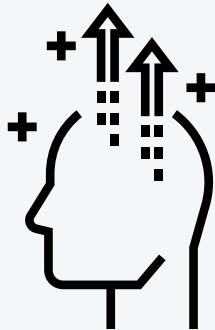


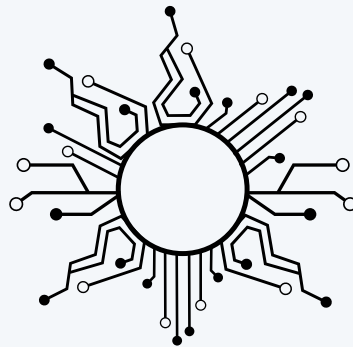


# Industry Sharing Marketing

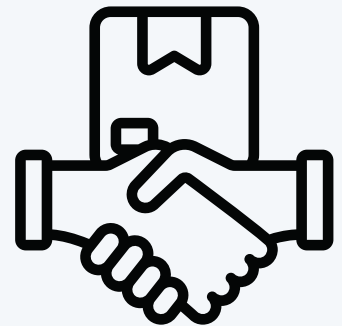
## The Role of Manufacturers' Representatives Includes:



Always Evolving to Meet  
Customer's Needs



Staying Up To Date with  
The Latest Technologies



Working With The Most  
Capable Suppliers

## DIGITAL MARKETING AS A REP

The Manufacturers' Representative role is always evolving to meet customers where they are in their search for the latest technologies and the most capable suppliers. **Technology** has allowed the development of marketing automation as well as CRM and database tools to not only manage contacts and lead interest, but to automate communication with customers, tailor the messaging on the customer purchasing path, and to provide a path for "email nurturing" should the timing not be just right.



# THE PATHS TOWARD SUCCESS IN BRAND DEVELOPMENT & DIGITAL MARKETING

There are, of course, multiple paths you could follow as you begin *your journey* into brand development and digital marketing. These will be heavily influenced by your interests, your abilities and your means to invest. It should also be heavily influenced by the needs of your customers as well as the needs of your manufacturers. While the litmus test is always-

***"Is this something the customer is telling me he needs?"***,

you will also want to survey the competitive landscape. If your competitors are engaging in this behavior, you may need to consider that staying competitive and effective will require you to engage in developing a marketing strategy as well.



## TODAY'S MARKETPLACE DEMANDS AN ENGAGED FORCE OF ACTIVE SALESPEOPLE

To generate activity is the expectation. In addition to your sales activities, you will need to consider a marketing approach to expand your audience, develop leads and nurture these along a purchase path that leads to higher rates of customer satisfaction. We all know that to survive you must adapt. Technical sales in the presence of automated tools and sophisticated buyers requires that you step into the role of sales AND marketing. And if you are willing to embrace where these marketing activities can take you, there is no reason you can't thrive as well. Best of all, we are going to show you where to start, how to start, and what you will need to get started toward success.

## THREE GUIDED STEPS



**Step 1:**  
Entering The  
Arena



**Step 2:**  
Establish A  
Position



**Step 3:**  
Becoming A  
Gladiator

# STEP 1: ENTERING THE ARENA

Let's start with some quick definitions:

## Brand

This is who you are. It reflects your identity and personality as an organization.

## Brand Messaging

This describes the repetitive words, phrases, and messaging content you will use through the course of your presentation to the market.

## Brand Narrative

This is the personality of your company in a nutshell. It is a narrative or story which may include a touchpoint of your history, your focus and your mission.



For the manufacturers' representative agent looking to develop both a brand and marketing strategy, it is likely to be filled with **uncertainty**.

While you may feel it is a necessity based on the talk of the industry or the directional shifts you are witnessing, you may not know what should be included in your scope, what you need to spend, or where to begin.

Taking this initial step into the realm of brand and marketing has always felt to me like the competitor who has finally agreed to enter the arena.

While they know they want to take that step and compete, there is fear that they may be opening themselves to being judged based on the decisions and directions they take with their marketing approach.

**Fortunately**, there are simple ways to go about developing your brand and marketing strategy that will allow you to avoid bold missteps and conquer inhibitions.

There is one more bit of landscape recognition I want to point out before we jump into the nuts and bolts of building brands, messaging and strategies.

# STEP 1: ENTERING THE ARENA

## 'Marketing has a bit of a different feel'

Marketing has a bit of a different feel—and thus language and style—depending on whose perspective the messaging considers. For example, Manufacturers' Representatives are going to market our brand (our name, what we mean to the world, what we offer to the world) to the end-customer we deal with on a daily basis.

But in addition to these end-customers, we will be marketing our manufacturers' products to our distributors/channel partners and other value-added reseller partners. Third, we also have to consider spending time marketing ourselves to prospective manufacturers with whom we are trying to fill our basket of product offerings so we can go market to the aforementioned end customers and channel partners.

As if this isn't enough already, there is even a fourth prospective group to whom we market.



How about the prospective employees we want to join our team, or suitors for a business owner who may be looking to exit the business or retire, or perhaps a business owner who is looking to acquire other businesses and thus market his capabilities to other businesses. The point is the flavor and vision of marketing and specific campaigns can be important to more than just the single end user you think of most of the time.



