



DIGITAL MARKETING 101

Create a Scalable Marketing System
That Connects To Your Ideal Customer

DIGITAL MARKETING 101 FOR U.S. MANUFACTURERS



WHAT'S IN IT FOR YOU?



Make it easy to:

- 1. Find you**
- 2. Trust you**
- 3. Choose you**



Most manufacturers
WASTE TIME AND MONEY
on marketing that doesn't
grow sales.



**YOU'RE
NOT
ALONE**



WHY IS DIGITAL SO IMPORTANT FOR YOUR CONNECTED MARKETING SYSTEM?

- 1.** Add more thing to your plate that you don't know how to do?!
- 2.** Jump on the trend bandwagon (FOMO)

MAKE SALES EASIER & MORE PROFITABLE

(Be Where Your Customers Are)



(HERO STATE)
GROWTH

WHAT'S GETTING IN YOUR WAY?

- 1** No clear connected strategy
- 2** Sales & marketing are siloed
- 3** Not measuring and adapting
- 4** Still think marketing is nice to have but not necessary; an expense instead of an investment

FEAR NOT

- ✓ You can retrofit your marketing system
- ✓ Get to the heart of your ideal customer
- ✓ Make sales easier and more profitable



You're competing on a global scale in this digital world.



(CONTENT CONUNDRUM)

WE-WE SYNDROME

WIIFT?

(WHAT'S IN IT FOR THEM)

- Stop looking at your own naval
- They don't care about you; they care about them.

(ANSWER THE 3 Q's)

1. What's in it for them?
2. Why should they buy this?
3. Why should they buy this from you?



(THE CURE)

FLIP THE SCRIPT!

Replace WE and OUR
with YOU and YOUR

(CUSTOMER)
HERO

- 1** Invite them into the story
 - 2** Guide them with a plan
 - 3** Show them their hero state
 - 4** How you make it easier, faster, more fun, or profitable
 - 5** Close the story loop by showing them what their transformation will look like
-

(YOU)
GUIDE



People make buying
decisions based on
emotion **90%** of the time!



EMOTIONALLY ENGAGED CUSTOMERS

- ✓ 33% less price sensitive
- ✓ 44% less likely to go to competitors
- ✓ 300% more likely to recommend you

The power of being seen, heard, and felt.

Emotional Engagement Creates Customer Chemistry™



Expand the accepted goal
of ROI into **ROI³**

Influence
Innovation
Investment

(WHO DOESN'T WANT THAT?!)

WHO?

CREATE CUSTOMER PERSONA(S)

1. Name them
2. Core desire / hero state
3. Goals
4. Frustrations
5. Motivations
6. Affinity / Values

Dan // **Distributor/Dealer**



Goals

- Outperform my market
- Carry products that "fly off the shelves"
- Consistent Profit
- Supportive manufacturers
- Marketing help / Pull-through sales

Frustrations

- Slow moving inventory and low margins
- Lack of videos or marketing support from manufacturers
- Product damage / handling concerns
- Back-orders; inconsistent delivery schedule
- Being thought of as an order-taker

Motivations

- Efficiency
- Profits
- Incentive Programs
- Support and Training
- Sells itself
- Pull-through Sales Support
- POS Visuals

