



WSI Digital Group
www.wsidigitalgroup.com
info@wsidigitalgroup.com



**Your Trusted Partner For
Digital Marketing**

**Top 7 Ways To Increase Cash
Flow using Digital Marketing
Strategies During & After
COVID-19**

May 15, 2020

WSI AT A GLANCE

WSI = We Simplify the Internet

For 25 years WSI has been providing digital marketing services to businesses of all sizes and across various industries in multiple languages, in over 80 countries worldwide.

WSI Digital Group is a boutique agency, part of the WSI Global Network of Agencies. We help businesses & brands grow through creative, high return digital marketing strategies. WSI helps elevate your online brand, generate more leads, boost sales, and improve your overall marketing ROI.

WSI Digital Group



PAM DELEON
Managing Partner

Pam has 20+ experience in digital marketing and B2B sales. She started her career with Verizon on website strategies. She has worked closely with both B2B & B2C companies from start ups to Fortune 1000 clients. Pam now specializes in Lead Gen Website Designs, Digital Roadmaps and Social Media Strategies.



LISA KILREA
Managing Partner

Lisa has 20+ years experience in traditional & digital marketing. She was Director of Marketing & Communications for BP North America and specializes in working with manufacturing companies. Her key areas focus are Digital Paid Advertising, ASEO, Strategy Development & Off Line Integration.

WSI is a Google Premier Partner

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Google: "The badge recognizes companies we trust to help you succeed on the web with our products."

REAL EXPERTS WHO ARE TRUSTWORTHY

Premier Partners know Google Ads inside and out, and have passed certification tests in search, display, shopping, mobile, video. PREMIER PARTNERS represent the **Top 3%** of agencies worldwide.

PROVEN ONGOING RESULTS

Premier Partners have a history of building AdWords campaigns that convert at a high rate, meaning our campaigns are more likely to make money for your business

BETTER ACCESS

Premier Partners often know about changes before other AdWords users. Google grants early access and often invites Premier Partners to be part of beta programs. This means we often has access to tools that our competitors aren't using. Premier Partners also have an inside track to connecting with Google



PREMIER

Google
Partner

WSI won 15 2019 WebAwards... Bringing our Total to 100 WMA Awards!



B2B Standard of Excellence Award

<https://www.serviceideas.com/>

Best Real Estate Website Award

<https://sthelenarealestate.com/>

Design of Excellence Award

<http://rocastonesmex.com/>

Design Standard of Excellence Award

<https://www.marlenedesignco.com/>

Environmental Standard of Excellent Award

<http://amazonriversplatform.org/en/>

Restaurant Standard of Excellence Award

<http://grupocastellano.com.mx/>

Other Standard of Excellence Award

<https://www.coachkatanddrmmimi.com/>

Family Standard of Excellence Award

<http://thenourishedpalate.com/>

Automobile Standard of Excellence Award

<https://pneusgordons.ca/>

Consumer Goods Standard of Excellence Award

<https://www.glassgang.com/>



WSI Digital Marketing Services

6



DISPLAY &
REMARKETING



PAY PER
CLICK



DIGITAL
ROADMAPS/
STRATEGY



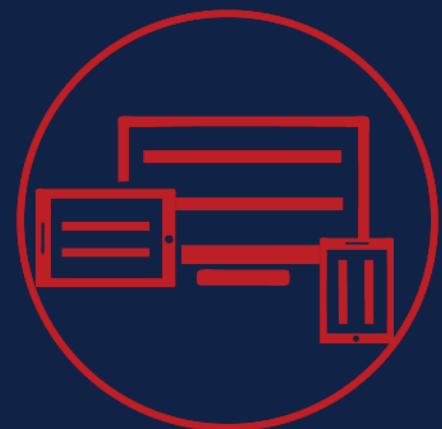
CONTENT
MARKETING



VIDEO
MARKETING



WEB
ANALYTICS



WEB DESIGN &
DEVELOPMENT



SOCIAL MEDIA
MARKETING



SEARCH ENGINE
OPTIMIZATION



LANDING PAGE
OPTIMIZATION



EMAIL
MARKETING



MOBILE
MARKETING

Agenda

- What is a Global Pandemic?
- What Impact is it having on Businesses Around the US and the Globe?
- Where Can We Find a Marketing Budget?
- How Should We Communicate with Customers?
- Top 7 Digital Marketing Strategies
- B2B Case Study/Covid-19 Testimonials
- Q&A

What is a Global Pandemic?

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DEFINITION

An epidemic or outbreak of disease that spreads across a large multinational area

| Tuberculosis | Plague of Justinian | Black Death | Spanish Influenza | HIV/AIDS |
|--|--|--|---|---------------------------------------|
| 2400 BC – Present | 542AD | 1340-50s | 1918 | 1981 – Present |
| Worldwide 100 million deaths | Europe and Asia 30-50 million deaths | Europe and Asia 100-200 million deaths | North and South America 50-100 million deaths | Worldwide 39 million deaths |

Airborne viruses can be transmitted rapidly from person to person, spreading exponentially

In our globalized age, travelers often inadvertently help spread them around the region and the world

Various strains of flu are prime candidates for creating pandemics because they are easy to catch

Covid-19 Global Metrics

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A Global Pandemic is an epidemic of disease that has spread across a large region, for instance multiple continents or worldwide, affecting a substantial number of people



COVID-19 Dashboard by the Center for Systems Science and Engineering (CSSE) at Johns Hopk...



Total Confirmed

4,437,442

Confirmed Cases by
Country/Region/Sovereignty

1,416,528 US

252,245 Russia

234,439 United Kingdom

229,540 Spain

223,096 Italy



Admin0



Last Updated at (M/D/YYYY)

5/14/2020, 6:32:28 PM

188

countries/regions

Lancet Inf Dis Article: [Here](#). Mobile Version: [Here](#).

Lead by [JHU CSSE](#). Automation Support: [Esri Living Atlas team](#) and [JHU](#)



Cumulative Confirmed Cases

Esri, FAO, NOAA

Global Deaths

302,025

85,813 deaths
US

33,693 deaths
United Kingdom

31,368 deaths
Italy

27,422 deaths

Global De...

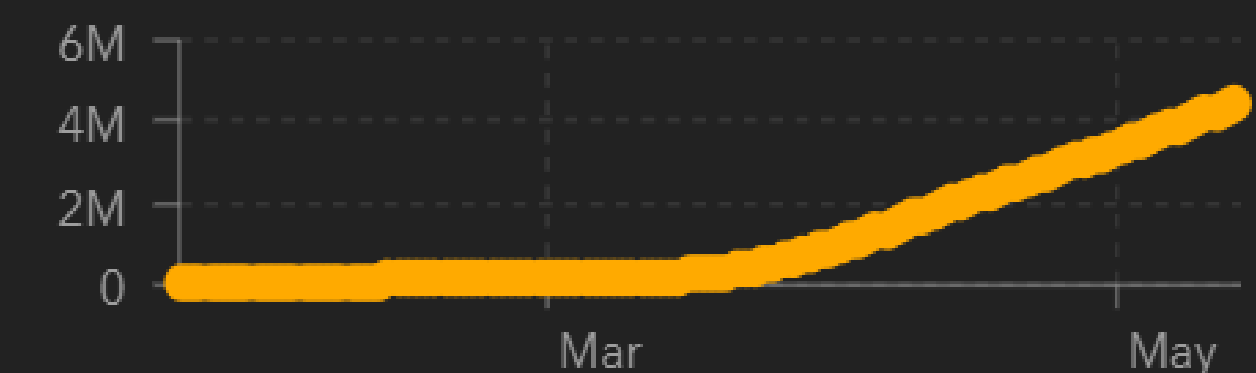
US State Level

Deaths, Recovered

27,607
deaths, **59,758**
recovered
New York US

9,946
deaths, **15,642**
recovered
New Jersey US

US Death...



Confirmed

Logarithmic

Daily Cases

What Impact is it having on Businesses Around the US and the Globe?

10

COVID-19 induced economic disruption will disproportionately impact some industry sectors more than others

- Apparel
- Automotive Manufacturers
- Automotive Suppliers
- Consumer Durables
- Gaming

- Beverages
- Chemicals
- Manufacturing
- Media
- Metals & Mining
- Oil & Gas / Oilfield Services

- Construction / Materials
- Defense
- Equipment & Transportation
- Rental
- Pharmaceuticals

- Lodging/Leisure & Tourism (includes Cruise Lines)
- Passenger Airlines
- Retail (Non Food)
- Global Shipping

- Property Developers (China)
- Protein & Agriculture
- Service Companies
- Steel Producers
- Technology Hardware