**So let's get started  
helping YOU build  
YOUR BRAND and  
MARKETING  
STRATEGY.**

# STEP 1: ENTERING THE ARENA

*"The expression of your businesses products and services into the public market space."*



In the simplest terms, let us think of **marketing** as "The expression of your businesses products and services into the public marketplace." We are going to distinguish this from sales which in its simplest form is "The exchange of goods or services for an amount of money or its monetary equivalent." When you own the business, this can have a very real personal component to the messaging and its marketplace acceptance. For this reason, the owner of the business needs to play some role in the discovery of brand as you begin. Sales, by contrast, has a much more transactional feeling making it less personal.

One additional difference between sales and marketing can be found in the way we express success in each of these categories. The successful path in sales has a defined set of players, a defined process path (despite the length of time which may be involved) and an end result/outcome in the exchange or transfer of goods or services. The successful marketing path does not share these components.

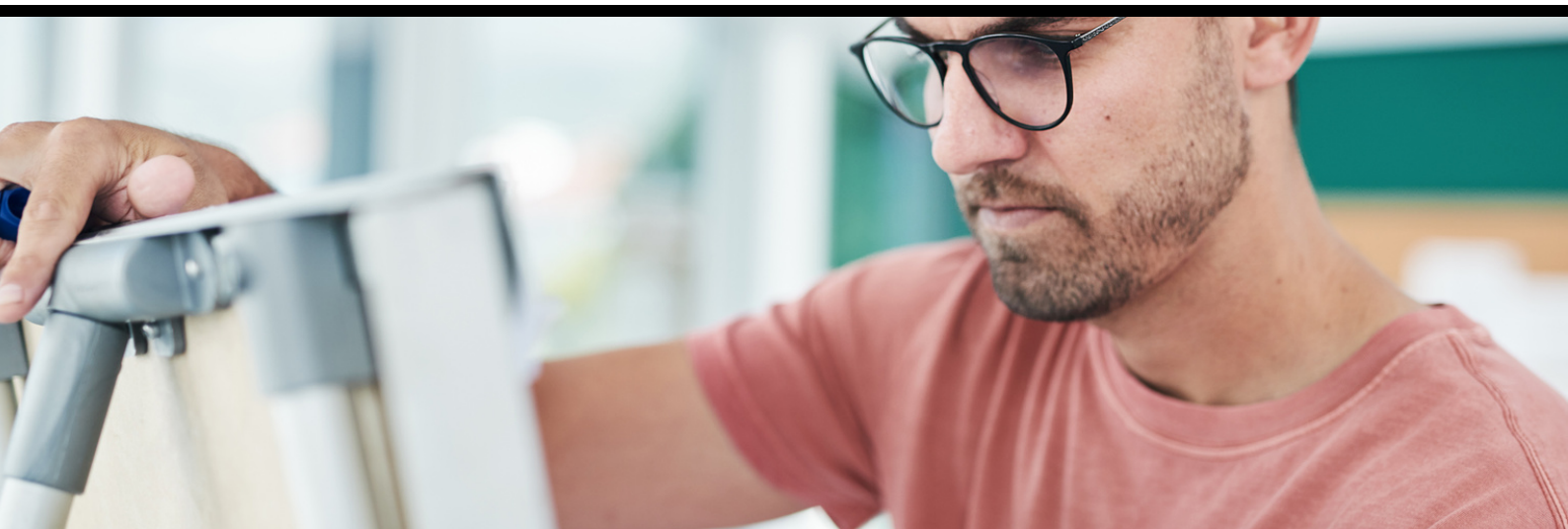
The participants in the marketing equation may or may not (realize that they) have a current need for your product. However, capturing their potential interest is success. Similarly, capturing their contact information as a known potential user is success. In neither of these cases does the potential customer necessarily have any current intention of buying. This is OK. These leads are going to be captured as successful leads, developed through a drip or nurturing campaign, and entered into our process to promote them through our customer purchasing path. Don't worry, all of these will be explained and none of it is complicated.

**"THE OWNER OF THE BUSINESS NEEDS TO PLAY SOME ROLE IN THE DISCOVERY OF BRAND AS YOU BEGIN"**

# STEP 1: ENTERING THE ARENA

*“The public expression of your businesses products and service into the public marketplace.”*

Task number one, **brand development**. “The public expression of your businesses products and service into the public marketplace.” Wow, you read that and immediately you think- exposure. Well, you’re right. It’s time to drop your inhibitions, get your swimsuit on and step onto the beach.



But, **don't worry**. There are plenty of ways to prepare “your reveal” so that others are actually intrigued and delighted by what they will see. Let’s start with your brand. Your brand is who you are, your presence, your appearance, your values. In simplest terms, it is the association of the multiple distinct characteristics for which your business is known and recognized by your prospective customers. Think of brand as the personality of your business. It is how you’re known, it is the expression of what is important to your business, it is the expression of the values and beliefs you hold as an organization.

# STEP 1: ENTERING THE ARENA

Let's imagine a day at Marketing Beach...



Don't worry, in this example you are NOT the person stepping out in your swimsuit onto Marketing Beach. No, let's imagine you are a vacationing executive who happens to be there while some OTHER poor business owner is walking onto Marketing Beach. That's right, you aren't the one providing "the reveal", you get to be the one watching.

