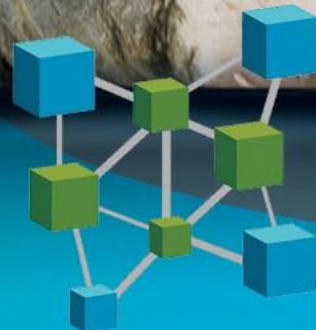


DON'T JUST COMPETE IN YOUR SPACE...

OWN YOUR SPACE.

MAXIMIZE YOUR POTENTIAL WITH **VISION FORCE** MARKETING



VisionForce

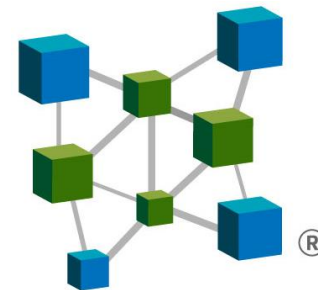
MARKETING
OWN YOUR SPACE®



Vision Force Marketing

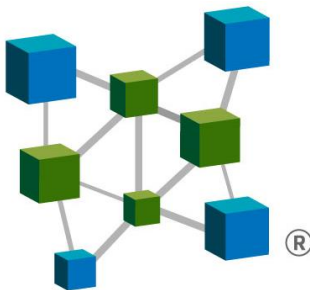
Vision Force Marketing founded in 2013

- Manufacturing experience
- Mission to provide transparency and accountability in marketing
- Proof-of-performance
- Specialize in the full sales & marketing funnel /marketing automation
- Full-service marketing agency
 - Creative: logos, catalogs, brochures, ads, packaging, video and more
 - Digital: SEO, ads, website & app design
- Dedicated SEO and advertising creative teams
 - Manage over 66,000 keywords



FIND NEW CUSTOMERS

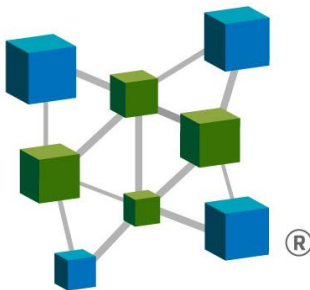
What you need to know about inbound and outbound marketing in 2022



OUTBOUND MARKETING

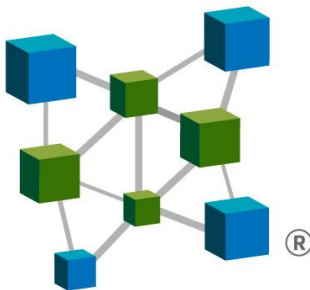
- Activities that push your message to the marketplace
- Shotgun approach
- Targeted approach still doesn't guarantee prospect is ready to purchase
- Longer sales process
- Lower conversion rate
- Not sure who you are yet or if they can trust you

Sales Funnel Stages



OUTBOUND MARKETING

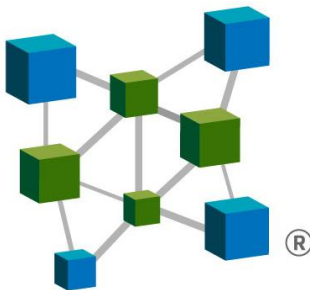
- Tradeshows
- Industry/Trade publications
- Print Ads
- Mailers and Flyers
- Sales Reps
- Distributors
- Cold calling
- Sending cold emails



INBOUND MARKETING

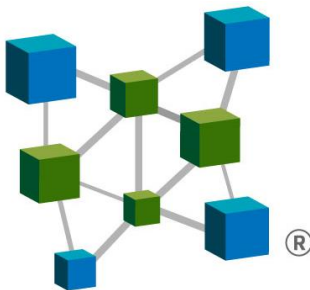
- Buyers are seeking your company out
- Buyers are in various levels of their purchasing decision
 - Investigating/researching/asking questions
 - Getting bids/quotes
 - Ready to purchase with you
- Faster sales process once they've initiated contact
- Higher conversion and close rate
- There's already credibility & trust

