



# Boost Your Leads Through Digital Marketing

Context for Today's World and Actionable Tips to Win



# The World is Digital

Global  
**digital ad spend**  
will reach

**\$389B**  
In 2021

(Global digital ad expenditure grew 2.4% in 2020 and 17% in 2021)

US **social media ad spend** reached

**\$43B**  
In 2020

This was a 20% increase from 2019

Online experiences

**68%**

begin with a search engine (2)

B2B researchers

**89%**

collect online information about possible purchases (2)

# COVID Changed Everything Including Marketing

**50%** marketing  
leaders

said they were **busier than ever** following the COVID-19 crisis in March 2020

01

New truths about marketing after the pandemic

02

Customers have different expectations you need to adapt to

03

Tips to help drive success

65% of The  
Buyer Journey  
Happens  
Before Talking  
to Sales



## Holistic, Multichannel Approach: *Meet the prospect where they are*



Email  
Prospecting  
Nurturing



Website Visit  
Blog  
Thought Leadership



Digital  
Google  
LinkedIn  
List Sites



Reviews



Videos



Social



Trade Shows

6

# New Truths in Marketing Post-COVID

## New (Old) Truth 1:

# Content Matters - Don't Just Know Your Customer Know the Segment -

96%



Say that **content marketing** has helped them build **credibility and trust** with their audience

760%

increase in revenue



Marketers who use **segmented [email] campaigns**  
(Campaign Monitor, 2019)



## New Truth 2:

# Customers Expect You to Have Exactly What They Want

Customers want solutions that solve for more than one need

**Product selling** persuades a customer that your product is better than another where the focus is on features and price

**Solution selling** pinpoints real-world problems and explains how to solve the problem where the focus is on value and upsell

### Discover

Ask questions to understand the problem and align solution

### Suggest

Discuss benefits and value instead of features and price

How Can Marketing Help?

### Plan

Anticipate questions and align resources

### Deliver

Deep understanding of solution set and competitive set

## New Truth 3:

# You Need the RIGHT Tech Stack to Drive Marketing Success and Growth

Not just about having tech, but about having the **right tech**

Doesn't have to be costly.

Get the basics right

CRM





# Free Tools to Get Started

Digital marketing doesn't have to be expensive. Get your feet wet with these free tools.



Step up your  
email marketing



Manage campaigns  
& metrics



Learn how people are  
finding your website



Social media scheduling



Analyze visitor's on your site



Ensure you have  
a local presence



Organize your database



Create graphics



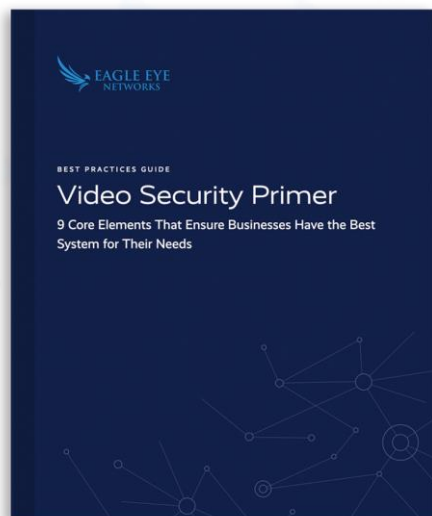
Free stock photos

# 41% of Users Use an Ad Blocker

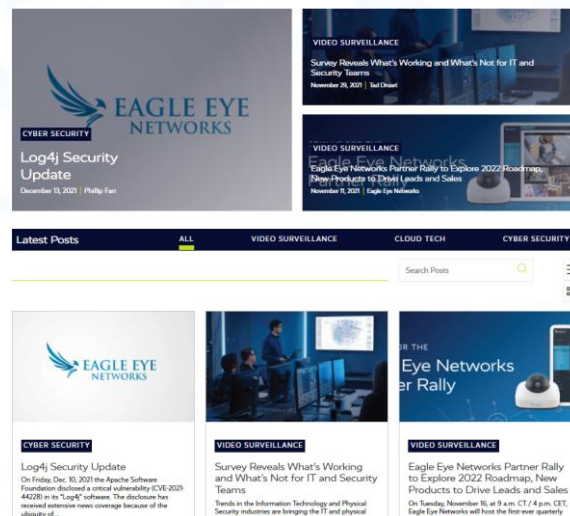
People want high quality, useful, relevant, and engaging content about things that matter to them



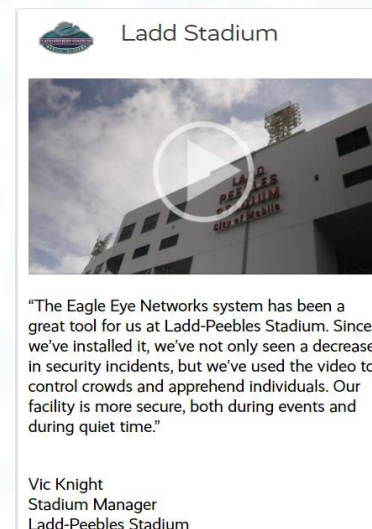
Trends eBook



Primer Checklist



Blog



Video

## New Truth 4:

# Courting Customers is NOT Just Like Dating; It's Just Like ONLINE Dating

### Past Dating

Face to face, bars, parties

### Now Dating

Swiping through apps,  
profiles, data & algorithms

The pandemic's acceleration of digital channels  
only exacerbated that trend

## New Truth 5:

# Prospects Are Truly Shopping

27



The number of **buyer interactions** with a company in 2021

**Up from 17** in 2019

Actions that increase the likelihood to buy:

- Quality content
- Speedy interaction
- Secondary responsiveness
- Understand their business
- Credibility/confidence of sales person
- Success stories