Remember, brand is what we are seeing as this business owner is walking onto Marketing Beach. You see this person walking onto the sand for the first time, everything is nearly falling out of their arms as they haven't quite gotten the 10 lbs of stuff they brought placed into the 5 lb bag they are carrying.

You notice the sunglasses, previously holding back the hair of this executive now slowly sliding across her forehead, onto the tip of her nose, as one arm of the glasses flips off her ear slowly hitting the sand just before her next footfall. As if planned, she steps right onto the hinged arm of the black Ray Bans and you can actually hear the plastic crack from where you're sitting.



And, with that, she stops, apparently deciding that this is as far as she is going to go. The 10 lbs of stuff are dropped and she digs the towel from the bag to stretch out across the sand. The towel, now falling to the sand, is nothing you would have in your house. The garage maybe, but not in the house. It has more holes and grease stains than the paper napkin your teenage son has in his fist after 4 pieces of pizza. Nevertheless, onto the towel she lays, where we will now leave her to enjoy the day of sun and sand and squinting.



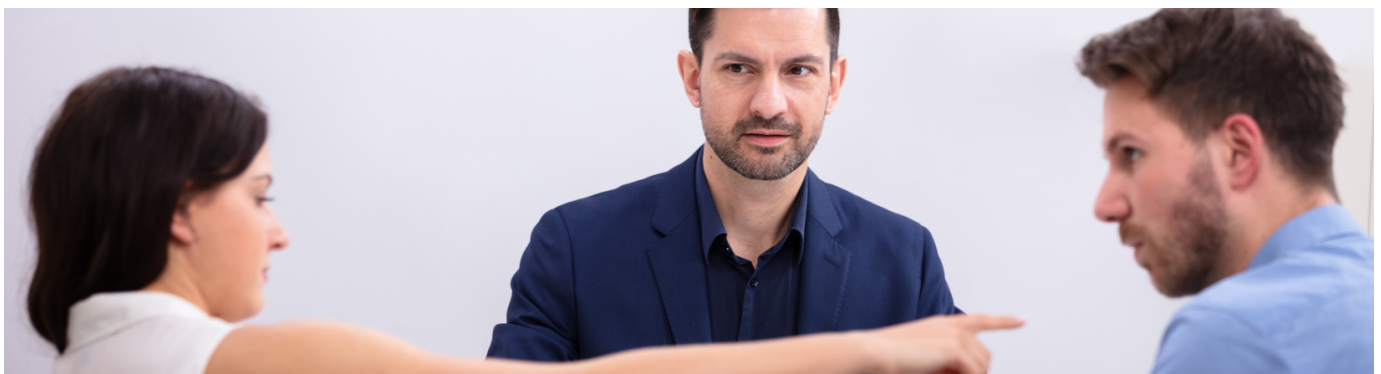
# STEP 1: ENTERING THE ARENA

## What do we know about this executive on the beach as a person?

Not too much, actually. We watched her, but we never actually got inside of her thoughts.



Go back to read and you will see that she “apparently” had gone as far as she wanted before dropping all of her things. We presume she would have wanted a 10 lb bag instead of a 5 lb bag just because she had so much stuff. But these are all guesses based on the things we brought with US to the beach.



Of course, the point here is that her brand preceded her as she approached her chosen spot on the beach. Her brand was expressed through her appearance, her actions, her preparedness, her reactions. Whether she knows it or not, she has a brand and she is recognized for it.



# STEP 1: ENTERING THE ARENA

## ***'PHYSICAL MANIFESTATION OF THE PHYSICAL AND VISUAL QUALITIES TO BE USED AS A METAPHOR'***

In our example here, you are seeing the physical manifestation of the physical and visual qualities to be used as a metaphor for the actual qualities you have and present to the market for your business. The larger point in this example is you already have a brand, whether you know it or not.

It is an important characteristic for your business as your customers have a strong feel and sense for what their customers' experience is going to feel like as they choose to do business with you. It may attract them, or it may drive them away.

So take the time to go through the exercise of Brand development which is truly a method of discovery. My advice is to find a third party to walk you through this and question your own objectivity on the different aspects which make up who you are as an organization:

- ***Do you know who your customer is?***
- ***Do you know what they want?***
- ***Do you know what problem you are trying to solve?***
- ***What external problem does your customer experience?***
- ***What internal problem does your customer experience?***
- ***What belief or guiding principle do you and your organization follow that serves your core customer?***
- ***What is the root cause of this distress?***
- ***What authority do you offer them to solve these unique challenges?***
- ***Can you offer any empathy to their needs?***



# STEP 1: ENTERING THE ARENA

*These questions are designed to work toward your specific and unique response...*

These questions are designed to work toward your specific and unique response to the challenges which face your customers and the solution you provide. Moreover, they demonstrate why you have the necessary skill set and experience to help. As mentioned, our strong recommendation is to have a third party help reveal and discover what these specific answers are for your team and your organization.

They are not the same for everybody and you want a message which authentically represents your organization. Once you are finished with the process, you can reference this bank of ideas and vocabulary when developing marketing pieces, communication and messaging which will consistently reflect your organization's core strengths.

Once your Brand is discovered, and you have captured the repetitive words, phrases and messaging which surround the work you do for your customers, it is time to consider your brand narrative. The narrative is the story you tell through video or written description of the customer problem definition and the way you and your unique selling proposition solve their need. It is your opportunity to recognize what it is that creates stress for your customer, how that affects them, and the solution you are uniquely able to provide based on the authority, presence and capabilities you offer through your organization.