Sales Funnel Stages

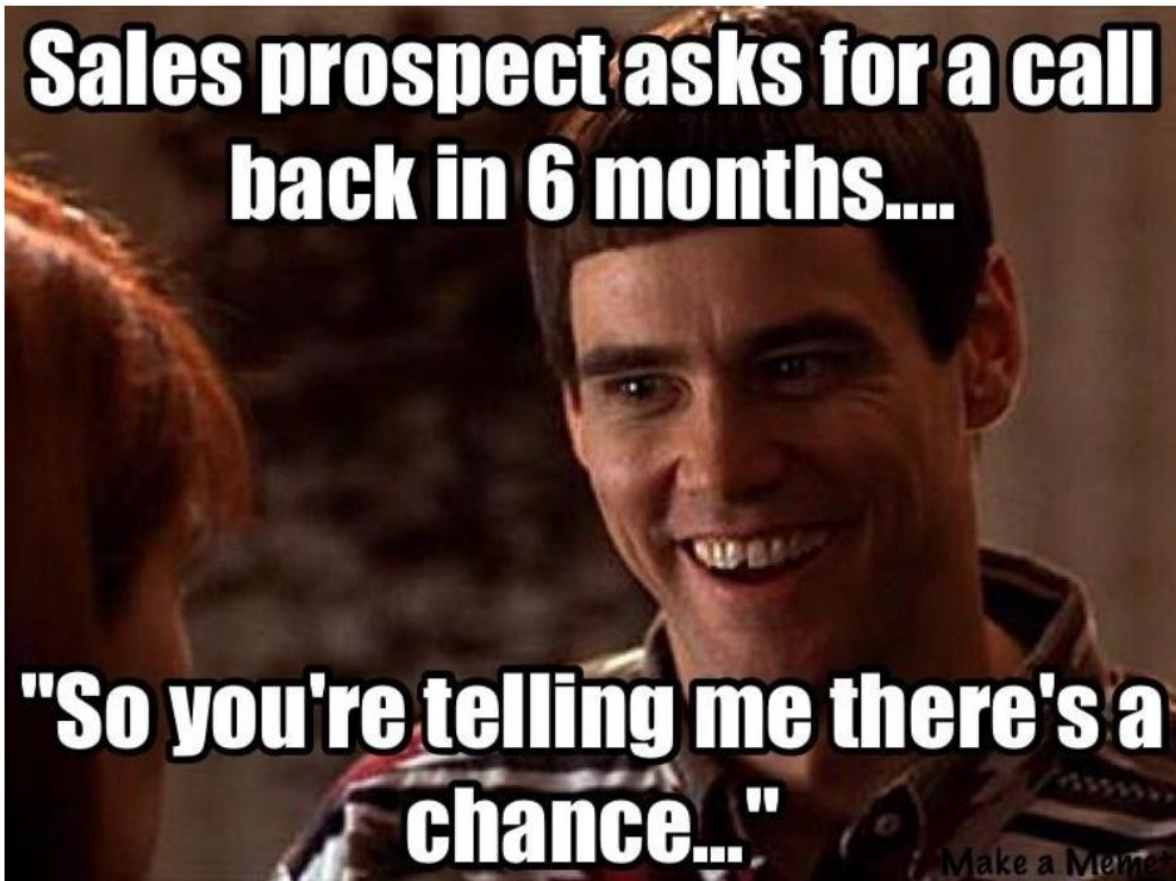


INBOUND MARKETING

- Search Engine Optimization (SEO)
- Pay-per-Click Advertising (PPC)
- Blogging
- Opt-in email marketing
- Social media
- Project write ups or white papers
- Webinars



In other words... **INBOUND vs OUTBOUND**



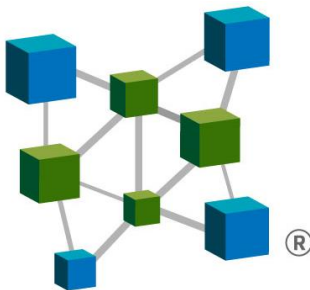
When you finish your pitch and the customer starts asking about next steps....



