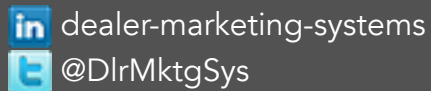




DEVELOPING A MESSAGE THAT INTEGRATES HARDWARE, SERVICES AND SOLUTIONS

Darrell Amy
August 22, 2013



www.dealermarketing.net
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TODAY'S GOALS

1. Develop your own marketing message that integrates copiers, managed services and solutions
2. Position your dealership as a team of I.T. experts
3. Build a content marketing strategy to communicate your managed services value proposition to your market

WHAT IS MARKETING?

- Getting prospects to...
Know, Like and Trust you
- So they will...
Try, Buy, Repeat and Refer

Courtesy of John Jantsch, Duct Tape Marketing



HOW DOES YOUR MARKET SEE YOU?

- How do prospects form an opinion of your dealership?

HOW DO YOU WANT THE MARKET TO SEE YOU?

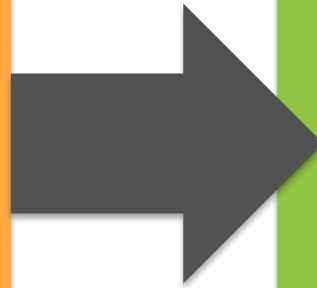
- Copier dealership?
- Business Technology Integration and Service Experts?
- Solutions Experts (Problem Solvers?)



HOW DO YOU CHANGE YOUR POSITION IN THE MARKET?

IT STARTS WITH A HEART OF SERVICE

You provide
outstanding service
for copiers and
printers.



You provide
outstanding service
for all of a business'
technology.

THINK FROM YOUR CLIENTS' PERSPECTIVE

- Do they see their computer network and their printers as separate things?
- Do they see print management and network management as separate?



YOU PROVIDE TECHNOLOGY SERVICE



Knight Printer Manager

Maximize uptime with proactive support and supply replenishment

[Learn More](#)



Knight Device Manager

Enhance security with up-to-date software and virus patches on desktops, laptops, tablets and smart phones

[Learn More](#)



Knight Server Manager

Ensure network stability with your servers monitored 24/7/365

[Learn More](#)



Knight Help Desk

Improve user satisfaction with a help desk for desktop, laptop, table, smart phone and printer issues

[Learn More](#)



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THE MESSAGE IS ABOUT SERVICE

What challenges do your clients face regarding their business technology?

Small Business

We need a the services of an I.T. department but can't justify the expense.

We need advice on what technology we need and how to use it.

I.T. Departments

We need to focus on strategic initiatives but keep getting distracted with user support and maintenance issues.



**HOW DO YOU GET YOUR CLIENTS TO SEE
YOU AS A TECHNOLOGY SERVICE PROVIDER
FOR ALL OF THEIR TECHNOLOGY?**

IT STARTS WITH A HEART OF SERVICE

You provide
outstanding service
to your clients.

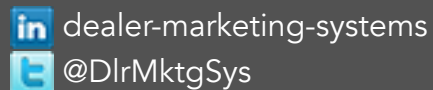
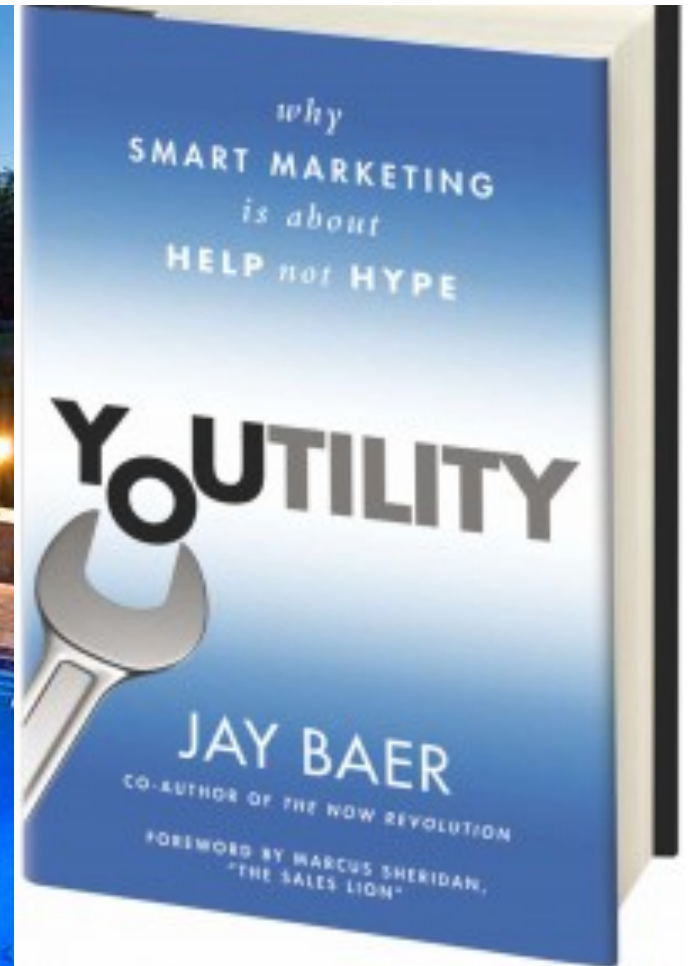