## New Truth 6:

# Relationships Don't Just Matter They are Everything

Prospects  
and  
Customers

Know and  
Respond

How you  
work with  
partners

Success  
stories

Drive  
recurring  
revenue



# Local Matters

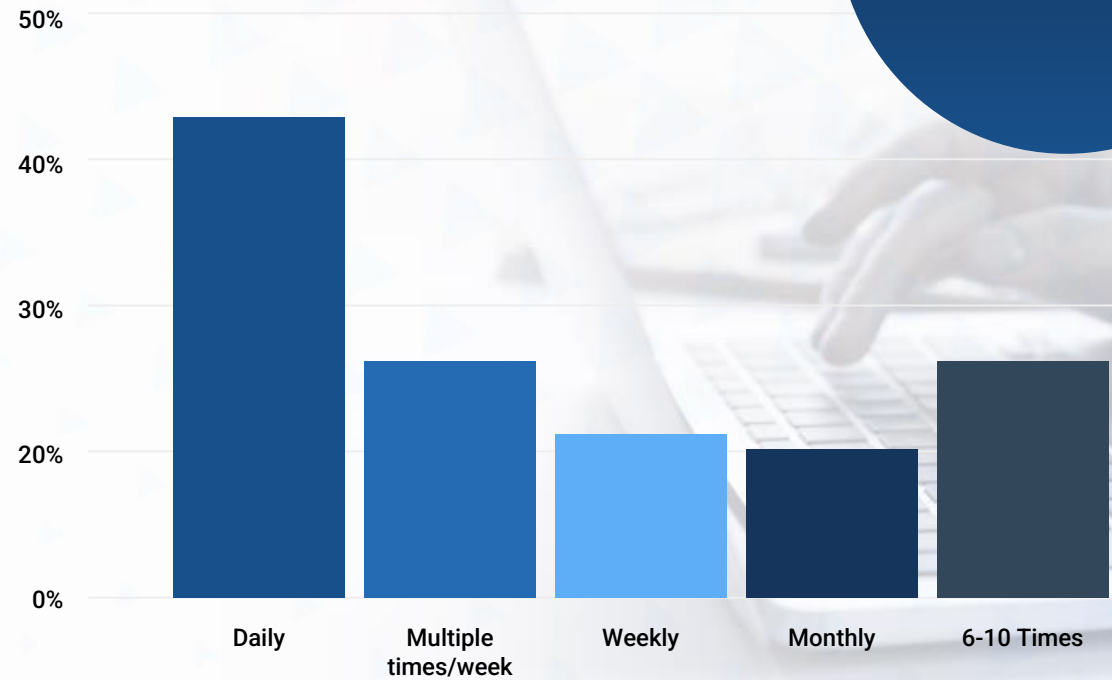
Own your digital backyard





# How Frequently Did You Use the Internet to Find a Local Business In the Last Year?

Business Use of Local Search



86%

Source: Hubspot Marketing Statistics and SEO Tribunal

# Local Search Marketing Program

- ✓ Listings are “free” like kittens
- ✓ Time, resources & focus
- ✓ Mistakes can be costly
  - Address changes
  - Business hours
  - DBA versus Legal Name

Win Locally

**Master Telecom, LLC**

Website Directions Save Call

4.3 ★★★★★ 7 Google reviews  
Security system installer in Memphis, Tennessee

**Located in:** Shelby Oaks Corporate Park  
**Address:** 1691 N Shelby Oaks Dr Suite 7, Memphis, TN 38134  
**Hours:** Open · Closes 4:30PM  
Updated by business 1 week ago  
**Phone:** (901) 756-6000  
**Appointments:** master-telecom.com

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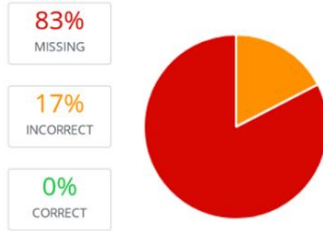
Security Guard Service

**Photos** See All

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# Audit of Local Visibility

Quality of your location data online, out of 23 directories we searched successfully:

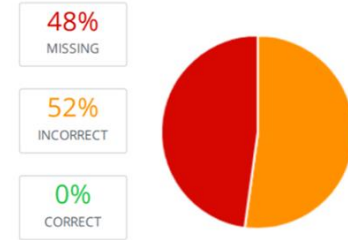


## Results

Your online business listing visibility

Directory	Business Info	Hours	Photos
Google Search	Listing not found		
Google Maps	Listing not found		
Facebook	Listing not found		
Yelp	Listing not found		
Bing		✗	✗
Chamber of Commerce	Listing not found		

Quality of your location data online, out of 23 directories we searched successfully:



## Results

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Directory	Business Info	Hours	Photos
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Google Maps		✓	✗
Facebook		✓	✓
Yelp		✓	✓

# Best Practices for Your Google My Business



# Claim/Create a Google My Business Profile

## Basic Sections

- Name
- Category
- Address
- Service Areas
- Phone Number
- Website
- Hours of Operation
- Short Name
- Appointment Links
- Products and Services
- Year Opened
- Space to Add Photos

## Categories

- Cloud Video Surveillance
- Security integrator
- Alarm Company
- Physical security
- Video Surveillance
- Security cameras

They All  
Matter

Get  
**VERIFIED**

- Typical mailed
- Enter your pin
- Start the verification process



# Couple of Key Optimization Points

Ensure address is accurate

- Name
- Each location needs listing

Activate Google Assistant

- Prospect use voice and map to find you
- Can schedule an appointment

Activate messaging

- Prospects can message directly
- Google Business Profile App on your phone
- And/or via email in real time

Add messaging

Let customers message your business on Google for free

[Learn more](#)

Accept Messages

Skip

Next



# Images Make a Big Difference

## Logo

Recognize your brand

Profile highlights the logo

## Cover Photo

Best represents your business

Note: it doesn't always show up

## Business Photos

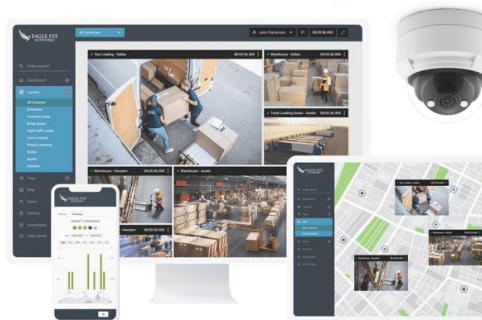
Highlight features of your business to attract and inform customers

Specific guidelines

## Videos and Tutorials

Can help

Becomes more complicated



# Most Powerful Tips

**"90%** trust peers on social networks (even strangers); only **15-18%** trust brands."

-Danny Brown,  
Award-Winning Marketer and Author

Monitor and Maintain

See and Respond to  
Customer Reviews

Incorporate Key  
"Industry" Terms

# The World is Digital Is Your Company?



# Thank You

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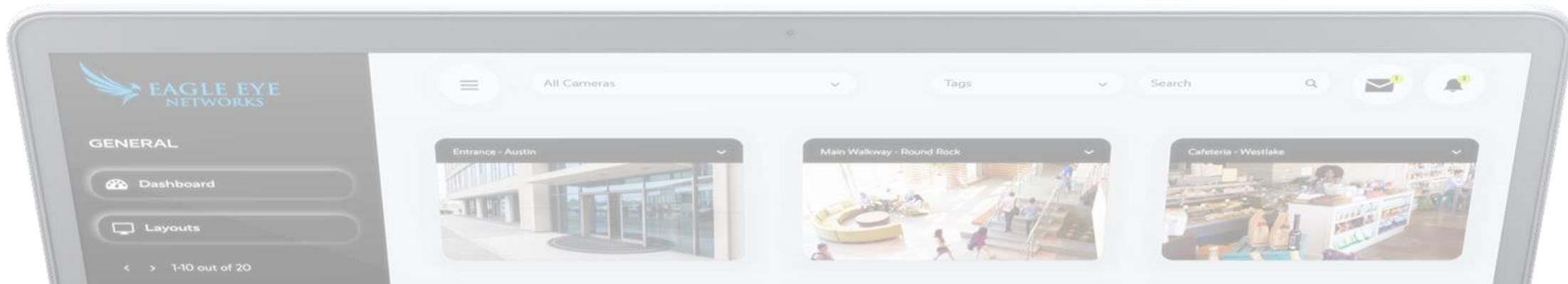


