- Real Estate, REITS
- Food / Food Retail
- Telecoms
- Waste Management

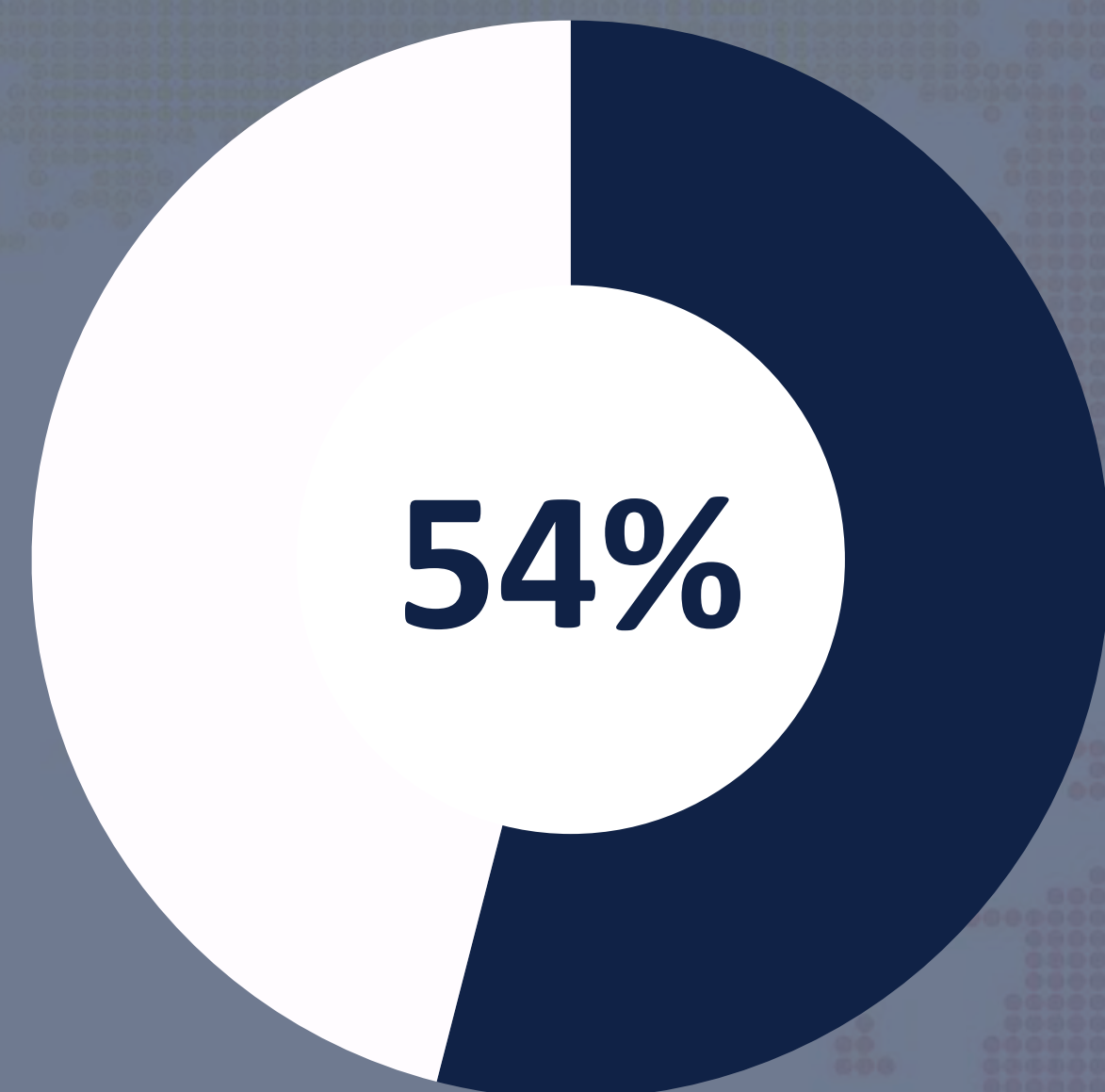
Potential Positive Impact

- Internet Service Companies
- Retail (Online)
- Gold Mining

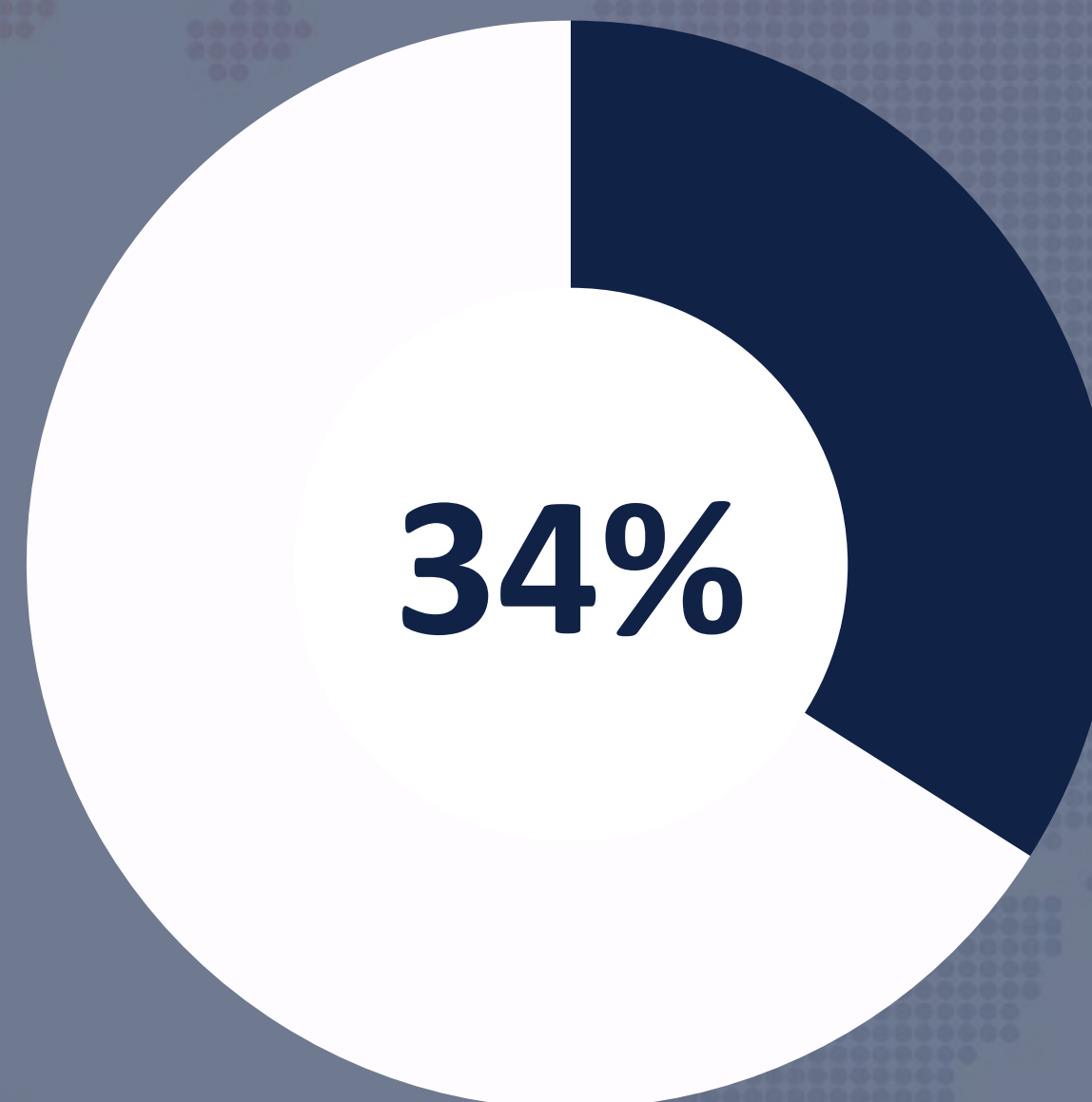
Global
COVID-19
Impact

*Source: Moody's Covid 19 Impact

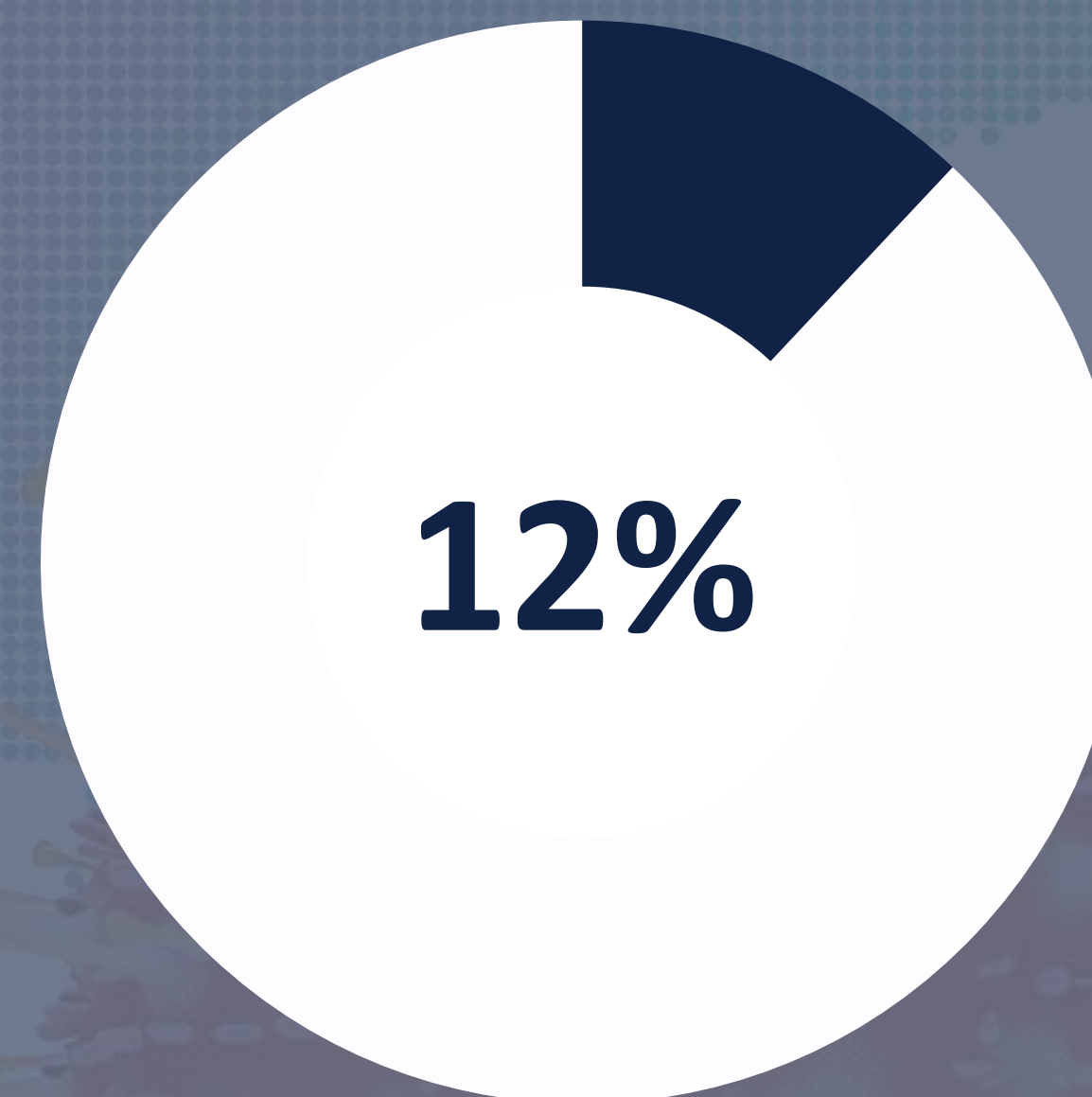
Covid-19 Impact for Businesses Around The Globe



Significant impact to our business operations, causing us great concern

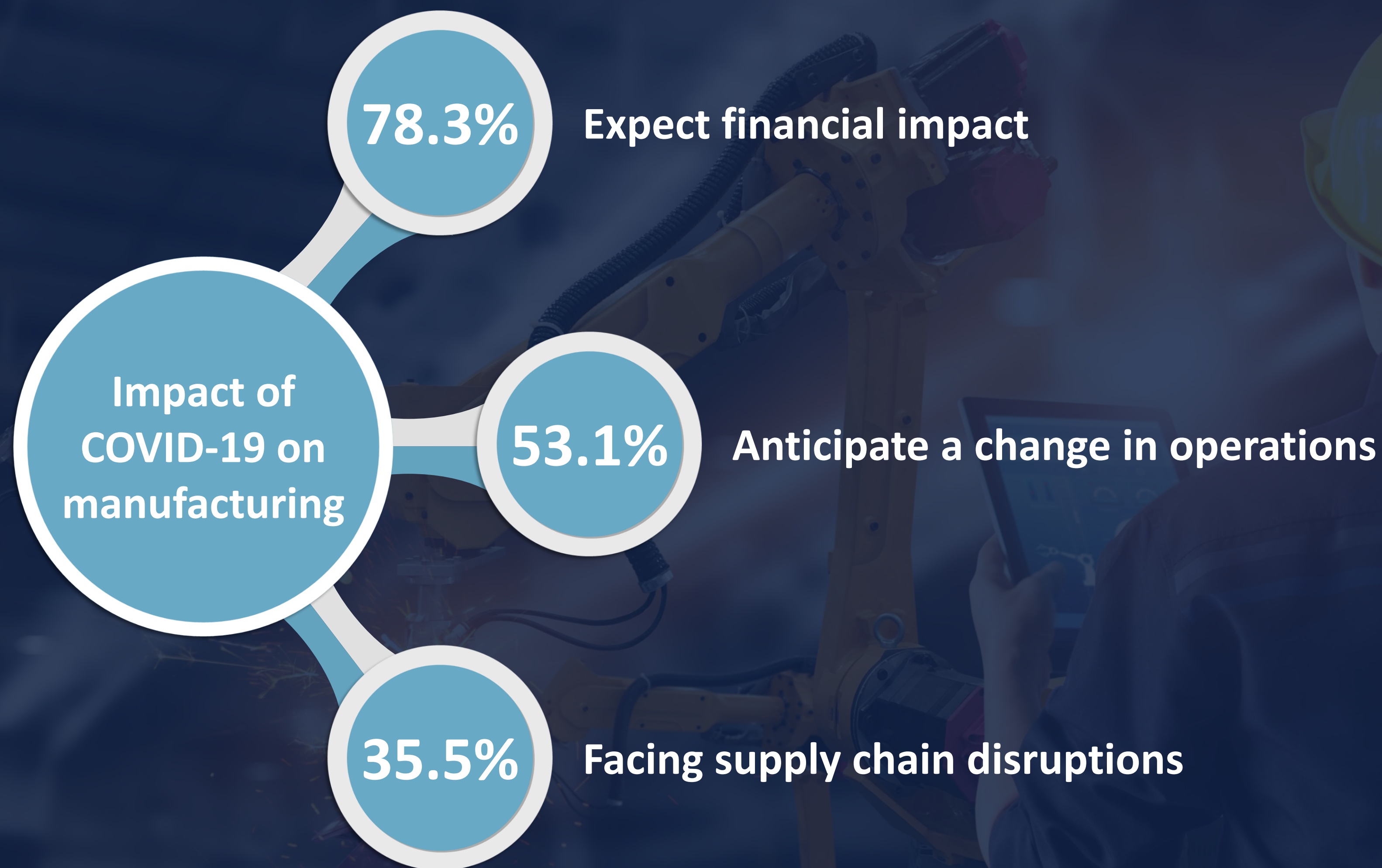


Limited to specific regions or services in our business currently, but we are monitoring closely