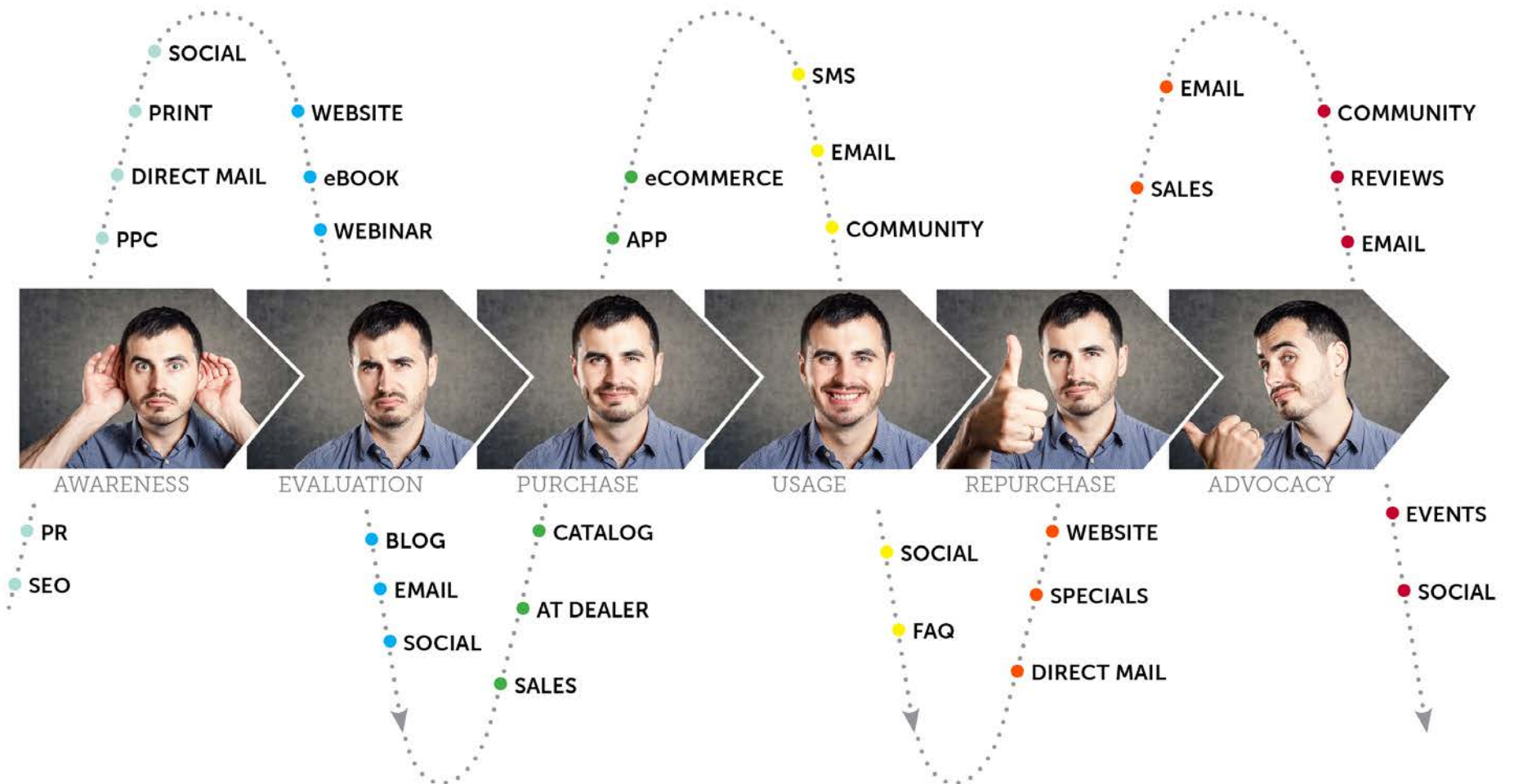
Brands



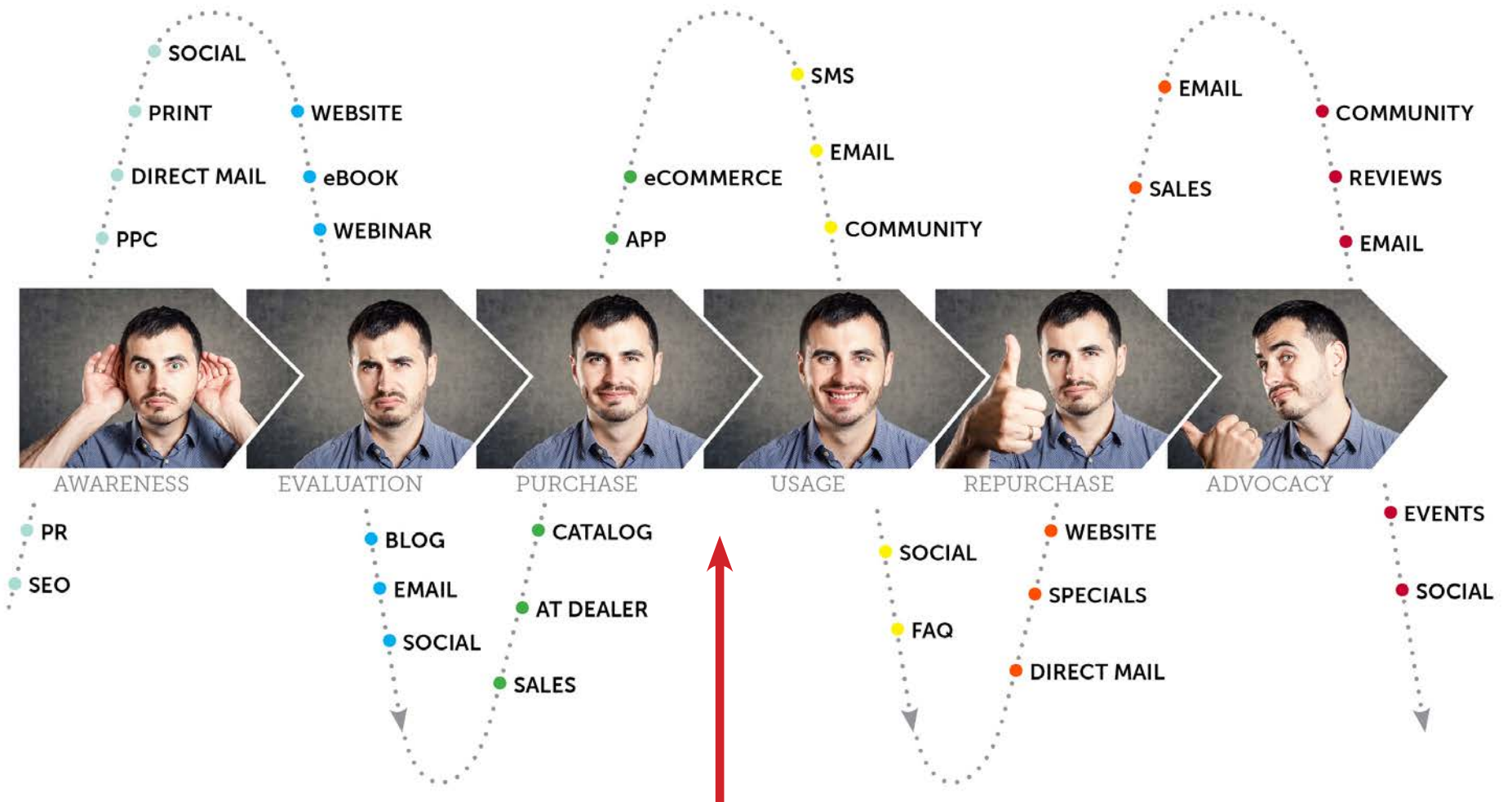
Social



HOW DO YOU WANT THEM TO FEEL?



