

Digital & Social Media Quick Start Tips for the Time-Strapped BTA Dealer

Presented by Harry Hecht- Business Coach and Industry Consultant

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Presenter-Harry Hecht

Experience:

- ▶ 35 Years of Imaging Industry Leadership + Channel Experience
- ▶ 22 Years: Sr. Vice President Dealer Sales- Konica Minolta
- ▶ 5 Years: Sr. Vice President/General Manager- Global Imaging Systems, A Xerox Company
- ▶ 2 Years: Enterprise Consulting- Buyers Laboratory Inc.
- ▶ 3 Years: Wholesale Finance Banker- US Bancorp
- ▶ 12 Years: Certified Mentor and Business Coach to the BTA Channel, Distributors, Private Equity and Imaging Industry Manufacturers
- ▶ 8 Years SCORE MENTOR Volunteer, Seminar Leader, Social Media Coach

Let's Begin



Purpose

Setting the scene

Digital
Marketing Tips

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Setting the Scene

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The 3Cs of Social Media

The three most important things you need to address in developing your Social Media Plan

AUDIENCE

Who are they, and where do they spend their time online?

CONTENT

What do you have to say or share?

CAPABILITIES

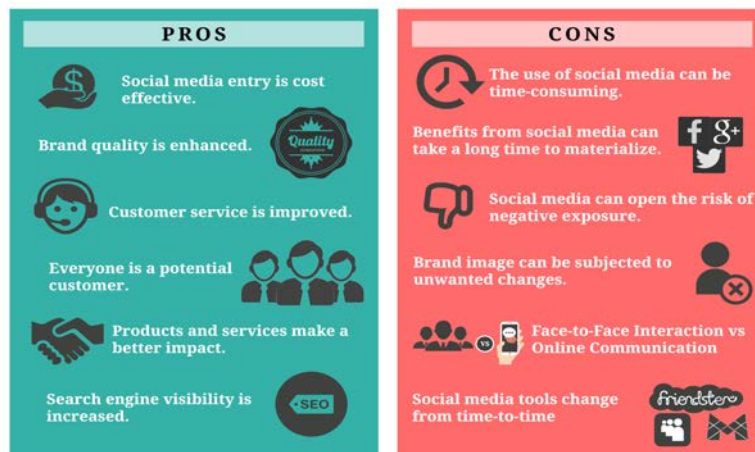
What do you do?

CREDIBILITY

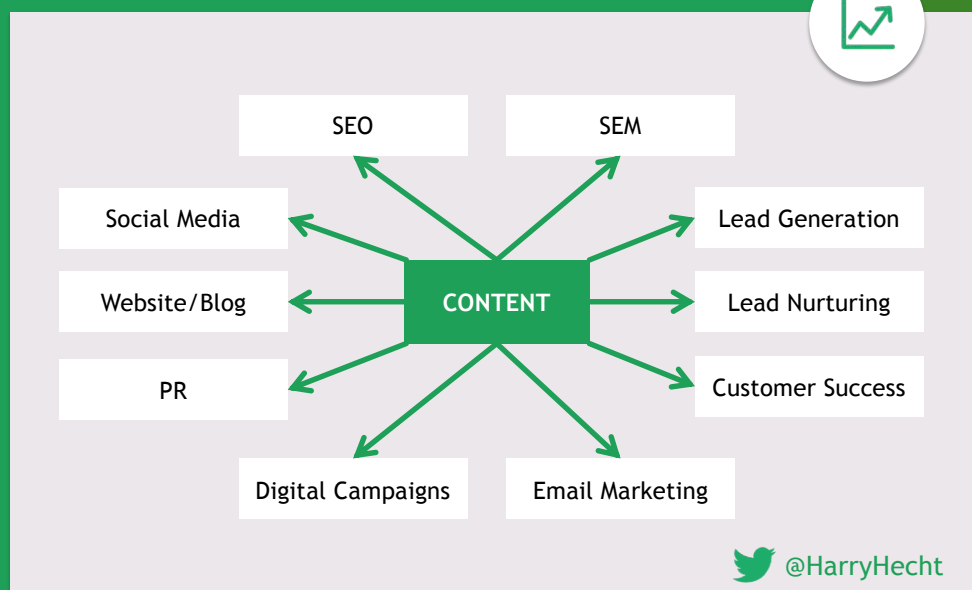
Prospects may not find you on social media, but they will look at your profiles

Why Social Media?