2022

INBOUND & OUTBOUND

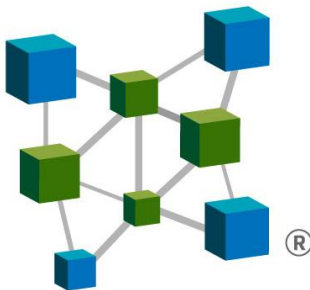
MARKETING HAVE ***MERGED*** >>>



Marketing in 2022 & Beyond

YOUR WEBSITE IS FOUNDATIONAL

- Sales Rep message **MUST** match what is on the website
 - If the messages don't match, subconsciously prospect won't trust
- Great user experience
- Consistent branding
- Ease of contact
- Solid reputation
- Calls to action
- Make it easy for people to business with you



Calls to Action



Products ▾

Markets ▾

Catalog

Resources ▾

Blog

About Us ▾

Contact Us



WELCOME TO POWERX INTERNATIONAL, LLC

high quality engineered products and solutions to the fluid
power industry across the globe

OUR PRODUCTS

CONTACT US

METALWORKS FENCE AND RAIL

service with a style

METAL FENCING

Available in Steel (Black only) and Aluminum (Black, Bronze, White). Powder-coated tough. Easy install with ordinary tools.

METAL RAILING

Available in Steel (Black only) and Aluminum (Black, White). Powder-coated tough. Easy install with ordinary tools.

ADDITIONAL CATEGORIES

Other metal, outdoor items to enhance your property.

SHOP NOW

Keyword Increase - Spyfu.com

ORGANIC KEYWORDS ⓘ

414



SUM OF RANK CHANGE ⓘ

3 mo: ↓81 1 mo: ↓225



EST MONTHLY SEO CLICKS ⓘ

72

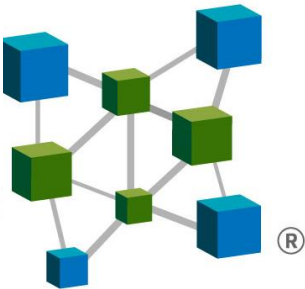
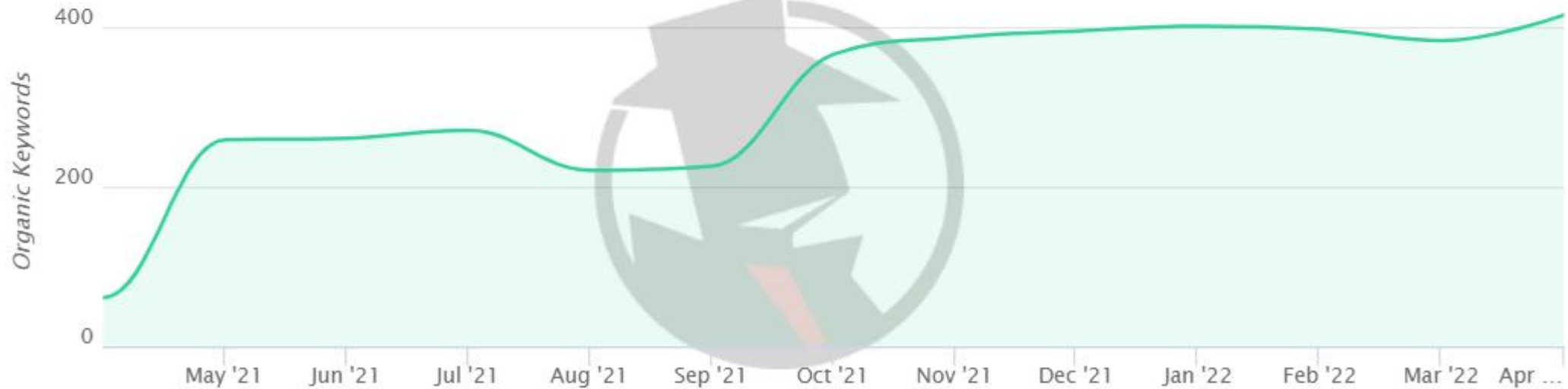


