

CLOVER IMAGING GROUP
Sustainable Innovation

IS YOUR MARKETING PROGRAM
TAKING YOU TO THE DANGER ZONE?

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BRIEFING

THE TIME IS NOW
MODERN INBOUND MARKETING STRATEGY
5 WAYS TO CONNECT & ENGAGE CUSTOMERS
3 INBOUND PRO TIPS

IT'S ALL ABOUT YOU



Document Management



Managed Print Services



Managed IT Services



Production Print



Inbound Marketing



ERP



Leasing



Sustainability



OEM Solutions



Tier 1 Distribution



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MARKET CONSOLIDATION

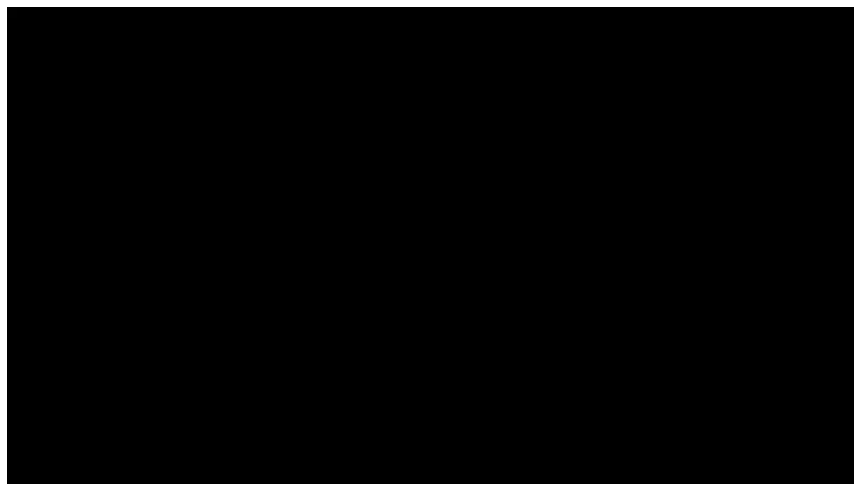
- Hardware Reach and Availability
- Security & Mobility
- Managed Print Solutions
- Consumable Toner and Parts
- Document Management and Workflow
- Managed Network Services
- Cloud Services
- Office Products
- Office Configuration and Design



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THE TIME IS NOW



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IT'S A DOGFIGHT



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MODERN INBOUND MARKETING STRATEGY

KEEP IT SIMPLE!

1.

Search Engine
Optimization

2.

Relevant, High Quality
Content Generation

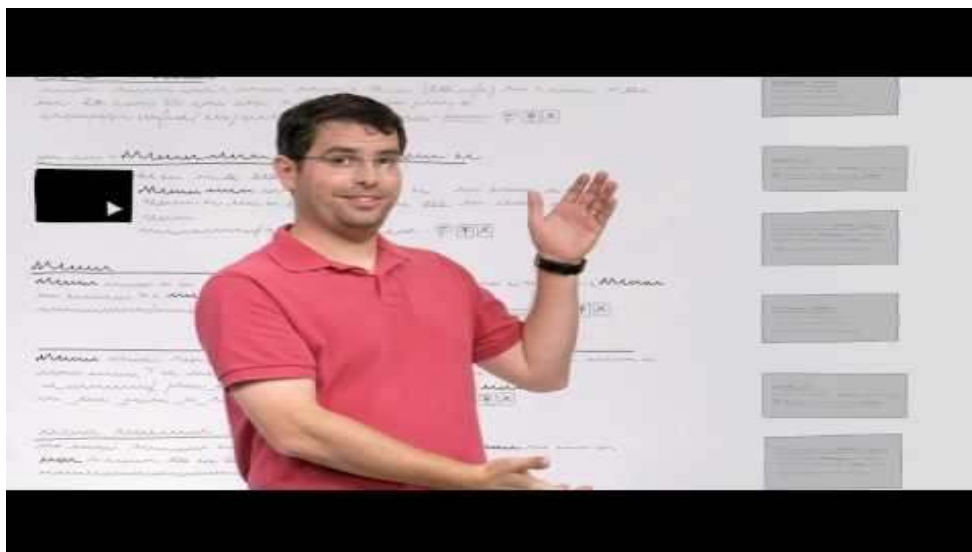
3.

Social Media
Promotion

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HOW GOOGLE WORKS



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OPTIMIZING YOUR WEBSITE FOR SEO IS CHALLENGING

Use Google Trends to perform research and find the best keywords for your business.

Google Trends

Explore topics

Sign in

Visualizing Google data

EXPLORE STORY

- Each page should be focused on a single subject, and feature the keywords relevant to that subject

Grand Slam BTA

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PRODUCE RELEVANT HIGH QUALITY CONTENT

The content on your website needs to be so good that Google would be embarrassed not to rank your business.