An isolated challenge; not greatly impacting our business currently, but we are monitoring the situation for any change

COVID-19: Immediate Manufacturer Impact



Where Are The Marketing Budgets Now?

Most Effective B2B Marketing Channels for All Sectors
% choosing as most effective channel



*Source: Forrester Research

Where Should Marketing Budgets Be Moved To?



*Source: <https://www.viola-group.com/violanotes/coronavirus-survey-3-marketing/>

Online Conferences, Tradeshows & Webinars Are Here To Stay



CORONAVIRUS CRISIS

EXPERTS WARN OF A SCENARIO WHERE THERE'S A LARGER VIRUS WAVE THIS FALL/ WINTER AND SMALLER WAVES IN 2021

CNN

NAS ▼ -284.60

OUTFRONT

Where Can We Find Marketing Budget?

Conferences/Tradeshows

**Most conferences are being re-scheduled or postponed
Re-engineer conferences to virtual events**

Networking Events

Use budgeted money towards social media/online networking

Furloughed Employees

**Re-Allocation of overhead expenses from decreased volume of
active employees**

Ways to Communicate With Customers or Prospects

Website



Use Blogs to Shows How You Are Helping

Put Covid-19 Updates On Your Website

Email Marketing



Send out company changes, new hours, promotions, notices (i.e. waiving late fees, etc.)

Social Media



Communicate Covid-19 announcements relating to supply chain issues or other business as usual posts

Online Streaming



Use Go To Meeting, Zoom, etc. for customer or company meetings

Chat



LIVE Chat or Chat Bots (can be a great lead magnet)

Top 7 Digital Marketing Strategies To Generate Leads & Increase Cash Flow



Your Company Website: Increase Traffic/Convert Users

Make It A Lead Gen Machine!



Trust Builders-
Reviews/
Testimonials

Simple navigation

Opportunities
To Learn
More

Large, striking
imagery

Clean, simple
design

CTA's (Call To Action)-At Least 3

Phone # (click to call), email, quote button, schedule a mtg, download an info. sheet, fill out a form, etc.

Source of Income/Lead Magnet

- If not selling online, showcase a catalog of your products or best selling services/products
- Use it for Prospecting, Quotes & Fulfillment



Must-Haves For A Lead Gen Website



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Who, What, Why & When?

Site geared towards your target market,
contact Info. on top right

Capture Emails

Google Analytics (GA)-Who is On Your Website
(analytics.google.com)

Google Search Console (GSC)-
Visibility & Impressions (where your site is
showing up in search rankings)

Key Words

(<https://www.answerthepublic.com/>) &
Links to Relevant & Industry Specific Articles

Site Map & SSL Certificate

Minimum of 3 CTAs (Calls to Actions)

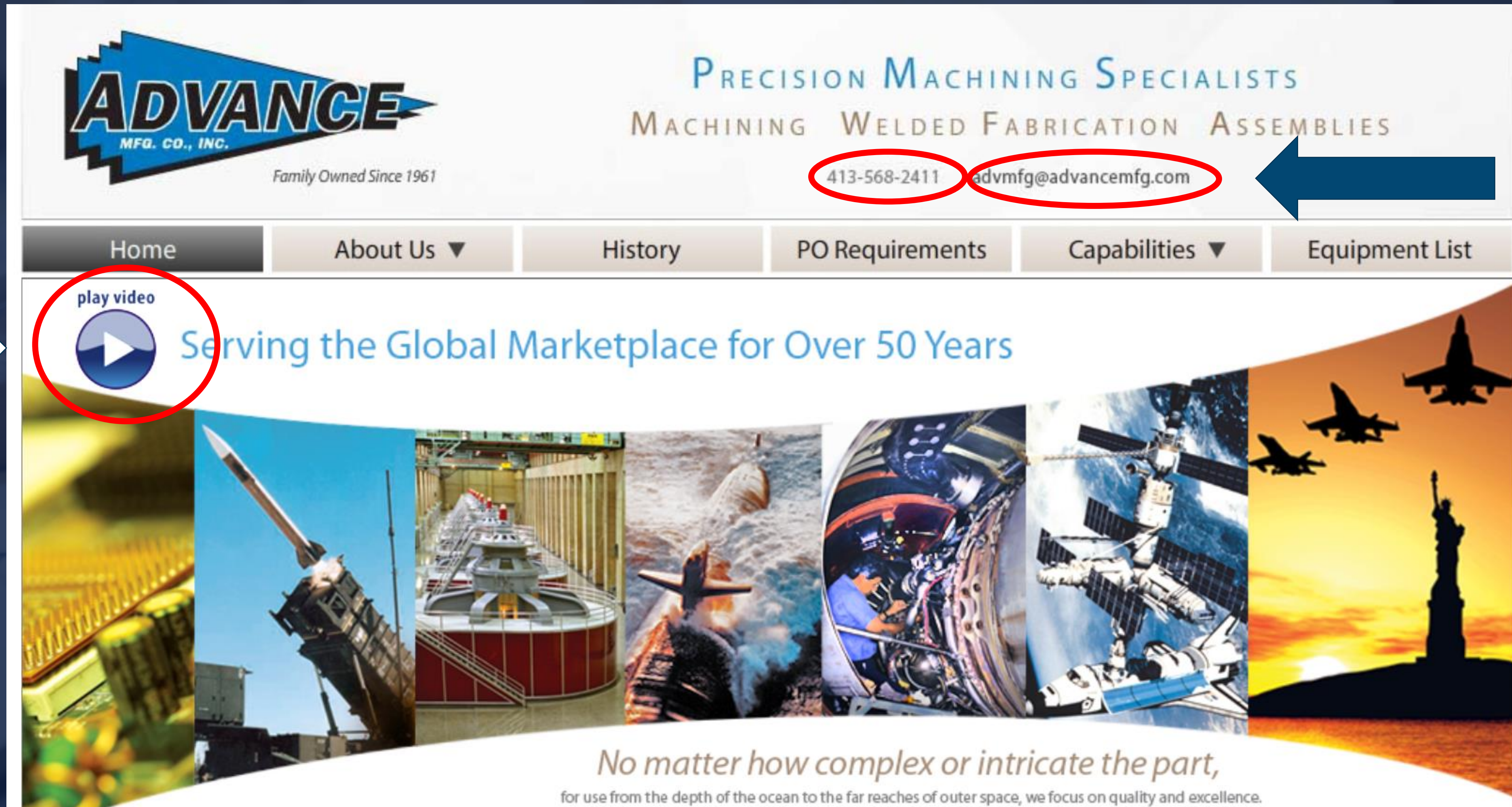
Mobile Friendly/Quick to Load
([https://www.thinkwithgoogle.com/feature/
testmysite](https://www.thinkwithgoogle.com/feature/testmysite))

Are Images/Pictures Compressed? Should
be under 1MB. (<https://tinypng.com/>)

Fresh Content Every Month (Blog,
News, etc.)

Example: ADVANCE MANUFACTURING

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The screenshot shows the homepage of ADVANCE MFG. CO., INC. The header features the company logo on the left, which includes the word "ADVANCE" in a stylized font and "MFG. CO., INC." below it, with the tagline "Family Owned Since 1961". To the right of the logo, the text "PRECISION MACHINING SPECIALISTS" is displayed in a large, blue, serif font. Below this, the words "MACHINING WELDED FABRICATION ASSEMBLIES" are listed in a smaller, blue, sans-serif font. Further right, the phone number "413-568-2411" and the email address "advvmfg@advancemfg.com" are circled in red. A large blue arrow points from the right towards these contact details. Below the header is a navigation bar with buttons for "Home", "About Us", "History", "PO Requirements", "Capabilities", and "Equipment List". The "About Us" button has a dropdown arrow. Below the navigation bar is a large banner area. On the left, a "play video" button with a play icon is circled in red, with a white arrow pointing towards it from the left. To the right of the button, the text "Serving the Global Marketplace for Over 50 Years" is displayed in a blue, serif font. Below this text is a collage of images showing various industrial and aerospace applications: a rocket launch, a large industrial structure, a ship, a submarine, a space station, and the Statue of Liberty. At the bottom of the banner, the text "No matter how complex or intricate the part, for use from the depth of the ocean to the far reaches of outer space, we focus on quality and excellence." is written in a small, black, sans-serif font.

ADVANCE
MFG. CO., INC.
Family Owned Since 1961

PRECISION MACHINING SPECIALISTS
MACHINING WELDED FABRICATION ASSEMBLIES

413-568-2411 | advvmfg@advancemfg.com

Home | About Us ▼ | History | PO Requirements | Capabilities ▼ | Equipment List

play video

Serving the Global Marketplace for Over 50 Years

No matter how complex or intricate the part,
for use from the depth of the ocean to the far reaches of outer space, we focus on quality and excellence.

Improve Conversion Rate = Increased Leads & Sales

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Improve Sales by:

1. Increasing Traffic
2. Up-Selling
3. Improving Conversion Rate

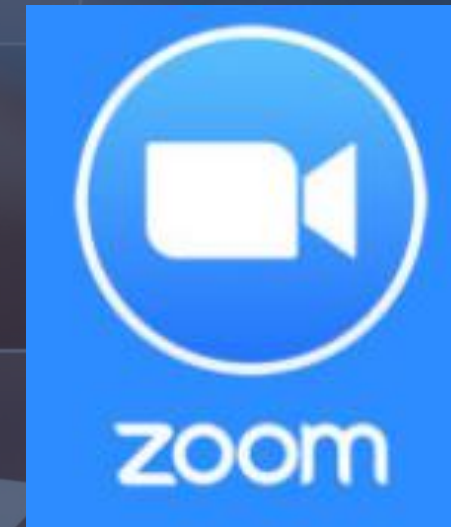
| Visitors | | Conv. Rate | | Customers |
|----------|---|------------|---|-----------|
| 12,000 | → | 1% | → | 120 |
| 12,000 | → | 3% | → | 360!!! |

Without increasing your conversion rate,
you need **36,000** visitors to get the same **360** Customers

2. Webinars



Webinars provide companies an opportunity to target and educate specific audience on the benefits and advantages of their products/service offerings



Speak About A Key Topic Directly to Your Target Audience!