EST MO SEO CLICKS VALUE ⓘ

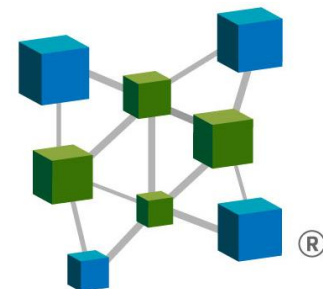
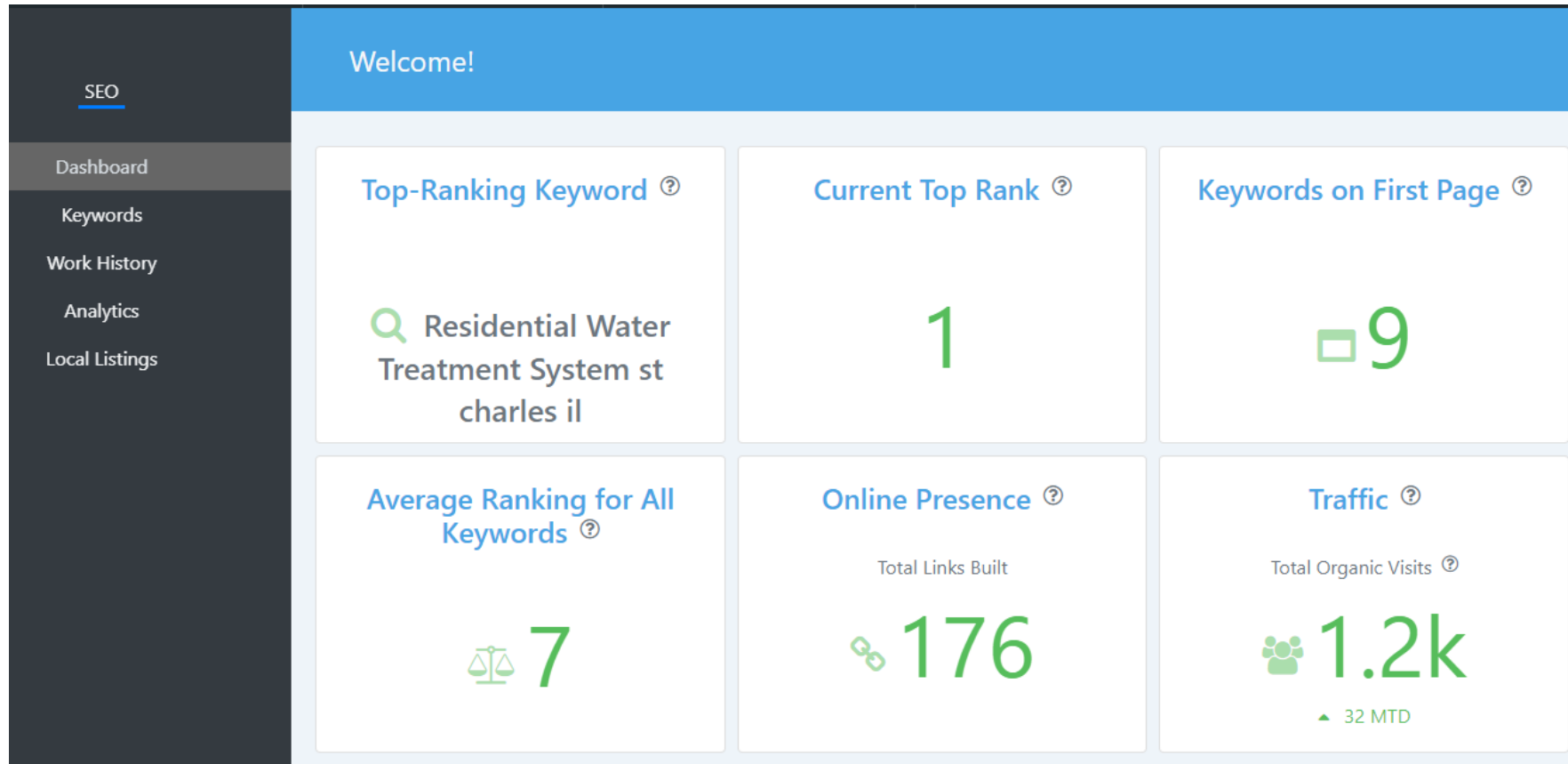
\$2.42k



