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.

info@wsidigitalgroup.com
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

**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.

Google: "The badge recognizes companies we trust to help you succeed on the web with our products."
WSI won 15 2019 WebAwards... Bringing our Total to 100 WMA Awards!

B2B Standard of Excellence Award
Best Real Estate Website Award
Design of Excellence Award
Design Standard of Excellence Award
Environmental Standard of Excellent Award
Restaurant Standard of Excellence Award
Other Standard of Excellence Award
Family Standard of Excellence Award
Automobile Standard of Excellence Award
Consumer Goods Standard of Excellence Award

https://www.serviceideas.com/
https://sthelenarealestate.com/
http://rocastonesmex.com/
https://www.marlenedesignco.com/
http://amazonriversplatform.org/en/
http://grupocastellano.com.mx/
https://www.coachkatanddrmimi.com/
http://thenourishedpalate.com/
https://pneusgordons.ca/
https://www.glassgang.com/
WSI Digital Marketing Services

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?

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

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

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

*Source: Moody’s Covid 19 Impact*
Covid-19 Impact for Businesses Around The Globe

54%
Significant impact to our business operations, causing us great concern

34%
Limited to specific regions or services in our business currently, but we are monitoring closely

12%
An isolated challenge; not greatly impacting our business currently, but we are monitoring the situation for any change

*Source: PWC Covid-19 Survey
COVID-19: Immediate Manufacturer Impact

- 78.3% Expect financial impact
- 53.1% Anticipate a change in operations
- 35.5% Facing supply chain disruptions

National Association of Manufacturers, February/March 2020, n=558
Where Are The Marketing Budgets Now?

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

- **Total Marketing Spend**: 99%
- **In-Person Events**: 41%
- **Content Marketing**: 27%
- **Email Marketing**: 14%
- **Paid Social**: 12%
- **Organic Social Media**: 3%
- **Organic Search**: 2%

*Source: Forrester Research*
Where Should Marketing Budgets Be Moved To?

- Total Marketing Spend: 100%
- Webinars/Virtual Conferences: 32%
- More Content: 24%
- Social Networks: 18%
- Paid Inbound Campaigns: 11%
- Double Down on Outbound: 8%
- Other: 8%

*Source: https://www.viola-group.com/violanotes/coronavirus-survey-3-marketing/
Online Conferences, Tradeshows & Webinars Are Here To Stay
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 Show 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

- Social Media
- Email Marketing
- Content Marketing
- Webinars
- SEO
- Digital Ads
- Website
Your Company Website: Increase Traffic/Convert Users

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

Clean, simple design
Large, striking imagery
Opportunities To Learn More
Simple navigation
Trust Builders-Reviews/Testimonials

Make It A Lead Gen Machine!
Must-Haves For A Lead Gen Website

- **Who, What, Why & When?**
  - Site geared towards your target market, contact Info. on top right

- **Google Analytics (GA)-Who is On Your Website**
  - [analytics.google.com](https://analytics.google.com)

- **Key Words**
  - [https://www.answerthepublic.com/](https://www.answerthepublic.com/) & Links to Relevant & Industry Specific Articles

- **Minimum of 3 CTAs (Calls to Actions)**

- **Capture Emails**

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

- **Site Map & SSL Certificate**

- **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/](https://tinypng.com/)

- **Fresh Content Every Month (Blog, News, etc.)**
Example: ADVANCE MANUFACTURING

- **Example**: ADVANCE MANUFACTURING
- Conferences/Tradeshows
  - Most conferences are being rescheduled or postponed
- Networking Events
  - Use budgeted money towards online marketing
- Furloughed Employees
  - Communicate Covid-19 Announcements Through Social Media Posts
  - Consider LIVE video to reach your audience
Improve Conversion Rate = Increased Leads & Sales

**Improve Sales by:**
1. Increasing Traffic
2. Up-Selling
3. Improving Conversion Rate

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Conv. Rate</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,000</td>
<td>1%</td>
<td>120</td>
</tr>
<tr>
<td>12,000</td>
<td>3%</td>
<td>360!!!</td>
</tr>
</tbody>
</table>

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.

- 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.

Speak About A Key Topic Directly to Your Target Audience!
3. Social Media

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?