- Webinars present you as an industry expert and leader in a field
- Incorporate webinar registrations are a source of net new leads in your overall marketing strategy as well as customer retention
- Pivot budgets from offline channels (trade shows, industry meet-ups) to maximize lead generation efforts
- Overall ROI for webinars is incredible (compared to the alternatives like trade shows)
- For your audience, a webinar is convenient, because it provides all the benefits of face-to-face contact without having to leave home or office

Webinars enable communication in real-time, so users can ask questions right away

As webinars are less monotonous and engage both sight and hearing, they are easier to follow, even if a user isn't extremely focused

With a webinar, you can easily spot active users and identify promising leads

3. Social Media



**Post About Company
Updates, Sales or
News!**



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Harness the power of social media platforms like LinkedIn for prospecting and thought leadership initiatives

- Increase brand awareness & loyalty
- Customer relationship building
- Gain target audience insights
- Encourage Employee Engagement
- Have a identifiable brand voice
- Offer support as needed based on prospect/customer interaction
- Encourage interaction with followers
- Become a part of related communities
- Connect with influencers

Who is your target audience and what social platforms will you use?



What type of content will you be publishing and what are your goals?



Which social media metrics will you be using to measure your efforts and how are your competitors using social media?



Social Media Ideas



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Get Social!

Encourage prospects and customers to check out your Social Media Pages

- Link your LinkedIn, Facebook, Twitter, Instagram accounts to your website to promote new social content and encourage engagement.
- Posts featuring workers at their job
- Take photos at company events
- Videos showcasing company culture
- Show followers the behind-the-scenes of your business



Video Marketing Ideas



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According to Google, **72% of B2B buyers** and researchers are watching videos to help them make their buying decisions.

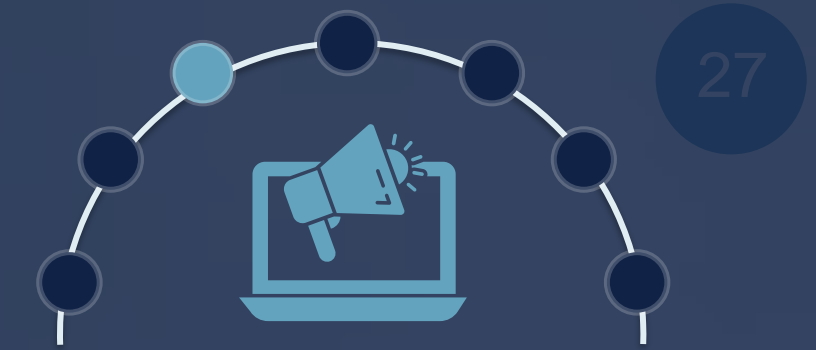
What kinds of videos?

- **CEO interviews**
- **Product demos**
- **“Behind the scenes” glimpses of events**
- **Company tours/Tour of factory**
- **Life in the office**
- **How products are made, etc.**



Post on YouTube, Vimeo or live broadcast on Facebook, IG or LinkedIn.

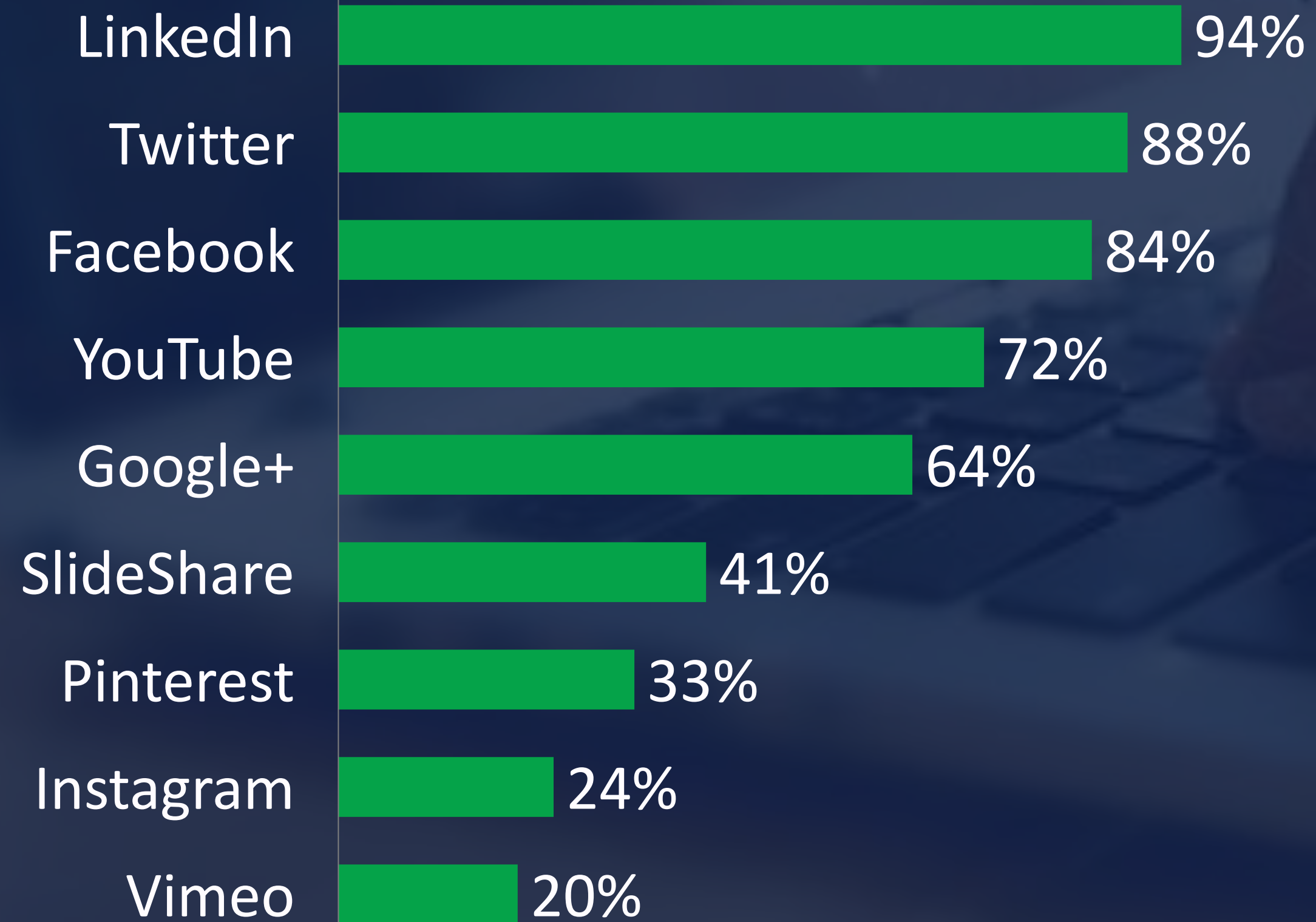
B2B and B2C top social media platforms



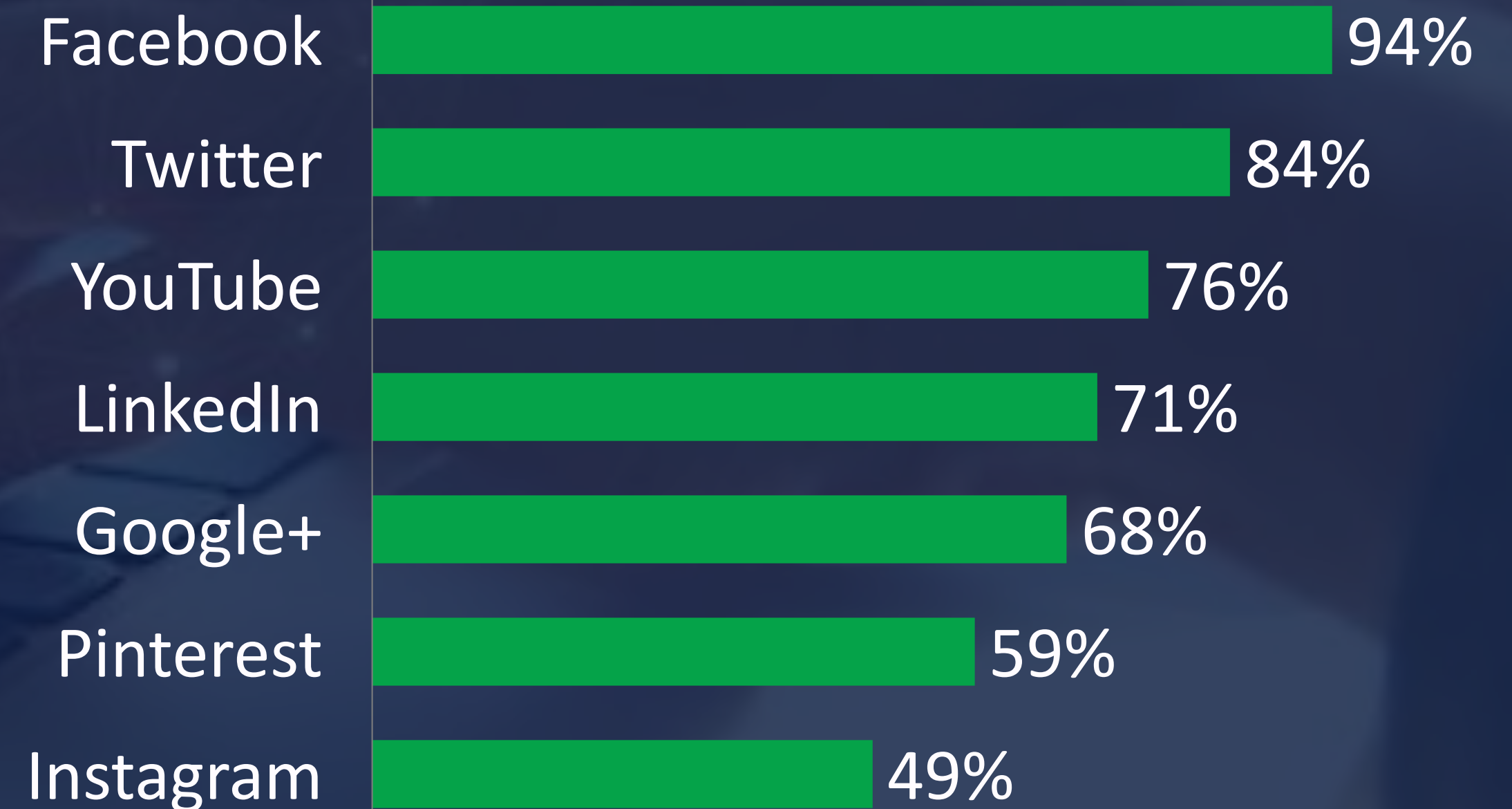
27



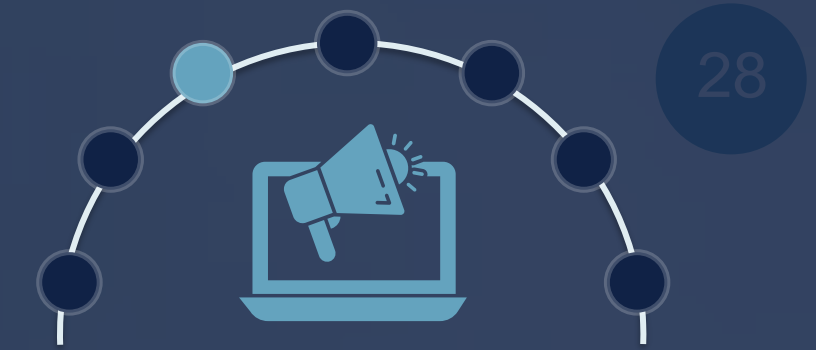
B2B Content Marketing Social Media Platform Usage