Zoom 6m 1y 2y 5y All



Keyword Ranking –



Keyword Increase

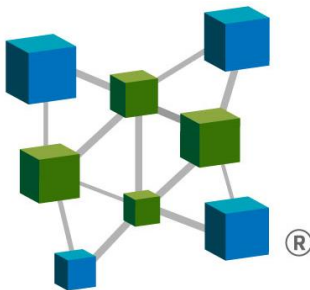
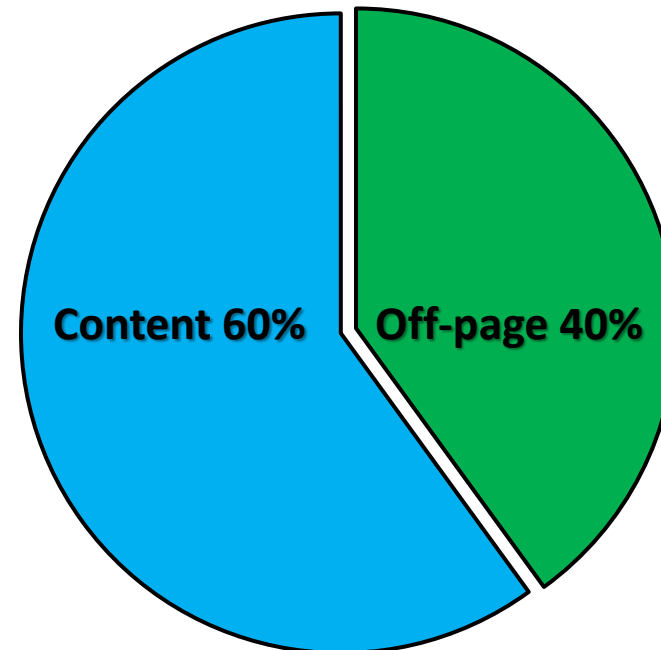
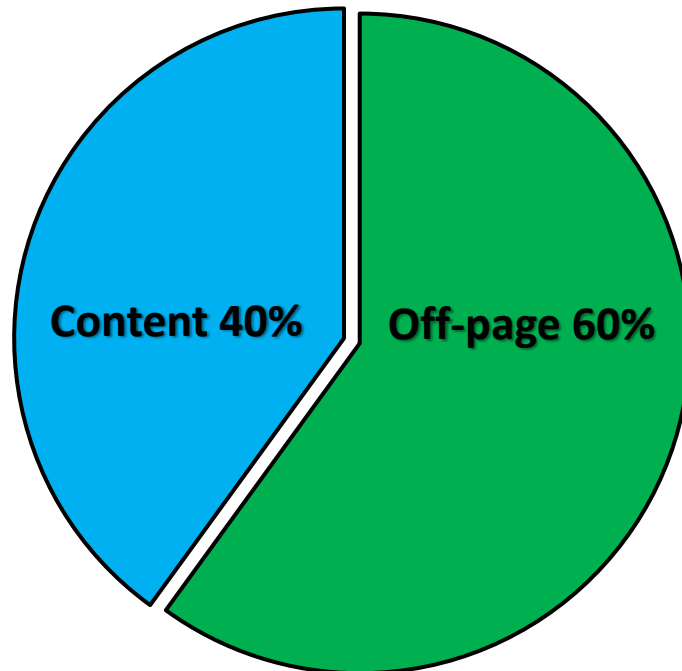
- Dashboard
- Keywords
- Work History
- Analytics
- Local Listings