Post About Company Updates, Sales or News!
Social Media Ideas

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
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 Content Marketing Social Media Platform Usage

<table>
<thead>
<tr>
<th>Platform</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>94%</td>
</tr>
<tr>
<td>Twitter</td>
<td>88%</td>
</tr>
<tr>
<td>Facebook</td>
<td>84%</td>
</tr>
<tr>
<td>YouTube</td>
<td>72%</td>
</tr>
<tr>
<td>Google+</td>
<td>64%</td>
</tr>
<tr>
<td>SlideShare</td>
<td>41%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>33%</td>
</tr>
<tr>
<td>Instagram</td>
<td>24%</td>
</tr>
<tr>
<td>Vimeo</td>
<td>20%</td>
</tr>
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### B2C Content Marketing Social Media Platform Usage

<table>
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<tr>
<td>YouTube</td>
<td>76%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>71%</td>
</tr>
<tr>
<td>Google+</td>
<td>68%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>59%</td>
</tr>
<tr>
<td>Instagram</td>
<td>49%</td>
</tr>
</tbody>
</table>
Acquiring Leads Through LinkedIn

- 51% of companies acquired a B2C customer through LinkedIn
- 93% of B2B marketers consider LinkedIn to be the most effective site for lead generation

LinkedIn generates more leads for B2B companies than Facebook, Twitter, or blogging individually

LinkedIn is responsible for 64% of all visits from social media channels to corporate websites

50% of LinkedIn members report they are more likely to buy from a company they engage with on LinkedIn

80% of LinkedIn members want to connect with companies to enhance their decision making
Top 5 Ways To Use LinkedIn for Lead Gen

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.

02. Create a Clear & Compelling Pitch in Your Company Description

Create a LinkedIn Showcase Page

Post Weekly to LinkedIn-Make Recent Updates Clickable

Join LinkedIn Groups

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

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

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.

- 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
Comparison:

A good LinkedIn page (left) vs. bad LinkedIn page (right)
#2 Out of Top 10 LinkedIn Pages
Example of a Showcase Page: Promoting a Specific Product or Service on LinkedIn

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.

- 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

SharpSpring

MailChimp

Constant Contact

MailMunch

SendinBlue

HubSpot
5. Content Marketing

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?

Use A Case Study or Blog Geared Towards Your Target Persona!
Content is the fuel to any digital strategy

- 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

The more good, quality, relevant content you have, the better
6. SEO

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

Page 1 rankings receive 91.5% of the search traffic and page 2 only receives 4.8% of that traffic!!
7. Digital Advertising (PPC/Programmatic)

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.

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
Sample Google Shopping

- **TURFTIDE Chlorosys 1 Gallon**
  - $50.00
  - Say Hello Nature

- **Noble Chemical 5 Gallon / 640 oz. Super Break Alkaline**
  - $143.99
  - WebstaurantStore.com

- **Pro Grow 19-4-10 Fertilizer 50# Bag**
  - $43.98
  - Solutions Pest & Lawn
  - Free shipping

See industrial water treatment...

- **Everpure EV9328-06 High Flow**
  - $739.00
  - WebstaurantStore
  - 5 stars (5)

- **3M Water Filtration**
  - $383.99
  - WebstaurantStore

- **300 GPD Commercial...**
  - $1,199.99
  - Express Water
  - Free shipping

- **Elkay EZH2O LZ88WLP Nex...**
  - $1,029.00
  - Global Industrial
  - 4 stars (21)

- **Pig Pour Through Oily...**
  - $355.00
  - New Pig
  - Special offer

- **4000 GPD Commercial...**
  - $3,999.99
  - Express Water
  - Free shipping

- **Pelican Ultra-Violet UV Water...**
  - $672.35
  - Pelican Water

- **Size #2 Duplex (30" Basket), 4"...**
  - $5,550.00
  - The Cary Comp...

- **Pelican PC600 Whole House...**
  - $727.60
  - Pelican Water
IP Targeting to Businesses

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

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

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

Show ads targeting the IP addresses for all companies on manufacturer’s list (for 90 days)
What is more relevant to a person than their environment? Target users when the temperature rises or falls within a predetermined 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/

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
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
"...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

1. 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?

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

3. Do I have a clearly defined, long term digital strategy designed to increase sales, generate leads & achieve my company goals?
Q & A
THANK YOU

Pam DeLeon & Lisa Kilrea
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224-517-5170

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