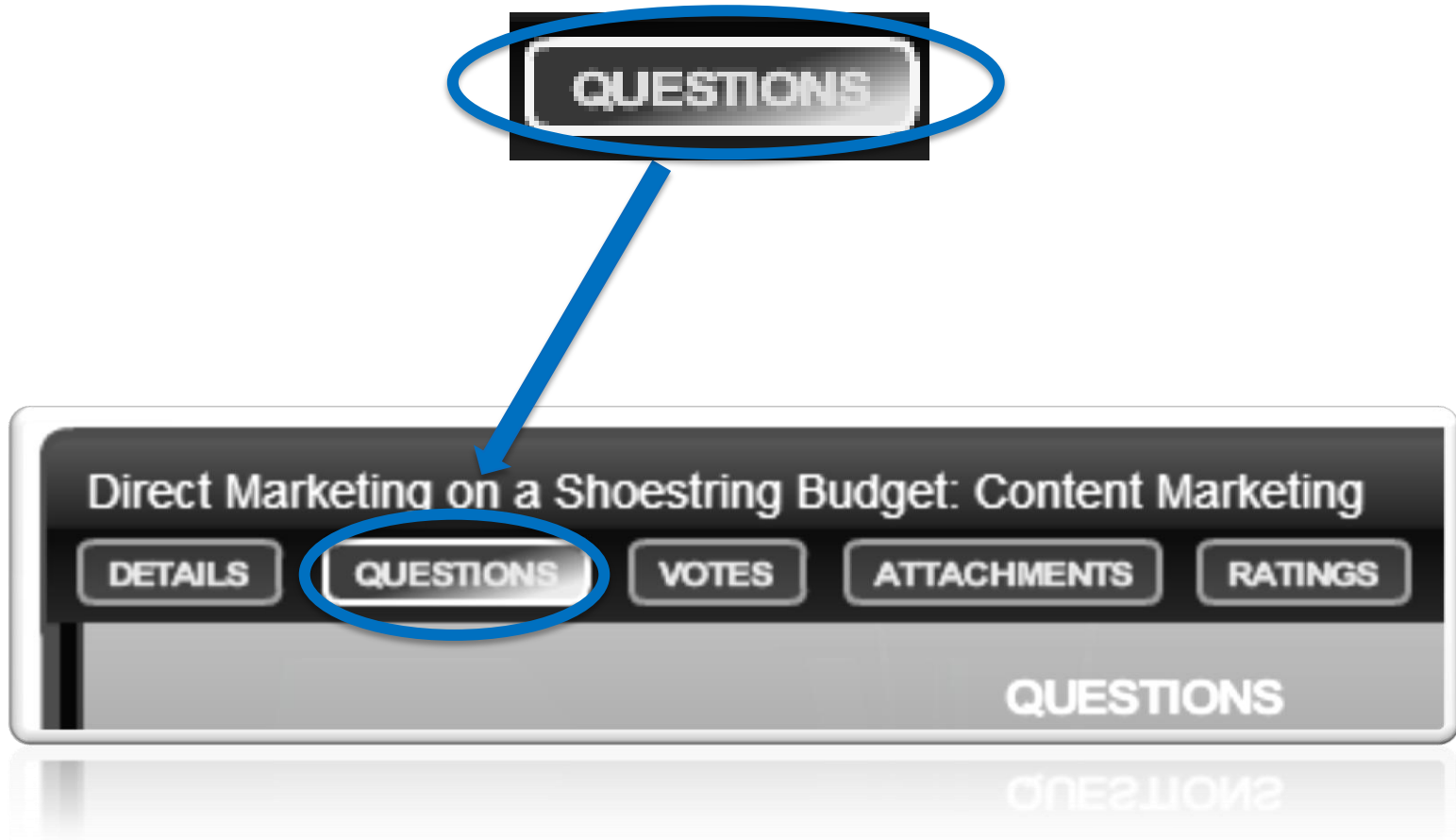


Direct Marketing on a Shoestring Budget: Content Marketing





#ActOnSW

Today's Presenter



Carolyn Goodman
President and Creative Director
Goodman Marketing Partners, Inc.
@carolyngoodman



Cyndie Shaffstall
Founder and CEM
Spider Trainers
@CShaffstall

DM on a Shoestring Budget

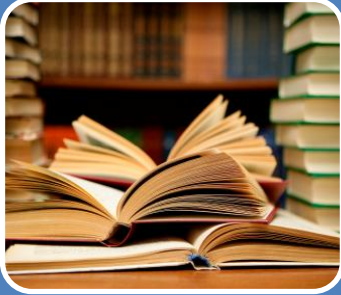
Content Marketing



What is Content Marketing?



The creation and distribution of **original** content that
has
perceived value
in order to positively position your brand in the minds of
your prospects and customers.



RESEARCH

- Can be complex
- Often difficult to read/interpret



WHITE PAPER

- Simplifies research findings
- States benefits backed by facts



CASE STUDY

- Proprietary to your company/product
- Demonstrates “proof of concept”

Delivering information that
makes your buyer more intelligent.



Some Examples of Content



White Paper

3rd party style

Focus is on a timely and relevant topic

Creating a “series” can be beneficial

Case Study

Should follow your brand guidelines

Organized in logical sequence

Break up text with supporting visuals

Typical White Paper Topics



- Introductory information about a new technology
- How-to or Best Practices
- POV on Industry changes
- Lessons learned
- Analysis from research

Designing White Papers



7 Trends in Video Security



With the growing attention on and cost of regulation and security compliance, businesses are searching for new ways to meet the dictates of CFATS, OSHA, and other regulatory agencies. Video surveillance technology is rapidly emerging as the ideal way to enhance the safety of customers and employees while supporting the need to track and monitor compliance issues. This paper explores the seven emerging trends in video security that experts believe will ultimately improve business security and processes.

1 Crack Down on False Alarms

Across the country, municipalities are putting in place or raising the fines when police respond to false alarms — and 95% of all calls from alarm signals turn out to be false.¹ More and more municipalities are implementing verified response laws, and video verification is emerging as the preferred solution that eliminates unnecessary police dispatches. With video verification, when the alarm sounds, security professionals in a remote monitoring center instantly evaluate the situation to determine whether it's a real security breach or a false alarm. In some cases, remote security professionals use two-way audio verification that allows them to speak with an employee or intruder. Outdoor systems use specially designed motion detectors or photo-electric beams, which allow security professionals to eliminate animals or other natural events as the cause of the alarm. Experts believe video verification will take off as more municipalities clamp down on false alarms and increase associated fines.