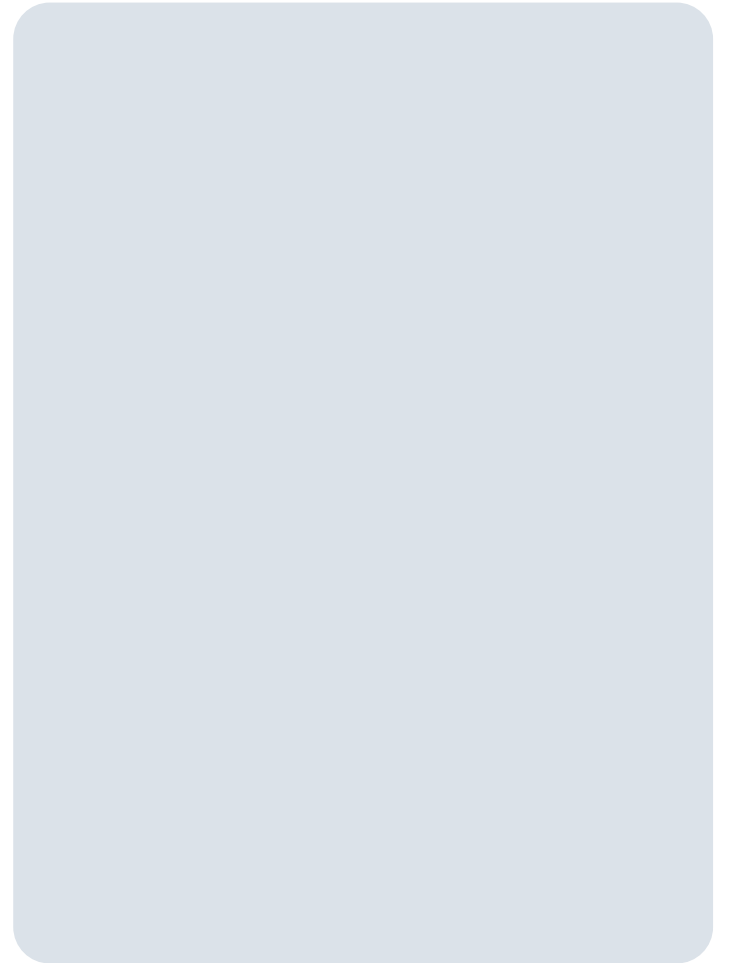
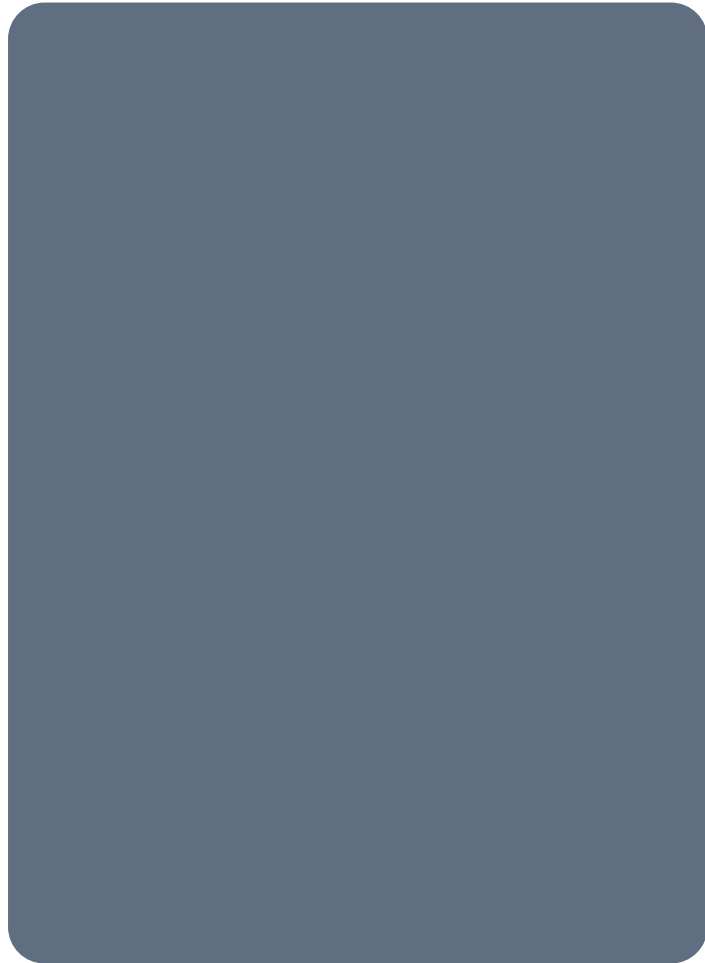


















