



3 Keys to Ensure Industrial Distributors *Win Online* in 2022

Presented by DDS & ES Tech Group



A man with short, dark hair, wearing a brown leather jacket over a plaid shirt and blue jeans, is sitting in a field of tall green corn. He is looking off to the side with a thoughtful expression. The background shows a vast field of corn stretching to the horizon under a dramatic, sunset sky with soft, golden light.

**“If you build it,
they will come.”**

Only works in a field of dreams.

To Win Online in 2022

CONTENT

*Next-Generation
Product Data*

COMMERCE

*Best-in-Class B2B
eCommerce*

COMMUNICATION

*Digital Marketing Strategy
and Execution*

To Win Online, You Need



CONTENT



COMMERCE



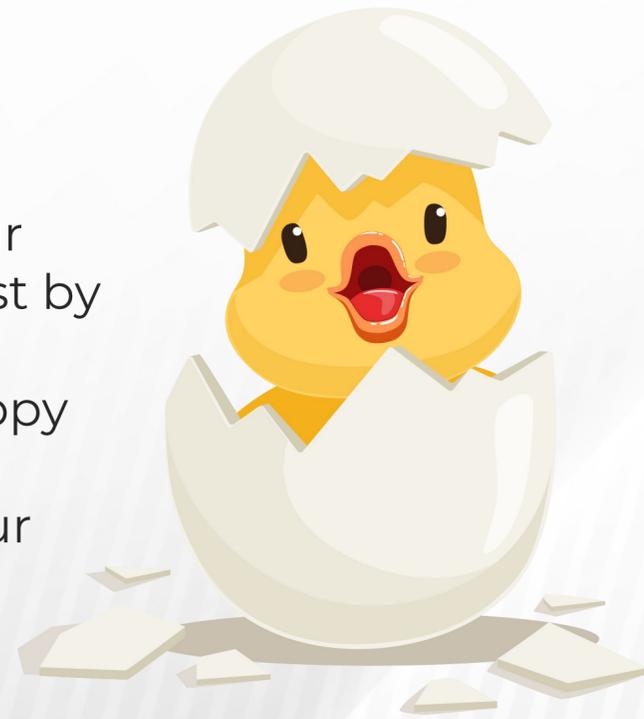
COMMUNICATION

B2B eCommerce
Marketing *Made Simple*

A Proven Roadmap for eCommerce Success

What comes first... the chicken or the egg?

In our experience, it is important to build for your **current** B2B customer first by reverse-engineering the desired goal to create happy promoters of your brand. Only then do you turn your attention to attracting **new** customers.



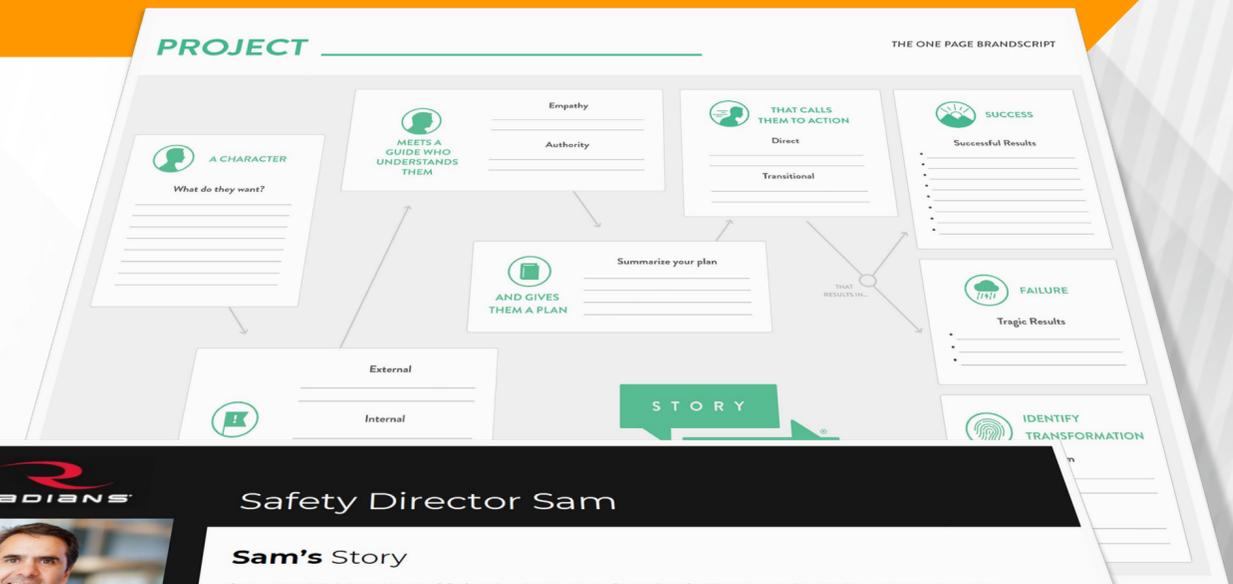


Brand Foundation

Crystal-Clear Branding, Messaging, and Targeting to Ensure Marketing Success

Before your first communication campaign and launch of your website, we advise building a solid foundation for your digital marketing efforts.

- How is your visual branding?
- Does your logo need to be updated?
- Do you have a brand guide?
- Do you have a documented brand script, one-liner, elevator pitch, value proposition?
- Do you have documented buyer personas or ideal customer profiles?
- Are you customers segmented by industry vertical, lifecycle stage, or stratification?
- Do you have a CRM and/or marketing automation platform?



