks

Online Industrial & B2B Marketing  
Know-How for the 21<sup>st</sup> Century

- Available for sale at:



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# Connect with Me

## Bob DeStefano

**Email:** [bdestefano@svmsolutions.com](mailto:bdestefano@svmsolutions.com)

**Phone:** [1-877-786-3249](tel:1-877-786-3249) x234

**Website:** [svmsolutions.com](http://svmsolutions.com)

**Blog:** [bobdestefano.com](http://bobdestefano.com)

**LinkedIn:** [linkedin.com/in/bobdestefano](http://linkedin.com/in/bobdestefano)

**Twitter:** [twitter.com/bobdestefano](http://twitter.com/bobdestefano)



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