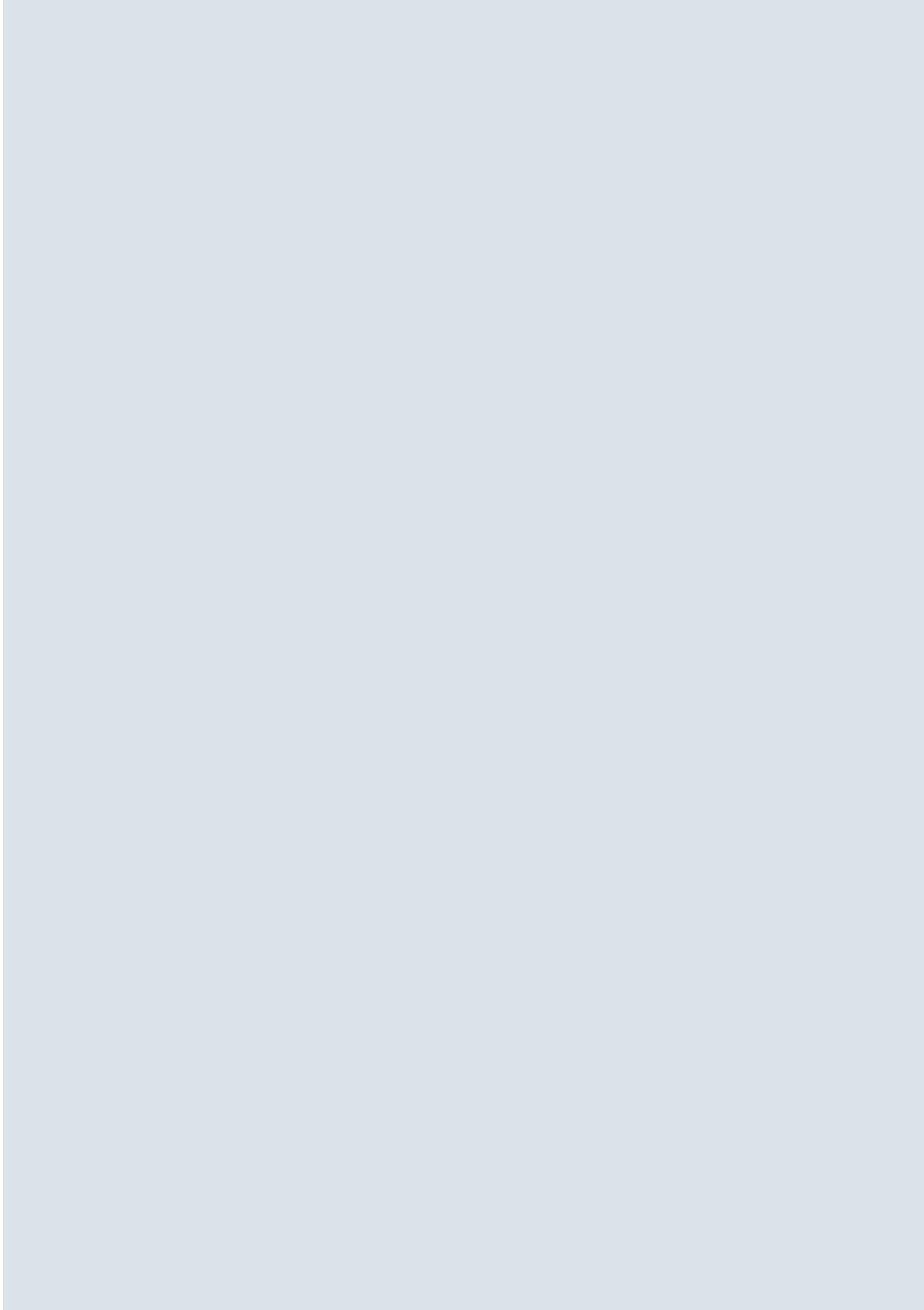


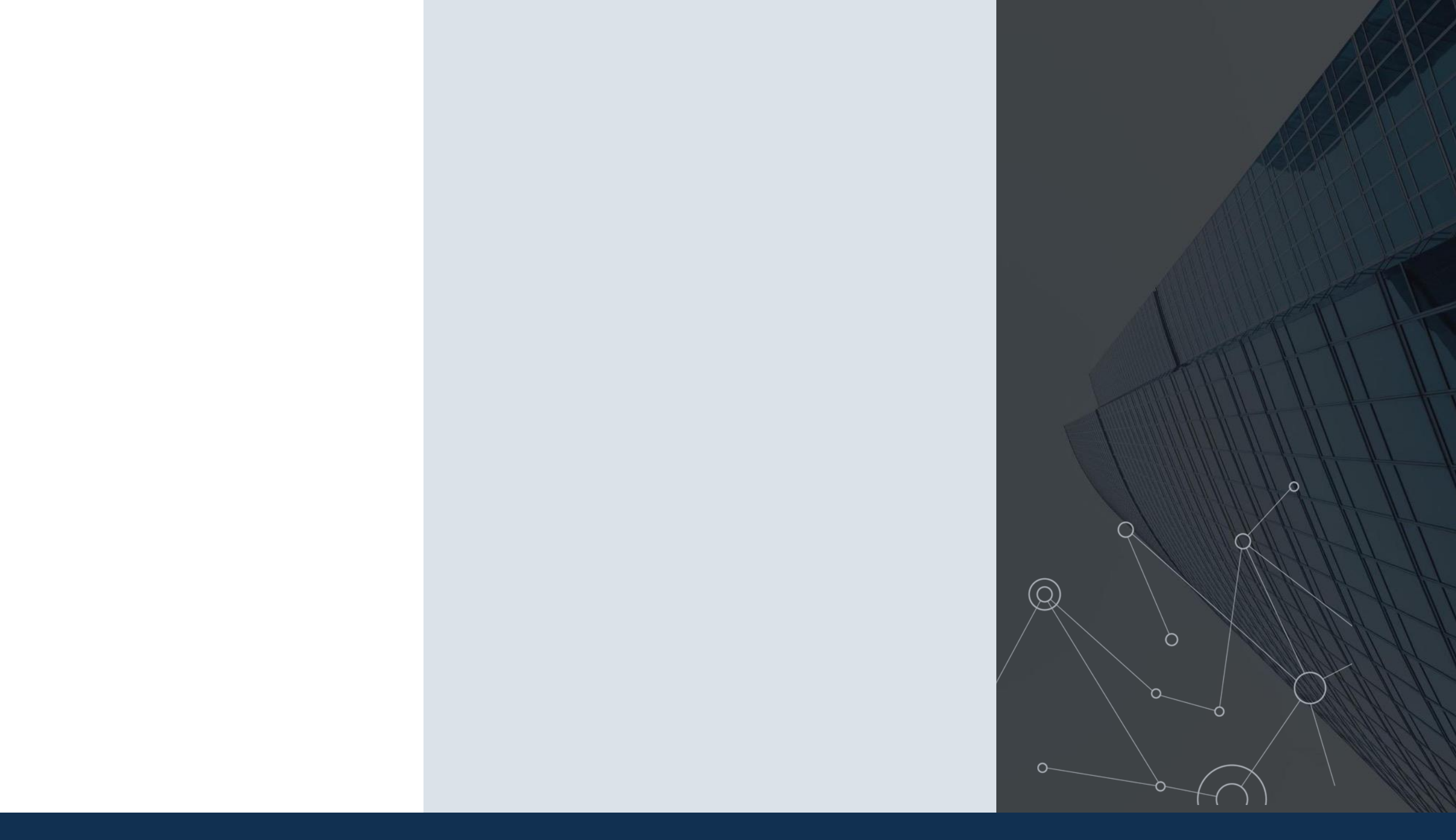