RADIANS

Safety Director Sam

Sam's Story

Sam takes his job as Head of Safety in a large manufacturing facility very seriously. He expects the same level of professionalism from his employees and his vendors. He doesn't have time to play games and wants his safety products, advice and support to be top-notch. That means anyone he does business with must be on top of their game. Be on time and deliver. He appreciates when his associates are direct, helpful and as serious about their career as he is about his own.

"I just need a partner in safety I can trust. Provide me with expert advice and great products and we have a deal."

Experience He Wants

- Sam wants expert advice and support as well as products that fit the bill. After all, that's what his vendors are there for. Help him by keeping him in budget with the safety equipment his company demands.
- He will only do business with partners that are as serious about their work as he is.
- He demands trusted suppliers and resources that can provide clear and concise product information, pricing and availability that can meet his order demands and time schedules.
- The best way to communicate with Sam is through email or other written communication. Build a relationship in person.

Goal

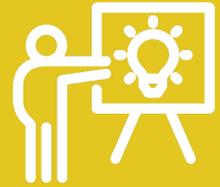
Sam is committed to a safe and healthy work environment, zero accidents and improving his company's overall financial outlook.

Brands

GMC DENALI **Callaway GOLF** **STELLA ARTOIS**

DECISION MAKING TIMELINE

Attract → **3 Months** → Convert → **3-4 Weeks** → Close → **12 Months** → Delight



B2B Awareness

Educate Your Staff and Existing Customers About Your B2B eCommerce Platform

Your first campaign should focus on education about what your new eCommerce platform can do and how to use it.

- Traditional sales teams need to understand the benefits of the platform and how to best use it to nurture and grow accounts.
- Videos and educational articles help communicate the value of the webstore leading up to go-live and can be used indefinitely for onboarding new customers and staff members.
- Head-off objections ahead of time and continue to maintain a FAQ section on your website to answer common questions.





B2B Adoption

Encourage Customers to Use the New eCommerce Platform as The Primary Method to Shop and Order

Customer adoption of eCommerce doesn't happen automatically. We need to incentivize new behavior by making it easy to get started and offering rewards for making the switch online.

- Some customers demand eCommerce, others will gladly adopt it, while still others will need some convincing before they change the way they buy.
- Incentives like an online-only loyalty program can be deployed to encourage web sales and reward desired activity like new purchases or changing brands. Incentives are based on buyer personas.
- Optimizing the customer experience now is critical to converting and retaining new business generated by the website through customer acquisition efforts.





B2B Growth

Grow Your Existing Business Through Cross-Sell, Up-Sell, and Product Line Expansion Efforts

The best source of new revenue is from existing customers who know you, trust you, and love your new eCommerce platform.

- Utilize EvolutionX's sophisticated merchandising and marketing tools to bring awareness to new product lines, supplier partners, and related items.
- Increase your average order value by bundling products, offering incentives for larger orders, and introducing innovative new product and services.
- Lead with educational content to avoid spammy sales pitches while establishing authority as the helpful guide. Blog articles, landing pages, and email automation help you get customers back to the site more often.





B2B Promoters

Customer Acquisition Starts with Customer Satisfaction, and Publishing Customer Success Stories

Social proof is a powerful brand tool that converts strangers into new customers by showcasing your ability to solve problems and deliver on your unique value proposition.

- Survey customers to determine their Net Promoter Score (NPS). This will help you identify those who may be willing to give you a testimonial, endorsement, or even case study.
- Interview your promoters and capture their testimonials to be used in videos, articles, or snippets on your website.
- Celebrate and share your happy customer reviews with your existing customer base to increase brand loyalty and growth.





Attract Traffic

Increase Your Organic Traffic Through Ongoing SEO and Paid-Traffic Efforts

Now that you have nailed your B2B customer experience and have proven your ability to make existing customers happy ordering online, it's time to drive relevant traffic to your webstore.

- Most traffic today is paid for with Google Ads, social media advertising, and referral links.
- Optimization efforts are ongoing and organic traffic will take some time but is invaluable for long-term results.
- Focusing on the cost per customer acquisition, our team helps you ensure that you are consistently generating high-quality leads and/or customers while gradually reducing your ad spend.





Convert Traffic

The Process of Converting Traffic Into Customers Generates Consistent and Predictable Growth

Visitors find your website via organic, paid search, or referral links. When they get to your website, what happens next? You need a sales funnel to turn leads into customers and engage your sales team.

- Create a lead-generator that collects contact information from website visitors.
- A lead-nurturing email workflow will warm up your leads while educating them on why they need your help and how you can help them.
- A sales email workflow will score leads, identify the best opportunities, and call them to action.
- Marketing automation will notify your sales team when a B2B lead is ready to talk.



***This seems
hard.***



*Relax.
We do it all
for you!*



Introducing the eCommerce



An all-inclusive eCommerce program for NetPlus distributors designed to help you **get online** and **win online!**

Join NINE other NetPlus Alliance Distributors to form a PACK.

Each pack shares a dedicated eCommerce Marketing Manager.

Each distributor gets DDS Content, an EvoX Webstore, and Digital Marketing services.

This 3-year program is designed to help you reach digital maturity FAST.



À la carte Options Available



CONTENT



COMMERCE



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