

This Is WHY I EXPO



Customer Engagement in a Digital World

About Me

- David Shultz
Vice-President, Operations
DistributorCentral, LLC
[@dshultzkc](#) | david@distributorcentral.com
- 16 years in the industry
- PPAM Board Member
- Kansas City – Active Volunteer
- Pretend Triathlete, Rock Star



This Is WHY I EXPO



- Business Services/Technology
 - Product Search/Presentations
 - Customer/Order Mgmt.
 - Websites/Company Stores
- DC Today:
 - 4.5 MM searches/mo.
 - 61 MM views/mo.
 - 20,000+ distributor users
 - 8000+ websites



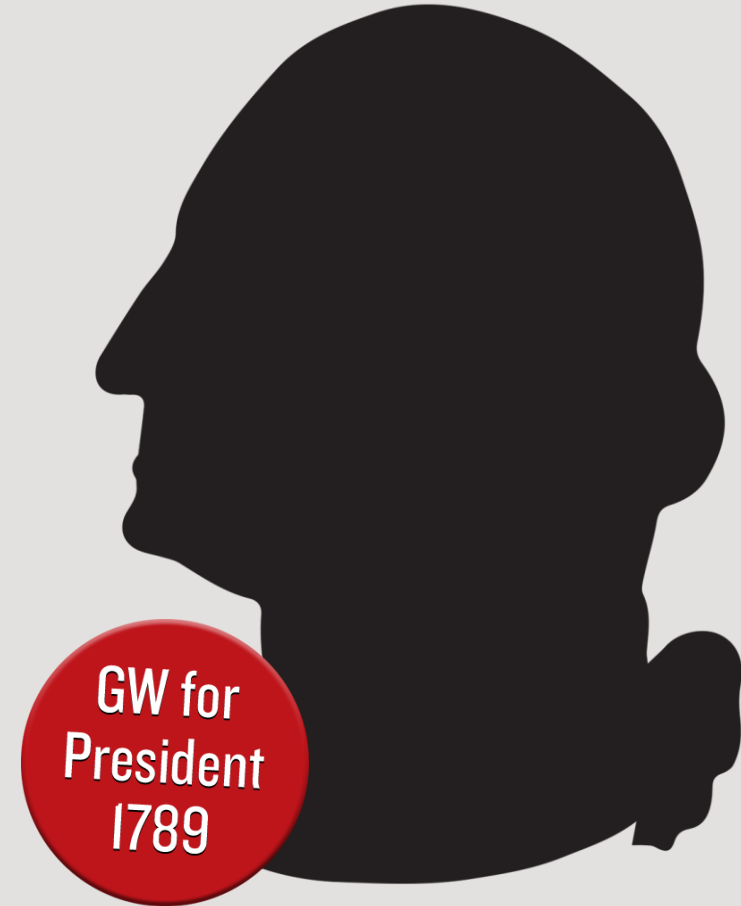
Overview

- Introduction
- “Engagement”
- Digital Tools
 - Websites
 - Social Media
 - Video
 - Blogs
 - Email Marketing
- Analyze / Adjust / Repeat - putting it all together



Promotional Products Industry Trivia

First
Promotional
Product?



Promotional Products Industry Today

Eight In Ten Consumers Own
A Promotional Product



Advertising Recall:



Top Reasons Why
Promotional
Products Work:



- Useful
- Attractive
- Informative
- Desirable
- Sentimental
- Fun

85%

did business with
the brand after
receiving a product

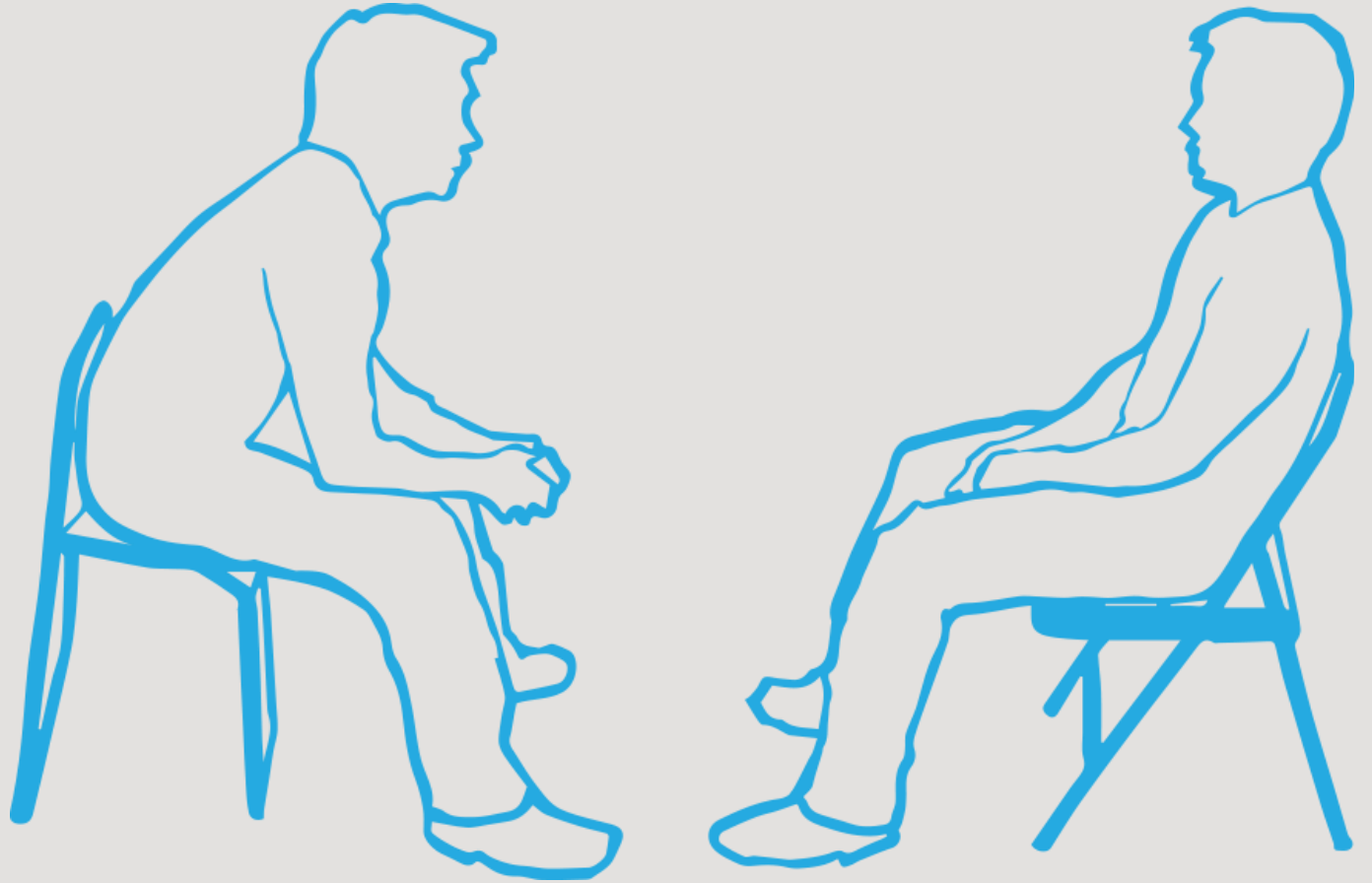


Customer Engagement

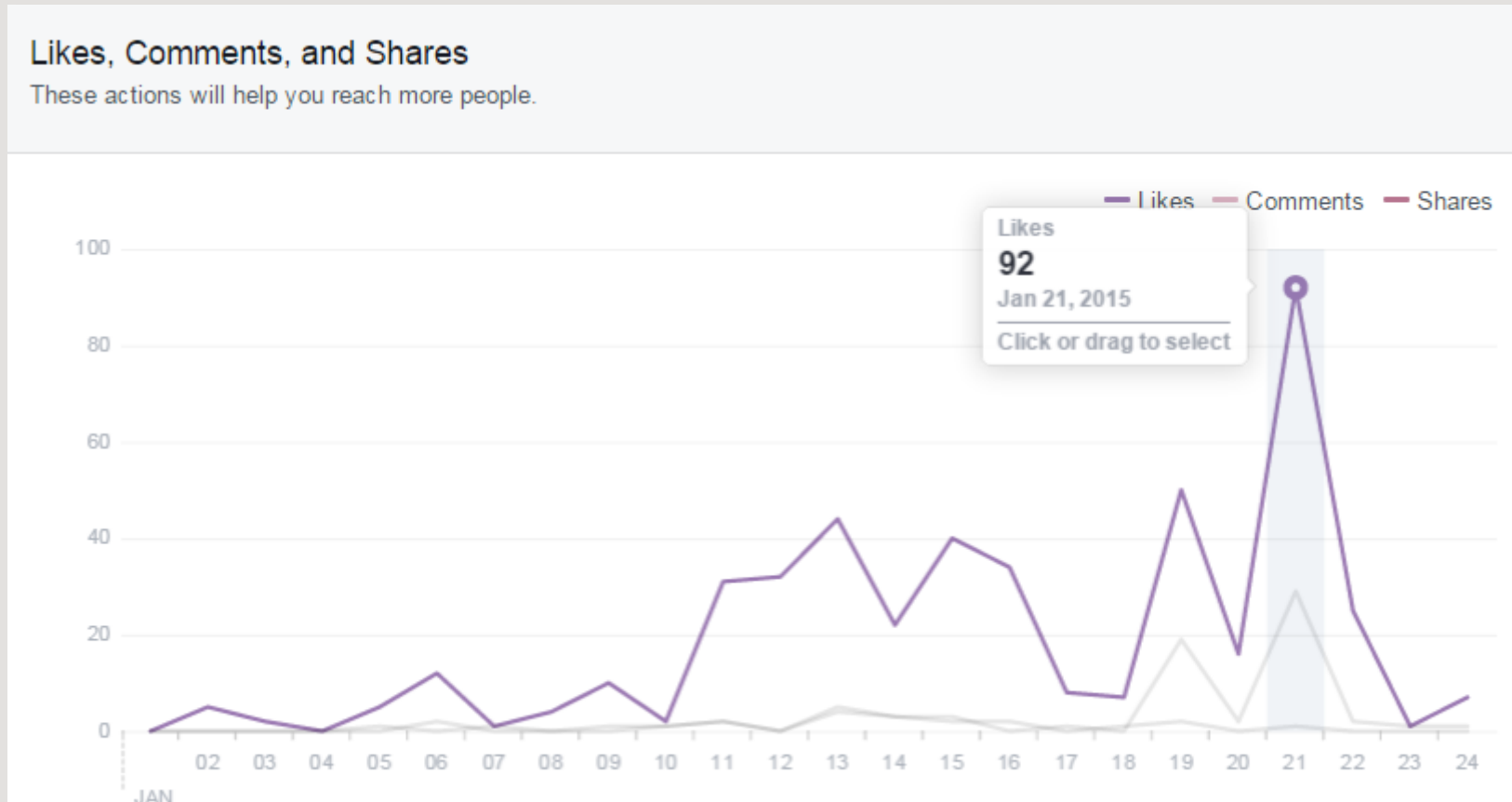
Engage

in'gāj,en'gāj/

occupy, attract, or involve
(someone's interest or
attention)