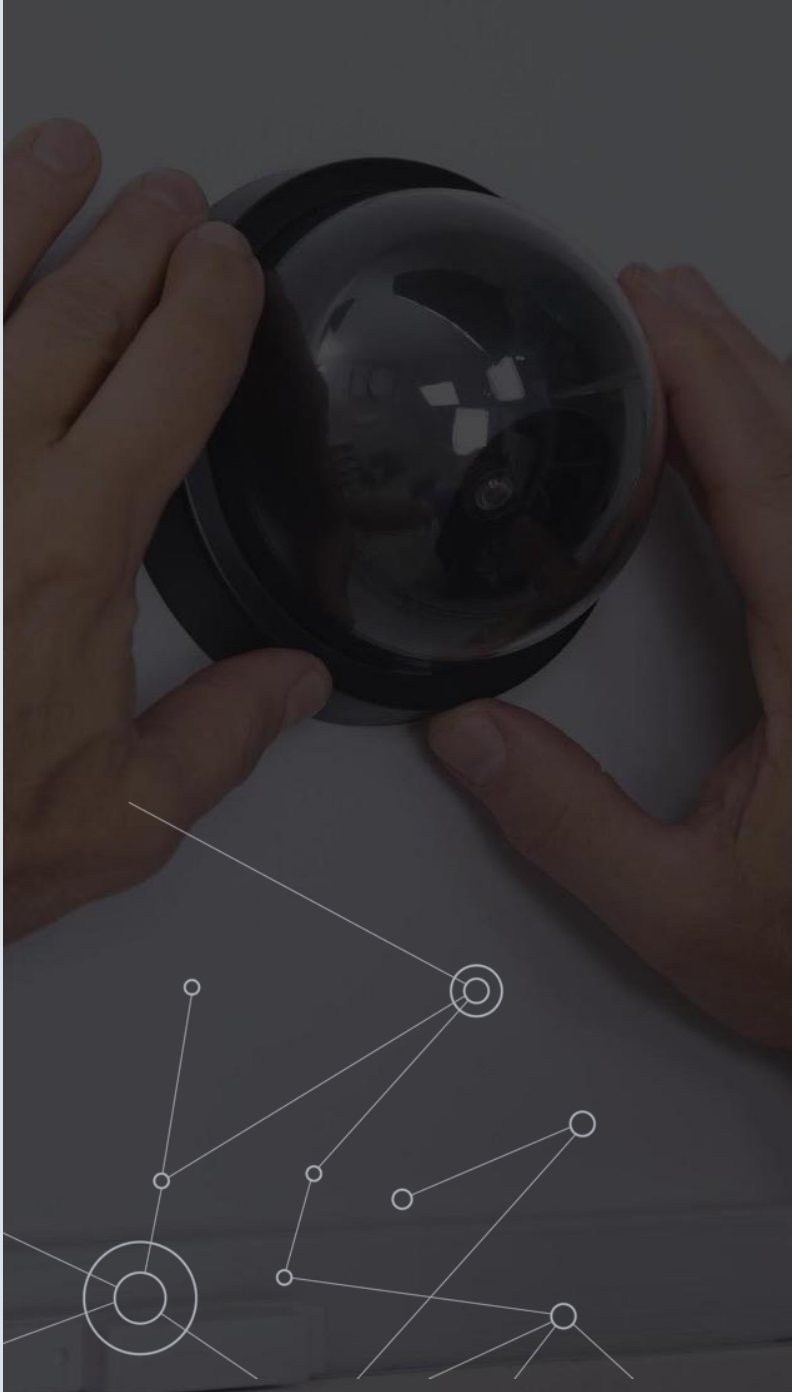
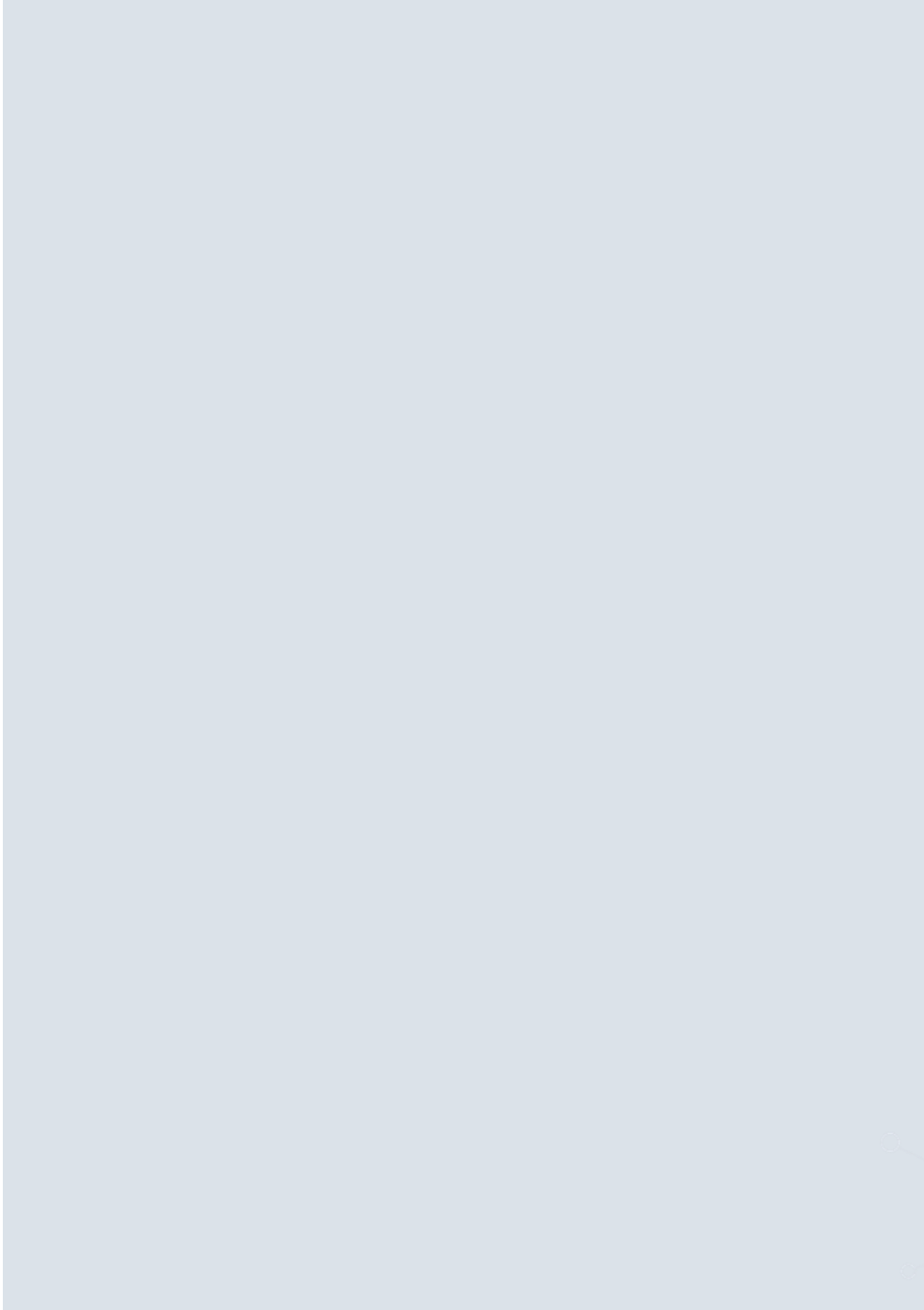