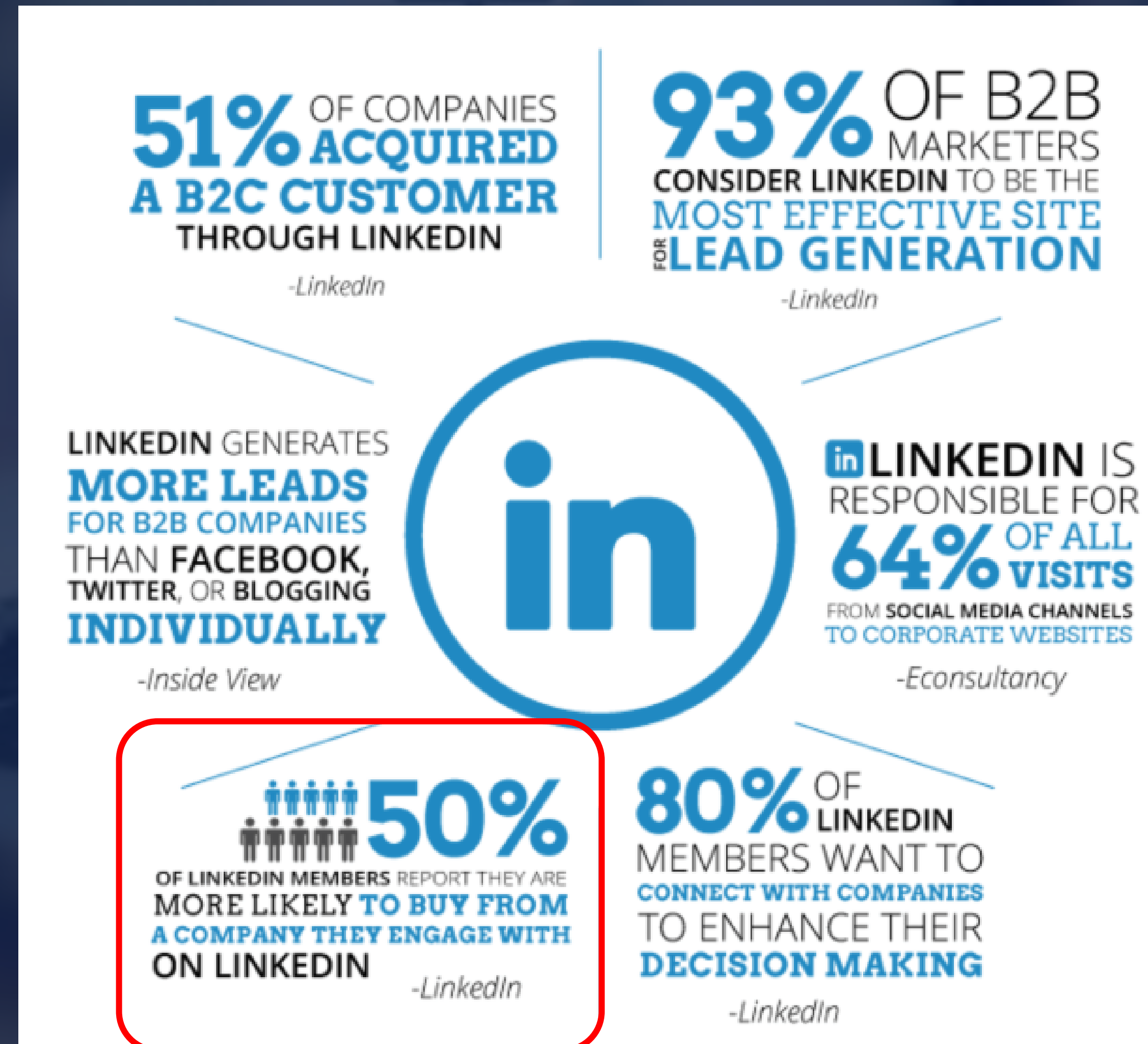
B2C Content Marketing Social Media Platform Usage



Acquiring Leads Through LinkedIn



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Top 5 Ways To Use LinkedIn for Lead Gen



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01 Use an image that gets attention or creates interest



Structure your company page in such a way that it leads up a customer or prospect clicking through to your website

The most important part of your company description is the first two-ish lines, because that's all that LinkedIn displays



02 Create a Clear & Compelling Pitch in Your Company Description

Dedicated pages that allow companies to highlight different aspects of their business and build relationships with the right community

03 Post Weekly to LinkedIn-Make Recent Updates Clickable



- Post a company announcement or quote yourself in a branded image
- Talk about client case study
- Reveal a new partnership
- Show a company or charity outing
- An article of interest in your industry



04 Create a LinkedIn Showcase Page

05 Join LinkedIn Groups



In many cases small-medium business owners are the best advocates for their business. You can speak directly to your LinkedIn prospects/customers/business partners through LinkedIn Industry Groups



Alarm.com

Information Technology and Services · Tysons, Virginia · 10,835 followers


The leading platform for the intelligently connected property.

[+ Follow](#) [Visit website](#)

- Home
- About
- Jobs
- People

Updates

Sort by: Top



Alarm.com
10,835 followers
3d

[+ Follow](#) ...

PowerUp, our award winning training event for [Alarm.com](#) service providers is back! We'll be in Costa Mesa, CA June 18 - 20 for three days of hands on and interactive training. Learn more and register today: <https://lnkd.in/gKveWvr>



B2B TRADE USA COMPANY, INC.

BAKERSFIELD, California · 5 followers

[+ Follow](#) [Visit website](#)


- Home
- About**
- Jobs
- People

Overview

| | |
|--------------|---|
| Website | http://b2btradeusa.com |
| Company size | 2-10 employees |
| Headquarters | BAKERSFIELD, California |

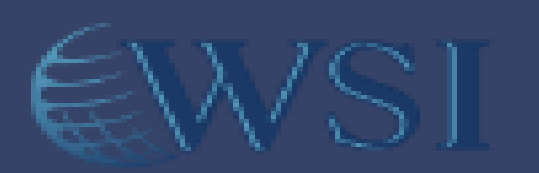
Locations

Primary
10409 HEATHER VALLEY DR,
BAKERSFIELD, California 93312, US



Comparison:

A good LinkedIn page (left) vs. bad LinkedIn page (right)



#2 Out of Top 10 LinkedIn Pages



The screenshot shows the LinkedIn profile of Schneider Electric. The header features a banner with the text "Go GREEN in the City A GLOBAL BUSINESS CHALLENGE" and images of people. The profile picture is the Schneider Electric logo. The company name "Schneider Electric" is followed by the description "Electrical/Electronic Manufacturing" and "Rueil Malmaison Cedex · 1,476,912 followers". Below this is the tagline "Leading the Digital Transformation of Energy Management and Automation." and buttons for "+ Follow" and "Visit website". To the right, it says "& 2 other connections work here" and "See all 66,587 employees on LinkedIn". The left sidebar has links for Home, About, Jobs, Life, and People. The main content area shows an update from Schneider Electric, dated 4 days ago, with the text "Interested in increasing your knowledge about #MediumVoltage? Here you can find a complete guide for panel builders. #EcoStruxure Grid #IoT" and a link "https://lnkd.in/dkb3Rdc". The update has 146 likes. On the right, there is a video player titled "Go Green in the City" showing a man speaking.

Schneider Electric
Electrical/Electronic Manufacturing
Rueil Malmaison Cedex · 1,476,912 followers

Leading the Digital Transformation of Energy Management and Automation.

+ Follow Visit website

& 2 other connections work here
See all 66,587 employees on LinkedIn →

Updates Sort by: Top

Schneider Electric
1,476,912 followers
4d

Interested in increasing your knowledge about #MediumVoltage? Here you can find a complete guide for panel builders. #EcoStruxure Grid #IoT
<https://lnkd.in/dkb3Rdc>

146 Likes

Go Green in the City

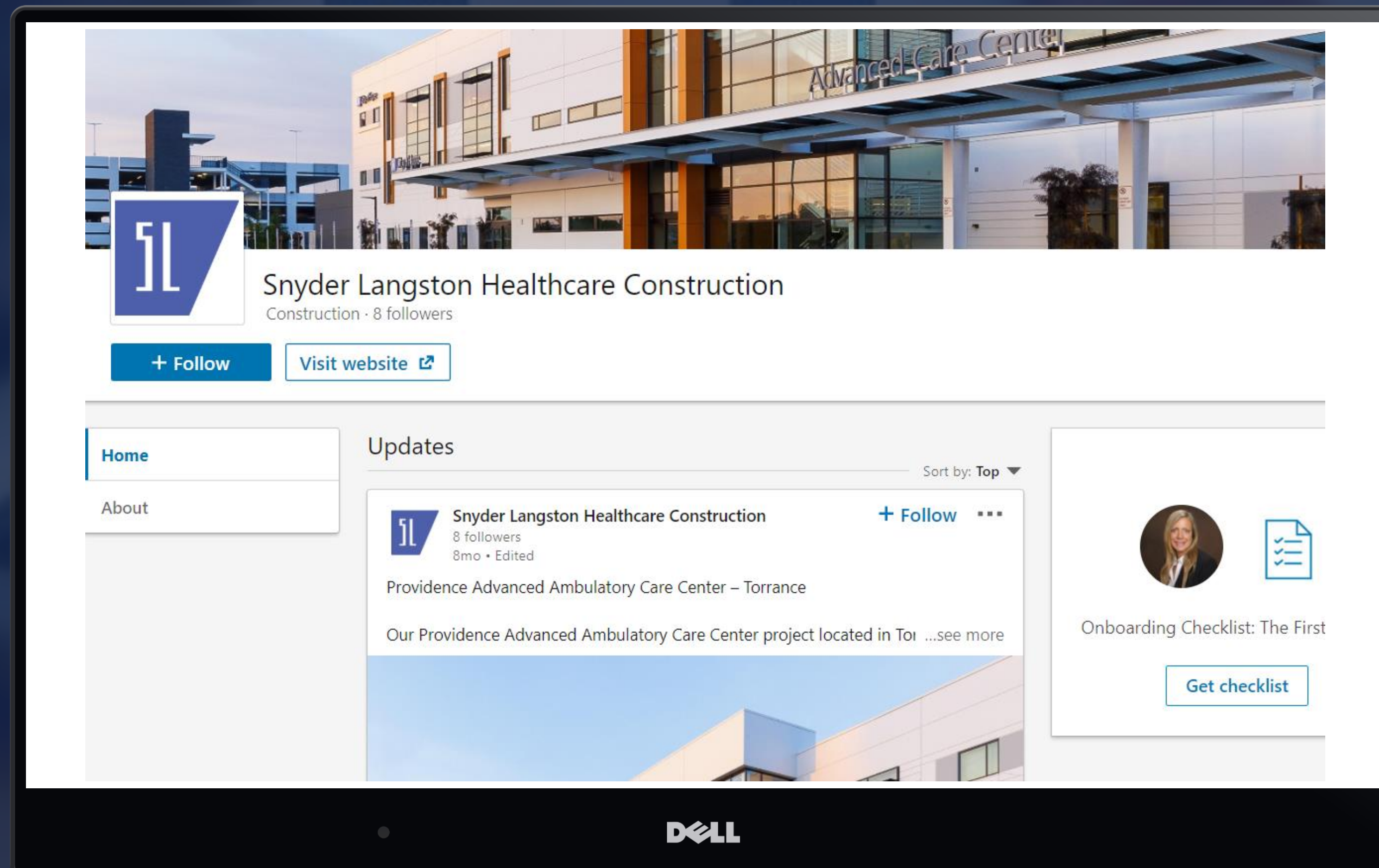
Life is On | Schneider Electric work each and every day.