HOW DO YOU WANT THEM TO FEEL?



**MOST MANUFACTURERS
STOP HERE!**

Connected Scalable Marketing System

FELT ⚡
MARKETING
RETROFIT™

4 - Content Strategy
PROACTIVE vs. REACTIVE
How Often You Interact
✓ Make it easier to **rely** on you.

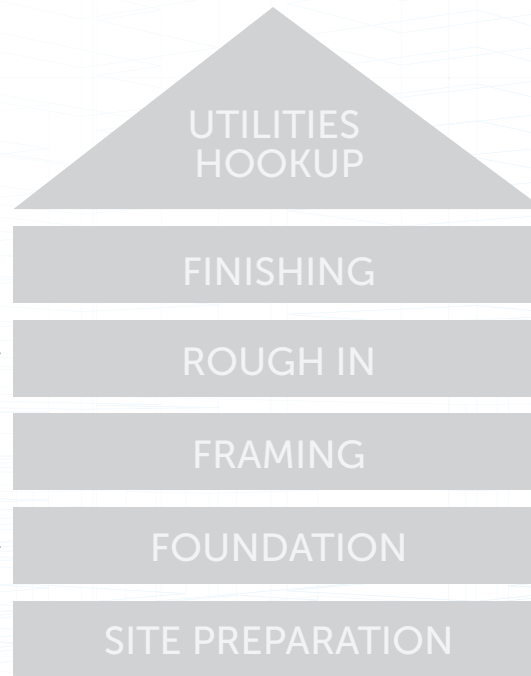
2 - Brand
SPECIALTY vs. COMMODITY
Who Customers Think You Are
✓ Make it easier to **know** you.

6 - Amplifiers
(online, social, mobile, print, trade show)
CONVERTING vs. INTERRUPTING
How You Connect Pre and Post-Sale
✓ Make it easier to **buy** from you.

5 - Content
ENGAGED vs. IGNORED
What You Say, How You Sound
✓ Make it easier to **choose** you.

3 - Marketing Strategy
PLANNED vs. HAPHAZARD
How, Where and When You Interact
✓ Make it easier to **find** you.

1 - Breakthrough Diagnostic
360° View of Your Marketing System
6 Categories • 57 Touch Points • 3 Competitors • 1 Playbook
✓ Uncover your Unfair Advantage
✓ Boost Your Best Channels
✓ Shorten Your Sales Cycle



1-Breakthrough Diagnostic

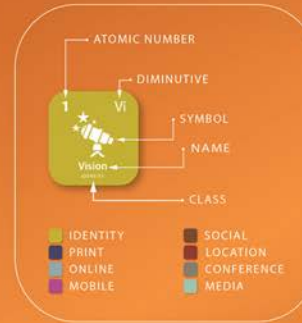
SITE PREPARATION

1- Breakthrough Diagnostic *360° View of Your Marketing System*

6 Categories • 57 Touch Points • 3 Competitors • 1 Playbook

- ✓ Uncover your Unfair Advantage
- ✓ Boost Your Best Channels
- ✓ Shorten Your Sales Cycle