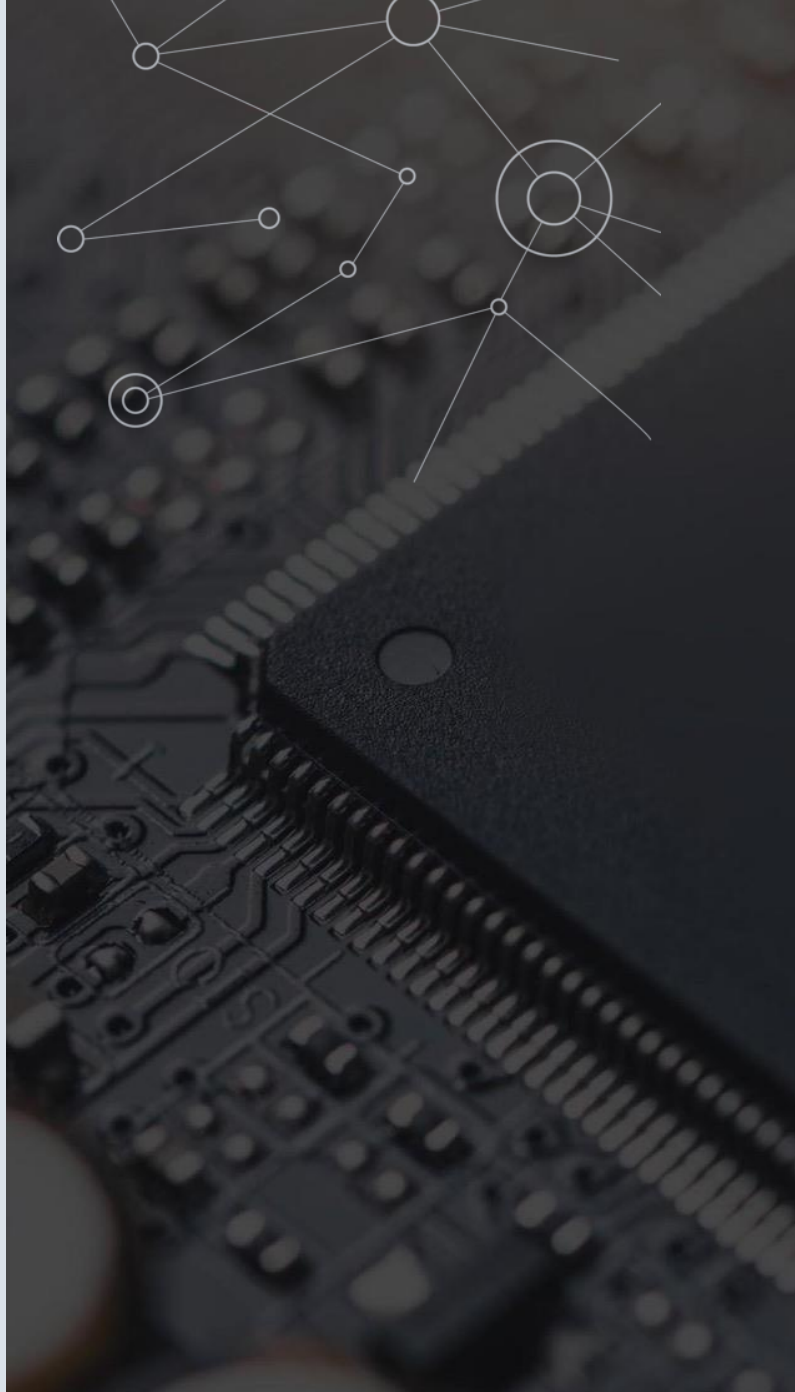
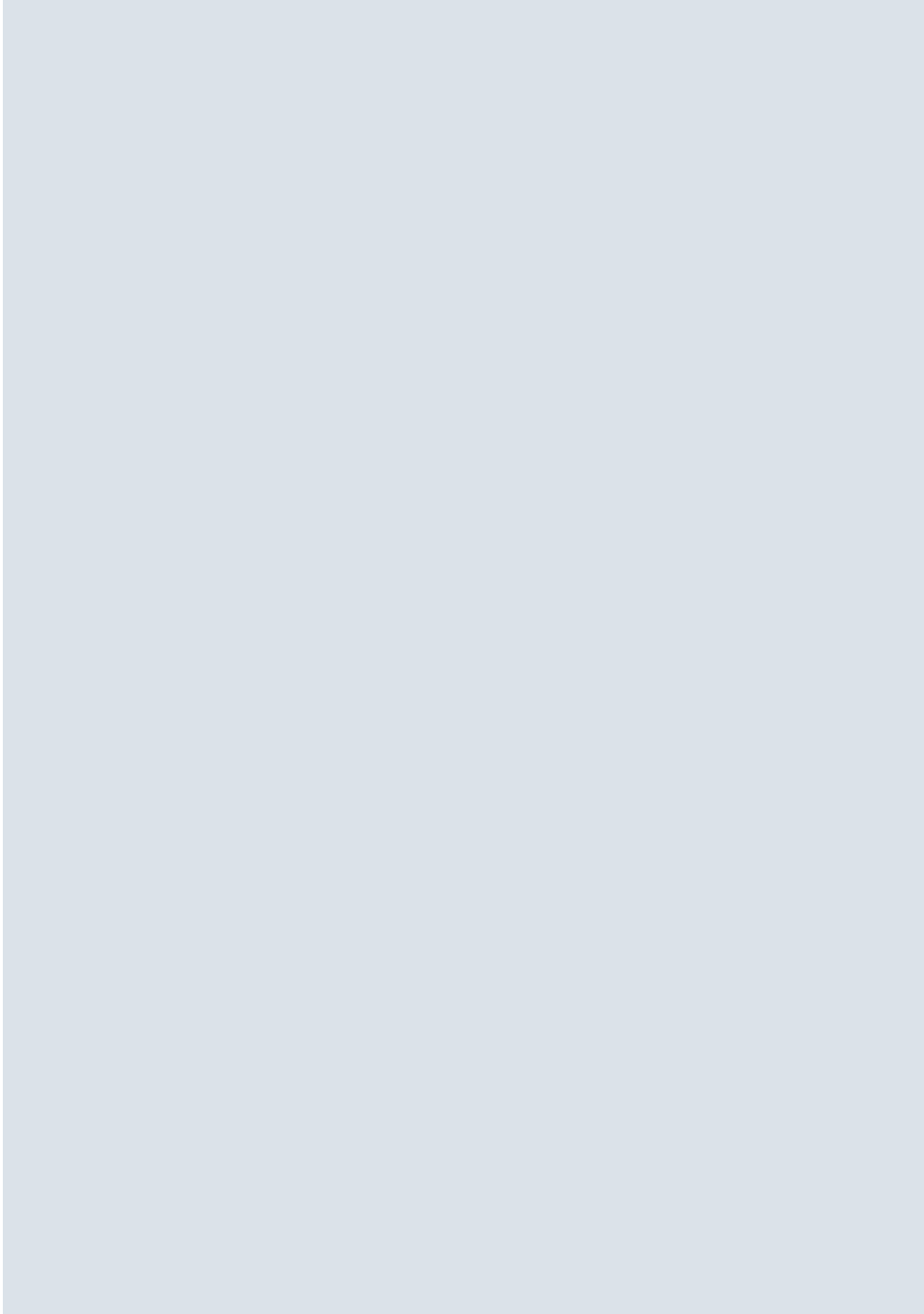