As an example, from our own company. Our company is over 75 years old. Our brand narrative is 3 years old. The data, the customer need, the experience and solutions were always in place. Going through this process, however, revealed to us the unique and authentic marketing message we are offering to the market. (See appendix B).

# BRAND, BRAND MESSAGING, & BRAND NARRATIVE

*So, with this in mind, consider the items we started with in this section. As we place these in your marketing toolbox, let's restate what these are and how they will be used in your strategy.*

## Brand

This is who are you. It defines your identity and personality as an organization. Develop your identity by identifying your customers' problem, your customers' pain, your unique set of capabilities and the solution your organization provides. Good news on Branding is this can continue to be cemented and developed as you move forward. The bad news is this can continue to be developed and cemented as you move forward. The point is, you don't need to be perfect in the beginning, but you do have to be honest and grounded in who your organization is. To understand your business and the unique solution you provide to your customer's problem is to understand your brand. Be sure of your offering, your advantage, your appeal, your solution. Be sure of who you are as a company and what you are bringing to the table- it is this appeal which you are about to be broadcasting in the public market. If it is wrong, you risk having this get cemented as your brand. Spend the time upfront.



## Brand Messaging

What are the repetitive words, phrases, messaging content that you want to be able to use through the course of your presentation to the market. One of the keys to success on this path is a consistent approach with frequency, but also a consistent approach to the phrases, words, messaging that you offer. Don't let this get too burdensome, but do spend some time to consider the phrasing that is most relevant for the products and presentation of your ideas that you want to come back to time and again.

## Brand Narrative

Consider a brand narrative as your initial piece of marketing work that you create as an organization. This is the personality of your company inside a nutshell- whether that is a document or a video. It is a narrative or story which include a touchpoint for your history, your mission, your focus. It should reveal your core values as an organization and some expressed commitment you make to the problem you solve for your customers. You will build your marketing and communications around this narrative as it is the cornerstone of what doing business with you and your company means.



# STEP 1: COMPLETED!

## *Are you still with us?*

Great, because once you get through the discovery phase of your company's brand and nail down messaging and narrative, you are well on your way.

The grounding and centering which comes with the successful development of a brand strategy can help you feel confident that you now own a corner of your industry and can defend it for the purpose and goals you have as an organization.

It is important for anyone beginning down this path. I would ask you not to undervalue this step if you are an established organization. Brand awareness could reveal to you expressions into the marketplace which you may not want to have.

You have an opportunity to shape your messaging to reflect your brand, but only if you are confident or aware of what that brand looks like to your prospective customers. Your building will only be as strong as the cornerstone of your foundation. That's what brand is.



# STEP 2: ESTABLISH A POSITION

**“I’ve got a braa-aand, I’ve got a braa-aand”**

Like the second grader with a new toy, we see you skipping along the trail of industry as you sing, “I’ve got a braa-aand, I’ve got a braa-aand”. Well good for you. You did it. We are so proud!!



**Now that you have your shiny new brand, what are you planning to do with it?**

How about a unified marketing and communications strategy that you can use across multiple platforms, using software tools and lead generators to schedule nurturing campaigns, drip campaigns and video, blogs, social media and... <old vinyl record screeches>

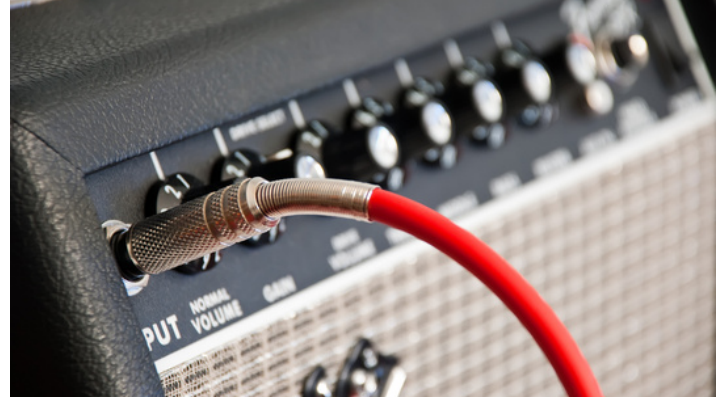


All right, you knew we would get here, to the point where you felt like it was getting out of hand and you would feel overwhelmed with what “could be” versus what you and our customers feel “should be” part of your marketing scope. I wanted to race you to this point to eliminate any feelings of being overwhelmed.

# STEP 2: ESTABLISH A POSITION

*'you have discovered the strong points of your brand'*

Our base camp here really is to get things set up and established. Yes, you have discovered the strong points of your brand which you now want to amplify.



Lets build a wall of sound so we can do that. This is going to include a couple of fixed places where customers and manufacturers can come to find you.

**First, your website.**

Previously this was your electronic business card. Now, it is going to become a more important landing spot for customers who are choosing to interact with you.



Don't worry about too much investment here right now. We just want to make sure you have some you can use. If you choose, get your line card set up and your people with explanations on how to reach them.