“Social” Engagement



Why We Engage

*People buy from
someone they know,
like and trust.*



Marketing/Advertising Channels - History

1839 – Posters on buildings/poles

1860s – Billboard rentals

1920s – Radio advertising

1940s – Television advertising

1950s – Telemarketing

1970s – Early e-commerce

1990s – CRM, Google, YouTube

2000s – Facebook, Twitter, etc.

TODAY?





Marketing Technology Landscape

March 2016



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How do you leverage the tools in your digital arsenal to engage your customers?



But Don't Forget Your Number 1 Tool....
(Digital or Analog)



Websites / Company Stores



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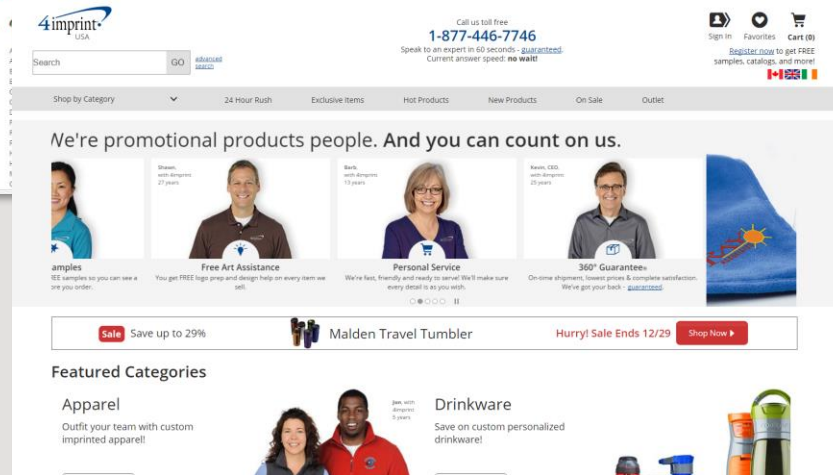


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Websites



Supplier Websites



Distributor Websites



Niche Sites

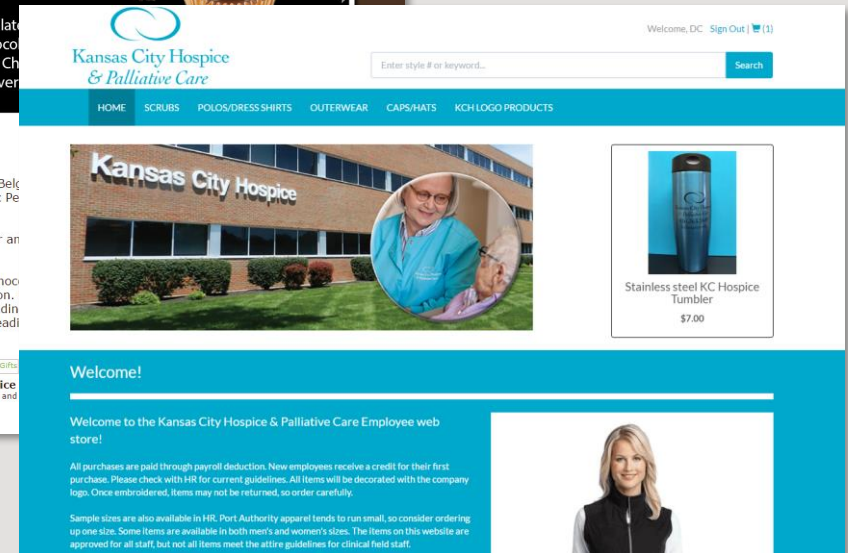
chocolate. A handcrafted Belgian gourmet center of classic Perment.

of chocolate every year and year.

of premium Belgian chocolate save a lasting impression. amongst the world's leading gift companies as a leading

Thank You and Office Perfect to show appreciation and

Company Stores

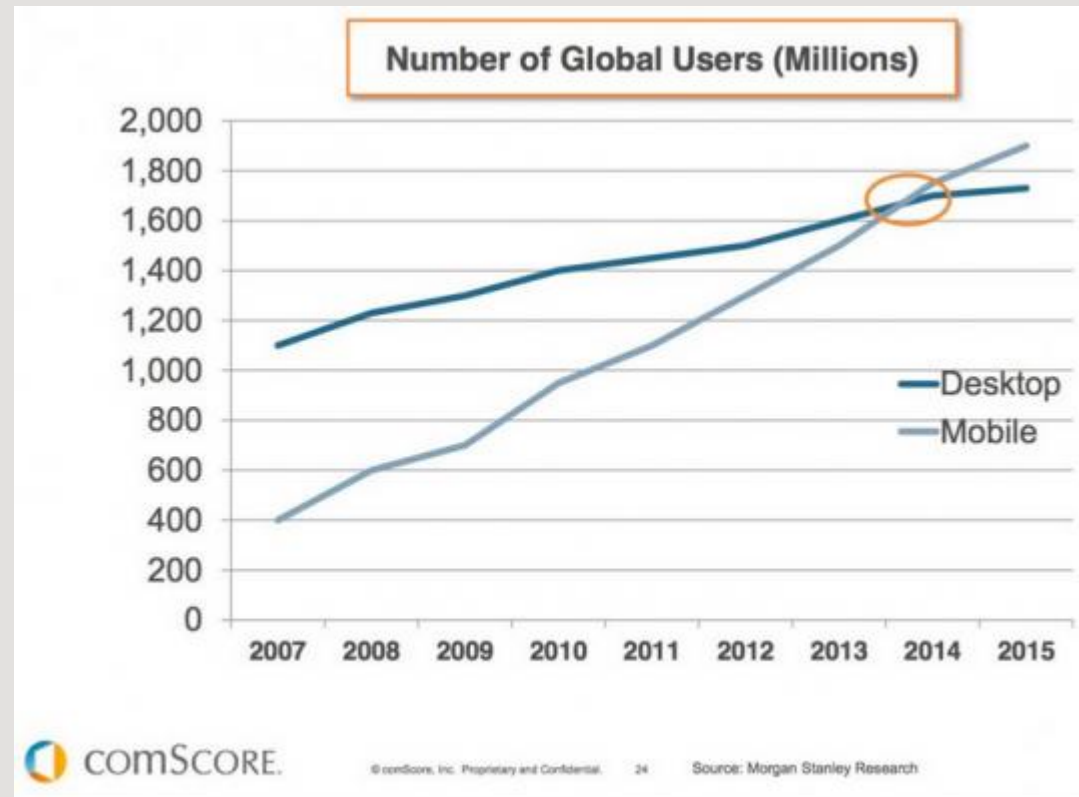


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Responsive Websites



Importance of Mobile



Elements of an Effective Website

GENERAL:

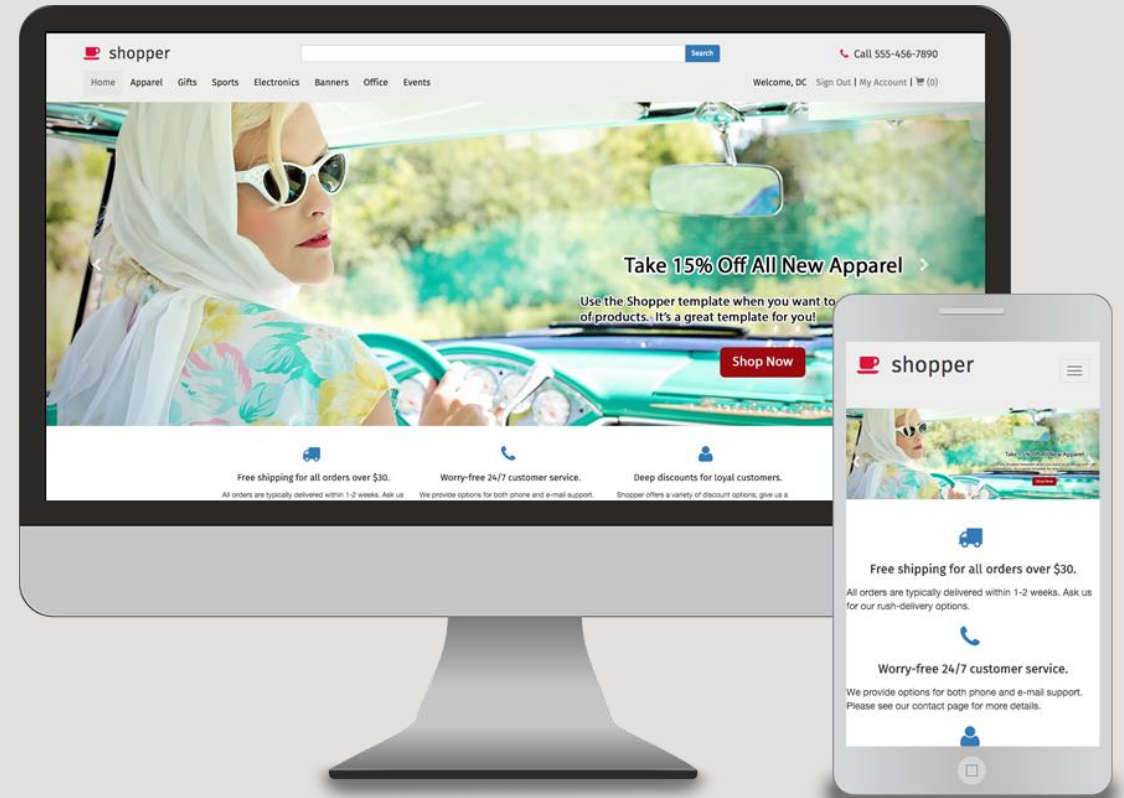
- Tells a story / who you are / why you're special
- Case studies
- Client recommendations
- Contact information
- Product search as “component”
- Fresh content!