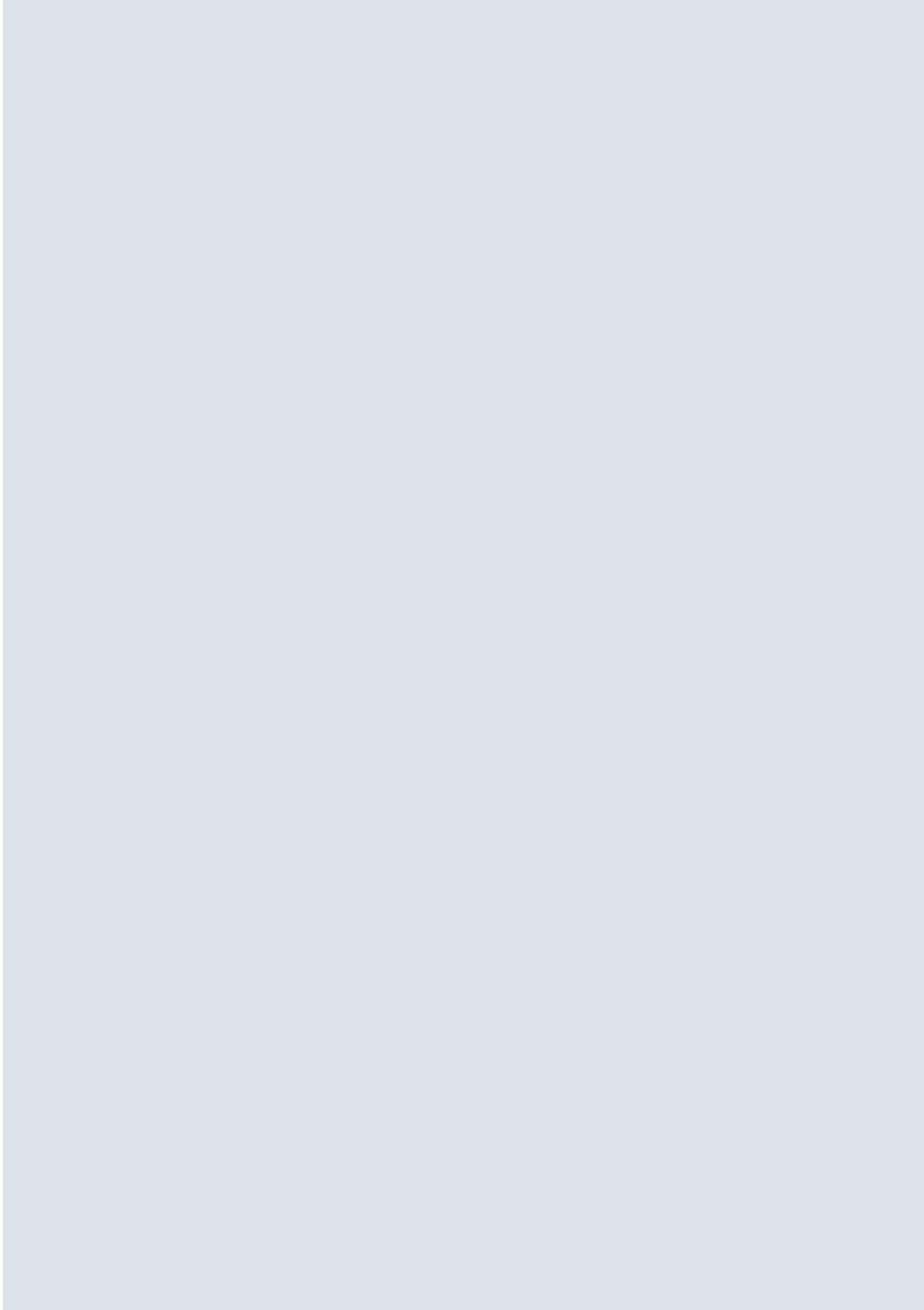


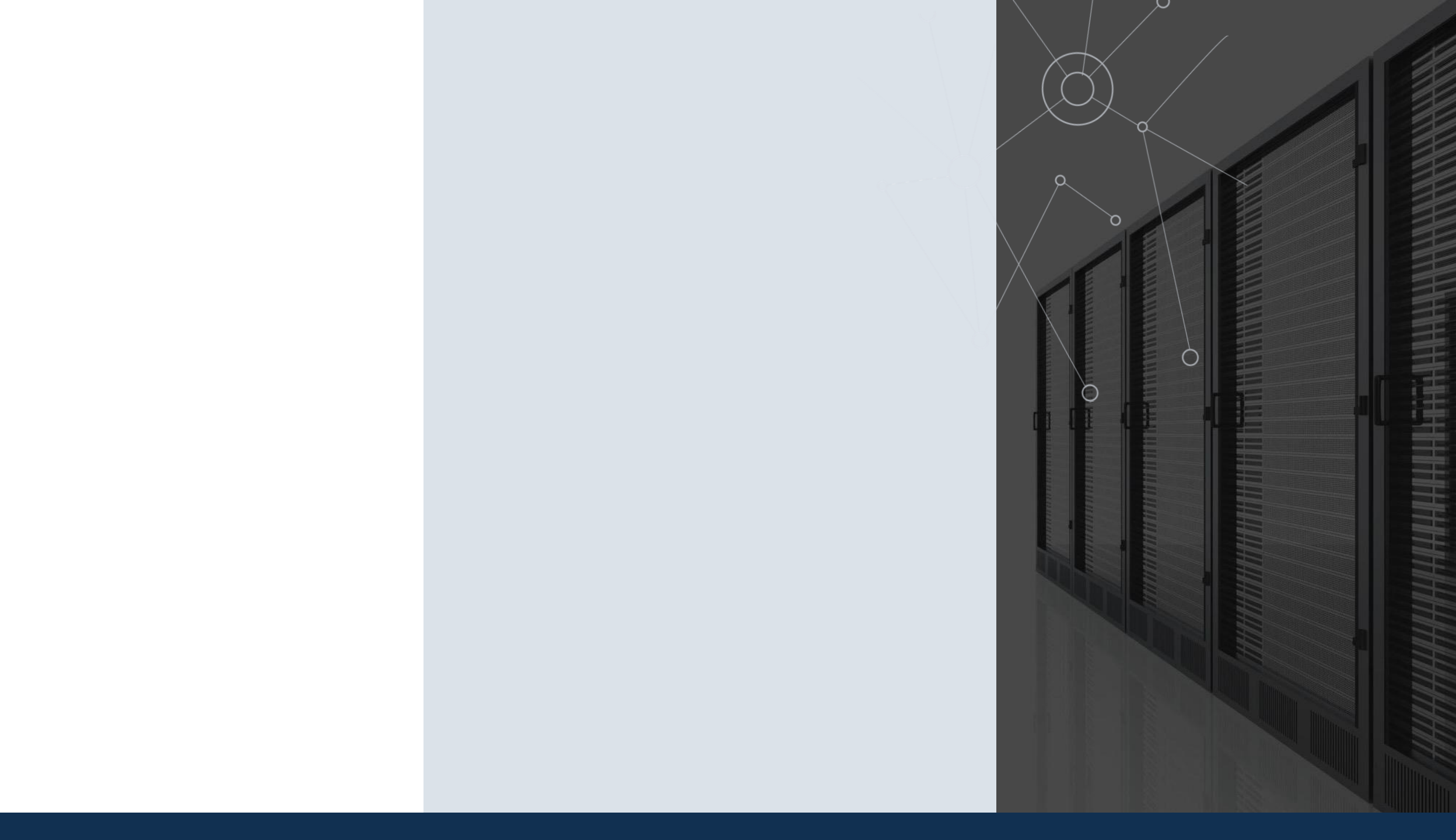


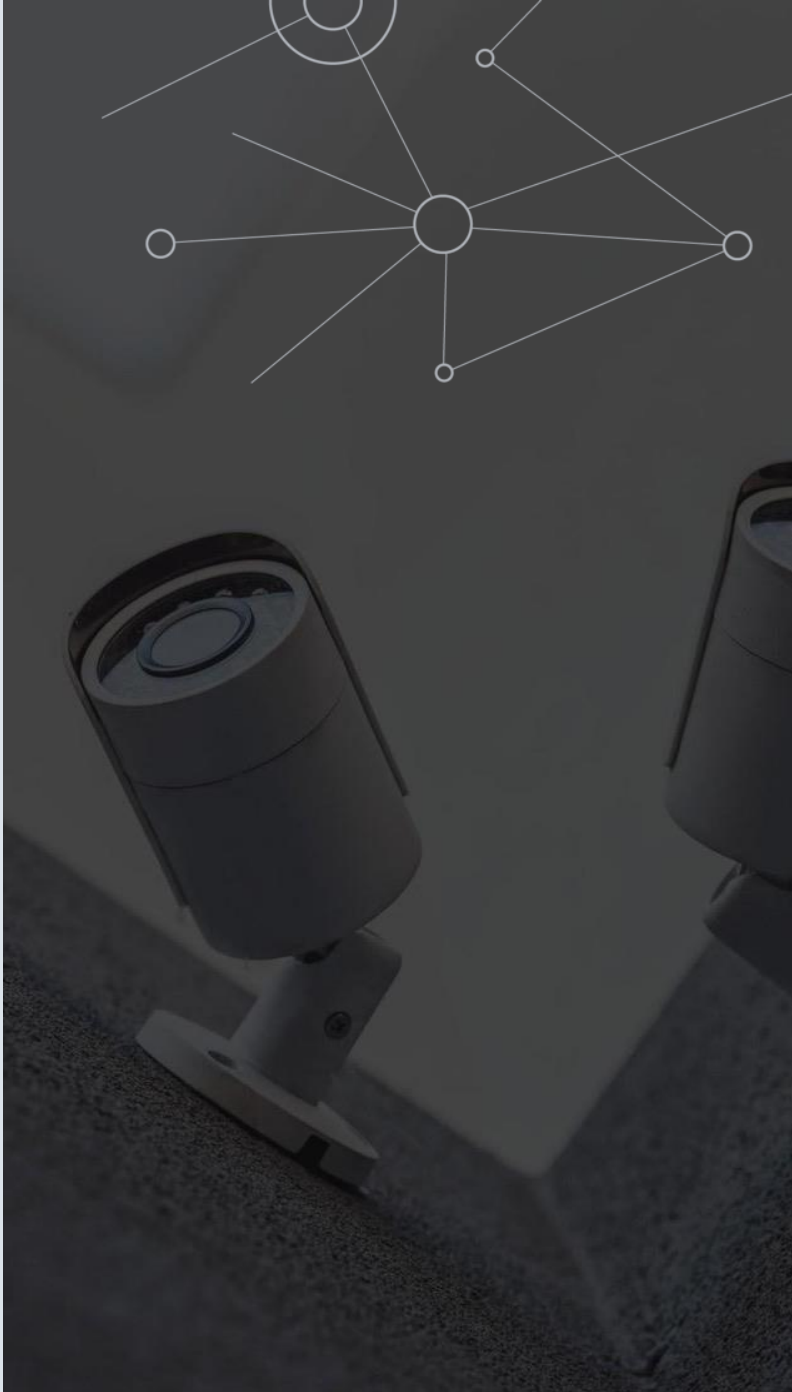