"To eliminate unnecessary dispatches, some police departments require all events to be visually verified before police will respond."



Source: Security Sales & Integration Magazine 2008

2 Cutting the Cost of Compliance

The complexity — and cost — of compliance continues to grow. In March, the Society of Chemical Manufacturers and Affiliates declared that the U.S. Occupational Safety & Health Administration was significantly underestimating the cost of a change in OSHA compliance rules. In June 2010, the Department of Homeland Security launched its first-ever crackdown on chemical companies that failed to conform with the Chemical Facility Anti-Terrorism Standards (CFATS) that require companies to assess their vulnerabilities, such as their perimeter security. With the growing attention and cost of compliance, companies are searching for new ways to meet the dictates of CFATS, OSHA, and other regulatory agencies.

Experts believe that video surveillance will play a greater role in compliance, especially as technological advances allow companies to capture megapixel-quality information and retain it longer in a smaller, more cost-effective storage footprint. New approaches to video are allowing companies to track and monitor many compliance issues with lower cost and less manpower.

Last year, for example, the Port of Wilmington, DE, secured approval from the United States Coast Guard to use its video surveillance system instead of physical escorts to meet Transportation Worker Identification Credential requirements. In addition, managed video services can provide exception-based video audit reports that companies use to monitor and improve compliance on business and security procedures throughout each of their locations.

3 Moves to Preserve Infrastructure

By using its video surveillance system instead of physical escorts, the Port of Wilmington enjoyed other benefits in addition to compliance at a reduced cost. In a report in *Security Director News*, port officials said it allowed them to further utilize their existing investment in CCTV, which was of more importance.

As organizations look to improve their security capabilities while maintaining a bottom-line focus, leveraging existing infrastructure will become a top-down mandate for many technology initiatives. Indeed, one reason for the growing popularity of "software as a service" (SaaS) is infrastructure preservation — video encoders, based on open standards, allow companies to connect their legacy analog cameras into a hosted video solution.

"As a retail chain opens new stores, they may have hundreds of stores with equipment they bought five years ago, so they may not want to upgrade immediately," says Mark Bomber of ADT. "With the move to open standards, some of the new platform monitoring software allows them to mix and match technology in a way they never could before, letting them make use of many brands of DVRs, NVRs, IP cameras, audio devices, access, and contact closures."

"With the move to open standards, some of the new platform monitoring software (means you can) mix and match technology and use many brands of DVRs, NVRs, IP cameras, audio devices, access, and contact closures."



4 Video Surveillance as a Service Takes Off

SaaS or "cloud computing" has moved from the buzzword du jour to a ubiquitous business model that is reshaping the business landscape for everything from email to payroll services. In a just-released study, IMS Research, a leading market research firm with offices around the world, declared video surveillance as a service (VSaaS) was one of the biggest video marketplace drivers in 2010, and its influence will only expand in the year ahead.

With SaaS, a company turns to a remote provider to operate their software and manage their data on their service. This relieves the company of the burdens of buying technology, performing upgrades, and handling other technology chores so it can focus on its core business. In the case of video surveillance, SaaS opens up all sorts of cost-saving capabilities, such as having trained professionals at an offsite location monitor deliveries of goods so an employee does not need to be paid to come in before or after hours to do so.

"With budgets being squeezed, the ROI of remote guarding is fantastic," says IMS Research analyst Ewan Lamont. "When you see that people are reducing half of their costs, it's kind of hard to see why everyone isn't taking up video surveillance as a service."

5 Maximizing Labor Resources

During economic downturns, most companies have tried to do more with less, often asking employees to take on additional chores and work longer hours. Now, however, many companies realize that they've stretched to the breaking point and have to find new ways to maximize labor resources — even while they still rein in costs.

With the emergence of VSaaS, companies are finding many ways they can use the technology to replace or augment traditional live guards. For example, trained security professionals are observing and recording all activities remotely on a pre-scheduled basis, with these programmed hours ensuring a consistent security posture is maintained while physical guard hours — and costs — are reduced.

Lamont of IMS Research points out one way that this approach can focus security resources at times they are needed: "A video operator being able to check up on the manager of a shop as they lock up is a perfect example," he says. "They are vulnerable for 10 minutes when they open up in the morning, and for 10 minutes when they are locking up at night. It would be inefficient to employ a guard just to look over them for those 20 minutes, but managed services allow the same coverage but in a more targeted way."

The approach can also effectively augment manned guards, such as when college campuses use video monitoring after hours.

According to a news report, Family Dollar Stores Inc. and Citi Trends, value-priced women's clothing stores, used remote video monitoring to save \$80,000 on guard costs per store each year. Experts believe such augmentation is especially important in light of the negative effects of security cutbacks over the past few years. The latest National Retail Security Survey indicated the first rise in retail theft in six years, which many attribute in part to cutbacks in security.



"The manager of a retail store is vulnerable for 10 minutes in the morning, and for 10 minutes at night. It's inefficient to employ a guard just to watch them for 20 minutes."

7 Trends in



With the growing attention on and cost of regulation and the dictates of CFIAT, OSHA, and other regulatory agencies, video enhance the safety of customers and employees while support the seven emerging trends in video security that experts believe

1 Crack Down on False Alarms

Across the country, municipalities are putting in place or raising the fines when police respond to false alarms — and 88% of all calls from alarm signals turn out to be false.¹ More and more municipalities are implementing verified response laws, and video verification is emerging as the preferred solution that eliminates unnecessary police dispatches. With video verification, when the alarm sounds, security professionals in a remote monitoring center instantly evaluate the situation to determine whether it's a real security breach or a false alarm. In some cases, remote security professionals use two-way audio verification that allows them to speak with an employee or intruder. Outdoor systems use specially designed motion detectors or photo-electric beams, which allow security professionals to eliminate animals or other natural events as the cause of the alarm. Experts believe video verification will take off as more municipalities clamp down on false alarms and increase associated fines.

2 Cutting the Cost of Compliance

The complexity — and cost — of compliance continues to grow declared that the U.S. Occupational Safety & Health Administration (OSHA). In June 2010, the Department of Homeland Security failed to conform with the Chemical Facility Anti-Terrorism Standards (CFATS), OSHA, and other regulatory agencies. Experts believe that video surveillance will play a greater role to capture megapixel-quality information and retain it longer as video are allowing companies to track and monitor many more. Last year, for example, the Port of Wilmington, DE, secured its system instead of physical escorts to meet Transportation Worker security services can provide exception-based video audit reports that security procedures throughout each of their locations.