Periodic Table OF CUSTOMER TOUCH POINTS®

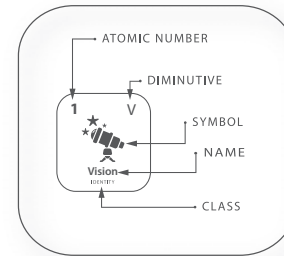


IDENTITY	PRINT	MOBILE	ONLINE	SOCIAL	LOCATION	CONFERENCE	MEDIA
1 V Vision IDENTITY	13 Cl Collateral PRINT	35 Se Site MOBILE	21 Wb Website ONLINE	41 Un Username SOCIAL	8 Co Content LOCATION	54 Tf Toll Free # CONFERENCE	62 Tv Television MEDIA
2 St Story IDENTITY	17 Ad Advertisements PRINT	37 Qr QR Codes MOBILE	22 Se Search ONLINE	43 Gr Groups SOCIAL	46 Ph Phone LOCATION	17 Ad Advertisements CONFERENCE	63 Rd Radio MEDIA
3 Na Name IDENTITY	20 Ur URL PRINT	27 Cm Communities MOBILE	26 Vd Video ONLINE	40 Gm Games SOCIAL	51 Nt Interior LOCATION	60 At Attendees CONFERENCE	8 Co Content MEDIA
4 Lg Logo IDENTITY	24 Wc Webcasts PRINT	32 Es Surveys MOBILE	28 Ts Testimonials ONLINE	47 Ee Employees SOCIAL	52 Uf Uniforms LOCATION	61 Pi Promotions CONFERENCE	17 Ad Advertisements MEDIA
5 Tg Tagline IDENTITY	27 Cm Communities PRINT	33 Ns Newsletters MOBILE	29 Pr Press Releases ONLINE	48 Tr Training SOCIAL	53 Vh Vehicles LOCATION	64 Lp Landing Page CONFERENCE	28 Ts Testimonials MEDIA
6 Ve Voice IDENTITY	31 Ar Auto-Responders PRINT	36 Ap Apps MOBILE	34 Em Email ONLINE	49 Me Messaging SOCIAL	18 Sn Signage LOCATION	30 Cm E-Commerce CONFERENCE	12 Sp Spokesperson MEDIA
7 Py Personality IDENTITY	14 Pk Packaging PRINT	38 Lb Location Based Svc MOBILE	8 Co Content ONLINE	44 Ch Chat SOCIAL	19 Pb Publications LOCATION	19 Pb Publications CONFERENCE	17 Ad Advertisements MEDIA
8 Co Content IDENTITY	15 Pp POP Displays PRINT	40 Gm Games MOBILE	22 Se Search ONLINE	42 Nk Networks SOCIAL	23 Bl Blog LOCATION	23 Bl Blog CONFERENCE	27 Cm Communities MEDIA
9 Cu Culture IDENTITY	11 Ps Products PRINT	42 Nk Networks MOBILE	26 Vd Video ONLINE	45 Mb Message Boards SOCIAL	16 Dm Direct Mail LOCATION	16 Dm Direct Mail CONFERENCE	32 Es Surveys MEDIA
10 Sv Services IDENTITY	8 Co Content PRINT	44 Ch Chat MOBILE	28 Ts Testimonials ONLINE	47 Ee Employees SOCIAL	18 Sn Signage LOCATION	18 Sn Signage CONFERENCE	33 Ns Newsletters MEDIA
11 Ps Products IDENTITY	18 Sn Signage PRINT	47 Ee Employees MOBILE	29 Pr Press Releases ONLINE	48 Tr Training SOCIAL	26 Vd Video LOCATION	26 Vd Video CONFERENCE	36 Ap Apps MEDIA
12 Sp Spokesperson IDENTITY	18 Sn Signage PRINT	48 Tr Training MOBILE	34 Em Email ONLINE	49 Me Messaging SOCIAL	36 Ap Apps LOCATION	36 Ap Apps CONFERENCE	38 Lb Location Based Svc MEDIA
13 Cl Collateral IDENTITY	19 Pb Publications PRINT	49 Me Messaging MOBILE	36 Ap Apps ONLINE	51 Nt Interior SOCIAL	37 Qr QR Codes LOCATION	37 Qr QR Codes CONFERENCE	40 Gm Games MEDIA
14 Pk Packaging IDENTITY	20 Ur URL PRINT	52 Uf Uniforms MOBILE	38 Lb Location Based Svc ONLINE	53 Vh Vehicles SOCIAL	41 Un Username LOCATION	41 Un Username CONFERENCE	42 Nk Networks MEDIA
15 Pp POP Displays IDENTITY	24 Wc Webcasts PRINT	53 Vh Vehicles MOBILE	39 Sm Short Message Svc ONLINE	54 Tf Toll Free # SOCIAL	43 Gr Groups LOCATION	43 Gr Groups CONFERENCE	44 Ch Chat MEDIA
16 Dm Direct Mail IDENTITY	27 Cm Communities PRINT	54 Tf Toll Free # MOBILE	42 Nk Networks ONLINE	55 Pa Partnerships SOCIAL	44 Ch Chat LOCATION	44 Ch Chat CONFERENCE	45 Mb Message Boards MEDIA
17 Ad Advertisements IDENTITY	31 Ar Auto-Responders PRINT	55 Pa Partnerships MOBILE	44 Ch Chat ONLINE	56 Ms Microsite SOCIAL	45 Mb Message Boards LOCATION	45 Mb Message Boards CONFERENCE	47 Ee Employees MEDIA
18 Sn Signage IDENTITY	32 Es Surveys PRINT	56 Ms Microsite MOBILE	45 Mb Message Boards ONLINE	57 Of Offers SOCIAL	48 Tr Training LOCATION	48 Tr Training CONFERENCE	49 Me Messaging MEDIA