SOCIAL MEDIA MARKETING PROS and CONS



The current landscape



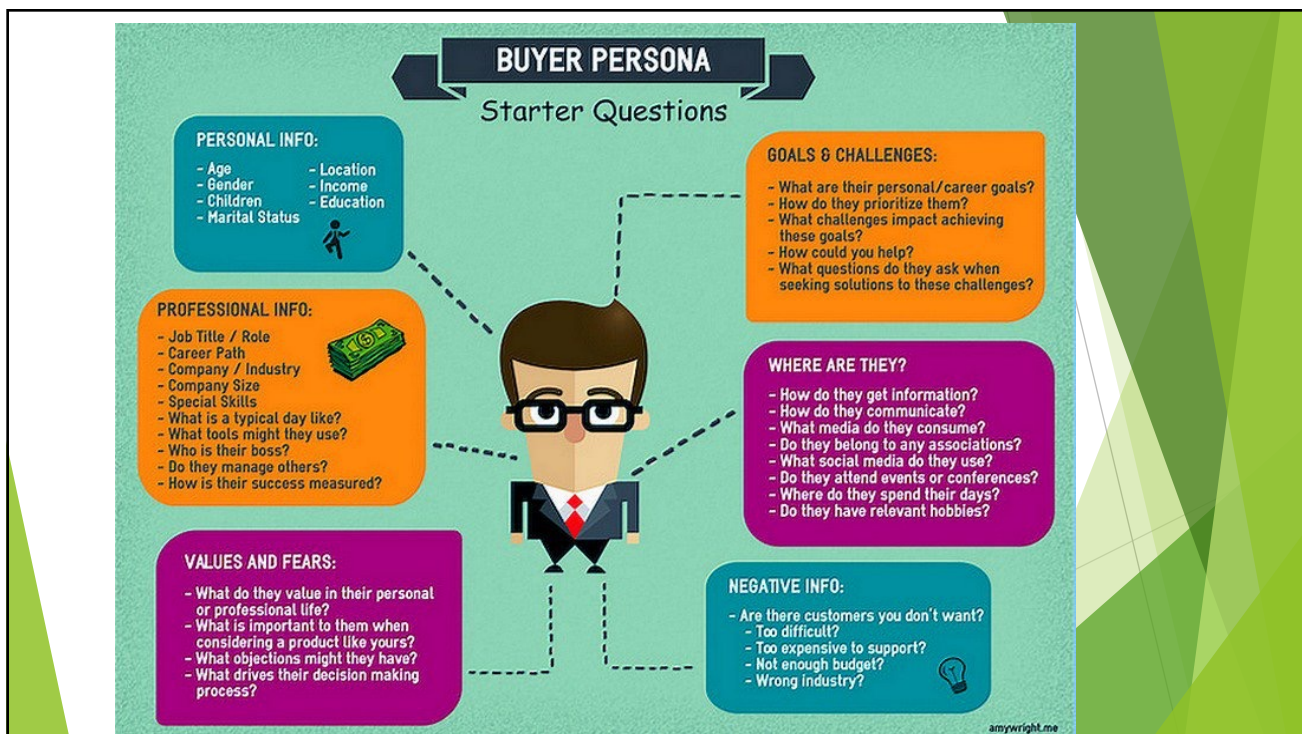
Buyer Personas



What is a buyer persona:

A buyer persona is a fictional representation of your ideal customer (can be more than one). And is developed based on their demographics, behaviors and your understanding of their motivations and challenges.

Only once you understand who your buyers are you can start to engage with them about **the right topic**, in **the right place** at the **right time**.





The Buyer's Journey

75% of the time when a buyer contacts a BTA Dealer, they've already done their research; they've identified that they have a problem, they've identified the solution and they're ready to take action.

AWARENESS

Research, prioritize criteria

T

AWARENESS

"I think I have a need...
Yes, I do have a need"

CONSIDERATION

Further research, comparison & justification

M

CONSIDERATION

"What are my options?
Who offers the best solution?"