Example of a Showcase Page: Promoting a Specific Product or Service on LinkedIn



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<https://www.linkedin.com/showcase/snyder-langston-healthcare-construction/>



4. Email Marketing



Many B2B manufacturing companies either ignore email marketing altogether or rely on one-off blasts . In a post COVID world with travel and face to face interactions impacted, email marketing is one of the most important tools to leverage

Communicate Your Message Directly to Customers or Prospects!



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- Focus on list segmentation based on target markets
- Personalization of messaging can have a huge impact on conversions
- Create Measurable Email Marketing Goals
- Experiment with email sending dates and times (customize it to your audience profile)

?

Are you using an email marketing platform?

Do your current engagement and conversion rates align with industry standards

Do you have a marketing automation strategy in place?

Are you utilizing email marketing to address all aspects of the customer journey

Is your list segmented based on personas?

Are you A/B testing email copy/creatives?

Email Marketing Platforms



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5. Content Marketing

Use A Case Study or
Blog Geared Towards
Your Target Persona!



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Content marketing is an approach whereby businesses use content - blogs, eBooks, case studies, market research, videos, podcasts and other content assets to attract, engage and convert website visitors

- With 65% of the population claiming to be visual learners, **brief and engaging content** is what buyers will be looking for
- **Videos**, which are easy to share, are a great way to incorporate your brand's story through an engaging set of visuals
- **Visuals** (particularly videos) are the key to marketing success in today's world. In fact, 25% of Instagram's advertisements are now in video format.

Who are you creating content for and what are the problems you are trying to solve?

What makes your content unique and what keywords do you want to be found for?

What channels will you use for promotion and what are your main KPIs?

Content is the fuel to any digital strategy



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The more good, quality, relevant content you have, the better

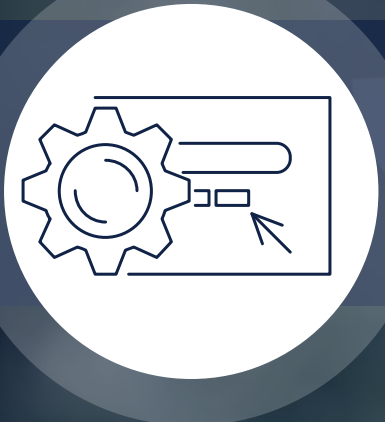
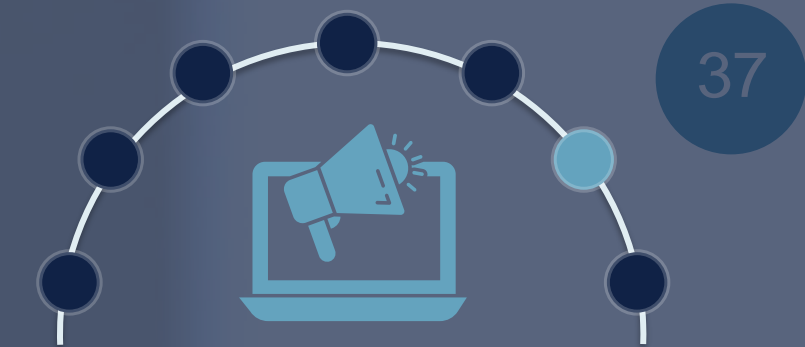
- Social
- SEO
- Paid
- Email Marketing
- Video Marketing or
- Marketing Automation

Needs to be buyer persona focused and solve a problem or need

- Don't skimp on length or research on the topic
- Optimize for relevant keywords that the persona may be searching
- Repurpose content for other channels
 - One whitepaper can become 6 blogs. 6 blogs can become 12 social media posts

6. SEO

Get on the 1st Page of Google!



SEO is about optimizing your website to rank higher on search engines

- Find what people are searching for via a proper keyword research
- Develop high-quality, relevant content to target these keywords according to the searcher's user intent
- Optimize the technical and non-technical aspects on your site, with the goal of providing the best experience for the user and keep them as long as possible
- Promote your content and get more backlinks in the process. Remember that the quality of your backlinks is more important than quantity



Check keywords you already rank for (if any), and focus on them if they are valuable



Create a content that is significantly better than your competitors' (the top-ranking pages)



Check your competitors' keywords. If you can beat them with better content, do so. Also, check keywords of publications in your niche



Focus on Technical Aspects of the site

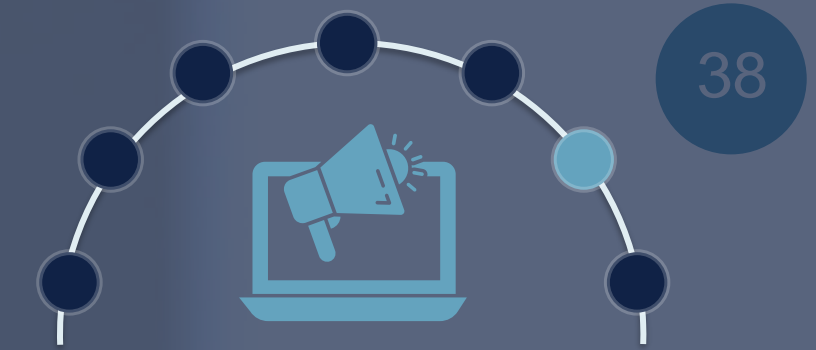


Relevance is more important than search volume in the B2B environment

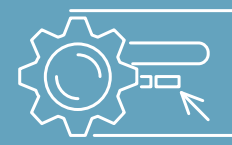


How many relevant sites are linking back to yours. Is your site added in major industry relevant directories?

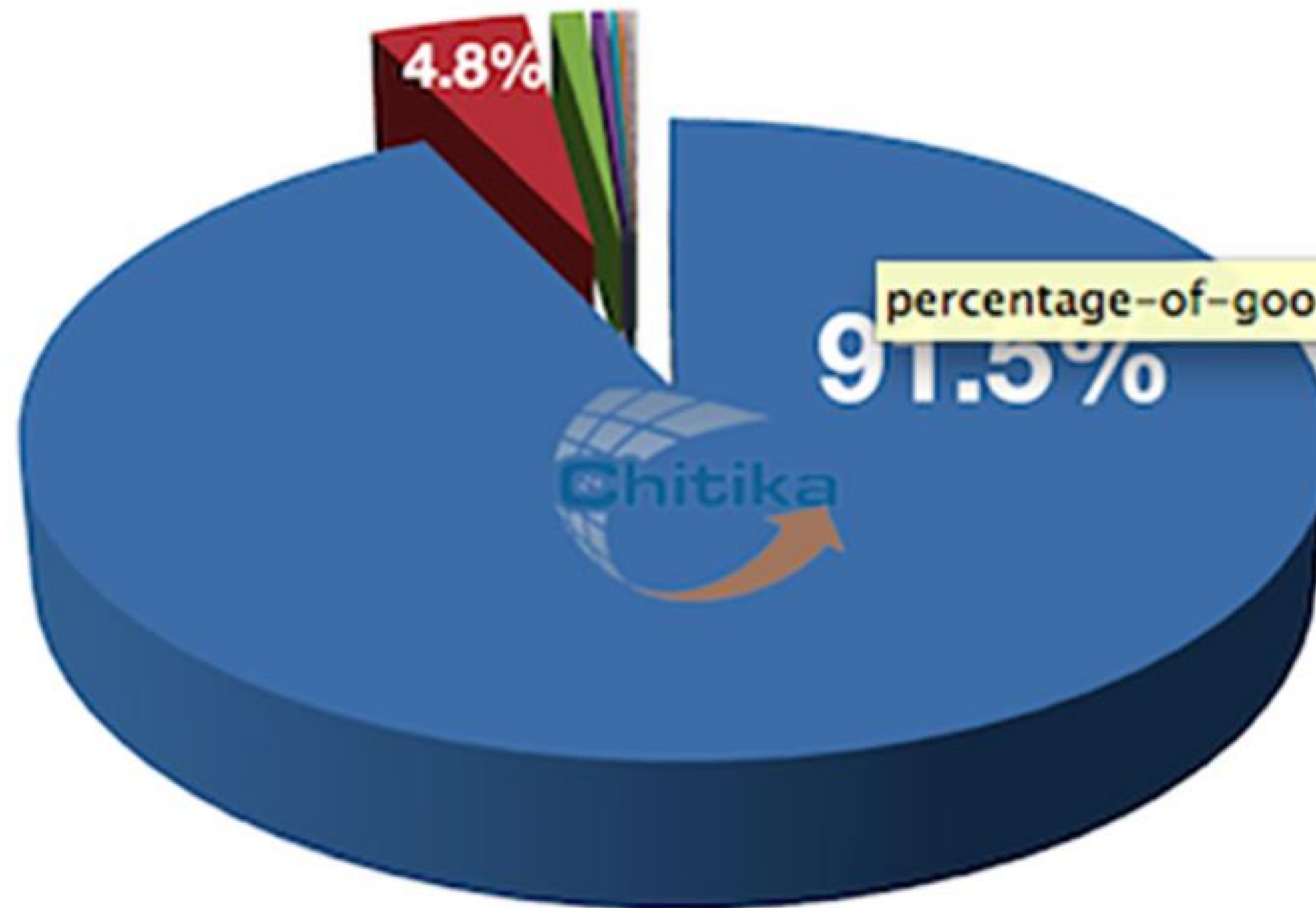
Page 1 visibility is critical



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Page 1 rankings receive 91.5% of the search traffic and page 2 only receives 4.8% of that traffic!!

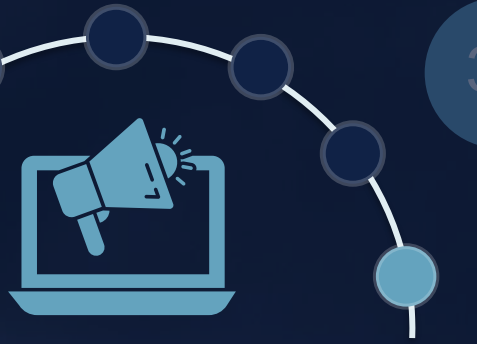


percentage-of-google-traffic-by-results-page-chitika

| Percentage of Google Traffic | |
|------------------------------|-------|
| Page 1 | 91.5% |
| Page 2 | 4.8% |
| Page 3 | 1.1% |
| Page 4 | 0.4% |
| Page 5 | 0.2% |
| Page 6 | 0.2% |
| Page 7 | 0.1% |
| Page 8 | 0.1% |
| Page 9 | 0.1% |
| Page 10 | 0.1% |

7. Digital Advertising (PPC/Programmatic)

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With over 94% of B2B customers taking time to research before they purchase, it becomes imperative that manufacturers take advantage of the incredible increases in both sales and ROI that online search advertising can provide.

