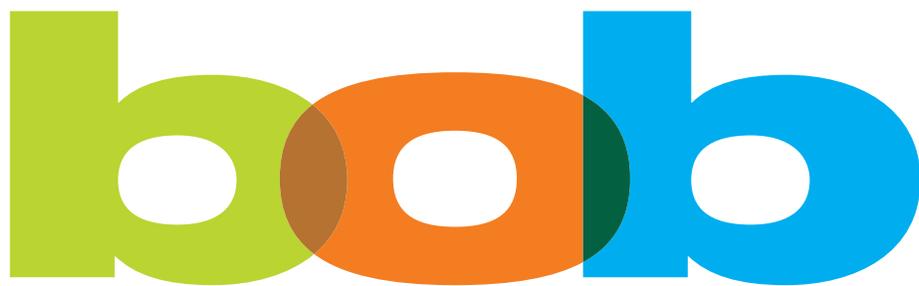


The logo for 'swmm' features three overlapping letters: a green 's', an orange 'w', and a blue 'm'. The letters are bold and lowercase, with the 'w' and 'm' overlapping the 's'.

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The logo for 'bob' features three overlapping lowercase letters: a green 'b', an orange 'o', and a blue 'b'. The letters are bold and lowercase, with the 'o' overlapping the two 'b's.

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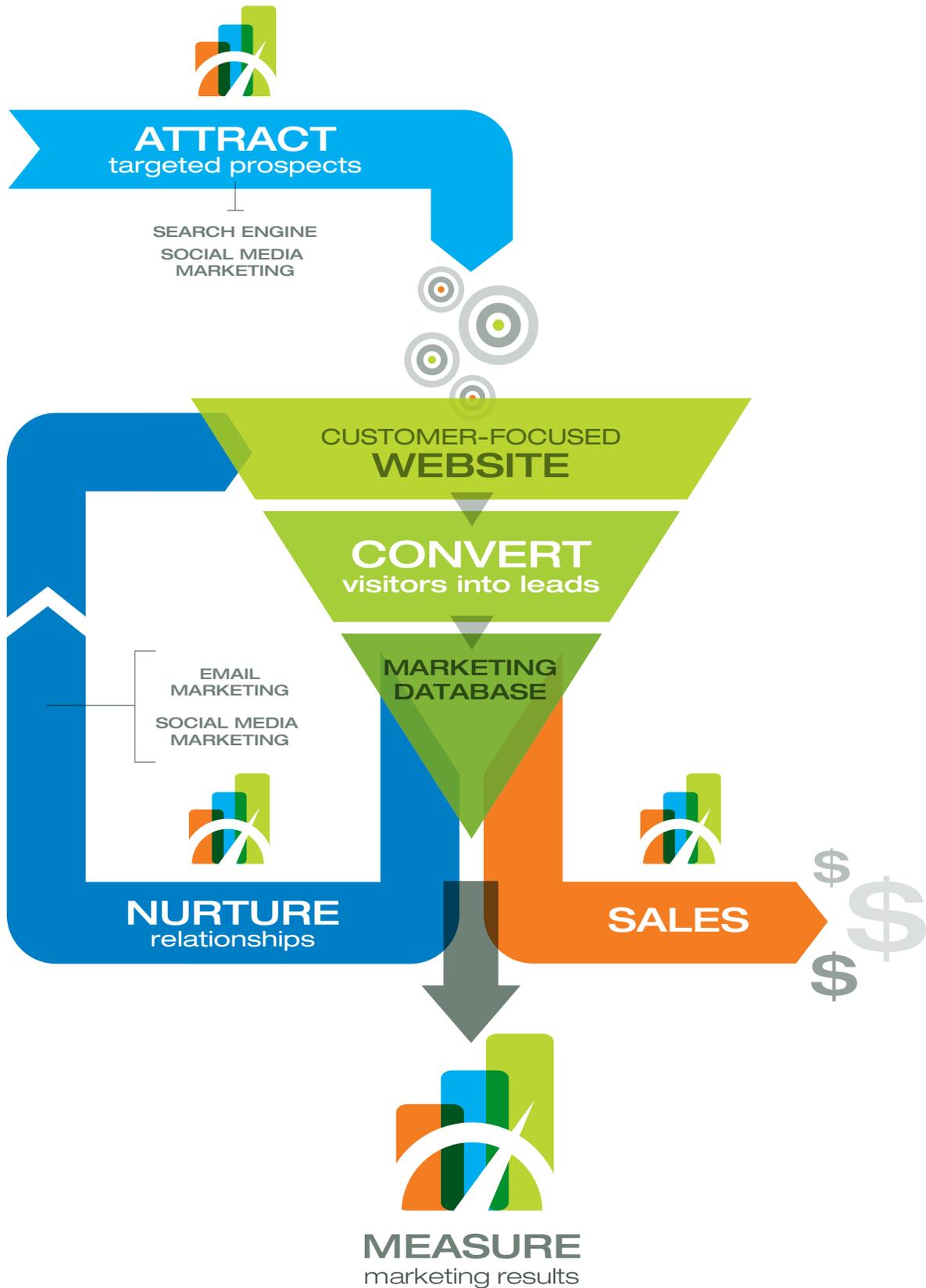
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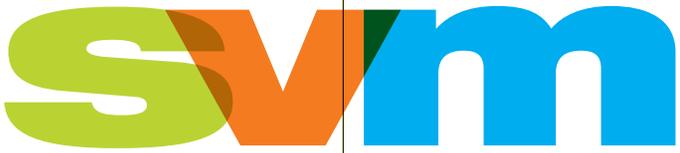
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# How to Reach Customers with Social Media Marketing

PRESENTED TO



by Bob DeStefano



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## What is Social Media Marketing?