6 Smart Phone Expectations

"The Smart Phone Generation" has become accustomed to controlling many elements of their life, and easily accessing information from anywhere, using handheld mobile devices. "The whole concept of the Smart Phone is you can control all your apps in one central place and that's happening with video and other integrated applications like access control or building automation systems," says Peter D. Lockhart, Vice President of Emerging Technology for Anixter Inc. "It's dead simple and dead on."

Just as the "Smart Phone Generation" is reshaping many aspects of the business world, they are changing the way people look at security. Video, once restricted to security departments, is now being put in the hands of more people across organizations. The ability to have easy access to information over the web promotes work-life balance. Instead of calling a guard at 4 a.m. to check in, a business owner can simply log on and check the video for himself.

"I can go home and watch my grandson on Skype," Lockhart says. "People coming into the workplace now from college expect that kind of technology, and security departments will have to deliver it."

7 Video Moves Beyond Security

In the workplace, video has primarily been associated with security and surveillance. As video technology improves and images become crisper, video is quickly being used for other reasons, which boosts the ROI of the technology investment. In the industrial manufacturing space, for example, IP cameras provide HD color images that allow companies to monitor processes and access controls in a way they couldn't with older technology.

Companies are turning to video not just to protect and monitor employees and customers but to improve business practices. "They are using it to do things like monitor traffic and determine how to set up stores in regards to layout and marketing," said Jim Forlenza, Executive Director of the National Food Service Security Council.

"Remote video audits" can allow companies to easily determine if employees are following policies, like wearing the correct uniform, as well as help determine how many people come into a store without buying anything. As Lockhart of Anixter puts it, "The basic premise of digitized video is if you go to the effort and cost to capture and store it, you should use it for other purposes as well."

About ADT

As the largest security integrator in the world, ADT is SAFETY Act certified and designated by the Department of Homeland Security. Continuing with a history of innovation, ADT launched Select View, a suite of managed security video solutions designed to help businesses increase security while decreasing losses and lowering expenditures. Security surveillance video is monitored remotely by specially trained security professionals based at ADT's UL-Certified Customer Monitoring Center, 24 hours a day, 7 days a week. These teams of individuals monitor 90% of Fortune 500 companies plus thousands of financial institutions, global logistics companies, schools and colleges, petrochemical and energy companies, airports, and major retailers.

To learn more about ADT® Select® View managed video services, or to schedule an online demo, please call 1-888-882-7992 or visit www.adtselectview.com.

¹Non-Swears Alarm Response Guidelines, "Private Sector Liaison Committee (PSELC) of the International Association of Chiefs of Police (IACP).

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**Business
Solutions**

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Five Proven Methods to Reduce Small Business Taxes

Don't pay one cent more than you owe this April

- Does your small business pay unnecessary payroll taxes?
- Is your retirement plan designed to maximize deductions?
- Could you be expensing more of your business assets?

Introduction

As a small business owner, there isn't much that you don't take responsibility for when it comes to your business. You're the boss, you wear every hat and, whether you like it or not, the buck always stops with you. Both the freedoms and responsibilities that come with owning a business are things you embrace and enjoy. Your business is more than a job – it's your life. We understand.

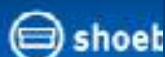
At Shoeboxed, we recognize and respect these qualities, and we want to help. The Shoeboxed Team works with hundreds of small business owners every day and fully understands that none of them started their own businesses anticipating the preparation and filing of taxes every April. Taxes are expensive, the tax code is continually changing and the entire process can become an enormous distraction from the one thing that matters most to you: the success of your business.

We're here to help!

In an effort to simplify your life this April, Shoeboxed has teamed up with Stancil & Company CPA to ensure that you're not paying one dime more than you should in taxes. In this white paper, you'll find five time-tested and proven methods to reduce the tax burden on your small business.



[Click here to begin your risk free 30-day trial of Shoeboxed.](#)



The Shoeboxed Team
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Some Thoughts from Scott Hensley, CPA

Every year small businesses face the issue of trying to reduce their tax burden. At our CPA firm, we constantly hear the frustration of small business owners who know they are paying too much in taxes but are unsure of the most efficient methods to reduce this burden. Often, our discussion leads to a few simple solutions for tax deduction - solutions that not only allow owners to reduce their tax burden, but also do so while maintaining cash flow at a respectable stream.

That said, at Stancil & Company, we stress that good business decisions should never be driven by taxes issues. Business owners should spend money on items that will help both their business and themselves. Otherwise, an end result could be losing money by spending a dollar on something that isn't necessary, just to save 30 cents in taxes.

All CPAs understand how complex and distracting taxes can be to a business owner. For this reason we strongly encourage all business owners to consult with a CPA prior to filing tax returns in April. While the five proven methods listed in this white paper are excellent methods for tax reduction, one or more should be implemented with the help of an experienced certified public accountant.

S. Scott Hensley
 Partner
 Stancil & Company
 Certified Public Accountants



STANCIL & COMPANY
 Certified Public Accountants

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1 Contribute to Retirement Plans

Contributing to your retirement plan should really be numbers 1 through 5 in this list, as this is by far the best option for all taxpayers to save on taxes. We always recommend that small business owners pay themselves first. Depending on the type of business and the type of the retirement plan, a business owner could put anywhere from \$50,000 to \$100,000 in a retirement plan and receive this deduction immediately.

For example, let's assume that Adam and Eve both work and each of them makes \$70,000 a year. Because their adjusted gross income would be \$140,000, most likely they would be in a 25% tax bracket for federal tax purposes. If Adam and Eve both decide to contribute 10% of their salary to their 401k plans, then they would save \$3,500 in taxes.



Retirement plans are the best method to reduce taxes simply because you're building up your retirement account in the long run while saving on taxes in the short term. If you haven't already, we highly recommend contacting your CPA professional immediately to find the best retirement plan for your business.

2 Expense Asset Purchases

Outside of contributing to retirement plans, expensing asset purchases is probably the most popular method of reducing the tax burden on small businesses. As discussed previously, we like to stress that a business owner should only spend money on necessary items for their businesses. That said, any business owner will need to make a large asset purchase at some point, and the IRS allows a deduction of the entire amount of this item at the time of purchase (up to certain limits).

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If the business has a profit for the year, the amount allowed as an expense can be limited to the profits of the business. If the business doesn't have profits, then an alternative method is to depreciate 50% of an asset as bonus depreciation. However,

this deduction is only available if the asset was purchased as new. If the asset was used previously, then bonus depreciation is not available.

As an example, let's assume that Company X has \$50,000 of income for the year. Before the end of the year, Company X decides that it needs some new machinery. They have the option to buy a used forklift for \$14,000 and a new press machine for \$60,000.