Get Leads Quickly!

Digital Ads Include:

- Paid Search (Google/Bing)
- Programmatic Advertising (DV360, Rubicon, FB Exchange)
- Paid Social Media (LinkedIn, FB, Twitter)
- Display Advertising (Media Buys, Google)
- Account Based Marketing
- Video Advertising
- Industry Specific Websites



Are your campaigns segregated by product type?

Bid Optimization strategies in place?

Are you tracking your competitor's ads, keywords, landing pages, CTA?

Are you utilizing tactics like day parting?

Incorporating dynamic search ads/responsive ads in your campaigns?

Leads funnelling directly into your CRM/marketing automation tool?

Sample B2B Display Ad



YAHOO! FINANCE

Search for news, symbols or companies

Sign in Mail

Finance Home

Watchlists

My Portfolio

Screeners

Markets

Industries

Videos

News

Personal Finance

Tech

Trading Forex carries a high level of risk

TRADE NOW IG

S&P 500
2,752.06
-36.80 (-1.32%)

Dow 30
24,815.04
-354.84 (-1.41%)

Nasdaq
7,453.15
-114.57 (-1.51%)

Russell 2000
1,465.77
-19.77 (-1.33%)

U.S. Markets closed

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YAHOO! FINANCE

SAYS.

>> AND TRUMP ADMINISTRATION AND CITI SPECULATES ON AMAZON ENTERING WIRELESS MARKET

THE FINAL ROUND

110 people reacting

Stocks dive after Trump announces Mexico tariffs

Tariffs on Mexican imports risks new NAFTA approval

Trump now faces a trade war dilemma

Manufacturers warn of 'devastating' tariff effects

Here's how much dating costs around the world

World Reuters - yesterday

Brazilian anti-graft prosecutors mull lawsuit against Bradesco -report




Brazilian prosecutors are considering a civil lawsuit against Banco Bradesco SA , as they believe the country's second-largest private-sector bank may have failed to prevent corruption schemes, Valor Econômico reported on Thursday.

DELL










Sample Google Shopping



41

| | | |
|--|--|---|
|  |  |  |
| TURFTIDE 4Chlorosys 1 Gallon | Noble Chemical 5 Gallon / 640 oz. Super Break Alkaline... | Pro Grow 19-4-10 Fertilizer 50# Bag |
| \$50.00 | \$143.99 | \$43.98 |
| Say Hello Nature | WebstaurantStore.com | Solutions Pest & Lawn |
| | | Free shipping |

See industrial water treatm... Sponsored ⓘ

| | | |
|---|---|---|
|  |  |  |
| Everpure EV9328-06 High Flow... | 3M Water Filtration... | 300 GPD Commercial... |
| \$739.00 | \$383.99 | \$1,199.99 |
| WebstaurantStor.. | WebstaurantStor.. | Express Water |
| ★★★★★ (5) | | Free shipping |
|  |  |  |
| Elkay EZH2O LZS8WSLP Nex... | PIG Pour Through Oily... | 4000 GPD Commercial... |
| \$1,029.00 | \$355.00 | \$3,999.99 |
| Global Industrial | New Pig | Express Water |
| ★★★★★ (21) | Special offer | Free shipping |
|  |  |  |
| Pelican Ultra-Violet UV Water... | Size #2 Duplex (30" Basket), 4"... | Pelican PC600 Whole House... |
| \$672.35 | \$5,550.00 | \$727.60 |
| Pelican Water | The Cary Comp... | Pelican Water |

IP Targeting to Businesses



A manufacturer wants to target ads to printing industry decision-makers around the country

1

Manufacturer formulates hundreds of target companies to approach, or existing customers to up-sell

2

Result: Align sales and marketing by targeting only employees of potential or current customers

4

Show ads targeting the IP addresses for all companies on manufacturer's list (for 90 days)

3

Temperature Targeting



Take real-time weather data for every location on the planet and target ads accordingly
Air conditioner ads during a heat-wave in Australia. Food delivery ads for cold nights in NYC

What is more relevant to a person than their environment?
Target users when the temperature rises or falls within a pre-determined band to connect with audiences more likely to convert

For campaigns that offer cold- or warm- weather specific products such as outer wear or ice cream, this targeting strategy is a must have!

- Capitalize on campaign insights:
 - Confirm expected results
 - Understand unexpected user behavior
 - Gain deep insights into conversion patterns of users



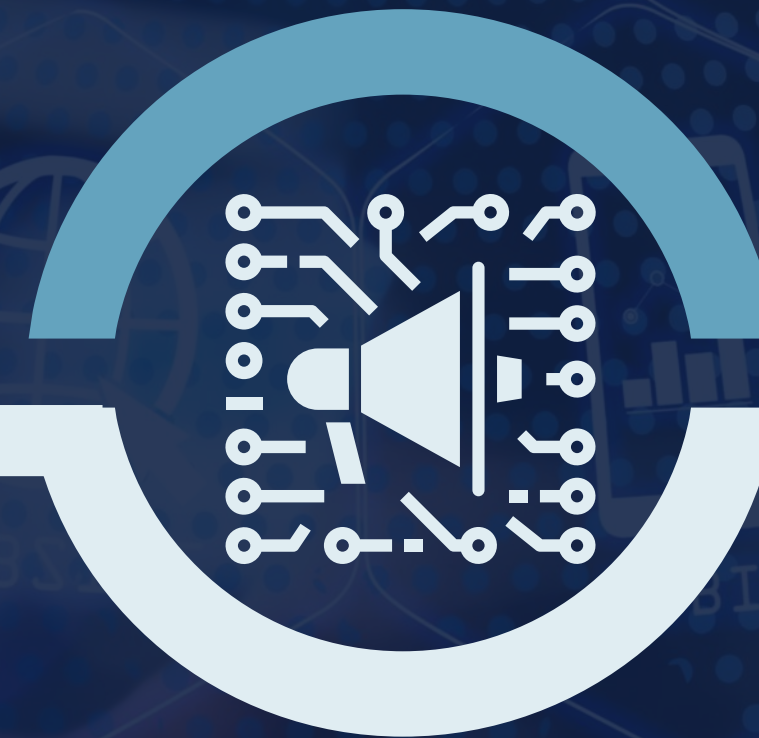
Maximize the opportunity to sell temperature-specific products during expected *and* unexpected spikes in temperature.

Reshaping Marketing: Pre vs. Post COVID-19



Outbound Marketing

- Telemarketing
- Direct Mail
- TV/Radio Advertising
- Trade Shows
- Rented/Purchased Email Blasts
- Print/Brand Advertising
- Outbound/Push
- Interrupting



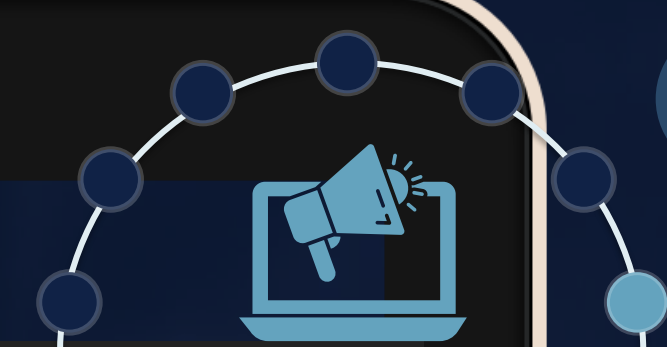
Digital Marketing

- Content Marketing
- Search Engine Optimization
- YouTube/Video Marketing
- Social Business Networking
- Permission-Based Emails
- Search Engine Marketing
- Inbound/Pull
- Accommodating

Case Study

SEO/PPC for
Structural Panels Inc.

<https://structuralpanels.ca/>

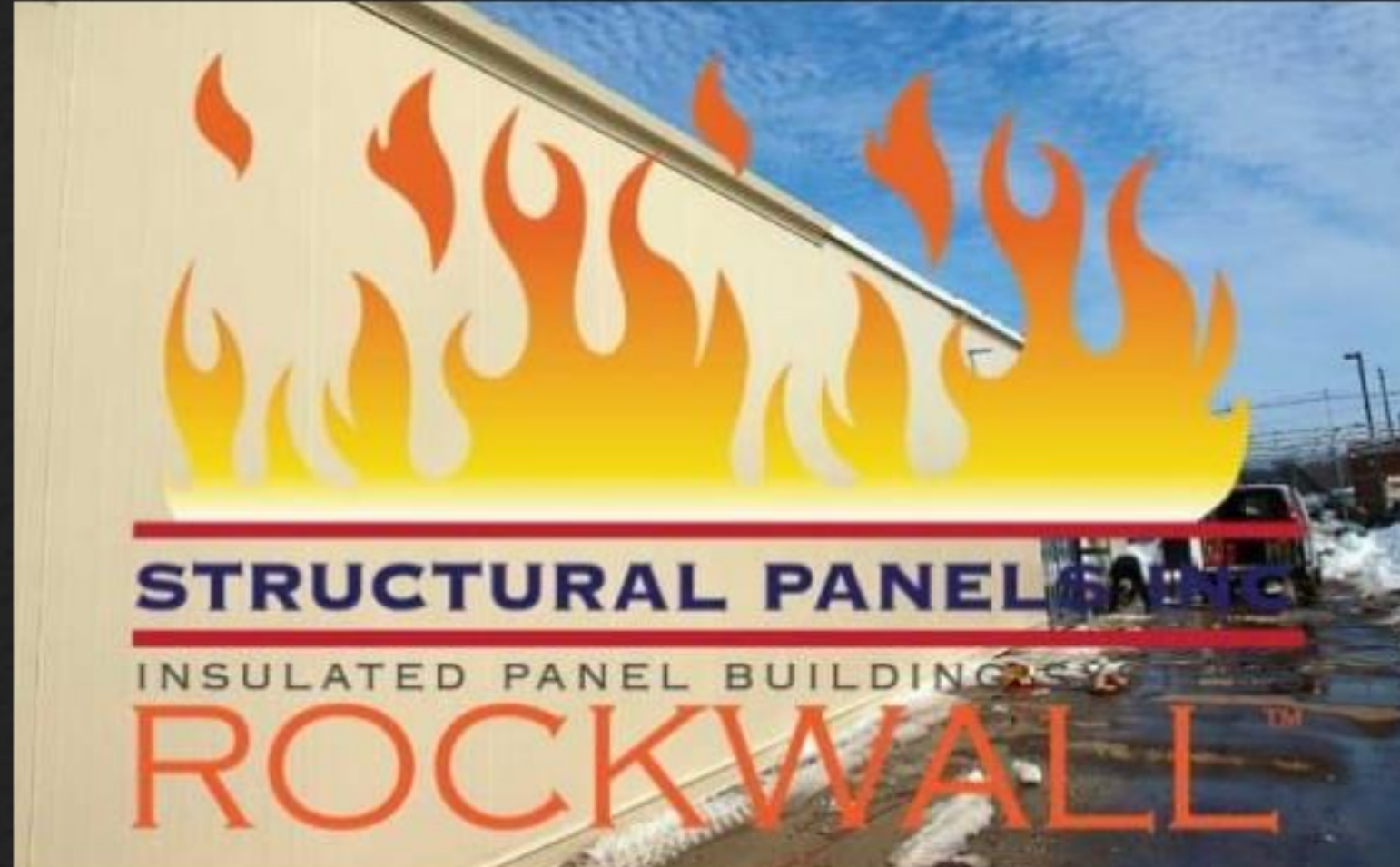


45

Our Products

We offer a complete line of structural insulated panel products including Rockwall™, Isowall® & Accessories