This means conducting:

- Case Studies
- Sharing Insights
- Blogging
- Promoting videos



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UNDERSTAND THE JOURNEY YOUR CUSTOMER WILL TAKE



MAKING THE MOST OF SOCIAL MEDIA

- Video content already demonstrates greater ROI than text or graphics.
- Look to other players in your industry to see what type of content produces the best results.



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THE POWER OF SOCIAL MEDIA

DRAW PEOPLE INTO YOUR BUSINESS

Iron Mike Tyson once said **"Everybody has a plan until they get punched in the mouth"** That is why today's top businesses are getting outside their four walls and forming strategic partnerships with companies that can help them grow and expand.

Post Stats: after 5 days

- #9,869 views of my post
- 71 Likes
- 9 Comments
- Most views from Lexmark
- #1,633 sales people viewed the post
- Most views from NYC
- My profile views went up 400%



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5 WAYS TO CONNECT &
ENGAGE CUSTOMERS



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YOUR EGO IS WRITING CHECK YOUR COMPANY CAN'T CASH

Identify your target audience and find ways to educate them on the topics they care about.



Podcasts



YouTube Videos



Infographics



Tutorials

According to Edison Research, podcasts are growing in popularity. Listenership grew by 23% between 2015 and 2016, and signs point to increased growth



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THIS IS WHAT I CALL A TARGET RICH ENVIRONMENT

1. Make your website the main virtual hub of your BRAND'S ~~ONLINE~~ activity



Keywords in the site's header title

Number of outside links pointing to the page in question

How recently the content has been updated

Whether the site's content is unique



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IT'S TIME TO BUZZ THE TOWER

Content in exchange for **contact**:
Reader gives their email address in exchange for information

Warm Prospects Up

- Webinars, Video, White Paper & Executive Papers to build interest

“95% of buyers chose a solution provider that provided them with ample content to help navigate through each stage of the buying process”

[Source: DemandGen Report]



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TELL ME A STORY OR LOSE ME FOREVER

Become a Thought Leader

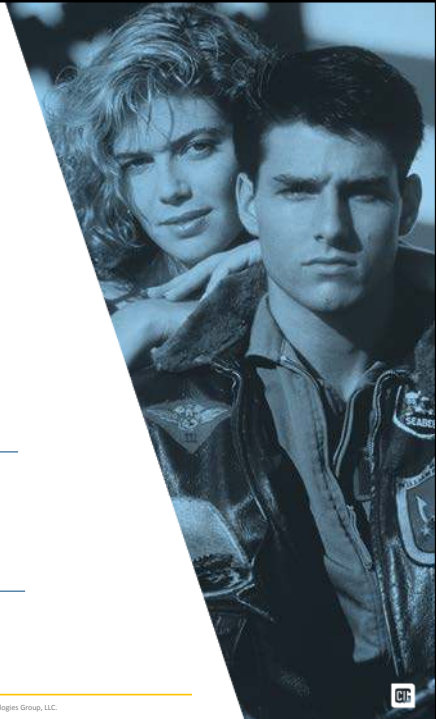
- Prospects who are further into the engagement process are looking for:
 - Authority Paper
 - eBook
 - Technical Paper
 - Research Reports

"Content marketing costs 62% less than traditional advertising, yet generates 3X the amount of leads"

[Source: Content Marketing Institute]



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TALK TO ME GOOSE

Leverage social media to spread the word
IT' FREE!

- Build a following on 3rd party sites like:
LinkedIn, Twitter, Facebook,
Quora Blogs, YouTube



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PRO TIP – PROVIDE VALUE

1. To drive SEO value, answer these questions for your business:

- **What are the types of key words that you want to rank for?**
- How are users interacting with your content
 - **Is your content answering the questions they are asking?**



Search Engine
Optimization



Relevant, High Quality
Content Generation



Social Media
Promotion



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PRO TIP – DEVELOP TARGETED CONTENT

Develop TARGETED Content that answers your customers questions

1. Become a valuable source of information for your customers, using mixed media (images, graphics, and videos):
 - **Google likes bullet points, step by step instructions that answer questions**



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ENTERPRISE LEVEL MARKETING SERVICES



STRATEGY



ANALYST



DESIGNER



VIDEO



PROGRAMMER



SEO



INDUSTRY EXPERTS



COPY WRITER



EDITOR



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AMPLIFY MARKETING SERVICES



Custom Video



Social Media



Case Studies



Authority Papers



Ebook & White Papers



Blog Package



Web Content



Empower Email Marketing Platform



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