<p>Create Valuable Social Media Content</p>	<p>Share Social Media on Social Networks</p>	<p>Produce Marketing Results</p>
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## Social Media Marketing is Peer-to-Peer PR

## Create Valuable Social Media Content

## The Secret to Social Media Marketing Success

## Become a Content Ma

## The Secret to Social Media Marketing Success

**BECOME A CONTENT MARKETER**

▼

You're not only in the business of Millwork Distribution.

You're also in the business of **knowledge.**



## Is your Website helping or hurting your business?

As STAFDA's Endorsed Online Marketing Consultant, our mission at SVM E-Marketing Solutions is to help you transform your Website into your most powerful marketing tool!



**fact:** In **80%** of B-to-B transactions today, **customers find the supplier** — not the other way around.

**89%** of consumers turn to **search engines** like Google first when making purchasing decisions.

Inbound online marketing **costs 62% less per lead** than traditional offline marketing tactics.

### Is your Website...

- Being found by prospects on search engines?
- Generating a steady stream of leads and sales?
- A valuable educational resource for customers?
- Your most powerful marketing tool?
- Producing results you can take to the bank?



If not, call **877.786.3249 x3** or click **www.svmsolutions.com**



## Turn your Website into a money maker with a **FREE** Website Analysis!

As STAFDA's endorsed online marketing consultant, Bob DeStefano from SVM E-Marketing Solutions, is providing his company's popular **Website Analysis** consulting service — *at no charge to you!*



**SVM's Website Analysis** is a personalized consulting service that will provide you with specific recommendations on how your Website, search engine ranking, social media presence and email marketing activities can be improved to produce bottom-line results for your company. You will receive a custom 40-page analysis detailing your strengths, weaknesses and specific recommendations on how to improve, as well as a 30-minute consulting session to review these recommendations.



### Here's how to get started...

- Visit:** [svmsolutions.com/stafda](http://svmsolutions.com/stafda)
- Call:** (877) 786.3249 x3
- Email:** [results@svmsolutions.com](mailto:results@svmsolutions.com)



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Online Marketing, Bottom-Line Results.™

"I am convinced Bob and his team can help anyone position themselves for online marketing success regardless of product, service or business."  
—Brad Mountz, President, Mountz, Inc.

**Bob DeStefano**  
Online Marketing Strategist & Speaker

do your members know?

In **80%** of B2B transactions today, **the customer finds the supplier** — not the other way around.




### Have Your Members Embraced Search Engine Marketing?

...day of the cold call is coming to an end. Today's customer won't talk to salespeople until they have a need for a product or service. And when they have that need, the vast majority are turning to search engines like Google to find the supplier. Search engine marketing offers your members a tremendous opportunity to get in front of motivated customers who are actively searching for their products and services. But you can't find them; no one can! Bob DeStefano can show your members how to attract a flood of new customers through search engines.

*Bob explained search engine marketing better than anyone I've ever heard, bar none, without exception! In a very clear and simple way, he explained how to produce results.*

—Patrick Busch, Chief Executive Officer, Len Busch Ross

**To Hire Bob:**  
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**Bob DeStefano**  
Online Marketing Strategist & Speaker

do your members know?

**80%** of business decision makers prefer to get information **from articles** not ads.




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do your members know?

**78%** of salespeople using social media **outsell their peers.**






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Get the experience and knowledge of a seasoned online marketing team at a fraction of the cost of a full-time person. Let us pick the course and steer your ship toward online marketing success.

Free Resource: [The Essential Online Marketing Checklists](#)

From the Blog: [3 Things Your Customers Don't Care About](#)

### Results Measurements & Analysis

Well beyond basic Website statistics, SVM's Service will help you measure what matter online and offline marketing effectiveness.

From the Blog: [5 Benefits of Upgrading to Universal Analytics](#)

Article: [How to Measure Social Media Marketing](#)

### Customer-focused Website Creation

If your Website is not serving your customers, then it's not serving you either. Let the experts at SVM transform your Website into a customer-focused lead generation machine.

Article: [How to Fix a Leaky Website](#)

From the Blog: [Why Now Is the Time for Responsive Design](#)

### Search Engine Marketing

Over 80% of customers begin at a search or researching products or services, but who or your competition? Let SVM help you do Google.

Article: [7 Steps to Search Engine Marketing Success](#)

Download the Guide: [Search Engine Marketing](#)

### Content Marketing

Need help creating compelling and valuable content on a regular basis to meet your online marketing goals? Let SVM create relevant and interesting content for your customers and prospects with a flair for creativity and professionalism.