Elements of an Effective Website


TECHNICAL:


- Responsive
- Product search – robust, easy to use
- Social integration/sharing
- Cost transparency – details, upcharges, shipping, etc.
- Virtual sampling
- eCommerce-enabled – if they're ready to buy, let em'



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Log In **Track Your Order** Customer Service 


BRANDERS What are you looking for? 

 **(844) 806 1306**
Call us: M-F 9am-12am / SAT 9am-6pm EST.

Bags & Backpacks Drinkware Apparel Office, Pens & Notebooks **Home, Auto & Food** Toys, Games & Outdoor View All

Ornaments Key Chains Food & Beverage Kitchen Items Pet Supplies Health & Wellness Clocks Tools View All


BACK-TO-SCHOOL : TAKE 10% OFF ALL OFFICE, BACKPACKS & APPAREL - CODE BTS10
DISCOUNT ONLY APPLIES ON OFFICE SUPPLIES, BAGS & BACKPACKS & APPAREL.

 **BACK TO SCHOOL Essentials** **TAKE 10% OFF**
Back-To-School Essentials
Featuring Office Supplies, Bags & Backpacks & Apparel
USE CODE: BTS10
Only applies to Office Supplies, Bags & Backpacks & Apparel.
School is around the corner - save on 100s of items!
SHOP NOW >

Customize Bottles, Coffee Mugs & More!
SHOP DRINKWARE >

Personalize your favorite Bags with Custom logos!
Best Selling Apparel
SHOP BAGS NOW >

BAGS & BACKPACKS **DRINKWARE** **NOTES & WRITING** **DESK & OFFICE SUP**

 Google Trusted Store

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TO CONTIGUOUS UNITED STATES

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looking for? Give us a call:
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Mon-Thu: 8a-10p / Fri: 8a-5p (CST)

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Summer Sale!!
25% OFF YOUR PURCHASE WITH CODE SMR15



3.5x4" Wedding Magnet with Printed Envelopes - formally
261

As low as 69¢

click to
SHOP SAVE THE DATES



5x7" Wedding Invitation with Printed Envelopes

As low as \$1.62

click to
SHOP INVITATIONS




7.375x7.75" Laminated Hand Fan

As low as \$1.14

click to
SHOP HAND FANS

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Century
Distribution

[Home](#) [Catalog](#) [About Us](#) [Tools](#)

Product Search [Hide Advanced](#)

Production Time

Minimum Quantity

Price Range (\$)

to

Manufactured In

Include Call for Pricing Products

☒ Yes ☐ No

Union Made


☐ Yes ☐ No ☒ Either

Rush Available Required

☐ Yes ☒ No


1-12 of 2258 results for [All Catalogs](#) > tumbler

Sort by




24oz Tervis Water Bottle

24oz Tervis Water Bottle
19 day production time
18.65 - 20.14 | Min. Qty: 100




SL233SS 12 oz Arctix™ 3-in-1 Insulator

SL233SS
5 day production time
10.79 | Min. Qty: 24



Godiva Tumbler Set


G200
7 day production time
37.79 - 40.90 | Min. Qty: 12




Polar Camel 20 oz Stainless Steel Tumbler

PCS-20
7 day production time
19.99 - 23.15 | Min. Qty: 24

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Select Language ▼

Welcome, Guest [Sign In](#) | [My Account](#) |  (0)






Enter style # or keyword... [Search](#)

[Tees ▼](#) [Polos ▼](#) [Fleece/Activewear ▼](#) [Jackets ▼](#) [Insect Shield®](#) [About ▼](#) [Contact ▼](#) [Specials ▼](#) [Catalog ▼](#)

Palmetto

#71350

[Like](#) [Share](#)

[View More](#)

[Add Your Logo](#)

[Product Options](#)[Sales Tools](#)

Syntrel™ snag resistant, lightweight & breathable fabric is the foundation of this stylish pique knit polo making it a durable option for long lasting wear. Saddle shoulders provide a slimming appearance.

100% Microfiber Polyester
170gsm / 5.0oz
Fast Absorption & Quick Drying
UPF 15+
Snag Resistant - 4.0 out of 5
Pill Resistant - 4.0 out of 5
100% Microfiber Polyester

Product Colors Available: Black, Navy, Royal Blue, Blue Hawaii, Red, Maroon, Orange, Forest Green, Roca, Wet Sand, White

Product Size
S,M,L,XL,2XL,3XL,4XL,5XL

Weight
5.0 oz.

[G+](#) [in](#) [Share](#) [Tweet](#) [Pin it](#)

[Email Product](#)

[Request More Info](#)

Product Version

USA
[Click Order for Price](#)

Canada
[Click Order for Price](#)

[Compare Versions](#)

Pricing Details

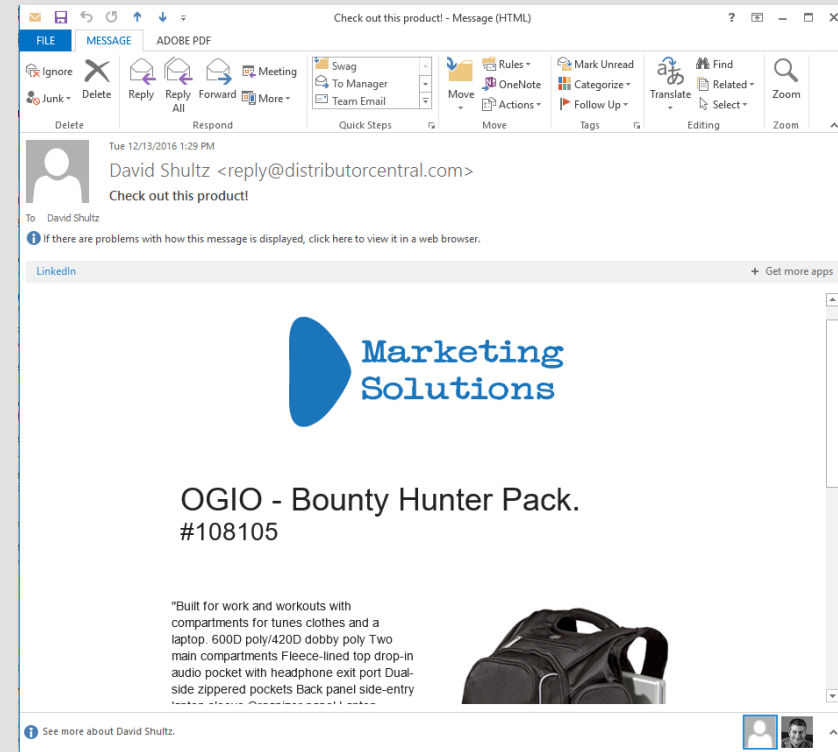
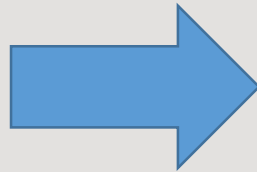
USA
[Click Order for Price](#)

Product Tags

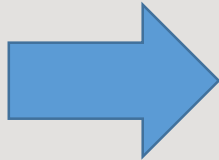
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Leverage “Sharing” Tools

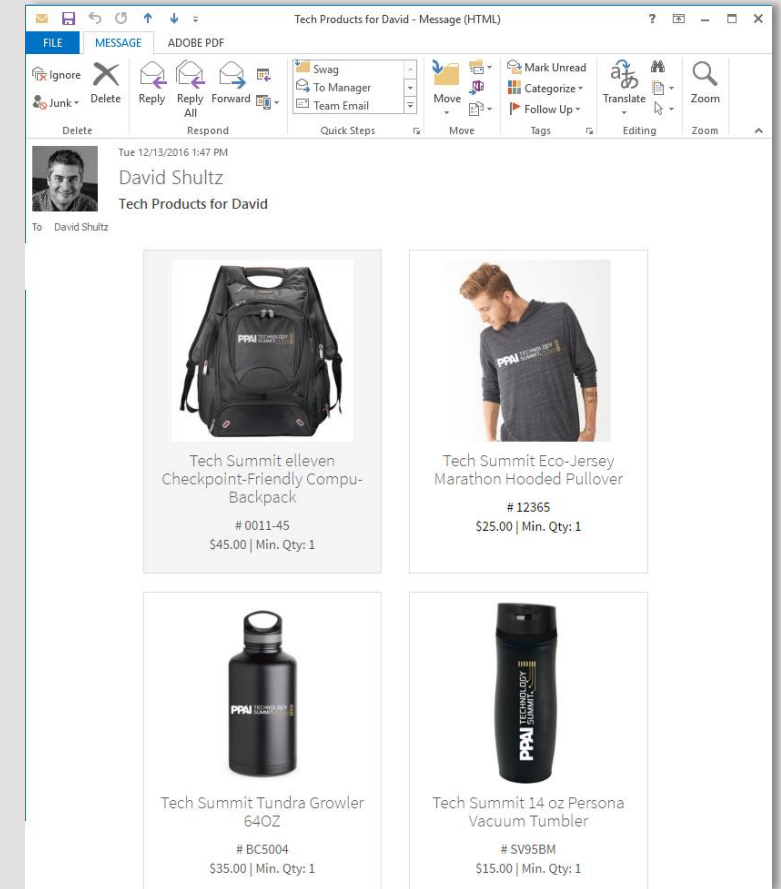
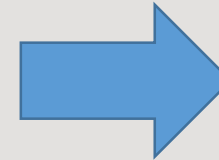


The Future of Search & Sharing?