19 Pb Publications IDENTITY	33 Ns Newsletters PRINT	57 Of Offers MOBILE	48 Tr Training ONLINE	58 Bo Booth SOCIAL	49 Me Messaging LOCATION	49 Me Messaging CONFERENCE	51 Nt Interior MEDIA
20 Ur URL IDENTITY	36 Ap Apps PRINT	58 Bo Booth MOBILE	49 Me Messaging ONLINE	59 Ev Events SOCIAL	51 Nt Interior LOCATION	51 Nt Interior CONFERENCE	52 Uf Uniforms MEDIA
21 Wb Website IDENTITY	37 Qr QR Codes PRINT	59 Ev Events MOBILE	51 Nt Interior ONLINE	60 At Attendees SOCIAL	52 Uf Uniforms LOCATION	52 Uf Uniforms CONFERENCE	53 Vh Vehicles MEDIA
22 Se Search IDENTITY	39 Sm Short Message Svc PRINT	60 At Attendees MOBILE	52 Uf Uniforms ONLINE	61 Pi Promotions SOCIAL	53 Vh Vehicles LOCATION	53 Vh Vehicles CONFERENCE	54 Tf Toll Free # MEDIA
23 Bl Blog IDENTITY	41 Un Username PRINT	61 Pi Promotions MOBILE	53 Vh Vehicles ONLINE	62 Tf Toll Free # SOCIAL	54 Tf Toll Free # LOCATION	54 Tf Toll Free # CONFERENCE	55 Pa Partnerships MEDIA
24 Wc Webcasts IDENTITY	43 Gr Groups PRINT	62 Tf Toll Free # MOBILE	54 Tf Toll Free # ONLINE	63 Rd Radio SOCIAL	55 Pa Partnerships LOCATION	55 Pa Partnerships CONFERENCE	56 Ms Microsite MEDIA
25 Pd Podcasts IDENTITY	44 Ch Chat PRINT	63 Rd Radio MOBILE	55 Pa Partnerships ONLINE	64 Lp Landing Page SOCIAL	56 Ms Microsite LOCATION	56 Ms Microsite CONFERENCE	57 Of Offers MEDIA
26 Vd Video IDENTITY	47 Ee Employees PRINT	64 Lp Landing Page MOBILE	56 Ms Microsite ONLINE	64 Lp Landing Page SOCIAL	57 Of Offers LOCATION	57 Of Offers CONFERENCE	58 Bo Booth MEDIA
27 Cm Communities IDENTITY	50 Ex Exterior PRINT	64 Lp Landing Page MOBILE	57 Of Offers ONLINE	64 Lp Landing Page SOCIAL	58 Bo Booth LOCATION	58 Bo Booth CONFERENCE	59 Ev Events MEDIA
28 Ts Testimonials IDENTITY	51 Nt Interior PRINT	59 Ev Events MOBILE	58 Bo Booth ONLINE	64 Lp Landing Page SOCIAL	59 Ev Events LOCATION	59 Ev Events CONFERENCE	60 At Attendees MEDIA
29 Pr Press Releases IDENTITY	52 Uf Uniforms PRINT	60 At Attendees MOBILE	59 Ev Events ONLINE	64 Lp Landing Page SOCIAL	60 At Attendees LOCATION	60 At Attendees CONFERENCE	61 Pi Promotions MEDIA
30 Cm E-Commerce IDENTITY	53 Vh Vehicles PRINT	61 Pi Promotions MOBILE	60 At Attendees ONLINE	64 Lp Landing Page SOCIAL	61 Pi Promotions LOCATION	61 Pi Promotions CONFERENCE	62 Tf Toll Free # MEDIA
31 Ar Auto-Responders IDENTITY	54 Tf Toll Free # PRINT	62 Tf Toll Free # MOBILE	61 Pi Promotions ONLINE	64 Lp Landing Page SOCIAL	62 Tf Toll Free # LOCATION	62 Tf Toll Free # CONFERENCE	63 Rd Radio MEDIA
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33 Ns Newsletters IDENTITY	56 Ms Microsite PRINT	64 Lp Landing Page MOBILE	63 Rd Radio ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
34 Em Email IDENTITY	57 Of Offers PRINT		64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
35 Se Site IDENTITY	58 Bo Booth PRINT		64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
36 Ap Apps IDENTITY	59 Ev Events PRINT		64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
37 Qr QR Codes IDENTITY	60 At Attendees PRINT		64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
38 Lb Location Based Svc IDENTITY	61 Pi Promotions PRINT		64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
39 Sm Short Message Svc IDENTITY	62 Tf Toll Free # PRINT		64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
40 Gm Games IDENTITY	63 Rd Radio PRINT		64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
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48 Tr Training IDENTITY			64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	
49 Me Messaging IDENTITY			64 Lp Landing Page ONLINE	64 Lp Landing Page SOCIAL	64 Lp Landing Page LOCATION	64 Lp Landing Page CONFERENCE	