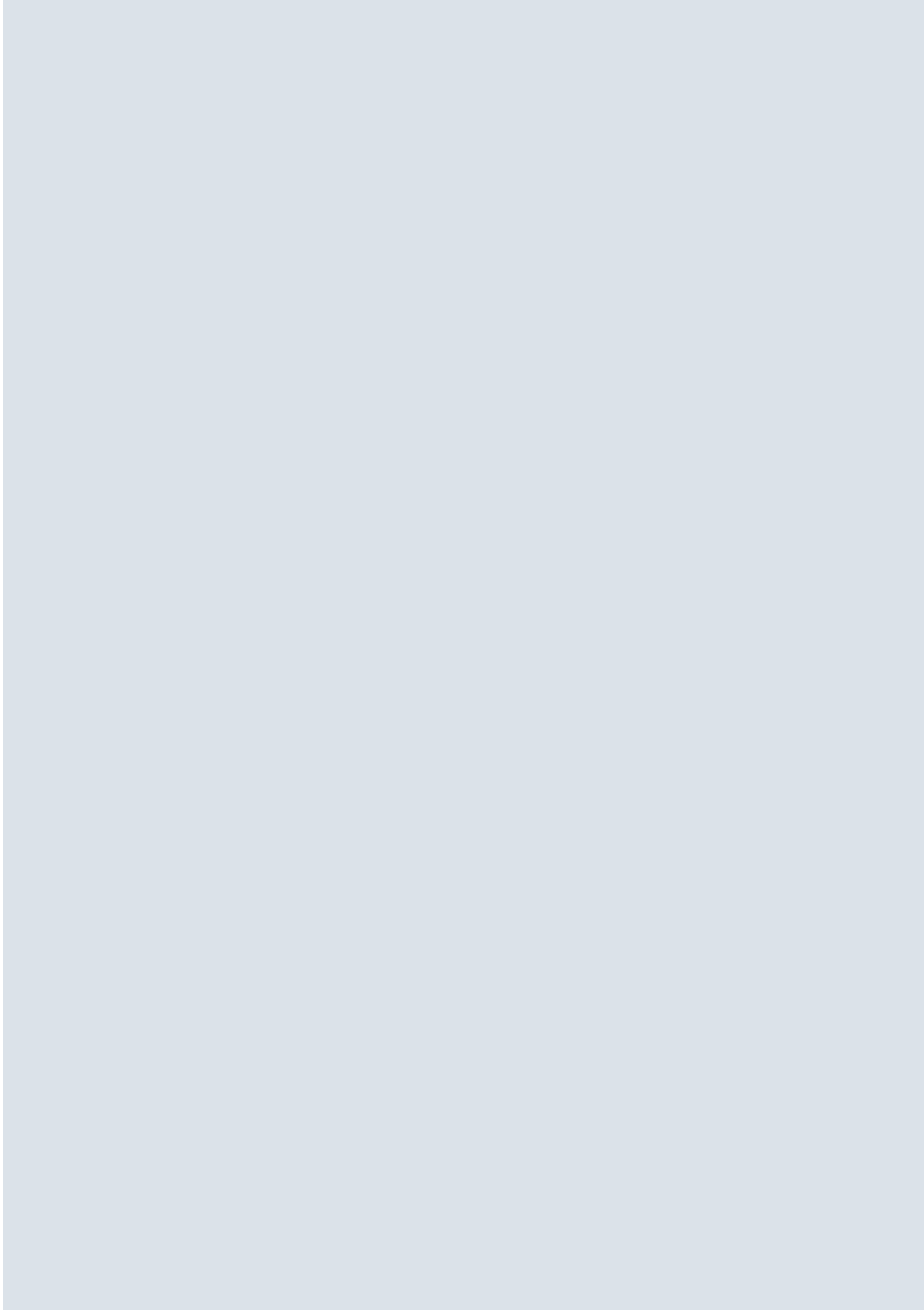














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