DECISION

Selection and purchase

B

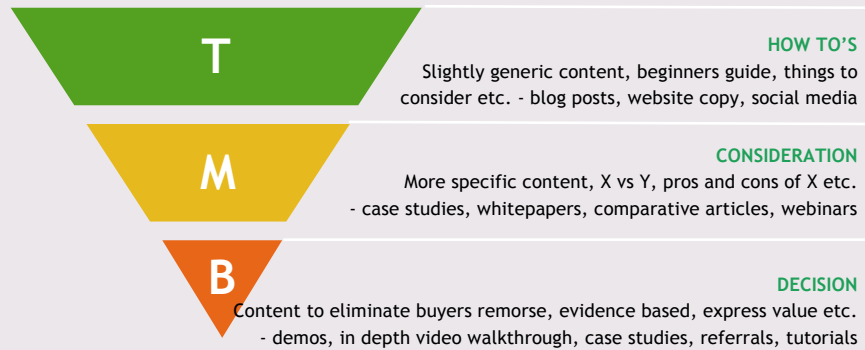
DECISION

"This company offers the best solution...
I'm going to go with them"

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Content & Buyers Journey

Content is most effective when it matches the buyer's journey



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The Content Pyramid*

Primary / Secondary Research & Thought Leadership: Books, eBooks & Whitepapers

Long-form Blog Posts & Presentations

Infographics & SlideShares

Short-form Blog Posts & Contributed Content

Social Media Posts & Curated Content

*Curata

High Effort & Rare

Low Effort & Often

Digital Marketing Tips



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**There is no such thing as
free or quick when it
comes to quality
Marketing.**



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Persona Research

1

It can feel a little cheesy but it is vital to understand:

WHO your prospects (and customers) are

WHAT their needs, behaviors and concerns are

WHY do they have these needs, behaviors and concerns (their motivations)

WHERE they spend their time online (and offline)


HOW you can market and sell your product / service to them

Interview Customers

Email Prospects

Research Online

Speak to your sales team / set up a feedback loop

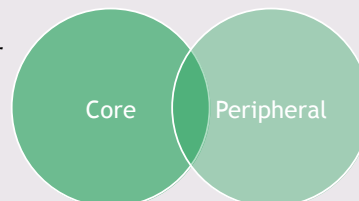
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Content Partnerships

2

Core and Peripheral content

- Core - content about the challenges your product helps overcome
- Peripheral - content that is related to your customers needs, motivations and desires*



Partner with other companies / individuals in your industry who share a mutual audience

Both need to provide value

Reach out to them to co-produce valuable content which allows you to create content quicker

Leverage their marketing resources

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PR Outreach

3

Reaching out to Journalists and Bloggers help spread the message about your product / service.

1. Plan and refine your pitch/angle
2. Use tools to help find Journalists
3. Reach out and build relationships with Journalists and PR companies.
4. Build your PR database
5. Nurture these relationships*

*can also work for Influencer Outreach

Tools

Journorequests
HARO
FollowerWonk
BuzzSumo

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SEO

4

SEO - affecting how your website/ blog shows up in the search engine results.

SEO can be divided between On-page and Off-page Optimization

3 ways to increase off-page links:

- Produce quality content that people want to share
- Backlinks - reach out to websites who have spoken about you and ask for a link to your domain
- Partner links - if you work with other established businesses try and get links back to your domain from their 'partners page'

Great, valuable content is the most important success factor with or without SEO

Paid Advertising

5

Earned


Owned

Paid

Combining earned, owned, and paid media will help you attract, nurture, and close more leads,

1. Social Media Advertising (targeted)
 - LinkedIn*, Twitter, Pinterest, Facebook*, Instagram
 - Conduct Webinars, Create Press Releases,
2. Retargeting
 - Re target those people who have already visited your site
3. Google Adwords - around relevant and popular events
 - Can be a cost effective way to reach your relevant audience

Make sure they link to landing pages!

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Content Distribution

6

Spend 90% of the time creating the content, but often spend 10% of time promoting it

- Reschedule the content on the same network
- Reach out to influencers / Tweet to specific people
- Engage with communities (Inbound.org Quora)
- Ask employees to share

Tools

ContentMarketer.io
Hootsuite
CoSchedule (Calendar)

Use a checklist to ensure you always promote your content

Understand what works best - and reshare

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Lead Nurturing

7

A lead nurturing strategy enables you to connect more effectively across all phases of the buyer journey. It is the process of automatically “dripping” relevant messages to your leads over time.