Type	Keyword	Start Date	Start Rank	Current Rank	Start Page	Current Page	First Page	History
Halo	Residential Water Treatment System st charles il	3/20/19	101	▲ 1	11	▲ 1	🏆 3/26/19	View
Halo	water treatment system st charles il	3/20/19	101	▲ 2	11	▲ 1	🏆 3/26/19	View
Halo	water softener system installation st charles il	3/20/19	101	▲ 6	11	▲ 1	🏆 3/26/19	View
Halo	water softener system installation services st charles il	3/20/19	101	▲ 6	11	▲ 1	🏆 3/26/19	View
Halo	water softener repair st charles il	3/20/19	101	▲ 7	11	▲ 1	🏆 3/26/19	View
Halo	water softener repair services st charles il	3/20/19	101	▲ 8	11	▲ 1	🏆 3/26/19	View
Halo	Water Softener System Repair st charles il	3/20/19	101	▲ 8	11	▲ 1	🏆 3/26/19	View
Halo	Water Softener System Repair Services st charles il	3/20/19	101	▲ 8	11	▲ 1	🏆 3/26/19	View
Halo	Water Softener System Maintenance Services st charles il	3/20/19	101	▲ 10	11	▲ 1	🏆 4/7/19	View
Main	water softeners st charles il	3/19/19	101	▲ 13	11	▲ 2		View
Main	water softener system st charles il	3/19/19	101	▲ 16	11	▲ 2		View
Halo	Water Softener System Maintenance st charles il	3/20/19	101	101	11	11	🏆 4/1/19	View

SEO Ranking Factors THEN

&

NOW

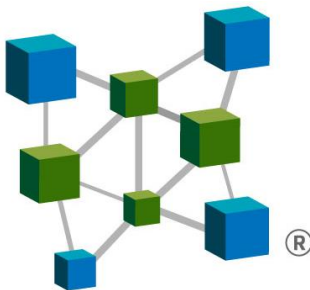


SEO: On Page/Static SEO

How Google, Yahoo & Bing determine where you belong in search result rankings

ON-PAGE

- Meta descriptions
- Key words
- ALT tags
- H1, H2, H3 Title tags
- On-page content (copy)
- Blogs

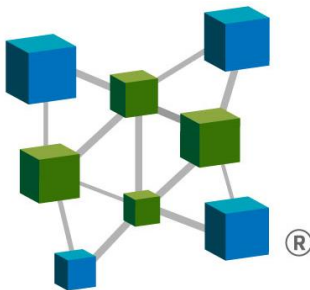


SEO: Off Page/Dynamic SEO

How Google, Yahoo & Bing determine where you belong in search result rankings

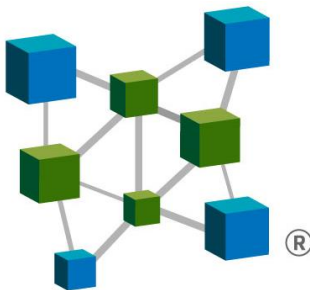
OFF-PAGE

- Business listings
- Website bookmarking
- High quality backlinks
- Commenting on other people's blogs (blog engagement)
- Custom blog creation



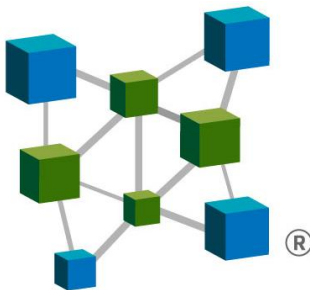
Google Reviews – what do they want?

- Authentic reviews
- The longer the better in written content
- Not just stars
- No company links
- Photos if applicable



Is our Marketing Working?

- Return-on-Investment (ROI)
 - How much new business are you converting?
- Google Analytics
- Keyword analysis
- Marketing automation
- Retargeting



Thank you for your time



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