The first option that Company X considers is taking a 100% section 179 expense on the items. Under the current depreciation rules, Company X can only expense \$50,000 of the equipment under section 179, as all companies are limited to their income.

If Company X wants to take advantage of the bonus depreciation rules, they can only expense 50% of the new press machine. They cannot use the bonus depreciation rules on the forklift because it has been used previously, where the press machine has not.

Based on this scenario, it would be best for Company X to expense 100% of the forklift at \$14,000 and then use bonus depreciation on the press machine in the amount of \$30,000. Company X is also allowed \$6,000 as first year depreciation on the press machine. After these three deductions, Company X will have reduced to zero.

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WhitePaper

A CEO's Guide to Doubling Profitability: Using Technology to Reduce Back-Office Costs

Co-Authors: Lisa White,
Executive Chairman and CEO, RPH, Inc., and
David Lefler, PhD,
Director of Business Development, KITH, Inc.
Editor: K. Williams (Bill) Taylor,
Chief Marketing Officer, RPH, Inc.

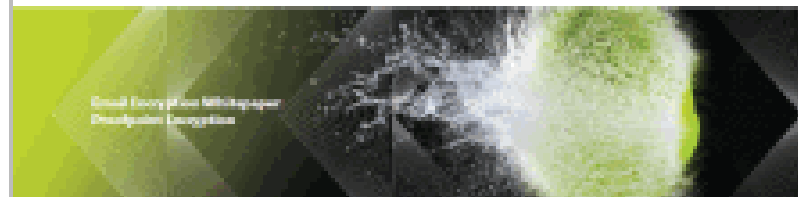


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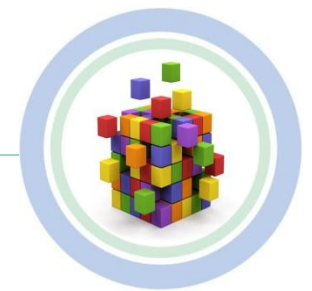
Proofpoint, Inc. 350 New Street - San Jose, CA 95091 P 408.527.4700 F 408.527.4701 info@proofpoint.com www.proofpoint.com

Typical Case Studies



- Establishes a problem, lays out the solution and highlights the results
- Includes a quote from a named source
- Provides an executive summary

Designing Case Studies



CASE STUDY

GHG Logistics Keeps the Sushi at the Peak of Freshness with LXE

LXE®

RMS Omega
Technologies



"We haven't seen any fogging on screens, and have had no issues with corrosion. Everything that was promised they've lived up to."

*- Richard Siegfried
Senior Manager of Warehousing
and Distribution*

When it comes to a product as sensitive and delicate as sushi, quality, freshness and authenticity are critical. When Whole Foods began to open stores in Philadelphia, in 1997, they visited many local sushi restaurants to find the best and most authentic establishment, ultimately selecting Genji, a home-town favorite. As Whole Foods Market grew, so did the number of Genji sushi bars; today, Genji operates more than 135 sushi bar locations in 18 states, the District of Columbia and in the United Kingdom, and is the largest sushi vendor within the Whole Foods Market chain.

Sushi chefs undergo rigorous training to reach the top of their craft, and require only the best ingredients at the peak of their freshness. Genji wanted to take it's outside third party provider distribution to the next level and decided to take distribution/transportation in-house, and formed GHG Logistics, a wholly

owned subsidiary of Genji, to make it happen. They selected Allentown, Penn., as the ideal centralized location, and Richard Siegfried, Senior Manager of Warehousing and Distribution, had six months to build an entire warehouse operation from scratch.

To be at the peak of taste, the fish used in sushi must be maintained in exacting conditions. Genji's tuna, for example, is processed and superfrozen right on the boat within thirty minutes of a catch at -76°F. As soon as it reaches the dock, it's moved to -30°F trailers and then into the freezer in GHG Logistics' Allentown warehouse. The company purchased its own fleet of trucks with industry-leading triple-temperature storage compartments (ambient, +38°F and -30°F) to maintain the appropriate temperature of its goods. That enables complete deliveries of supplies and ingredients to each of Genji's Whole Foods locations once or twice a week.

CUSTOMER
GENJI

SOLUTION
MX7CS

SYSTEMS INTEGRATOR
RMS Omega Technologies

RESULTS
Improved accuracy



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To be at the peak of taste, the fish used in sushi must be maintained in exacting conditions. Genji's tuna, for example, is processed and super-frozen right on the boat within thirty minutes of a catch at -76°F. As soon as it reaches the dock, it's moved to -30°F trailers and then into the freezer in GHG Logistics' Allentown warehouse. The company purchased its own fleet of trucks with industry-leading triple-temperature storage compartments (ambient, +38°F and -30°F) to maintain the appropriate temperature of its goods. That enables complete deliveries of supplies and ingredients to each of Genji's Whole Foods locations once or twice a week.

CUSTOMER
GENJI

SOLUTION
MX7CS

SYSTEMS INTEGRATOR
RMS Omega Technologies

RESULTS
Improved accuracy



www.lxe.com

(CONTINUED)

CASE STUDY

GHG Logistics Keeps the Sushi at the Peak of Freshness with LXE

LXE®

RMS Omega
Technologies



"We haven't seen any fogging on screens, and have had no issues with corrosion. Everything that was promised they've lived up to."

*- Richard Siegfried
Senior Manager of Warehousing
and Distribution*

When it comes to a product as sensitive and delicate as sushi, quality, freshness and authenticity are critical. When Whole Foods began to open stores in Philadelphia, in 1997, they visited many local sushi restaurants to find the best and most authentic establishment, ultimately selecting Genji, a home-town favorite. As Whole Foods Market grew, so did the number of Genji sushi bars; today, Genji operates more than 135 sushi bar locations in 18 states, the District of Columbia and in the United Kingdom, and is the largest sushi vendor within the Whole Foods Market chain.

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RESULTS
Improved accuracy



www.lxe.com

(CONTINUED)

GHG Logistics maintains 2,400 SKUs, including fish such as shrimp, salmon and crab, as well as rice, ginger, miso and other ingredients, in addition to packing containers and other non-food supplies. Each food package is labeled and date coded to help with inventory management as well as comply with FDA date coding requirements.