How can you
provide outstanding
service to your
prospects?



WHAT QUESTIONS DO YOUR PROSPECTS HAVE?

SELLING SWIMMING POOLS



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“If you sell something you get a customer today.
If you help somebody you get a client for life.”

Jay Baer

CONTENT MARKETING

- Content marketing is any marketing format that involves the creation and sharing of media and publishing content in order to acquire customers.

Courtesy of the Content Marketing Institute



CONTENT MARKETING

- Content marketing is focused **not on selling**, but on communicating helpful information with customers and prospects.
- The idea is to inspire business and loyalty from buyers by consistently delivering valuable information.

CONTENT MARKETING

- This information can be presented in a variety of formats, including:
 - blog articles
 - videos
 - white papers
 - e-books
 - infographics
 - case studies
 - how-to guides
 - buyer's guides
 - question and answer

BUILDING A CONTENT MARKETING STRATEGY

1. A Great Website
2. With Useful Information
3. Consistently Updated
4. With Great Calls-to-Action

A GREAT WEBSITE

- Simple design
- Helpful Information
 - Blog articles
 - Special reports
- Gives the feeling that you understand I.T.
 - I.T. Logos
 - Article titles



The screenshot shows the Knight office solutions website. The header includes navigation links (Request Support, Order Supplies, Submit Meter Read, CUSTOMER LOGIN) and social media icons (Facebook, Twitter, LinkedIn). The main navigation bar has links for Home, Who We Are, What We Do, and Contact. The hero section features a smiling woman wearing a headset, with the heading "Client Support" and the text "Improve user satisfaction with a help desk for desktop, laptop, table, smart phone and printer issues". A "Learn More" button is present. Below this, a statement reads: "We help our customers reach their business goals by providing client-focused technology solutions with the highest level of support and ethical standards." The footer contains three columns: "Who We Are" (Our Values, Our Team, History, Community, Technology Partners), "What We Do" (Copy, Print & Scan SOLUTIONS, Document MANAGEMENT, Printer MANAGEMENT, Managed IT & Cloud SERVICES), and "What Our Clients Are Saying" (a testimonial from Nermal McDermond). A row of partner logos (Microsoft, Dell, Lanier, Cisco, Sharp, HP, Kyocera) is displayed. The bottom navigation bar includes "Special Report:", "Our Latest Ideas", and "Connect With Us".

WITH USEFUL CONTENT

- What content would be useful to your prospective clients?
- How could you be helpful?

The Benefits of Cloud Storage

Submitted by Anonymous (not verified) on Tue, 08/20/2013 - 16:08

As a business owner, you have no doubt heard of cloud computing or storing information using cloud computing. As technology continues to advance, so does the way we store and process information. Cloud computing just happens to be one of the more recent forms of storing data and storing it securely. Since we're always looking for the next big thing, cloud computing offers advantages to business owners that previous versions of storage isn't capable of.

[Read more](#)



GET IN TOUCH

Name *

Email *

Phone

Comments

THAT IS CONSISTENTLY UPDATED

- Shared in as many places as possible
 - Website
 - Company Social
 - Sales Reps' Social
 - Social Bookmarking Sites
 - Digg, Stumble Upon