Alexa, send
tech products
To David

I've found 4
products, sending to
David



Virtual Sampling

Fill Up Cup- Red

#19216-Red



Add Your Logo



Edit

Color:

- ☐ Clear White
- ☐ Clear White from Edges

☒ Advanced

☐ Undo Color

Movement:

- ☐ Lock All logos & text

Drag:

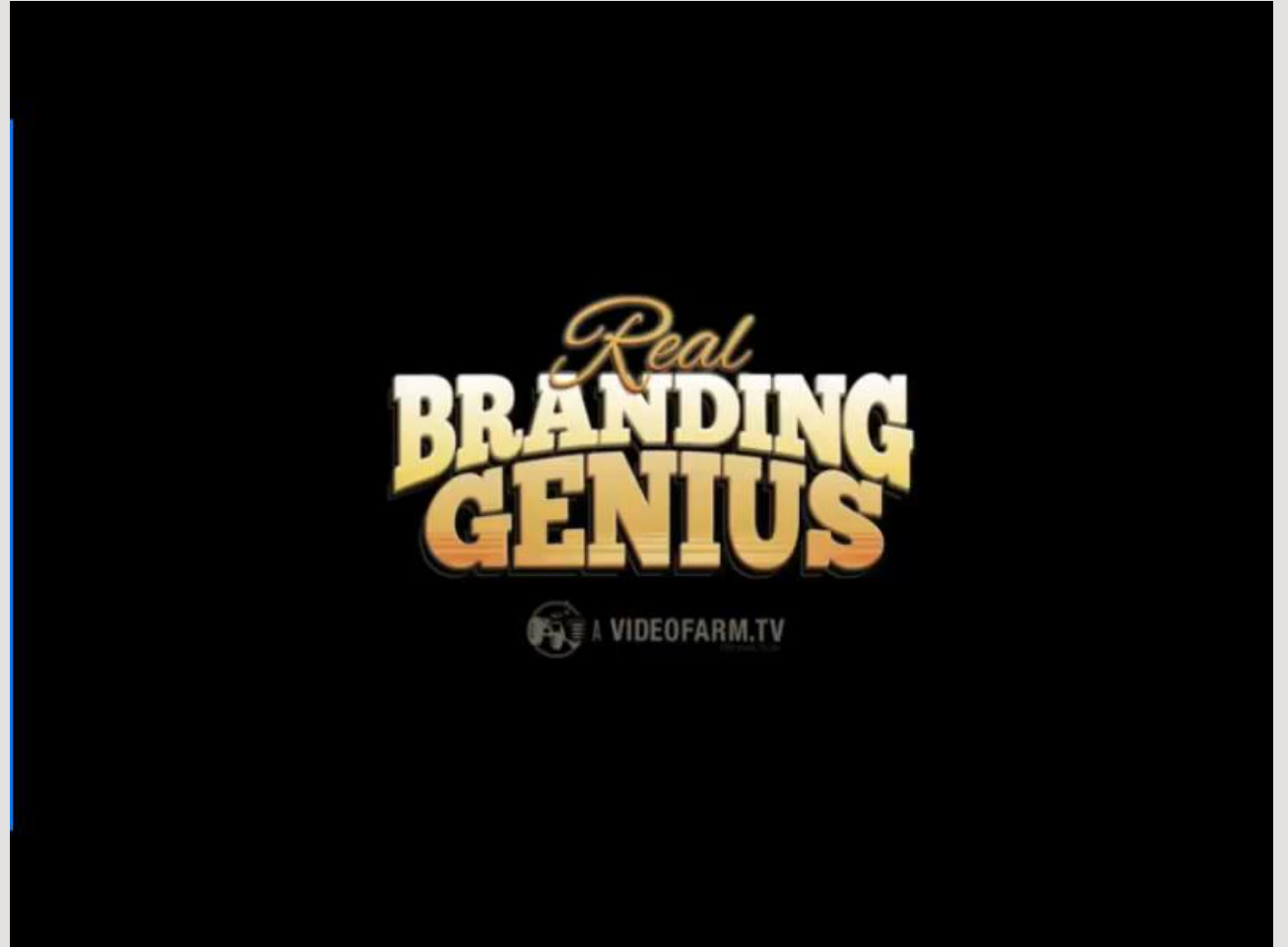
- scale
- skew

Curve:

☒ Delete

Video

- Product videos
- Educational videos
- “Fun” videos



Video - Effectiveness

- YouTube – 2nd largest search engine
- 100 MM hours of video uploaded each month
- 20% of visitors read text
- 70% of visitors watch video
- Visitors will stay on a site with video 7 times longer than one without



Don't Be Afraid to Have Fun

- Show off personality
- Sell (with less “sales”)
- Show off facilities

“In this video from DistributorCentral I learn a ton about their software. I also learn that I want to party with Dave.”



*Bullet points and quotes courtesy of Kirby Hasseman, Hasseman Marketing & Delivering Marketing Joy

Video - Budget

- \$100 - \$100,000
- iPhone to professional rig
- Basement to studio
- Internal staff to professional talent
- Sharable content/libraries



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Social Media



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Reasons to Go Social

- Outreach to customers
- Inquiries - existing/new customers
- Easy way to get referrals/recommendations
- Calls to action - email list, promotions
- Show them your "social" side



#1 Reason for Salespeople to Go Social

“Warm up your cold calls!”

Dana Zezzo
Vice-President, Sales & Marketing
Imagen Brands



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Social Channels

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Snapchat



Blogs



[BLOG HOME](#) [DC FEATURES](#) [INDUSTRY NEWS](#) [NEWSLETTER](#) [ABOUT US](#) [PRODUCTS](#) [DC HOME](#)

FEATURED SUPPLIERS



ATHENA PROMO 800.381.0445
service@athenapromo.com

SAAC Announces 2017 Board of Director Officers and Newly Elected Directors

Posted on November 22, 2016 by dcentral | [View 0 Comments](#)



CAMARILLO, CA. November 16, 2016 - Members of the Specialty Advertising Association of California (SAAC) elected two Board of Directors to a two-year term and approved the Board of Director Officers slate for 2017.

The two elected Directors, Bob Levitt, The Bob Levitt Company Owner, and Initial Impression Vice President, Craig Weiss, will join the SAAC Board on January 1, 2017. SAAC Board of Director Officers will also begin their respective one-year terms starting January 1, 2017.

"I am so excited about the leadership of SAAC. We have strong, strategic leaders who are not afraid to make an impact on the industry and lead SAAC to being a better Association. With this leadership team, we are ripe for success," said SAAC President, Lori Bolton-Herman. "I'd also like to thank outgoing Past President, Steve Parker of Halo Branded Solutions and previous Board member, Ryan Kaback of Custom Logos, for their tireless service to SAAC and helping to build the platform for our future success."

2017 Board of Director Officers are:

- **President**
Jacob Dobsch, The Chest, Inc.
- **Vice President**
Angela Taylor, DistributorCentral
- **Treasurer**
Rhett Todd, PrintGear
- **Secretary**
Tara Villanueva, Gieger

PRODUCT RANGE

No price range ▼

GO

PRODUCT SEARCH

Product Search...

Search

CATEGORIES

- Business Development (18)
- FAQ - Frequently Asked Questions (3)
- Featured Products (7)
- General (120)
- General Support (86)
 - Account Customizing (12)
 - Catalogs (10)
 - Customize (9)
 - Email (3)
 - Exporting Data (8)
 - Guides and Tutorials (16)
 - New Features (40)
 - PowerBoost (4)
- Integration (8)
- New Suppliers (7)
- Newsletter (176)

Tweets by @DistCentral



Holiday Notice: Admatch Regal
[blog.distributorcentral.com/2016/12/07/mol...](#)



Admatch Regal
[@AdmatchRegal](#)

Please note that Admatch will be closed for our annual #holiday break starting Dec 23 thru Jan 3. All inquiries need to be sent in before!

Reasons to Blog

- Tells your story
- Educates
- Builds confidence
- Builds credibility
- Effective!



Taking the "Blah" Out of Blogging

August 17, 2015
Bill Petrie

Digital client engagement has evolved to the point where there are so many tools it's not only hard to know where to start, but also to know where to focus the resources necessary to achieve results. This generally leads to frustration or, even worse, inaction. Today's business environment is far too competitive to ignore that digital marketing – specifically, content marketing/blogging – will not only drive traffic to your website, but also position you as an expert and win clients.



Why content marketing? The numbers are staggering:

- 54% of marketers generated a client from their blog in 2014
- 86% of small business marketers view their blog as their most impactful marketing tactic
- 72% of SEO (Search Engine Optimization) professionals rate blogging as their top inbound marketing activity

How about a personal, real world example? If you go to Google and type in the word "brandivate," at least 8 of the top 10 results will be some form of brandivate marketing. While there are many factors at play, I mainly attribute this SEO success to content marketing: the [brandivate blog](#).


While success through blogging isn't a new concept, it is one that is gaining wild momentum. In 2014, the largest blog hosting site had over 83 million unique visitors in the United States EVERY month. Blogs fuel SEO as search engines crave valuable content and reward you for it as evidenced by the brandivate example above.