Periodic Table OF CUSTOMER TOUCH POINTS®

Inactive
 Active
 Optimized

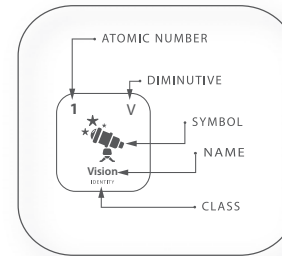


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2-Brand

FOUNDATION

2 - Brand

SPECIALTY vs. COMMODITY

Who Customers Think You Are

✓ Make it easier to **know** you.

3-Marketing Strategy

FRAMING

3 - Marketing Strategy

PLANNED vs. HAPHAZARD

How, Where and When You Interact

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PROACTIVE vs. REACTIVE

How Often You Interact

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.....

ROUGH IN

5-Content

5 - Content

ENGAGED vs. IGNORED

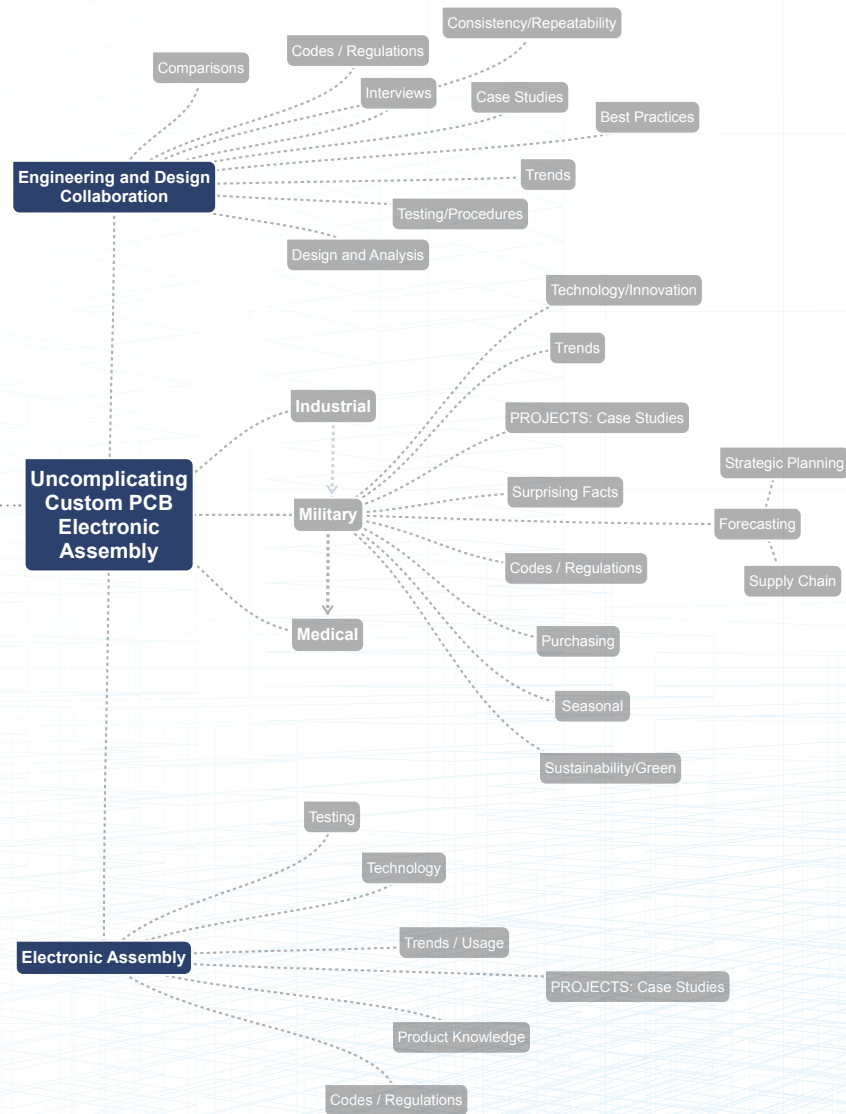
What You Say, How You Sound

✓ Make it easier to **choose** you.

FINISHING

5-Content

topics we're known for



6-Amplifiers

6 - Amplifiers

(online, social, mobile, print, trade show)

CONVERTING vs. INTERRUPTING

How You Connect Pre and Post-Sale

✓ Make it easier to **buy** from you.

⋮

UTILITIES
HOOKUP

✓ Website

1. **Content** (Content)
2. **User Experience** (UX)
3. **Calls to Action** (tell them what to do)
4. **Invite Them Into the Story** (UVP)
5. **Lead Generator** (Give/Free download)



✓ Search Engine Marketing Optimization

Increasing your company's visibility in search engines, like Google, and put your ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase.

1. Keywords are the Foundation

- Keyword research
- Keyword management strategy
- Free tools / Work with SEO expert

2. Campaign Structure

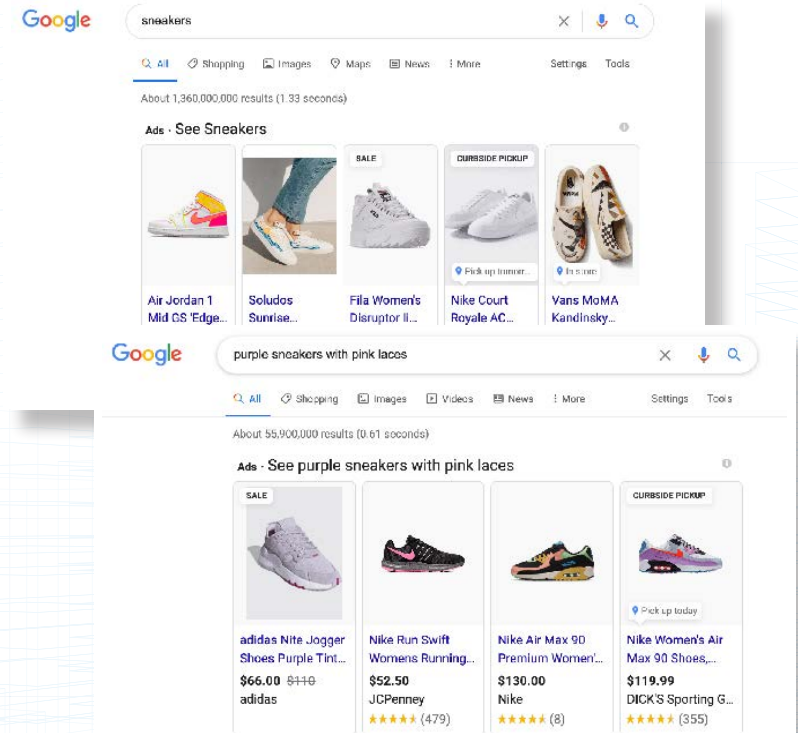
- Ad campaigns (focus on similar products/services)
- Ad groups (sub-categorize for relevance)
- Keywords
- Ad text
- Landing pages