# STEP 2: ESTABLISH A POSITION

*'Your Brand has value, so treat it that way'*

Next, we want the presentation to be unified in its consistency. Your brand has value, so treat it that way. Make sure you are using a single approach across any pieces you have. This would include any LinkedIn pages, web pages, collateral, online documents, onboarding and benefits pamphlets you provide employees. Anywhere your brand lives, it should be professional and clear. The stylistic points are up to you and the designer you choose to work with. **Just have the self-awareness necessary when considering your company and your audience.** You are a professional and you should appear that way.



There are a number of places we can go when we begin to think about the things we want to focus on as we get started. However, we want to be strongly in the "Success" camp when we look back at this point, so I am advising a bit of caution. Could you embark on a path to include regular blog posts, video features on your website, podcasts published regularly and dynamic animated features of your suppliers latest products. Sure, you could do that. **But a successful entry into marketing probably should focus on a few things done well.** Remember, in the midst of all of this you want to protect your brand and the company you are trying to grow.

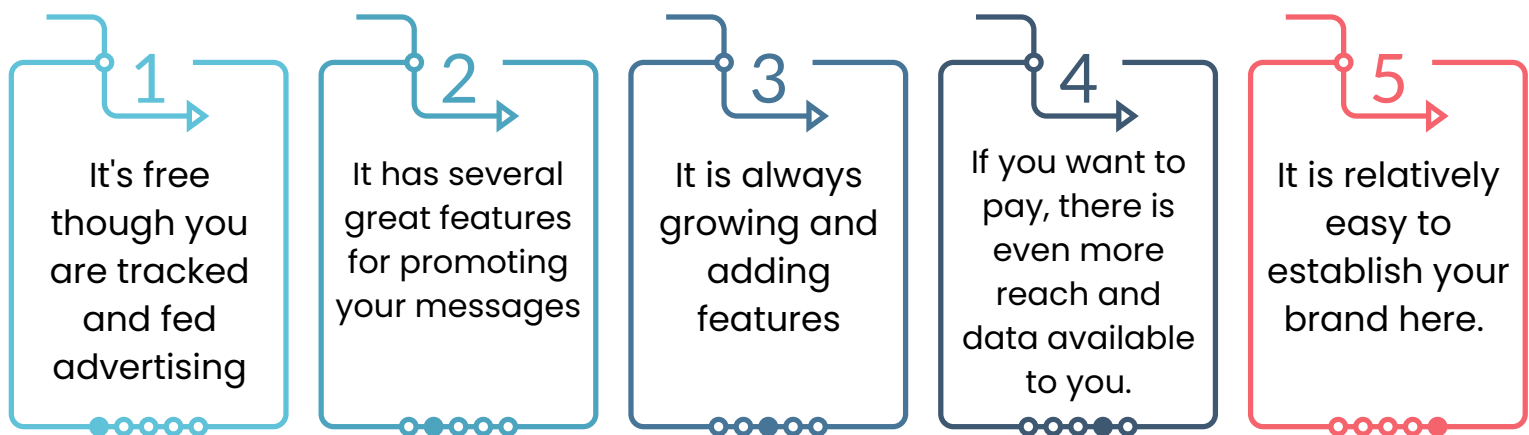
Because of this, many of the other "extras" could potentially have you taking your eye off the ball. Moreover, with all this new marketing activity, there are countless opportunities to feel overwhelmed. My advice is to **find 2-3 areas where you want to spend some time and focus on these.** This will take some time to build and you will need to commit to getting these 2-3 right. So, if you're on board, let's get started.



# STEP 2: ESTABLISH A POSITION

*'LinkedIn is the gathering place on line for people in industry'*

First, LinkedIn. **A free resource.** Of course, nothing is free. You are the product. But let's use it to our advantage. LinkedIn is the gathering place on line for people in industry. There are also places online which act as gathering places through messaging boards and you should monitor those as desired. However, the scale and reach of LinkedIn has no equal. This is where you want to start.



In line with our earlier discussion, you can get a unified graphic design face here as you announce new lines, new hires, anniversaries, atta girls, etc. This level of professionalism will help you stand out and protect the value of your brand. You can reach an unusually large number of contacts' contacts through your consistent use of LinkedIn comments, likes, shares. This will require you to build a network of colleagues throughout the industry, but this is a relatively easy and quick task.

While there is a lot of value to LinkedIn and the tools are very powerful, it is worth remembering, it is still an unfocused and broadcast approach to the presentation of thoughts, ideas and product pitches. While a good start, it is not where we will likely gain the traction we are after in our marketing. It does, however, have its place as it will provide the awareness you are looking for in products, technologies and your own companies brand. This does not diminish its value to the manufacturers' representative.

Think of LinkedIn as a valuable tool for awareness and for your customers' window shopping. They are picking up information and listening to conversations. These will provide value later, but it is a necessary and valuable place to provide the insight you and your manufacturers are offering to industry. An important refrain is to stay consistent. As you select a software provider for developing content and email activity, be prepared to have weekly content going through your LinkedIn page to provide the activity and information necessary to stay relevant to the community.



# STEP 2: ESTABLISH A POSITION

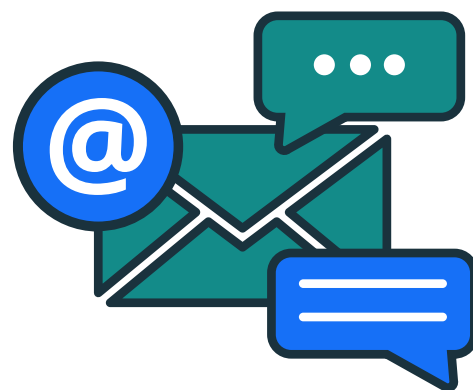
## Speaking of Software Tools...