[View Our Complete Product Line](#) ➔



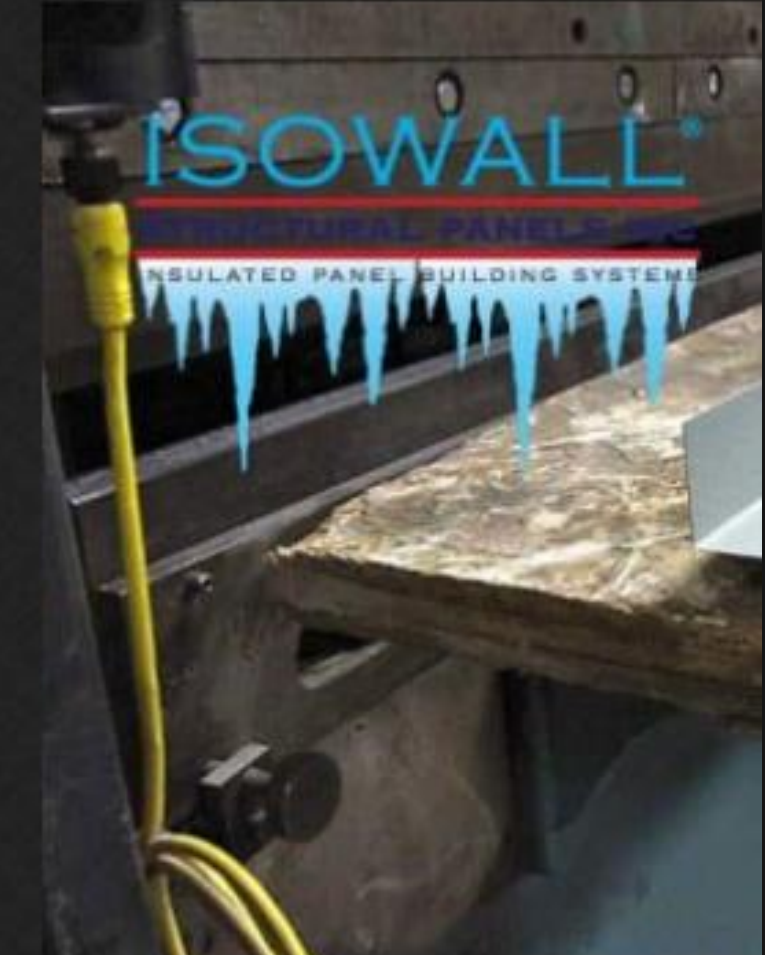
Rockwall™ – Fire Rated Wall Panels

Rockwall™ Our structural insulated fire rated



Isowall® – Insulated Wall Panels

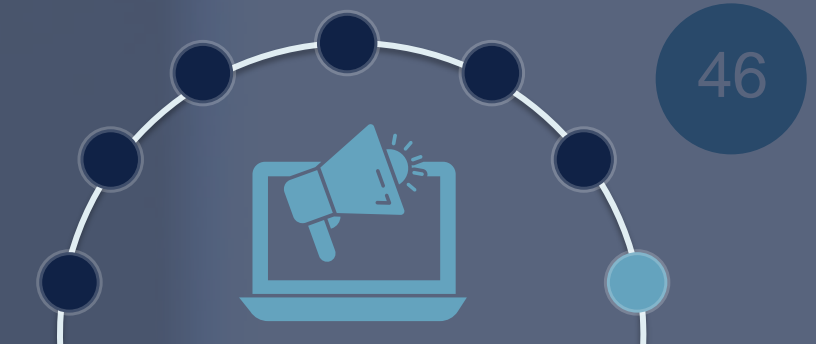
Isowall® Our insulated wall panels consist of a



Accessories

We can provide a full r

PPC/SEO for Structural Panels, Inc.

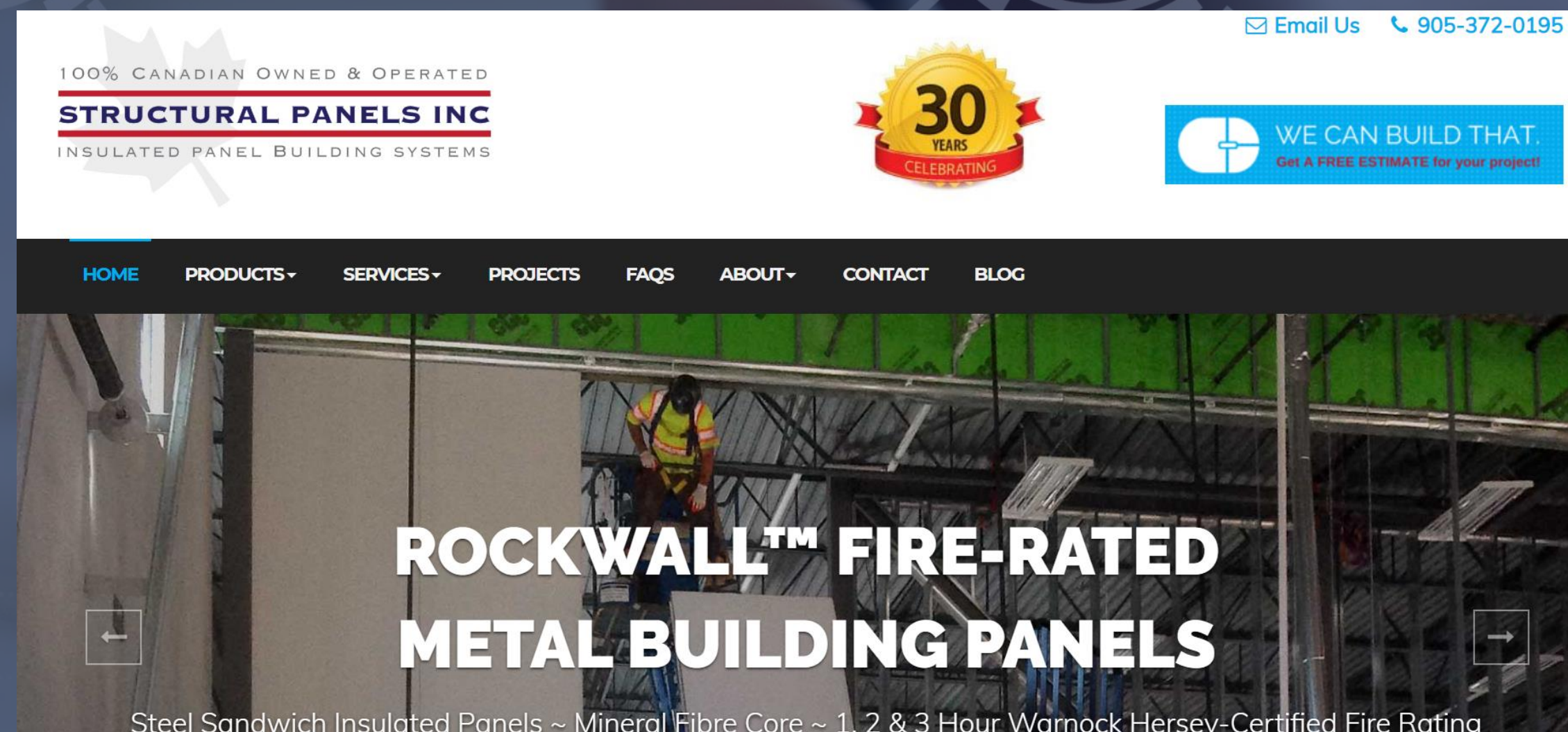


Problem

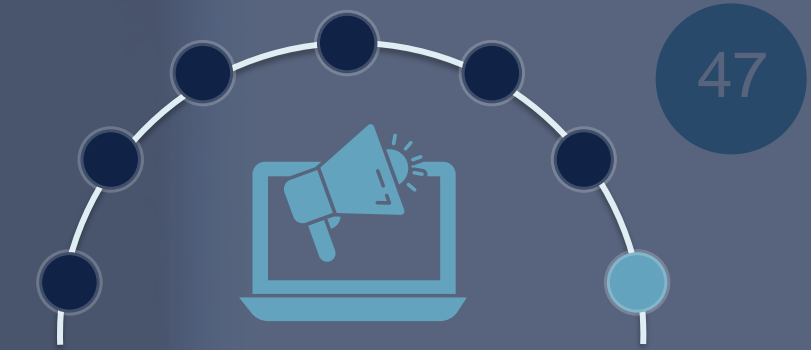
Shift from a more traditional marketing model and begin to use the internet to deliver more and better quality leads at a lower cost per lead. They were not being found in Google searches and needed help.

Solution

Leveraging Search Engine Optimization (SEO) and online paid advertising allowed SCI to experiment with digital marketing and compare the costs to traditional marketing methodology.



PPC/SEO for Structural Panels, Inc.



- ◆ 218% increase in website traffic
- ◆ 216% increase in phone and web form conversions
- ◆ 4x increase in gross sales numbers
- ◆ Large increase in **bonuses** given to staff
- ◆ Large increase in **donations** given to local community, including construction of the new local food bank facility
- ◆ **Return On Marketing Investment (ROMI) of 3,882%** - Security and peace-of-mind for entire team, from C-Suite to production line team

Testimonial

*"...I can't even find the words...I sit and look at our accounting data and I'm like '**who even are we?**' I mean I don't wanna jinx it, but wow. We're busy all of the time. Even when we're not that busy, we're somehow still busy."*

*We've given out [large bonuses] to each person on the plant staff via two quarterly company performance bonuses, and our August schedule is almost fully booked solid! Don't tell anyone though- we'll always take more orders... 🌀 Another fun fact? Yesterday we just crested our sales target **FOR THE YEAR** with two bigger orders we brought into pending..."*



B2B Testimonials From Real Clients



These customers have been able to not only stay afloat but prosper during Covid-19.

1. B2B Industrial Supply Company told WSI is 'keeping my doors open'. Amazon is kicking butt! Good month in March even with Covid-19
2. A Event Production Company furloughed the majority of their staff dedicated to live events but has kept WSI as they get viable leads from the website for virtual streaming and future live events in 2021
3. Commercial Lighting Manufacturer's organic traffic is up 300+% March 2019 vs. March 2020
4. Coupler Manufacturer's April leads (calls and forms) are holding steady. In fact, getting more leads through live chat which was implemented in March. Resulted in a foot in the door with a 'high priority targeted company' that had visited the website 35+ times

Closing Questions



Is your company website a lead generation tool, and if so, how many leads/month does it generate and how many convert to paying customers?

1

Is my targeted buyer audience searching terms/keywords relating to what my business does?

2

Do I have a clearly defined, long term digital strategy designed to increase sales, generate leads & achieve my company goals?

3





THANK YOU

Pam DeLeon & Lisa Kilrea
WSI DIGITAL GROUP

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224-517-5170

Email or Call us for
FREE WEBSITE REVIEW and/or
SEO ANALYSIS OF YOUR SITE