3. Content is King (and not just written text)

- Substance
- Consistency
- Optimizing tags/headings
- User-friendliness / site experience

4. Advertising

- PPC (Pay Per Click) ...target key word/how much you'll pay
- Search Engines to focus on



FREE TOOLS

[KeywordsFX](#)

[keywordtool.io](#)

[Keywords Everywhere](#)

✓ Email

WTMFG

{ the manufacturer's newsletter with 📧 }



Animated GIFS
Weekly Blog Newsletter
Monthly Personal Letter
Product Renewal
Weekly Reminder
Customer Retention
Seasonal Promo
Recommended for You
Trends
Featured Customer/Product
New Product
Co-Marketing Promotion
Get To Know Your Subscribers
Anniversary
Personal Stories
Infographics
AIA Courses

1. Opt-in

- Most valuable asset
- Algorithm resistant
- Invite: Website, social media, emails

2. Style / Voice / Tone / Consistency

- Look/feel
- How do you sound
- Frequency (consistency breeds familiarity, familiarity builds trust)
- Subject Lines (short and punchy)
- Avoid the we-we

3. Campaigns and Triggers

- Email Builders > Mailchimp / Hubspot / Emma / Mind Spring
- Create, optimize, and **personalize**
- If this than this (customer journeys)
- Call to action

4. Tracking and Conversion

- Analytics
- Funneling to Sales
- Landing Pages and CTA's

✓ Social Media

1. Why?

- Build trust faster before and after the sale
- Perfect place for listening
- Engage; it's a 2-way conversation

2. Strategy

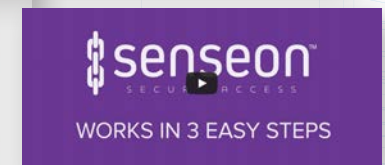
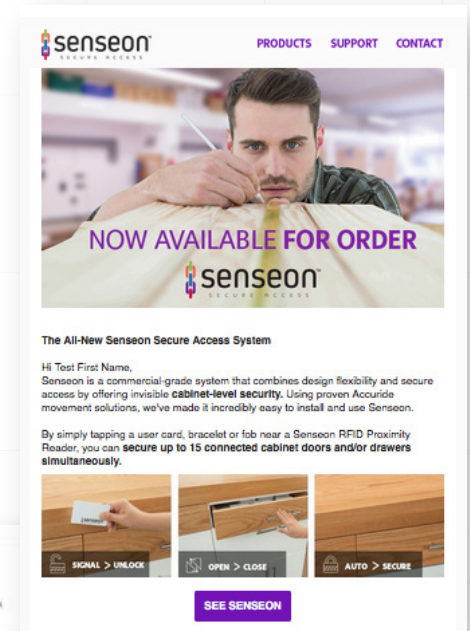
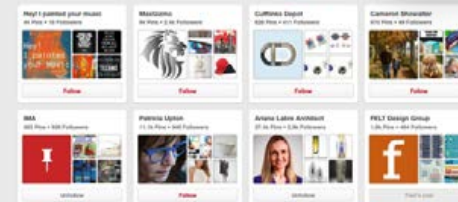
- No one-size fits all approach
- Tailor for where your audience is
- You don't have to be everywhere

3. Content is King

- Intersection of shared values
- Map it to the buying cycle
- Questions and calls to action
- Calendar and schedule
- Use their language; keep it human
- Protocol; plan for the negative

4. Analyze and Adjust

- Monitor results daily/weekly/monthly
- Adjust accordingly
- Use feedback to improve
- Repurpose popular content



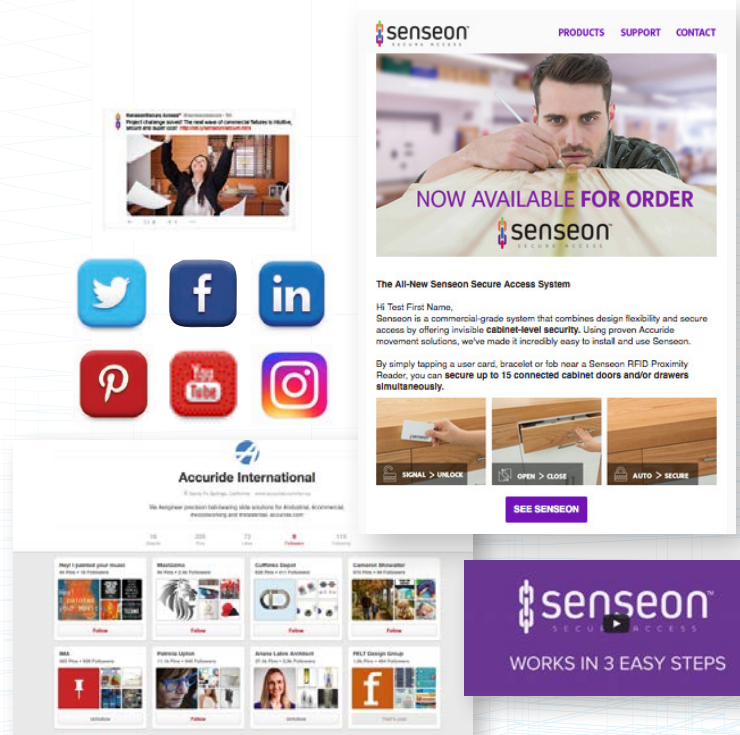
Keyhole
SproutSocial
Monday
Hubspot
SharpSpring
Salesforce
Qualifio