- Plan a workflow of touch points you could have with prospects
 - Welcome Campaigns, Re-engagement Campaigns, Product Campaigns, Demo Request, Event Campaigns, Onboarding Campaigns
- Direct them to evergreen content (content that doesn’t go out of date)
- Make it personal

Tools

Constant Contact, Mailchimp,

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Automation is your friend

8

Buzz-word - but not as complicated as it sounds

Focus on internal and external processes that are repetitive and take steps to automate them

- Cross promoting social media posts
- Adding form submissions to Slack
- Saving Twitter mentions to Google Sheets
- Sharing content internally
- Saving common answers to popular questions in your drafts

Tools

Zapier
IFTTT
Slack

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Referral Marketing


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Referral Marketing is one of the most powerful tactics you can use

- Large % of new business comes from referrals
- People trust referrals from their peers
- People are more likely to buy when referred by a friend

Tips

- Ask for the referral once they have achieved a 'success milestone*' or fully understood the value of the product
- Let them know who they should invite (be specific)
- Limit the number of people they can invite - creates scarcity and improves quality
- Ask them to give the person they referred a 'heads up'

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Speak to your users

10

Another powerful action you can take.

- Reach out to your users
 - Ask for their feedback
 - Ask them why they signed up (understand their challenges)
 - Ask them why they left?
- Can help inform new features and service improvements
- Can use automation (Zapier) to streamline the process
 - Email with link to a form > Form submission triggers a thank you email > responses logged in Google Sheets > Follow up if necessary

Do not feel pressured to act on every bit of feedback - you will have some loud customers!

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Bonus Tips

B

- Explore ways in which you can market your product throughout your platform to extend the reach of your brand
- Take advantage of opt in forms / pop ups (they work!)
- Hire a Senior Digital Marketer - not an intern to begin with - so you can lean on their insights and knowledge
- Pareto rule - 80 / 20 - don't try and do everything at once
- Rocketshp's Growth Hacking Playbook for Landing pages.. (Acquisition, Activation, Retention, Referral, Revenue)

10 “Must Have” Tactics for 2019

1. *The rise of “smart speakers*
2. *Internet will catch up to television*
3. *Social Media Will Be More Deeply Integrated Into Other Services*
4. *Live Video Will Keep Growing*
5. *Video (And Video Ads) Will Keep Growing, Too*
6. *Chatbots Will Become A Normal Thing*
7. *The Rise of The Social CEO*
8. *Consumers Are Mobile. Having a Responsive Website is a Must.*
9. *Consumers Are Hard To Reach. Paying for Exposure is a Must.*
10. *Consumers Are Searching. Being on Google My Business is a Must*

Social Media Action Plan		
Tie Social Media to Your Business Goals		
Business Drivers	Goals	
Financial <ul style="list-style-type: none"> • Revenue • Expenses • Leads 		
Customers <ul style="list-style-type: none"> • Customer experience/satisfaction • Customer service/support • Building community 		
Brand <ul style="list-style-type: none"> • Awareness • Thought leadership • Innovation 		
Design a Listening Program		
What to Follow	Specific to Your Company	
Industry trends		
Key words and search terms		
Influencers to follow		
Competitors		
Pick the Tools to Fit Your Goals		
Tool	Purpose and Strategy	Rank Priority (from 1-3) Focus on 1 and 2
Monitoring Tool	Listening and measurement	
Corporate Blog	Thought leadership, depth, engagement, linking & guest posts	
Twitter	Headlines, engage, sales, solve service issues, competitor insight	
Community	Customer driven, customer care, sourcing trends	
Facebook	Social, friendly, recruiting, link to community and blog, video	
LinkedIn	Engagement, networking, recruiting	
YouTube	Amazing stories, brand awareness	
SlideShare	Content sharing, thought leadership	

Measure in Conjunction with Marketing Goals		
Goals	Social Media Output	Tools/Tactics to Measure
*Faster, better insight/information	Conversation monitoring, customer feedback	100s of listening tools (Buzzient, Radian 6, etc.) Customer community search.twitter.com
*Awareness, thought leadership	# of people reached	Unique site visitors Twitter followers Blog comments
*Faster, better sales	# of interactions	Your CRM system Leads Deals Revenue
*Customer support, satisfaction	# of issues addressed	Your CRM system Twitter
*Faster, better development	# of ideas implemented	
Insert Yours Here	Insert Yours Here	Insert Yours Here









Thank you!

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