Speaking of the software tools, there are many tools out there you can use from many vendors, developers and application providers. We are talking about first steps here, so look to the names which are well known, well thought of, and who can get you an introduction level engagement with little to no cost.

One example, (though many more will be listed in the appendix) is Mailchimp. This is a service provider who will get you online and email marketing in no time. They offer a free version of the software with 2500 email sends per month. You may never actually get to a point where you hit this number. Great, this works as a place to get your feet wet. For a few dollars a month, they will add additional features which may appeal to you- but the point is you have a tool for free which has lots of horsepower to get your company started.

Another option for your business is Hubspot. Again, they have a lot of horsepower and offer their services broken into specific areas or hubs. They are a great option at the free level, but the offering they have for the first tier of services is very robust and is worth the minimal investment. Nevertheless, the free option is powerful and will get you going down the beach toward the surf in no time. If you want to look a little more, head for the big companies and big names- Microsoft, SalesForce, etc.

There are more options than you need and they will ultimately drive you crazy. The benefit of starting with the free options is you will have a few months of investment in time, but you will be providing yourself an opportunity to learn what you need and pivot as these reveal themselves to you.



# STEP 2: ESTABLISH A POSITION

## BUT I'M A SALESPERSON, AND I NEED TO BE SELLING!

Exactly, so reach out to these companies and ask for the shortest path to getting into email marketing and follow their instructions. It will include getting your customer list/contacts together; putting them into some segmentation (so your industrial customers aren't receiving automotive lighting products); some scheduling tool and content tool so you can plan what you want to send out for the month; some thought on a call to action which will lead them to a product page, distributor or manufacturer; and some prepared action you will take when they choose to engage with your email, web page or call to action. This description is rudimentary and won't align with each software providers own specific process. However, it is a good indication of the steps you will be needing to take in order for a successful launch with these companies.



Important to understand, it is only intimidating the first time. Moving forward, you won't need to assemble and segment a list- it will be done. Now you will add names as leads or contacts begin to enter your network through shows, customer visits or other interactions. You will also begin to look at NPI emails from your manufacturers a little differently; "I need to crop this down to this portion here so I can get this in an email to my medical customers." Soon after, you will realize, "No, sales hasn't changed. I still need to get the right information to the right customer at the right time to convert into a sale." You will also realize that these tools and your embracing digital marketing will allow you to engage a broader audience more efficiently and effectively.

# STEP 3: BECOMING A GLADIATOR

Let's briefly review some of terminology...

## #1: Segmenting

Segmenting is a marketing strategy that involves dividing your larger market (i.e. customer groups) into smaller sub-groups with similar characteristics, and then designing and implementing your marketing campaigns specifically tailored to each sub-group. This allows you to deliver more relevant and personalized marketing messages to your target audience.



This allows you to focus on the segment of the industry, or in the particular product scope where you are trying to fit your customer, or your products. It is a narrowing of the focus into segments of the marketplace: medical, RF, military, telecom, automotive, LED lighting, wireless metering, etc.

Focus your product offering on these companies by determining WITH your sales team who to target, which products to target, identifying the areas to advertise and relevant product or design elements they would want to see.



# STEP 3: BECOMING A GLADIATOR

Let's briefly review some of terminology...

## #2: ABM (Account based marketing)

ABM makes sense for us because we are selling specific technologies to specific people. The germination of success for people in our industry tends to be with a design engineer or with a technology expert who is looking to develop a new technology or a new product.



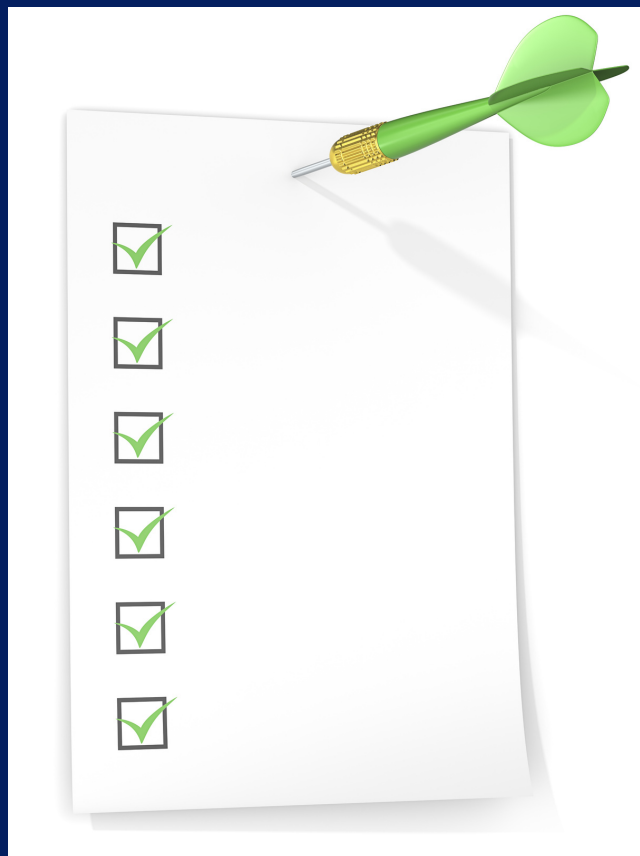
We distinguish ourselves from our distributor colleagues who tend to have a more transactional entry point to the purchasing path. This is not always the case but it is more consistently the case.