Featured Posts




Be Your Rockstar
August 26, 2015

Recent Posts



Pumpkin Spice
August 31, 2015



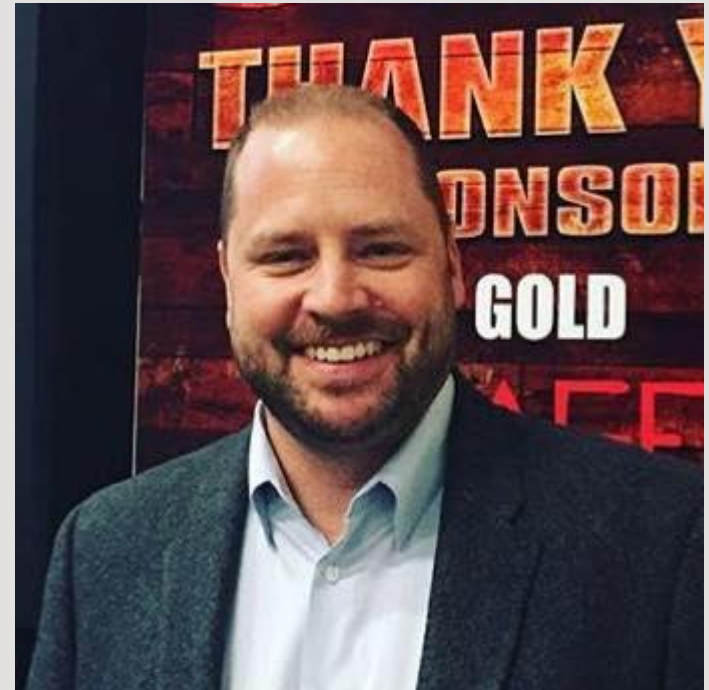
Be Your Rockstar
August 26, 2015



You Can't Teach This
August 24, 2015

Bill Petrie's Blogging Best Practices

- Consistency - post regularly
- SEO – drive traffic to your website
- Promote via social
- 80/20 Rule – 80% build readership, 20% sell



Bill Petrie's Blogging Best Practices

“Being consistent, focusing on SEO, relentless promotion, writing for your audience, and keeping the 80/20 rule top of mind will set you apart from the competition either unwilling or unable to engage with their target audience through content marketing.”

-Bill Petrie, brandivate Marketing

Email Marketing



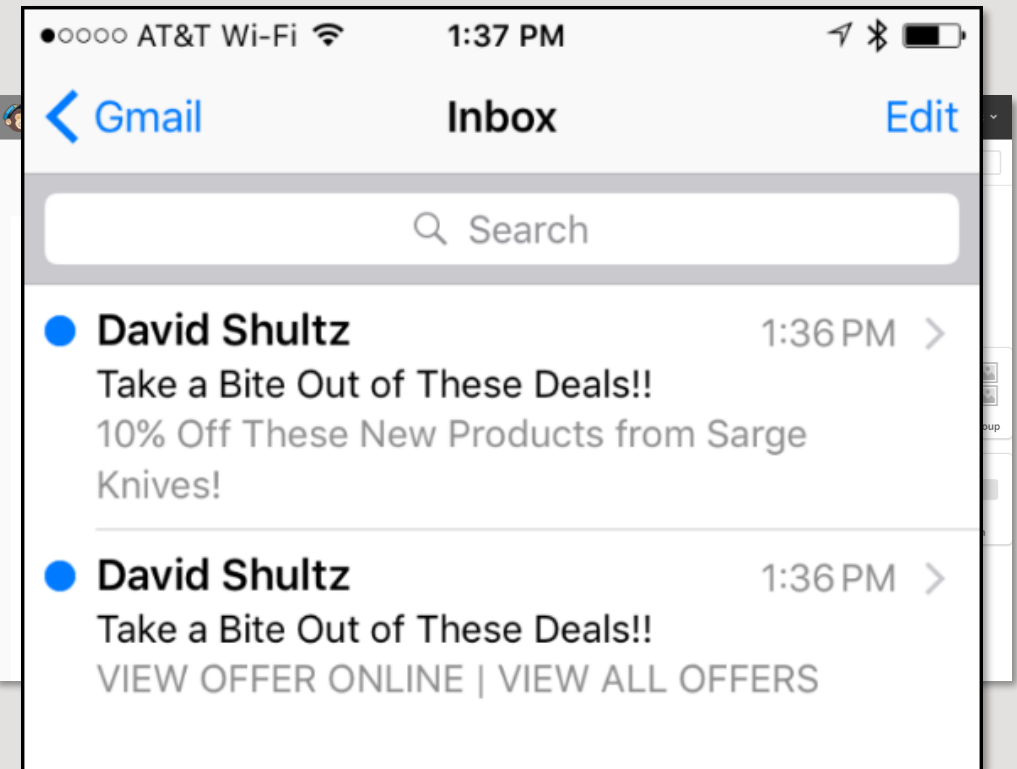
Email Marketing – Effectiveness

- 72% prefer email communication
- 91% want promo info from companies with whom they do business
- #1 ROI - \$36 for every \$1 spent
- 23% b2c sales
- “Sticky”



Email Marketing – Tips

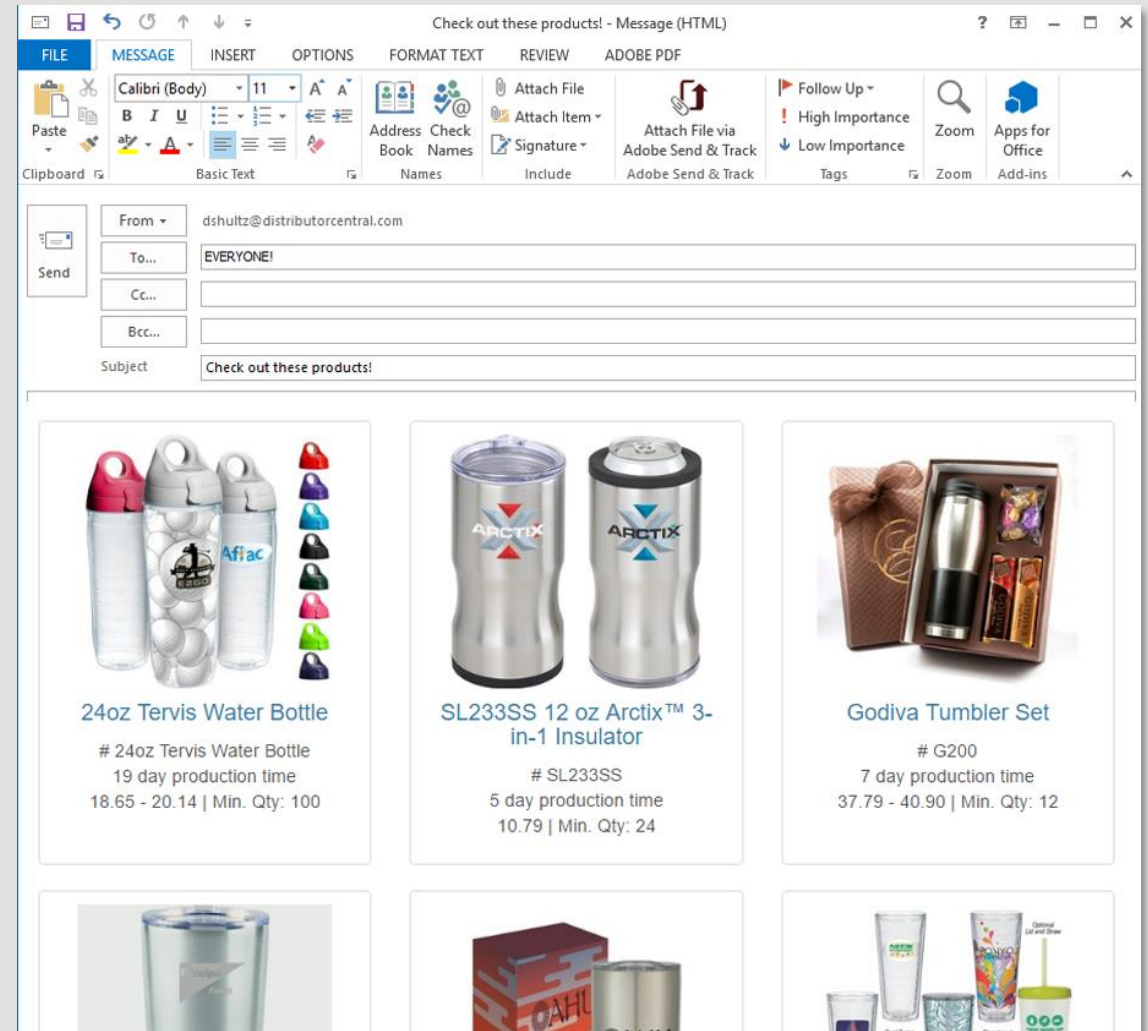
- Low-cost providers – MailChimp, iContact, ConstantContact
- Industry service providers
- Friendly, helpful content
- Have a conversation
- Meaningful, one-on-one
- Subject lines / calls to action
- Leverage “2nd” subject line



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Email Marketing “No No”

Do not send mass emails from Outlook, gmail, etc.!