GHG Logistics's 40,000-square-foot warehouse includes a 3,000-square-foot racked refrigeration unit at +38°F and a 2,000-square-foot racked freezer unit at -30°F, where every type of ingredient used in the operation of sushi and Asian restaurants is stored. With a state-of-the-art warehouse management system in place to manage it all, the company needed a mobile computer that could survive movement into and out of those cold temperatures. Based on a positive relationship, Siegfried invited auto ID solution provider RMS Omega, White Marsh, MD, as well as a competitor to show them some options. "We wanted a piece of equipment that was able to work in cold temperatures and also in the cooler," Siegfried says.

Moving in and out of the cold all day typically creates condensation in computers, causing screens to fog up, keyboards to seize up, and internal parts to corrode. Cold storage operators like GHG Logistics need a device built to combat these problems, without separate heated boots or annual desiccant pack changes that can take a unit out of commission. RMS Omega Senior Account Manager, Bryan Hooper, suggested LXE mobile computers based on their proven durability and functionality in cold temperatures. "When dealing with a harsh environment, it becomes especially critical that we can offer a product that will hold up to our client's everyday working conditions while providing the functionality they need to be productive and efficient. The MX7CS from LXE is a great match for GHG Logistics," stated Hooper.

Making a Pick

When GHG Logistics tested the competing terminals, LXE's MX7CS

performed the best, and RMS Omega completed the solution with configuration services, recommended site coverage for the GHG Logistics-installed wireless network, and ongoing support.

"From -30°F to ambient temperature is a 100-degree difference," Siegfried says. "We haven't seen any fogging on screens, and have had no issues with corrosion. It's lightweight, and we were very glad to see the ease of battery changing. Workers moving from one temperature zone to another may have their glasses fog up, but the screens remain clear. Everything that was promised, they've lived up to."

GHG Logistics uses its eight MX7CS terminals throughout its primarily case-picking operation, from receiving to putaway to picking to shipping. In the months since implementation, GHG Logistics has seen dramatic improvement in accuracy, an achievement Siegfried credits in part to the mobile computers and how easy they are to learn and use. Employees have adapted well.

In any operation, terminals will see wear and tear. The ability for a solution provider to perform vendor-authorized service and return the units with a one-day turnaround was an important priority for GHG Logistics. "Having a facility that's authorized to do repairs is definitely positive, especially for a smaller operation. It's not like we have 20 guns lying around," Siegfried says. Long-term reliability was also a critical criterion in choosing a solution, he adds.

GHG Logistics is completely satisfied with both the MX7CS mobile computers and the support from RMS Omega. "Pricing is always an important part, but if you can't service it, what good is it? They've been very supportive, and if we have questions, even if it's something they're not a part of, they go the extra mile," Siegfried says. He also has good things to say about LXE and its mobile computers. "I would definitely recommend them, especially for cold environments. It's a very good product, and we're very pleased with the product itself and the service we've received."



Introducing Tecton CS

The Tecton CS handheld, the successor to the MX7CS, provides the same durability, ergonomics, and ability to withstand low temperatures that helped GHG Logistics grow its business, but with enhanced speed using a PXA 320 806 MHz processor, and more efficient battery life, including a super-capacitor specially designed to hold its charge longer in cold storage environments. To learn more about the Tecton CS, please visit lxe.com/tectoncs.

RMS Omega
Technologies

RMS Omega
10822 Philadelphia Road
White Marsh, MD 21162
1-888-857-8402

LXE

LXE Inc.
125 Technology Parkway
Norcross, GA 30082
1-800-664-4593

www.lxe.com

GOODMAN
MARKETING
PARTNERS

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LXE

LXE Inc.
125 Technology Parkway
Norcross, GA 30082
1-800-664-4593

www.lxe.com



Formulate a
strategic
plan



Hire a
professional
writer and
designer



Distribute
content



Thank you!



Carolyn Goodman
President/Creative Director
Goodman Marketing Partners
P: 415.507.9060 x222
E: carolyn@goodmanmarketing.com
W: www.goodmanmarketing.com

Goodman Marketing Partners is a full-service, multi-channel, brand response marketing company with deep expertise in the art and science of persuasion. Our “what-would-we-do-if-it-were-our-money?” attitude and the results we achieve for our clients, speaks for itself.



Promoting Content

Ideas for amplifying your
inbound-content success
using multi-touch marketing.

60% of companies will execute an
inbound marketing strategy in 2013.

— *Inbound Marketing Blog*

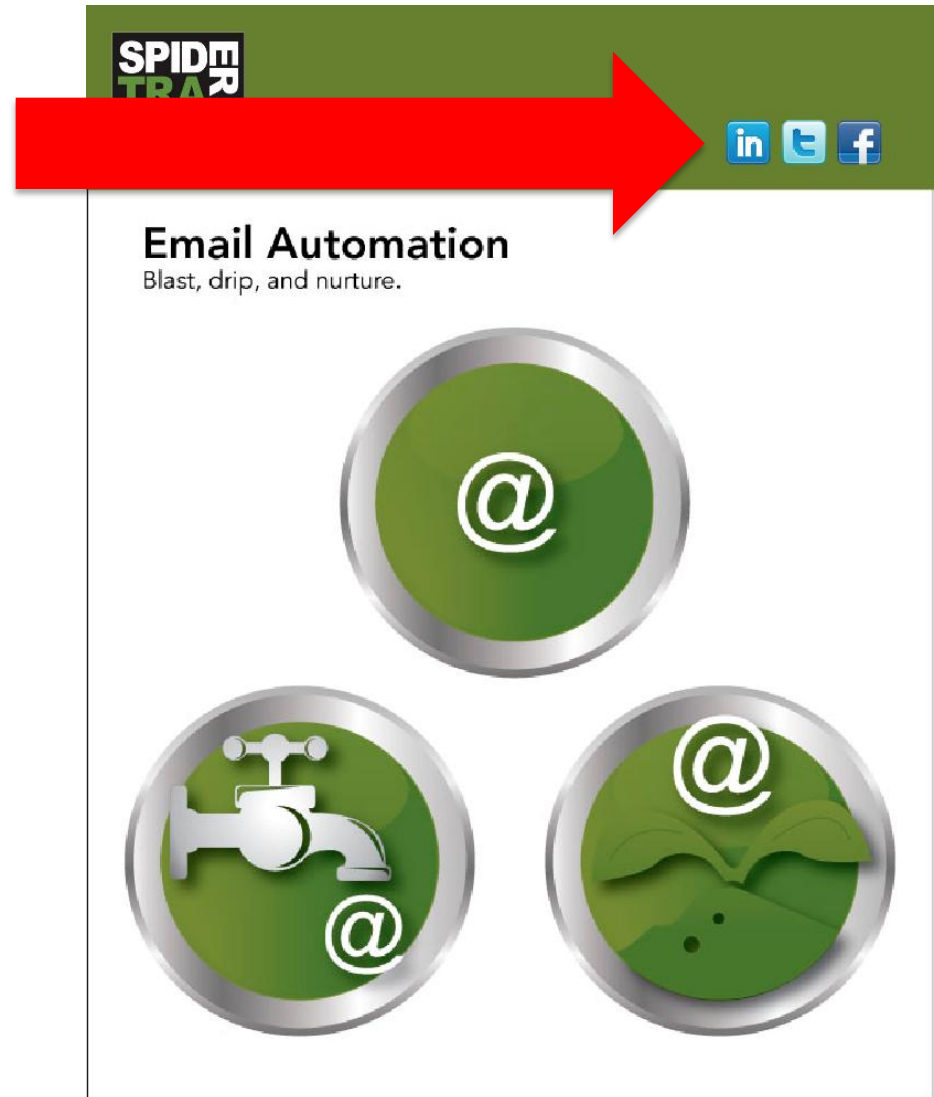
Know your audience. Create engaging, relevant