# STEP 3: BECOMING A GLADIATOR

**'...develop leads through the shows, customer contacts and supplier leads you are presented over the course of normal business...'**

As you begin developing and engaging on the actions we've described, we will presume you have begun work on your brand and you have started a selection process to use a free or higher cost version of a content manager such as Mailchimp or Hubspot.

These content managers have a few features which will be very useful as you begin. First, they will help to coordinate your content so you can decide which you want to build a campaign around and which pieces will be used. Second, it will keep you on track by spreading your efforts over time giving you a visual presentation through your calendar.



Now, you will begin to work into the area of account-based marketing. I consider this a hypodermic approach to the customers you want, versus the broadcast approach which would be used in your LinkedIn, mass mailing, or trade show engagements. To start here, you are going to be using your existing contact list. This will be the list that is actively filled with your daily and **known customer contacts**.

You will continuously add to this list as you **develop leads through the shows, customer contacts and supplier leads you are presented over the course of normal business**. It is important to treat this list as if it is a living, breathing asset- because it is. The better maintained the list is, the more consistently accurate your results will be.

# STEP 3: BECOMING A GLADIATOR

**'Your segments will reflect the customer base you are selling into'**

You will be breaking this list into segments. Your segments will reflect the customer base you are selling into. For example, if you are supplying lighting products, these may be broken into different end-use applications (sports fields, hospitals, school buildings); or you may break it into different product-types (LED residential bulbs, high bay, municipal street lamp bulbs); etc.

**While you don't want to overwhelm yourself, you do want to have something that will reflect the actual markets into which you are selling.** In the beginning, keep things broad within your categories as the goal is to get started. Additionally, while you may "miss" on an email to a customer, you are still getting your brand in front of a potential customer and there is value in that.

Your marketing funnel is a very similar tool to your sales funnel- and operates in the same way. As you get a positive response to an email, work it through your process, advance it to the next stage where you may present this customer with a second email within the next 4 weeks. **You should be able to monitor engagement through emails as they are being opened and read, links which are clicked in the email, and articles being downloaded.**

This can happen over the course of a single email, or 5-6 emails over a multi-month process. The marketing funnel will hand off directly to the sales funnel and from here you or your team will engage on a personal level to investigate interest, products or timing on future needs.



# STEP 3: BECOMING A GLADIATOR

**'A KEY CONSIDERATION IS CONSISTENCY OVER TIME'**

This is account based email marketing in its simplest form. It is a direct and targeted email **presented to a segmented prospect list of relevant material**. You will initiate a marketing email and follow up with the relevant number of follow ups. This cadence is dependent on the interest shown as well as the willingness of the customer to engage. Perhaps more frequently if there appears to be interest. Perhaps fewer to those who lack engagement.



While we won't go into the specifics on the depths to which you can follow this ABM approach, **there are many tools and services which can offer you time savings and automatic generation which can aid you in your development**. As with all marketing, a key consideration is consistency over time.

# ENGAGING IN THE BATTLE

'The largest time killer is the need to develop, find or sift through content...'

## ENGAGING IN THE BATTLE

To become proficient in your tactics, we will focus here on what you can prepare, or prepare to know, so that you can accelerate your actions on your path toward victory.



## CONSIDER THE TOOLS

As mentioned earlier, a scheduling tool within your content manager will make the job easier. You will want to have a tool capable of content managing as well as holding your segmented contact lists. Consider that you may already have some sales automation tools within your companies CRM software. This option may help you get started more quickly and is worth reviewing.

## CONSIDER THE CONTENT

Often the largest time killer is the need to develop, find or sift through content in order to have marketing pieces to generate in the first place. Our quick advice is to try to get this content from your suppliers. Most frequently these companies will have marketing departments of their own and will have ready access to the pieces (images, articles, blogposts) you need. How do you do this? Establish relationships with current suppliers of yours in marketing and product management. Request copies of all new product releases. Request any support they are willing to provide on graphic design support. They are the beneficiaries of these activities and you will find a welcome participant in these partner organizations.





# CONSIDER THE CONTENT

## CAN YOU DEVELOP THIS CONTENT IN HOUSE?

### CONSIDER THE CONTENT

Can you develop this content in house? It is a large commitment. However, if you have the time and the inclination, then it can be done. You can provide these in video through your own production; podcasts; social media accounts. There is no limit as the tools are easy to get and the software and apps are relatively easy to use.



If video is a concept you choose to pursue, understand it has a place, but it is generally behind account- based marketing in its effectiveness as a marketing tool and lead generator. As a brand awareness tool, it plays a role and it can also provide a good deal of content.

For example, a 30 minute videocast on a relevant market topic could be parsed into multiple 15 or 20 second sound bites to be used across multiple platforms and social media sites.

While it can generate countless views and place you or your company in a position as a perceived expert on a particular topic, it may not provide the lead count you are looking for. It does, however, provide the awareness for your company and your brand which you are looking for. This is certainly a win in your marketing efforts regardless.