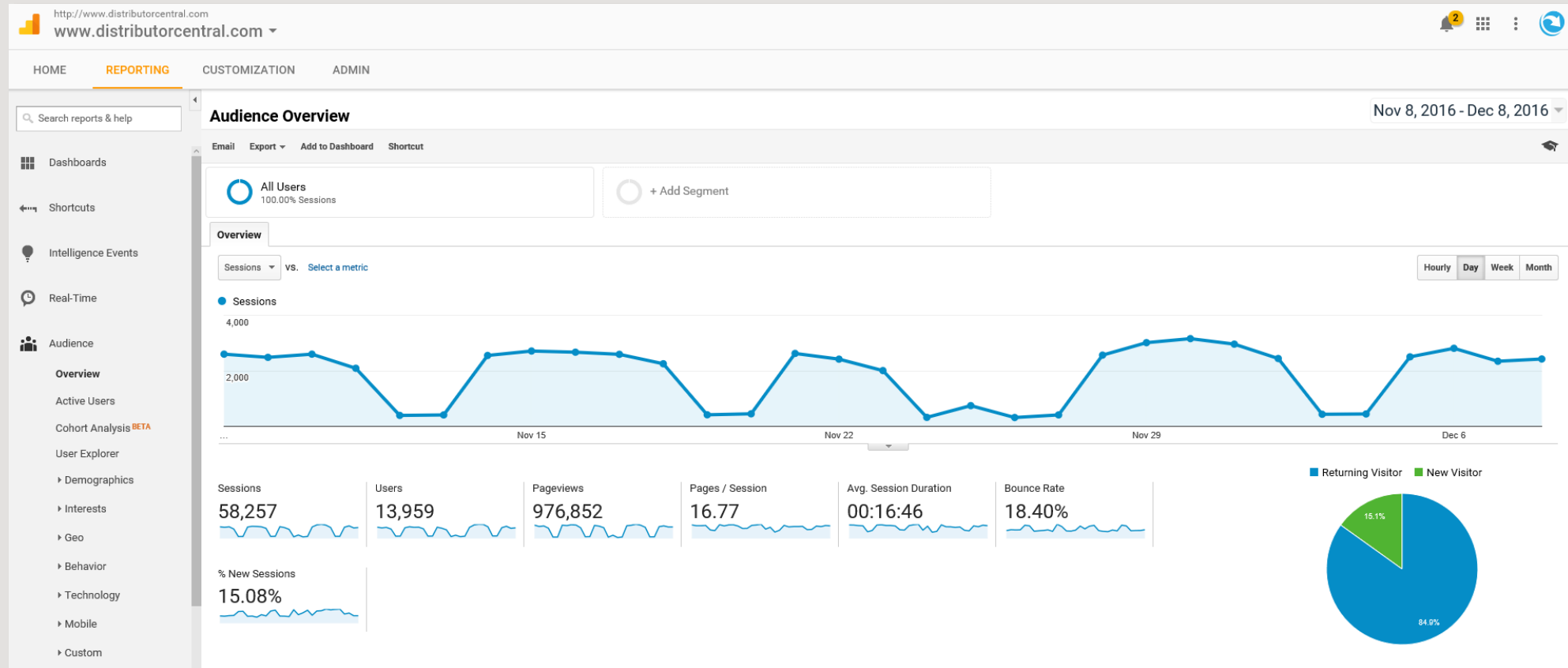
Bringing it all together

- What works?
- What doesn't?
- Evaluate
 - Website
 - Social media
 - Email marketing
- Adjust efforts to optimize communications and engagement

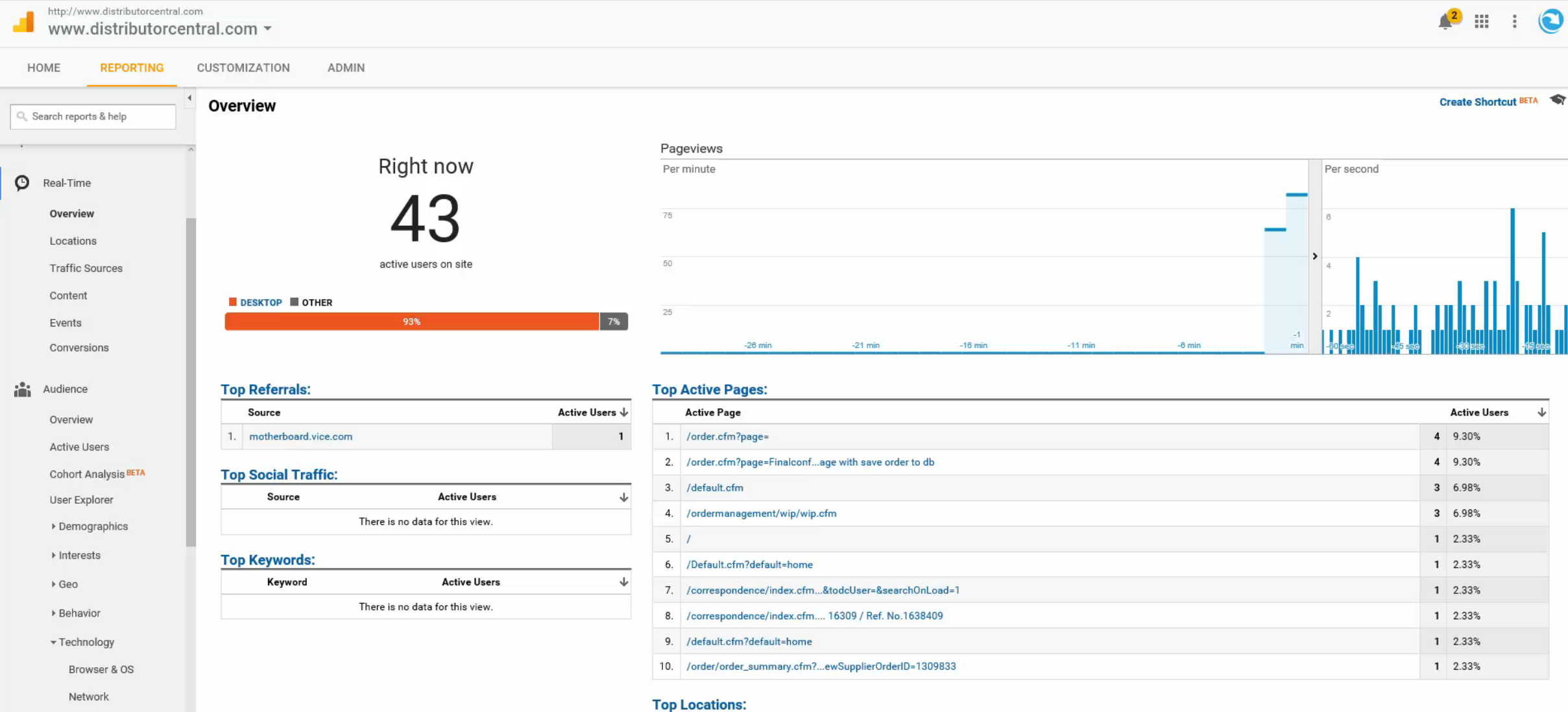


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Evaluating Website Traffic




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Search Engine Optimization

- How to stand out?
- Unique/nichey, winnable keywords
- Be “sticky” - keep customers coming back
- Solid domain name, URLs
- Social media, blogs, video, CONTENT
- Tools: SEO Primer, Buzzsumo, Hashtagify.me, Uber suggest, Google reviews



OPTIMIZE YOUR WEBSITE

Follow these simple tips to help Google understand the content on your site. This information helps deliver great results to searchers (your future customers)!

1. LOOK GOOD IN THE SEARCH RESULTS

A Your page title is used as a suggestion for the title in Google's search results. Describe your business in a concise, informative phrase.

B Domain names are an important part of Google's search results. Choose a descriptive and easy-to-read domain name for your website. Sub-pages should also be easy to read. For example, use www.stasiasbakery.com/custom-cakes instead of www.stasiasbakery.com/prodid?12345.

C Meta descriptions are page summaries often used by Google and other search engines on the search results page. Write unique descriptions for each page in 160 characters or less.

A [Stasia's Bakery - The Best Bakery in New York](#)
www.stasiasbakery.com/
A family owned bakery located in the heart of New York's cutest neighborhood specializing in custom cakes and pastries.

B [Home Page/](#)
www.example.com/
Welcome to the home page of our new store! About | News | How to find Us

2. HELP GOOGLE UNDERSTAND IMAGES

A Give your images short, descriptive file names.


B The "alt" attribute describes the image. This helps Google understand what's in the image.

C Write a short caption on the page below each image. Put important information in text rather than images.

A ``

C High quality prints of Van Gogh's Starry Night

3. UPDATE AND KEEP GOING



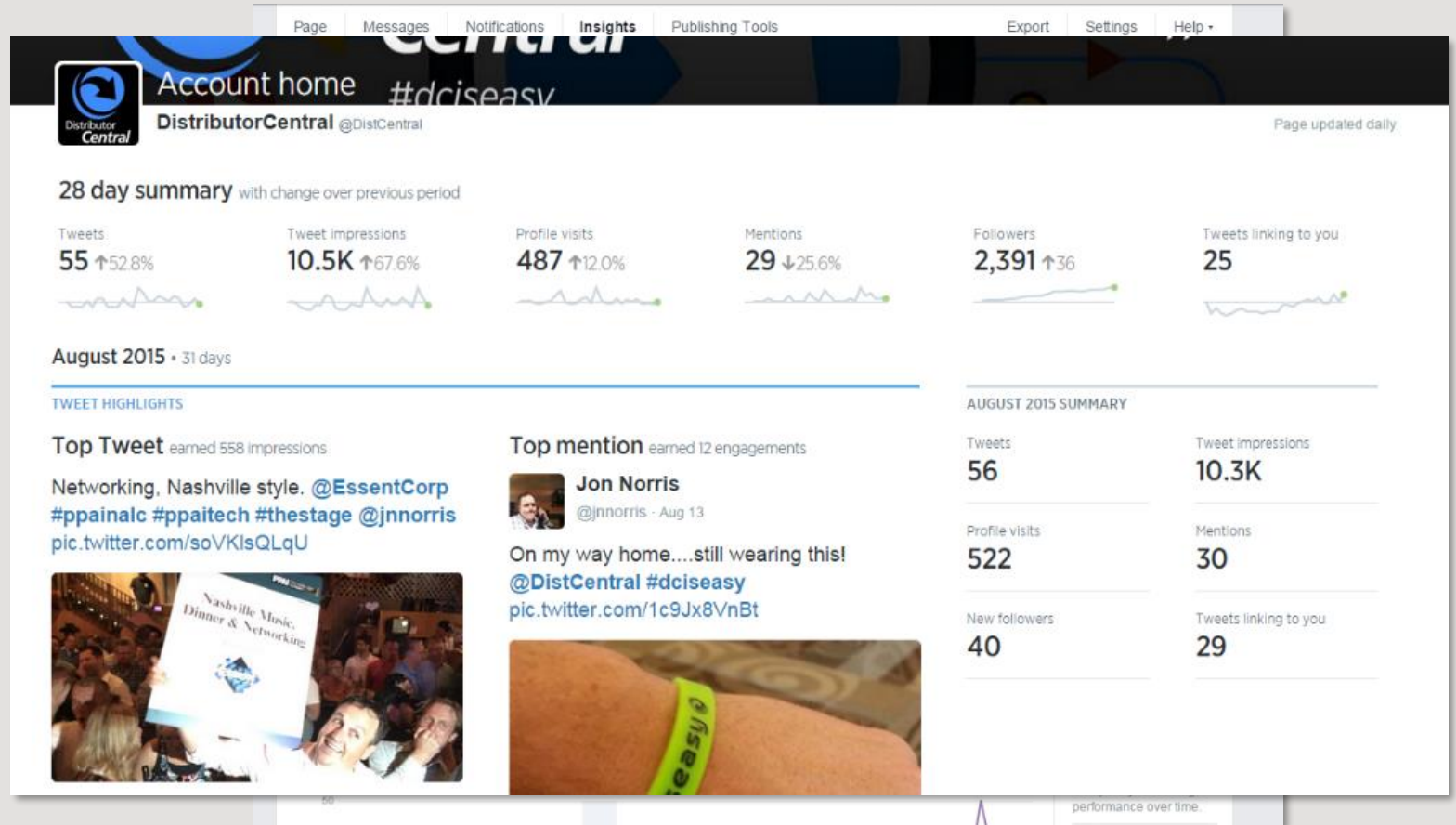
PROVIDE USEFUL CONTENT AND KEEP IT UP TO DATE

Your website is like a virtual storefront. You wouldn't leave a store unattended for 6 months, right? Keep your site fresh by starting a blog, announcing new products, sales, and special offers. Remember to put yourself in your customer's shoes and make sure you provide them with the information they need.