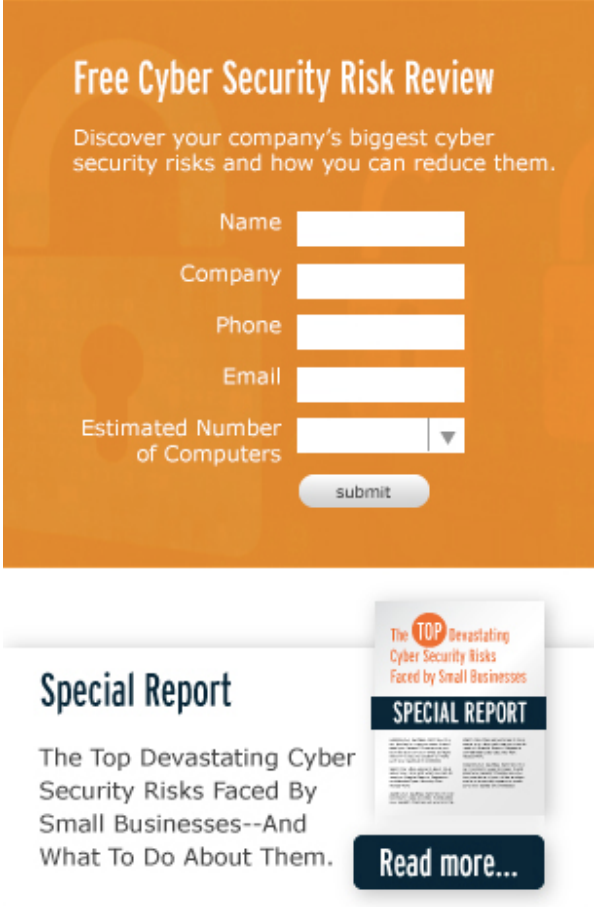


Tweets

-  **ASI Business** @ASIBusiness 21h
Proper preventative maintenance is the key to a healthy fleet of copiers and printers.
Expand
-  **ASI Business** @ASIBusiness 16 Aug
Commercial base Pricing Unmasked! A Quick Guide to Reducing USPS Shipping Costs (via @FP_USA) ow.ly/nvsA4
Expand
-  **ASI Business** @ASIBusiness 15 Aug
Work in Healthcare? Discover this comprehensive solution created specifically for Healthcare Services! ow.ly/nvswX
Expand
-  **ASI Business** @ASIBusiness 14 Aug
Partnering with ASI gives you access to knowledgeable professionals and world-class products!
Expand
-  **ASI Business** @ASIBusiness 13 Aug
HP Protect 2013 Keynote Speakers to Discuss How to Win the Security Cyberwar: ow.ly/nvstn
Expand

WITH COMPELLING CALLS-TO-ACTION

- Offer something of value
- Make sure there is a clear call to action



Free Cyber Security Risk Review

Discover your company's biggest cyber security risks and how you can reduce them.

Name

Company

Phone

Email

Estimated Number of Computers ▼

[submit](#)

Special Report

The Top Devastating Cyber Security Risks Faced By Small Businesses--And What To Do About Them.

[Read more...](#)

LEAD-GEN CAMPAIGNS

Email/
Postcards

Banner Ads

Social
f in t

Google Pay-
per-click

Know Your Cyber Security Risks

Free Cyber Security Risk Review

Discover your company's biggest cyber security risks and how you can reduce them.

Name

Company

Phone

Email

Estimated Number of Computers

What if there were criminals sitting outside your business right now in a car looking for ways to break in and steal your assets? Chances are you lock the doors of your office at night and arm a security system to make sure your assets are protected.

Watch the video above to learn more about your risks and what you can do read our Special Report. Request a confidential Cyber Security Risk Assessment.

Special Report

The Top Devastating Cyber Security Risks Faced By Small Businesses--And What To Do About Them.

[Read more...](#)

YOUR LOGO

Company Name
123 Street Address
City, State Zip
Phone

About | FAQs

Follow Us

t in f

Sales Lead

Nurturing Emails

WHAT CAN YOU DO?

- Bring your dealership's core strength (service!) to your marketing
 - What can you provide to your market that adds value?
 - What questions do your prospects have?
- Provide helpful information on a regular basis
 - Website → Blog, Special Reports
 - Share through as many channels as possible
 - LinkedIn, Twitter, Facebook, Newsletters, Email, Google, Events

CONTENT STRATEGY



DEVELOP A HELPFUL CONTENT STRATEGY

Monthly	Weekly	Daily
<ul style="list-style-type: none">• Host a lunch-and-learn• Use last month's blog posts to create a client newsletter--email and print• Deploy a lead generation campaign• Review your Search Engine Optimization results	<ul style="list-style-type: none">• Publish a helpful article on your blog every week.• Share that article on your LinkedIn and Facebook company pages• Share a customer or employee story on Facebook and LinkedIn	<ul style="list-style-type: none">• Update Twitter with useful information

COMPLIMENTARY MARKETING REVIEW

- A strategic review of your current marketing in light of your goals/challenges
- Present marketing strategies
- You get:
 - \$100 credit for future marketing services or
 - \$100 bill if you feel it was a waste of your time



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