Article and Webcasts: [Stop Marketing Like it's 1999](#)

Article: [How to Link Your Way to the Top of Google \(Hint: Content!\)](#)

### Email Marketing

Email is not a prospecting tool, it's a nurtur closer bonds with customers. Let the expert take full advantage of the power of email to results.

Article: [3 Tips for a Successful Email Newsletter](#)

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bob DeSTEFANO  
Online Marketing Strategist & Speaker

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FRIDAY, MARCH 13, 2015

## Stop Marketing Like it's 1999!

Comment 0 0 0 0 0 0 0 0 0 0

1999. We look back on that time longingly. In many ways the world and our lives were much simpler. Terrorism was something that only happened in countries thousands of miles from us. We had a soaring stock market thanks to the 'dot com' boom. Real estate values were starting their astronomical rise. The unemployment rate was only 4.2 percent.

And, marketing was much simpler.



As a distributor or manufacturer in 1999, you could rely on a handful of simple marketing tactics to grow your business. At the heart and soul of your marketing efforts were face-to-face sales. Pounding the pavement and calling on customers was the tactic most relied on by industrial companies.

Through my speaking, writing, and

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I am a B2B online marketing strategist and professional speaker with over 20 years of experience helping industrial and B2B companies leverage online marketing to produce bottom-line results.

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### How to Triple Your Online Sales

By Bob DeStefano

Lead generation consistently ranks as a top priority for B-to-B companies. However, most companies handicap their online lead-generation efforts by relying on their Website's Contact Us page as the sole method for prospects to take action.

To turn your Website into a money-maker, put the following proven recommendations into action. These have been many companies more than triple their sales leads with these tips:

**Make a Call to Action**

Do you want to turn your Website into a lead generation machine? Then stop relying on your Contact Us page. Rather, offer visitors easy access to contact information on every page of your Website in a consistent location. I like to see calls to action offered in the top right section of every page. You will be amazed by how many more prospects will reach out to you if you make them do so.

**Appeal to Prospects at Every Stage of the Buying Cycle**

Only 10% of your Website visitors are ready to buy. The other 90% are kicking tires. Offer a variety of calls to action that appeal to every stage of the buying process. That will help you generate leads for near-term business, as well as build a marketing database to nurture future opportunities. Additional calls to action can include:

- Request a Quote form
- Ask the Experts form for pre-sales questions
- Online chat to reach out to visitors
- Registration for seminars, webinars or events
- Register to access whitepapers, presentations, articles, etc.
- Free samples
- Free trial of a service
- Free consultation
- Subscribe to your e-mail newsletter
- Prominently Display Your Phone Number

According to my research, people are at least as likely, if not more likely, to pick up the phone and call when they are browsing a company's Website. To boost the number of inquiries you receive, don't make your visitors hunt for your phone number. Make your phone number one of the prominent calls to action on every page of your Website and encourage prospects to call you. There is no better time for your salespeople to be speaking with prospects because they can use your Website as a reservation card.

**Optimize Your Forms for Leads & Sales**

Are your Web forms helping or hurting your lead generation efforts? You may have more than enough traffic to achieve your sales goals, but your forms may be getting in the way. Most online forms are too long, too hidden or too boring to generate leads - but you need them to fill your sales pipeline. Follow these tips to boost your leads by fixing your forms:

- Use a simple and clean design. Make your forms appear easy to complete by leveraging white space to improve visibility, remove all unnecessary elements and ensure your field labels are understandable.
- Remove unnecessary fields. As your online lead-generation forms as long and daunting as a tax return? If so, shorten them. The more fields your forms include, the less likely prospects will be to fill them out. Ask only for basic contact information and your sales people will need to make an intelligent follow-up.
- Fix your buttons. No one wants to "submit." Label your buttons as they represent the action the prospect wants to take. Use phrases like Order Now, Sign Up, Get Started, Begin Free Trial, Request a Quote, Contact Me, etc. Also, use large buttons with contrasting colors to the bottom step of the page.
- Get creative - use the Mad Lib approach. Try offering your lead-generation form in a narrative format, presenting your fields to complete within sentences. It's a fun and interesting way for prospects to take the next step.
- Get creative - ask a question. Replace your field labels with complete questions, such as "How much do you want to buy?" instead of "Quantity." It makes your form friendlier and easier to understand.
- Shorten your checkout process. If you sell products online, look for opportunities to simplify your checkout process. Cut the number of clicks required to complete the sale. Communicate shipping costs early. Offer a progress meter to let people know where they are in the process. In addition, offer alternative (offline) ways to order.

**Have a Process in Place to Ensure Immediate Follow-up**

How long does it take for your salespeople to follow-up on online lead inquiries? If the follow-up is not immediate, you are leaving money on the table. Assign salespeople to follow-up on online leads and make sure the required get to them as soon as possible. Also, don't get caught up in someone's e-mail - look for technology solutions to shorten the follow-up time. One of your Website forms into a customer relationship management (CRM) system like Salesforce.com or SugarCRM to streamline your lead management and follow-up process. You want to make sure your salespeople talk to the prospect when they are still on your Website.

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bob makes it easy.

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