<https://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>

Evaluating Social Media Efforts

- Likes / Followers
- Reach
 - Organic
 - Paid
- Engagement
 - Comments, retweets, mentions, etc.
- Content
 - What works?
 - What doesn't?


















Evaluating Social Media Efforts

Your 5 Most Recent Posts

Reach: Organic / Paid

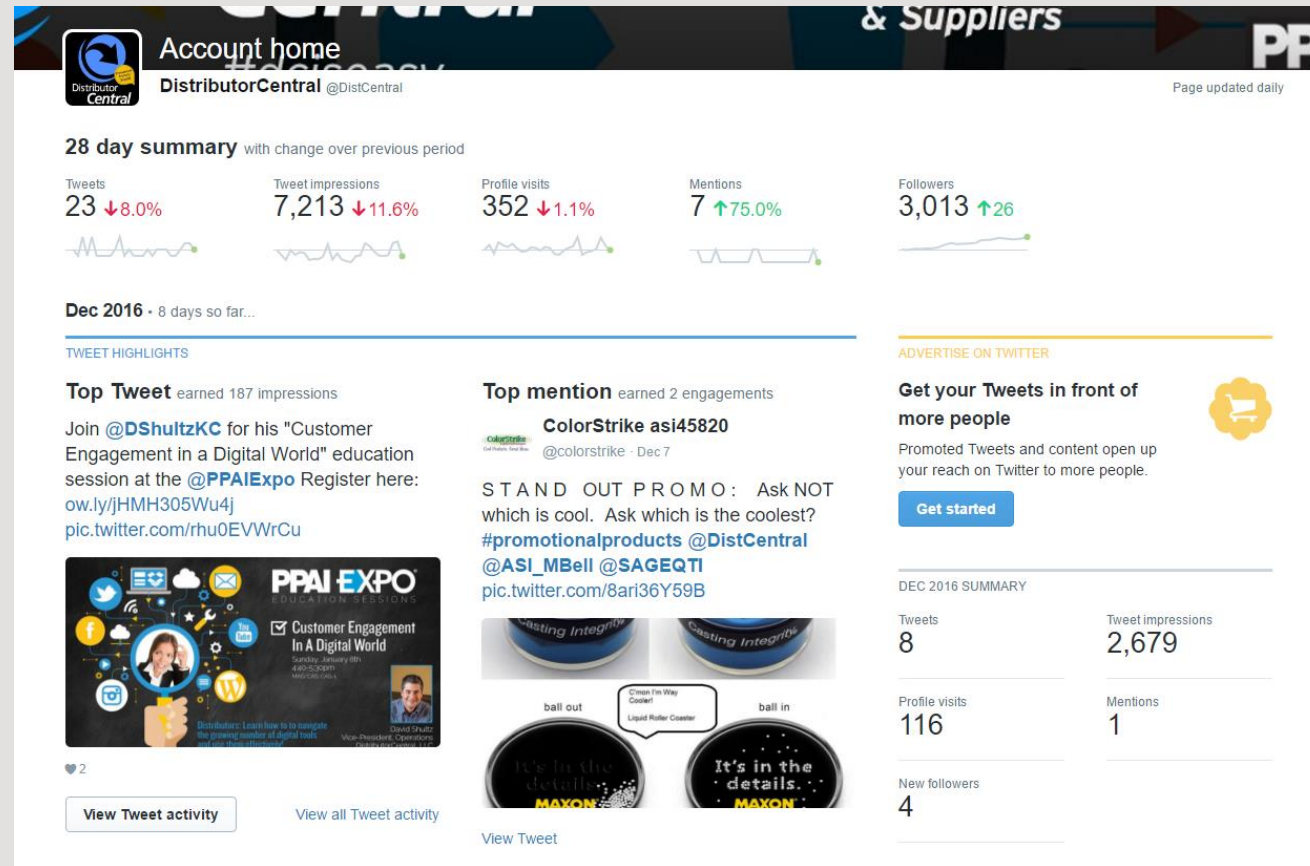
Post Clicks

Reactions, Comments & Shares

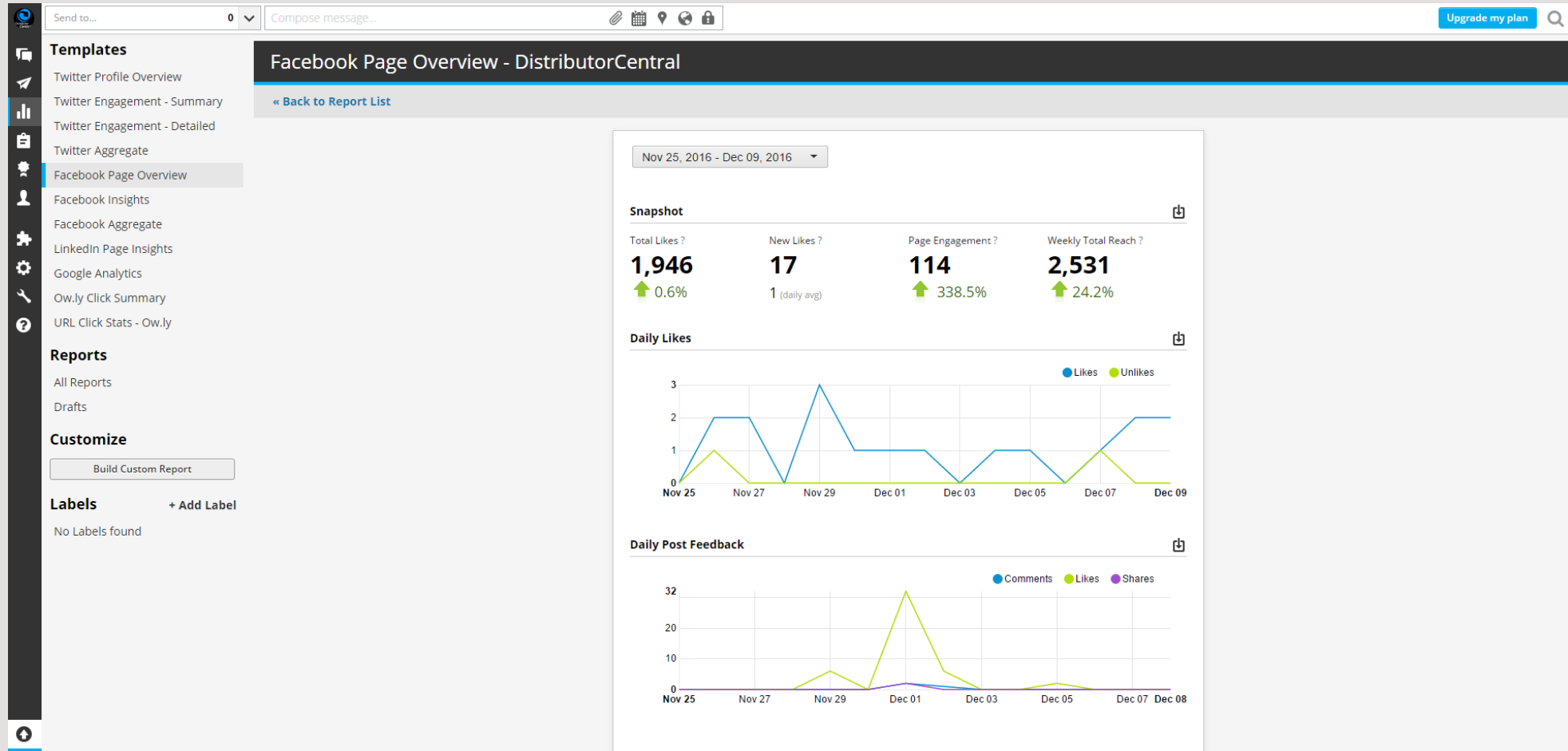
Published	Post	Type	Targeting	Reach	Engagement	Promote
12/05/2016 8:25 am	 <div>Thank you to our December Web inar Sponsor TradeNet All webin</div>			1.8K	<div></div> <div>132</div>	Boost Post
12/02/2016 9:00 am	 <div>Please join us in welcoming the latest additions to the DistributorC</div>			349	<div></div> <div>657</div>	Boost Post
12/01/2016 4:43 pm	 <div>DistributorCentral's Vice-President of Operations, David Shultz, w</div>			943	<div></div> <div>9639</div>	Boost Post
12/01/2016 8:27 am	 <div>December is 'New for 2017" Month! http://www.dcmkt.com/vdc.asp</div>			1.2K	<div></div> <div>260</div>	Boost Post
11/29/2016 2:23 pm	 <div>Hey DistributorCentral Distributor s and Suppliers - be sure to mak</div>			83	<div></div> <div>36</div>	Boost Post