CONTENT

The technicalities

- Professional design
- Social sharing buttons
- Lots of graphics

Example: Spider Trainers



The technicalities

- Targeted landing page(s)
- Squeeze pages for gated content
- Unique tracking codes
- Social sharing buttons

Example: actonsoftware.com

The screenshot displays the Act-On Software website's 'Resources' section. At the top, a navigation bar includes 'CONTACT +1 877.536.1565', a 'BLOG' link, a search bar, and a 'CUSTOMER LOGIN' button. Below this, a secondary navigation bar lists 'PRODUCTS', 'SOLUTIONS', 'PRICING', 'CUSTOMERS', 'RESOURCES', 'ABOUT US', and 'CONTACT'. The main content area is titled 'Home > Resources > SEO 101: The Basics and Beyond'. On the left, a large blue box features the 'act-on' logo and the title 'SEO 101: The Basics (and Beyond)' with a magnifying glass icon. To the right, the text 'In this whitepaper:' is followed by a paragraph about SEO best practices. Below this is an 'Excerpt' section with a quote. A green 'DOWNLOAD NOW' button is positioned below the excerpt. At the bottom of the page, a row of four whitepaper thumbnails is shown, each with a title and a brief description. A large red arrow points from the 'SEO 101' whitepaper thumbnail to the 'DOWNLOAD NOW' button.

CONTACT +1 877.536.1565 | BLOG

act-on CUSTOMER LOGIN

PRODUCTS SOLUTIONS PRICING CUSTOMERS RESOURCES ABOUT US CONTACT

Home > Resources >

SEO 101: The Basics and Beyond

act-on

SEO 101: The Basics (and Beyond)

In this whitepaper:

Over the last 12 years, a massive amount of material has been written about Search Engine Optimization (SEO). The majority of the information is acceptable, but there's a lot of dated information still being promoted as best practices (exact match domain names, keyword density targets, exact anchor text, and so on). In this eBook, you'll learn the current best practices in SEO that companies of all sizes can use to increase site visibility and the number of visitors coming to your site, and most importantly, improve conversion rates.

Excerpt

If you're new to writing for the web or are trying to reach a new audience, it's worth going through a formal process to define your reader personas. Begin by assessing your best customers, the ones you'd like to replicate. Determine the characteristics they have in common, and then create a persona that exemplifies them. The aspects to define will vary depending on your industry, but for a B2B company, you might wish to determine whether your ideal reader is...

DOWNLOAD NOW

Twitter 1 Facebook 0 Google+ 0 LinkedIn Share 0

Act-On Whitepaper Library

act-on

Best Practices for a Lead Management Strategy

Best Practices for a Lead Management Strategy

act-on

SEO 101: The Basics (and Beyond)

SEO 101: The Basics and Beyond

act-on

Best Practices for Sales Enablement

Best Practices for Sales Enablement

act-on

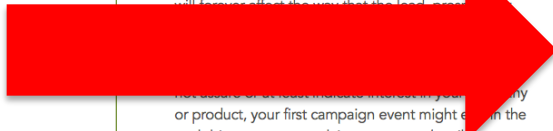
Four Ways to Get Marketing Automation Right the First Time

Four Ways to Get Marketing Automation Right the First Time

The technicalities

- Make it a reference
— not *just* interesting
- Search-engine optimized
 - Cite and link sources
 - List keywords

Example: spidertrainers.com



PAGE 6

SOURCE (ACQUISITION)
The source of your list should be carefully documented and managed. The way in which you acquire names will forever affect the way that the lead responds to your message. If you do not ensure that your message interests your company or product, your first campaign event might end up in the trash bin, a spam complaint, or an unsubscribe. Multiply this behavior by the number of names in the list and your campaign could fall flat or worse, you could find your email privileges blocked by your ESP for damaging their sender reputation (which we will discuss later in this eBook).

On the other hand, if you send an offer to a list of previous purchasers of a bonus gift for having made the purchase, the campaign would likely result in a noteworthy conversion rate. The same offer to a rented list without the previous purchase requirement would be something short of effective.

SUBSCRIBER RETENTION RATE

subscribers – bounces – unsubscribes ÷ # subscribers
10,000 subscribers
– 400 email bounces or undeliverable direct mail
– 119 unsubscribes or requests for removal
+ 10,000 original subscribers
= 94.81% subscriber retention rate

SUBSCRIBERS
Subscribers are people who have explicitly asked to be included in your marketing campaigns, be those online or offline. This is the highest quality lead you can have. The person has expressed an interest in your product and a desire to receive information from you. Natural attrition occurs within any subscriber list as leads become customers or as their need for your product dissipates, they purchase some other product, or perhaps, they leave the company. Subscriber retention rate is your first metric and is calculated as shown below.

? Segmentation is the division of your contact lists based upon explicit or implicit data.