# CONSIDER THE CONTENT

## THIS IS REFERRED TO AS YOUR CALL TO ACTION.

Separate from the development of your own video content is the creation of a location or repository for the video content you have from your own manufacturers, and possibly content of your own. Remember, as you have these emails sent to customers in your Account Based Marketing strategy, there will be a need to draw them somewhere. This is referred to as your call to action.



After spending the time generating an email that actually gets them to act- you will need that click to take them somewhere. You want that somewhere to be your own website. Therefore, you will need a spot for them to land. This landing page will be a great place to put the most relevant pieces of information, videos, data, etc. It could be a YouTube channel. This is a good place to gather all of your videos, the videos of your suppliers any industry video content so your customer has a “place to linger” where you can draw them in or move them along your marketing or sales process.



There is a lot of content here and it can be easy to get overwhelmed. But there are low cost, easy to implement tools to use to get you started on your own journey to do battle in the arena.

# CONSIDER THE CONTENT

## BEGINNING WITH A WELL-DEVELOPED MARKETING STRATEGY

Most important in all of this is to not lose focus on what we are trying to do. While lead generation and lead flow is important, it is the first part of a larger process. **What we are primarily after is an effective process beginning with a well-developed marketing strategy which will result in the conversion of leads into actual sales.** It will take the completion of these pieces, along with the consistent application of them, to yield the results we seek.



A key point in this entire process is promoting awareness and alignment of your marketing efforts with the sales team. It is important to train your sales team on the fact that marketing is not measured with the same sets of metrics that sales is. **A lead, a response, simple recognition should all be considered victories when it comes to marketing.** These marketing wins are on a path, and only when we respect the process- which is admittedly not the same as sales- can we allow the process to yield the desired results. You will learn to celebrate the marketing victories along with the sales victories.

With data and feedback from your customers; with adjustment and consistently applied effort; with focus on tuning your messaging and methods, **you will begin to quickly fill the funnel with new leads and convert to sales victory.**

# APPENDIX A

## EXAMPLE OF BRAND NARRATIVE

(This is intended to define who we are as we enter a new territory or new market and to raise awareness for the things that are important to us.)

“At Kilfoil, when you order a part, we know you want it to be there on time, without disruptions. In order for that to happen, you need access to the best suppliers and the latest in industry resources. The problem is the world of electronics is vast and constantly changing. Your new designs may require you to work with suppliers who are untested or unproven. That can leave you with a feeling of dread in the middle of night, wondering whether your parts will arrive on time. At Kilfoil, we believe in reliable access to the latest parts, technologies and engineering resources, so you can create great designs and have peace of mind. We understand what it’s like to lie awake at night, wondering whether your suppliers will come through. That’s why for 75 years we’ve been providing reliable parts and design counsel to over 3,000 engineers a year. Because we know you want a partner you can trust.

Here’s how we earn your business:

1

**Take us for a test run** –We deliver more than a competitive price. Give us your specs, volume, and time requirements. We’ll show you what we can deliver.

2

**Get Help with Design, not just Supply** – If we pass the first test, let us show you what makes us different. We deliver reliable parts at the right price. But we also deliver superior service and engineering resources so you can build a design that stands out.

3

**Leave the Office at the Office:** We are relentless. When you partner with Kilfoil, you get our team on your team. We deliver parts that last. Parts that merge into your great designs. Parts that show up when we said they would. The best part? When you partner with Kilfoil, you can start leaving the office at the office.

So give us a chance with your part today. In the meantime, sign up here to receive the latest content and technology leading components delivered to you. Stop worrying about supply chain disruptions. Build stand out designs with Kilfoil and start leaving the office at the office.”

# APPENDIX B

## Account based email marketing tools:

Here are some tools that can be used for those just starting out with account-based email marketing:

1. **HubSpot:** HubSpot offers a suite of marketing tools, including email marketing, that allows businesses to manage their email campaigns in a centralized location.
2. **Mailchimp:** Mailchimp is a popular email marketing tool that offers a simple and easy-to-use interface. It offers a wide range of templates, segmentation options, and analytics to help businesses create and optimize their campaigns.
3. **Outreach.io:** Outreach.io is an all-in-one sales engagement platform that enables sales teams to automate and optimize their email outreach. It offers a range of features, including email tracking, personalized templates, and lead scoring.
4. **Sendoso:** Sendoso is a platform that helps businesses create and send personalized gifts and packages to their prospects and customers. It offers a range of features, including custom branding, tracking, and analytics.
5. **Terminus:** Terminus is an account-based marketing platform that helps businesses identify, target, and engage their ideal customers through multiple channels, including email. It offers a range of features, including account-based advertising, personalized email campaigns, and analytics.
6. **Engagio:** Engagio is another account-based marketing platform that offers a range of features to help businesses engage with their target accounts, including email campaigns, account-based advertising, and analytics.



These are just a few examples of the many tools available for account-based email marketing. It's important to evaluate your business's unique needs and goals to determine which tools will be the most effective for your specific situation.



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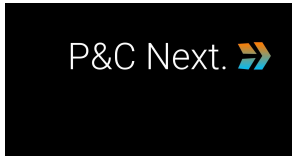


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# THANK YOU



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