✓ One to Many



-
- BLOG POST
- TWEET
- TWITTER QUOTE
- LINKEDIN POST
- MEME
- VIDEO CLIP
- EMAIL
- PIN
- DAILY VLOG
- PODCAST
- INSTAGRAM QUOTE
- INSTAGRAM STORY
- GIF
- ARTICLE
- YOUTUBE
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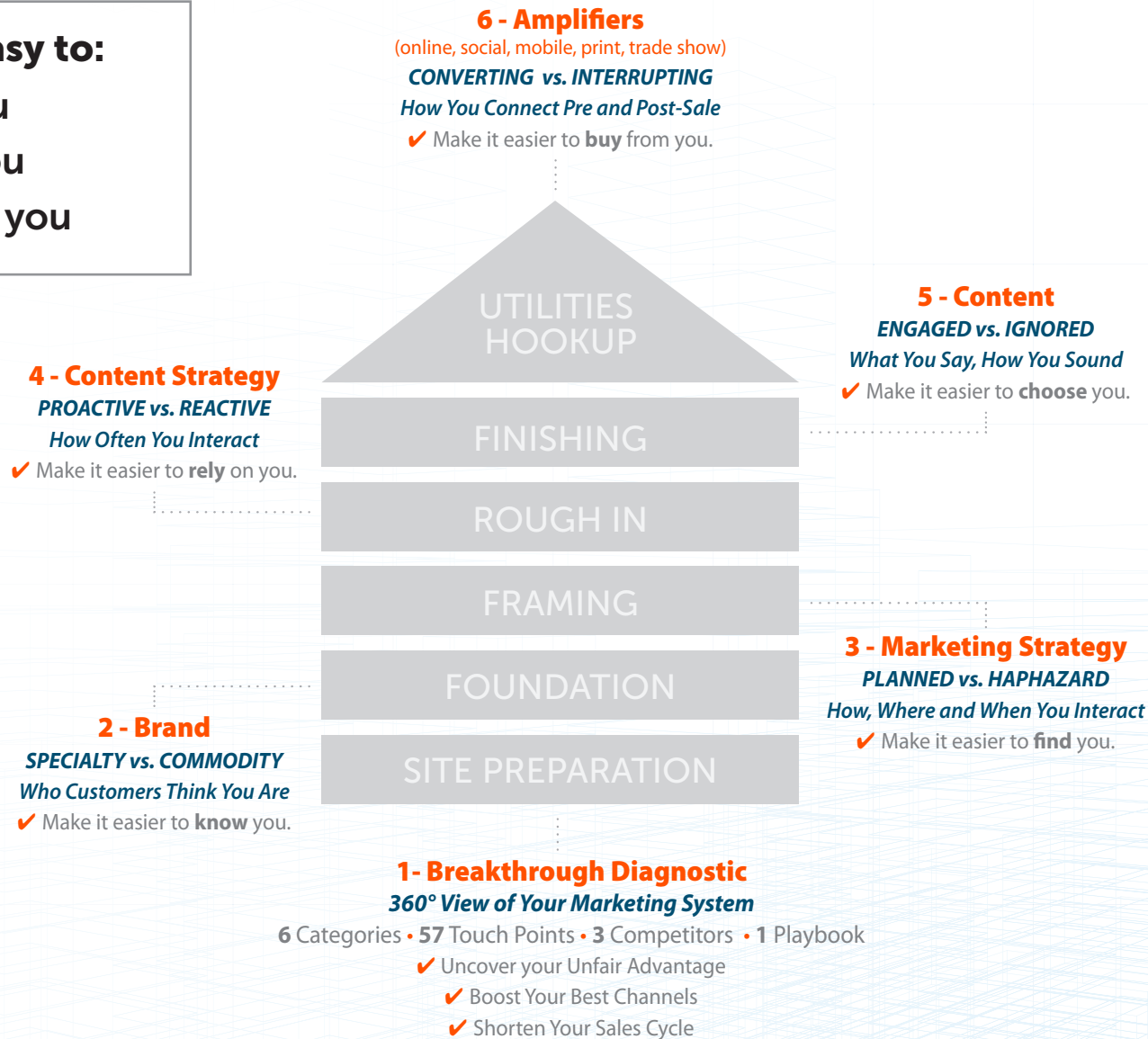
15



Connected Scalable Marketing System

Make it easy to:

1. Find you
2. Trust you
3. Choose you





SEEN
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THANK YOU!



DIGITAL MARKETING 101 FOR U.S. MANUFACTURERS

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