? In general, smaller lists continue to perform better than larger lists. The average open rate for 25 – 499 members was 28%, for 500 – 999 members was 22.3%, and for 1000+ members was 12.2%. Small to medium lists tend to be more targeted, yielding messages that are more relevant to the recipients.
— Mailermailer.com

©2013 SPIDERTRAINERS

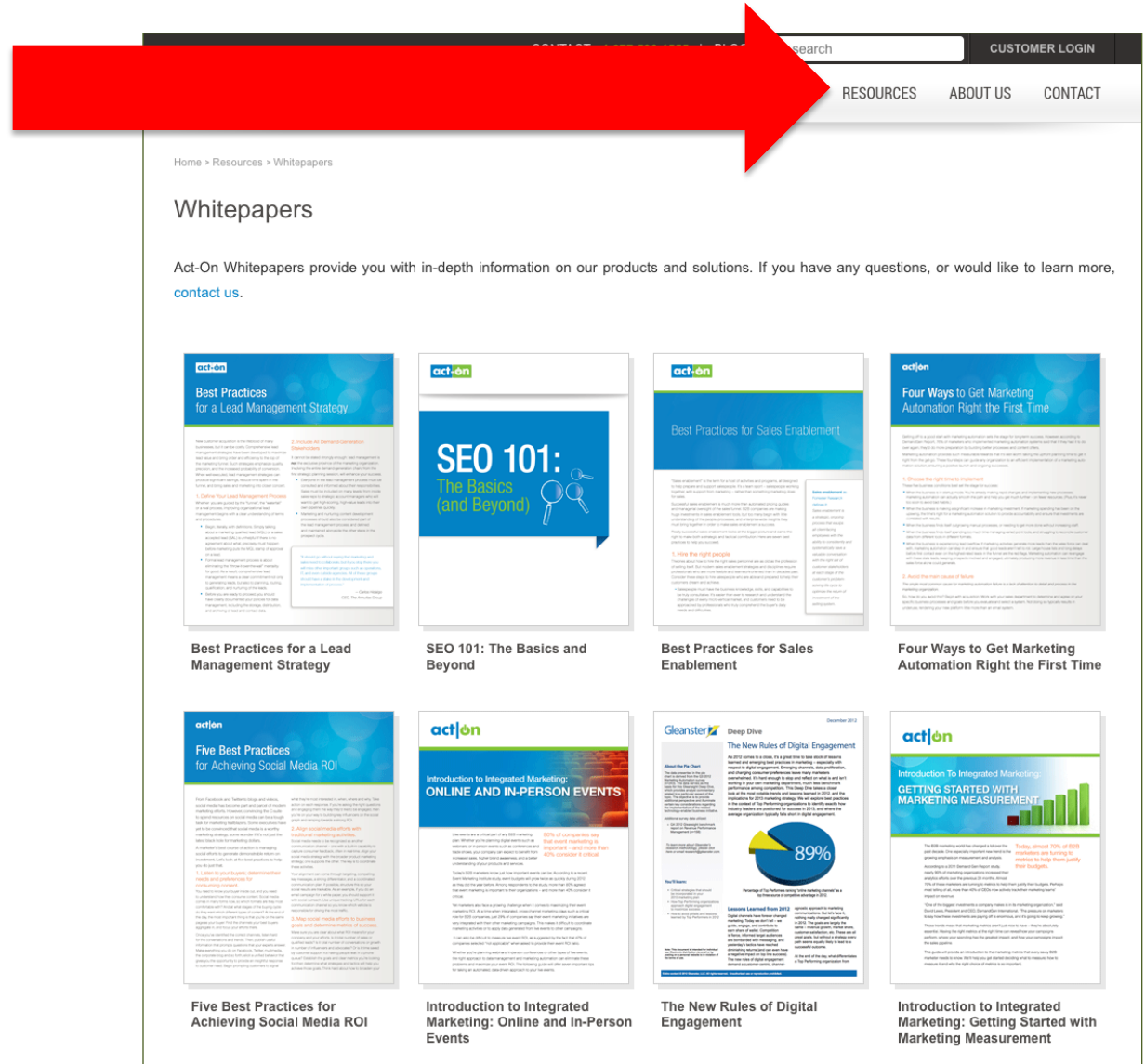
Create inbound links and attract an audience with

PROMOTION

Post to your website

- Resource center
- PDF
- HTML

Example:
actonsoftware.com



Use remarketing/retargeting

- In-site advertisements

Example: Target Marketing Magazine

TARGET MARKETING
The Secret to Marketing Success

Home Sections Blogs Supplier Search Jobs Webinars & Events Research Library Bookstore Past Issues Contact Us

If it's here, it's just an idea. Rollover >

The Power Punch
By Carolyn Goodman

About Carolyn
A blog that challenges B-to-B marketers to learn, share, question, and focus on getting it right—the first time.
Carolyn Goodman is President/Creative Director of Goodman Marketing Partners.

The LinkedIn Endorsement Smackdown
By Carolyn Goodman | Posted on March 08, 2013

Leave a comment 53 30 0

Text Size + | Print

For years, I was brand evangelist for [LinkedIn](#). For me, it was an ideal way to stay on top of my business connections (changing jobs, getting recommendations, smugly building it to over 700 connections. It definitely helped me establish my business presence for a larger audience, instead of carrying a long bio on our website.

But I was surprised when they introduced the concept of "endorsements."

On the surface it seems simple enough. You choose a series of "skills" and areas of "expertise" from a long list (or create them yourself).

Connected to somebody on LinkedIn? That must mean you know them and are fully aware of their skills, so you have the experience to give them a nod on a skill they've identified in their profile when presented with that question.

The problem is that all sorts of people have now endorsed me—some are people I barely know, and, to be honest, many have endorsed me for skills

THE POWER PUNCH BLOG ROLL
Goodman Marketing Partners
Which Test Won?
Marketing Experiments
Color Matters
Top B2B Blogs
Other B2B Bloggers
Public speaking opportunities
Become a kick-ass presenter

2013 Retail Technology Spending Report
DOWNLOAD NOW!

ARCHIVE
May 2013 (2) April 2013 (2)
March 2013 (2) February 2013 (2)
January 2013 (2)

Write a blog article

- Keyword-rich content
- Your blog
- Other blogs

Example:

spidertrainers.com


Spider Trainers' credo: Never miss an opportunity to learn something. [close](#)

[Twitter](#) [Facebook](#) [Google+](#) [LinkedIn](#) [RSS](#)

**SPIDER
TRAINERS**

[HOME](#) [SERVICES](#) [RESOURCES](#) [GALLERY](#) [BLOG](#) [CONTACT](#) [SUBSCRIBE](#)

A guide to Email Automation – Blast, drip and nurture.




Email Automation
Blast, drip, and nurture.

By most accounts, marketing automation is the greatest thing since... well, since *email marketing*. The ability to qualify leads and build demand in a fully automated workflow frees us marketers from the high-pressure requirements of constant writing, email development, and deployment tasks.

It also enables us to more appropriately personalize content and send messages that are both timely and relevant. In this guide, we define the differences between email blasts, drip emails, and nurture emails and how you can use your automated-marketing solution to subjugate these tasks.