See All Posts

Evaluating Social Media Efforts



Aggregated Platforms – e.g., Hootsuite



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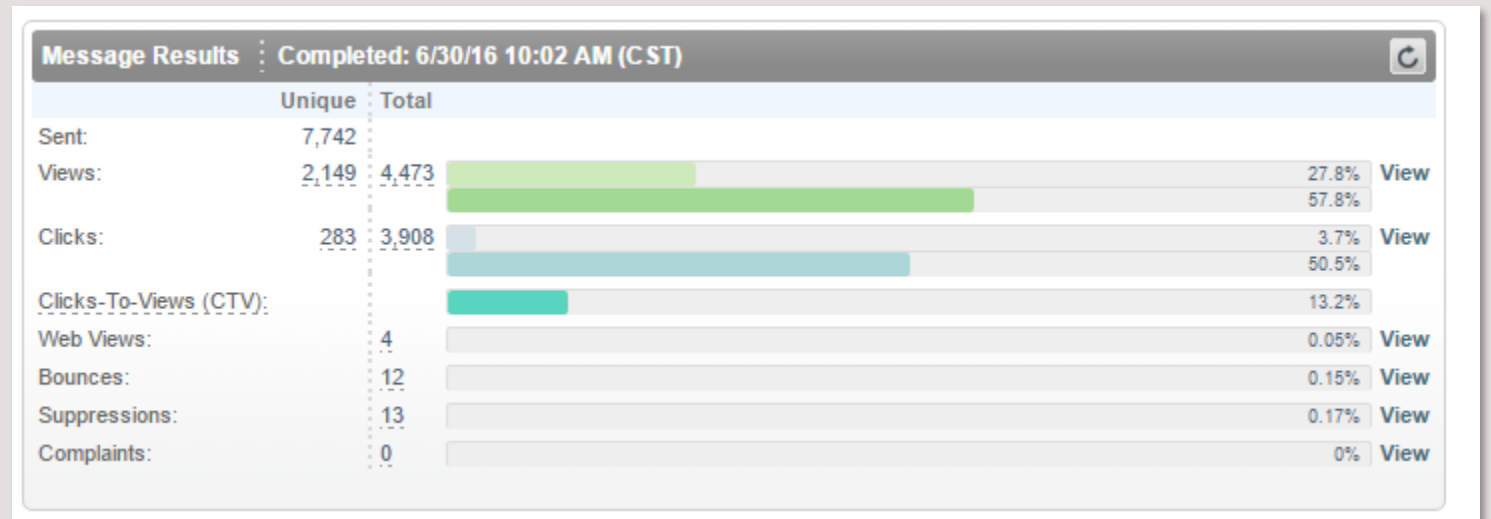
Aggregated Platforms – Email/Social Scheduling

The screenshot displays a social media scheduling interface for the account 'Big Slick KC'. At the top, there's a navigation bar with a calendar icon, the current date 'June 2015', and tabs for 'month', 'week', and 'day'. Below this is a search bar with a 'keyword' field, dropdown menus for 'Owner' and 'Campaign', and a 'Refresh' button. The main area is a calendar grid showing posts scheduled for each day of the week. Each post is represented by a card with a timestamp, a social media icon (Facebook or Twitter), and a preview of the post content. The posts include various announcements, event reminders, and promotional messages for the Big Slick KC event.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
12:18p Big Slick KC We have one hour to go until the cutoff for fundraising; will you be one of...	1:28p Big Slick KC Big Slick KC Celebrity Softball Game at #TheK on 6/19 at 5pm followed by Ka...	2p @BigSlickKC Meet Hudson. And Rufus. Two more reasons to become a friend of #bigslckkc ...	8:43a Big Slick KC Big Slick KC founder and host Rob Riggle on @johnnydaremorningshow in 5 min...	8:28p Big Slick KC The Kansas City Royals are killin' it in the All Star polls, and you can jo...	11:27a Become a Friend of Big Slick: Charlie Hustle T-Shirt	11:08a Big Slick KC We're looking forward to having you back too! Thanks Perpetual Change for t...
		8:53p Big Slick KC We probably haven't said it enough, so please accept a heartfelt "thank you..."	1:20p Big Slick KC Catch Rob Riggle tonight on Conan O'Brien Presents: Team Coco (8/3, 11/10c...		12:37p Big Slick KC Wanna sport this shirt before anyone else? Our new CrowdRise campaign is L...	1:05p @BigSlickKC Ever wonder? http://emfl.us/1_Ld #GeneLamont #bigslckkc #royals
		8:54p Big Slick KC Wait, you mean I can eat some awesome chocolate and support Children's Mer...			1:28p Big Slick KC	10:02p Big Slick KC Two weeks from tonight. At this very time. This could be your view. You don't...
8:34p Big Slick KC Did you catch Inside Pediatrics, a documentary about families and staff at ...	9:03p Big Slick KC 2015 Big Slick celebrity guest announcements coming up soon! Be sure to fol...	12:20p Big Slick KC Why so glum Johnny Knoxville? Is it because you have to wait 10 days until ...	3:01a Big Slick KC Here's one of the better first pitches you'll see.	9:13a Big Slick KC You've seen him in everything from Superbad to Knocked up to the critically...	9:04a Big Slick KC We're rolling again this morning - are you ready for more great guests at t...	
	10:06p Big Slick KC Donate \$100 or more to Big Slick KC/ Children's Mercy Hospital and get the ...	2:37p Big Slick KC Limited tickets remaining; don't miss out on the incredible weekend known a...	3:08p Big Slick KC Support Children's Mercy Hospital while enjoying a night at Kauffman Stadiu...	2:34p Big Slick Tailgate Party at The K!	9:14a Big Slick KC Wait, you want more? What about our good friends, and returning Big Slick ...	
		4:57p Big Slick KC Is it getting louder in here? Please help us welcome a first time Big Slick...	7:48p @BigSlickKC Check out these sweet #bigslckkc socks! Every purchase supports @Childrens...	2:41p Big Slick KC Actress, producer, MTV VJ; she does it all! Please welcome to the Big Slick...	11:08a Big Slick KC I know guys, the girls are getting all the Big Slick KC love this morning! ...	
		9:43p Big Slick KC We love our beneficiary, Children's Mercy Hospital, and apparently we're no...	9:48a Big Slick KC Now you're stylin'! Our good friends over at Sock 101 are giving to the cau...	9:28p Big Slick KC Wanna start your Big Slick Weekend a little earlier? Join us for the Big S...	11:28a Big Slick KC Who asked for more funny guys? You got it! Please welcome Emmy Award-winni...	
		9:24a Big Slick 2015 - Limited Tickets Remaining!	10:44a Big Slick KC She had so much fun last year she's comin' back for more; please join us in...		11:45a Big Slick KC Two more of our favorite faces from some of our favorite shows, let's hear ...	
		3:34p Big Slick KC Who's up for a game of penny can? You may know him as Grayson on Cougar To...			12p Big Slick KC He was supposed to be with us last year but was unable to make it. From Daw...	
					12:07p Big Slick KC I know, I know...you're tired of us	

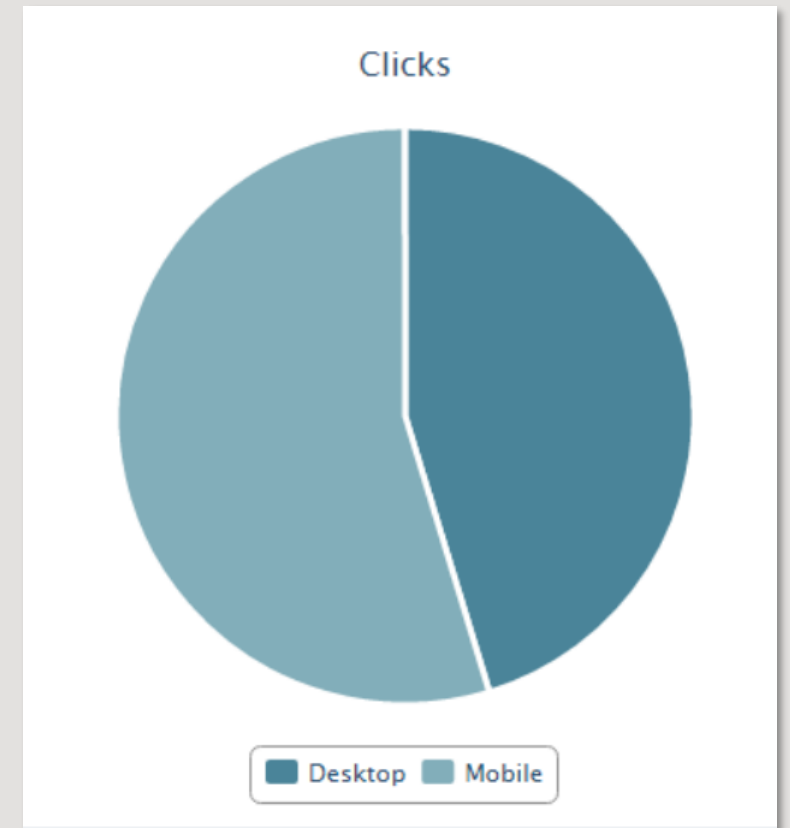
Evaluating Email Marketing

- Opens/Views
- Clicks
- Clicks-to-Views
- Landing pages
- Calls to action - correlation of desired action?



Evaluating Email Marketing

- Scheduling & coordination with social
- Responsive / optimized / pre-flight
- Best time/day?
- Content - videos, animated .gif, photos
- Calls to action – focused
- Subject lines – personalized
- 2nd subject line / preview text



Evaluating - Cross-Channel Approach

- Social
- Email
- Website
- Combined Analytics



Analyze, Adjust, Repeat

- What works?
- What doesn't work?
- Leverage your digital toolbox to help you engage with and stay in front of your clients.



Remember:

*People buy from
someone they know,
like and trust.*



This Is **WHY I EXPO**

ANY
QUESTIONS?



This Is **WHY I EXPO**

Thank you!



David Shultz

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