- ✓ **Blast email.** A single email commonly used by marketers to announce advertisements or promotions to the majority or entire customer list. Also known as a single-event email, mass email, bulk email.
- ✓ **Drip email.** A series of email messages geared toward education, branding, or positioning of a product to prospects or leads that have subscribed and requested information. Drip marketing is typically ongoing and generalized messaging.
- ✓ **Nurture email.** A series of email messages sent to specific recipients based upon their previous actions or interactions and their place in the buying cycle. With a nurturing campaign, marketing works closely with sales to understand the buying cycle (sales funnel) and thus, digitally provide the right information at the right time. Also known as closed-loop, just-in-time, or transactional marketing.

If you're worried you're not getting a return on the investment you've made in email-automation software, click now to download our guide, **Email Automation – Blast, drip, and nurture.**



**WHEN MARKETING BECOMES
THE 800 LB. GORILLA**

CONTACT US
303 862 8951
spidertrainer@spidertrainers.com
www.spidertrainers.com

WHAT OUR CUSTOMERS SAY...
Thank you, Chuck. I enjoy your publications and get some great ideas from them.

— Lisa Kline
Shanahan Printing + Graphics
www.shanahanprint.com

Write a press release

- PR distribution services

Example: 24-7pressrelease.com

The screenshot displays the homepage of 24-7pressrelease.com. The header includes the site logo, navigation links (Members Login, Register, Why Join?), and social media icons. A secondary navigation bar lists categories like TOP STORIES, PUBLISHERS, JOURNALISTS, RSS FEEDS, PR RESOURCES, ADVERTISER, and COMPANY INFO. Below this, a row of links includes Video Releases, Pricing & Distribution Plans, Today's News, News By Category, News By Date, and Business Directory.

The main content area features four promotional boxes for different service packages:

- Mass Media Visibility:** \$389 USD PNR. Description: "This premium package delivers one of the most powerful news distribution packages through our exclusive partnership with PR Newswire." Buttons: BUY, DETAILS.
- Integrated Media PRO:** \$139 USD PNR. Description: "This advanced package combines both traditional and social media. Get your news in front of newspapers, journalists, bloggers, & consumers." Buttons: BUY, DETAILS.
- PR Network PLUS:** \$89 USD PNR. Description: "This intermediate package is ideal for generating buzz and publicity through additional distribution channels." Buttons: BUY, DETAILS.
- Visibility BOOST:** \$49 USD PNR. Description: "This starter package is ideal to gain online visibility in search engines and online websites." Buttons: BUY, DETAILS.

Below the pricing boxes is a section titled "FEATURED PRESS RELEASES" (more) dated Mon July 01, 2013. It lists three releases:

- Global Tissue Group Announces New License With The U.S. Army:** Private label manufacturer to roll out patriotic paper products to retail. Includes links for Print it, PDF Version, and Email It | 2013/07/01.
- OMICS Group Incorporation Announces Pharmaceutica-2014 Conference with the Theme "Pre-formulation, Formulation, and Physiology: Approaches for Poorly Soluble Drugs":** It is that time of the year again for the 4th International Conference and Exhibition on Pharmaceutics & Novel Drug Delivery Systems which will be organized by OMICS Group during March 24-26, 2014 in San Antonio, USA. Includes links for Video Release, Print it, PDF Version, Email It, Attachments | 2013/07/01.
- CUMeeting Announces New Release of Cloud-Based Video Conferencing Software:** CUMeeting Inc. has just released its web-based video conferencing software named "CUMeeting". It provides the most powerful cloud-based video conferencing solution for individuals, organizations and businesses. Includes links for Print it, PDF Version, Email It, Attachments | 2013/07/01.

At the bottom, there is a "LATEST PRESS RELEASES" section dated Mon July 01, 2013, featuring "New Openings in London in July 2013" with a description: "The former Olympic Park re-opens with a celebratory festival." and links for Print it, PDF Version, Email It | 2013/07/01.

On the right side of the page, there are three additional widgets:

- A video player titled "PROMOTE YOUR BUSINESS WITH A PRESS RELEASE" with a "Click to watch our video" button.
- A "Get Social With Us" section with icons for Facebook, Google+, Twitter, and LinkedIn, and a note that 2,595 people like this.
- A "Follow Us on Our Blog" section with a RSS icon and the text "and keep up to date".

Post to syndication services



- Content-syndication services

Example: edocr.com

A screenshot of the edocr.com website. The header features the edocr logo and navigation links: Home, Documents, Pages, Pricing, Tour. A search bar is present. Below the header, the document title "Prospects, Leads, and Subscribers eBook" is displayed. A row of buttons offers actions: Download this, Thumbnail, Link this, Embed this, Email this, and Write to publisher. The document viewer shows a green header with the "SPIDER TRAINERS" logo. The main content area contains a diagram with four colored boxes connected by downward arrows: a purple box labeled "PROSPECTS", an orange box labeled "LEADS &", a red box labeled "SUBSCRIBERS", and a blue box labeled "How to start, grow, and maintain your client list." The right sidebar includes a user profile for "cshaffstall", social media sharing buttons (Like, Tweet, Share, Buffer), a text preview, an average rating of 5 stars, a list of tags, and login/register options.

Offer to partners

- White label
- Opportunity to repeat all promotional efforts

Example:

qrpprinting.com



Share socially



- Twitter (use #)
- Facebook (use #)
- LinkedIn
- LinkedIn groups
- Google+

- Ask for the retweet or share

Example: Twitter



Use social ads

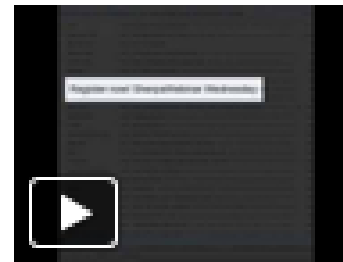
- Facebook ads
- Twitter promoted tweets
- LinkedIn ads

Example: Facebook



Spider Trainers

In this video Spider Trainers offers tips for writing effective subject lines for your ema...



👍 57

Use search-engine ads

- Google

- Bing

Example: Google

The screenshot shows a Google search results page for the query "act-on software resources". The search bar at the top contains the text "act-on software resources" and a search button. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The "Web" tab is selected. The results show "About 32,600,000 results (0.35 seconds)".

On the left side, there are several search results:

- Act-On Marketing - Act-On.com**
www.act-on.com/
Email campaigns, visitor tracking, lead scoring, CRM integration - now
- Salesforce Software - salesforce.com**
www.salesforce.com/vs_ACT
See the Salesforce Advantage - The CRM That Can Scale w/Your Business.
Salesforce has 11,202 followers on Google+
[Free CRM Demo - Free 30-Day Trial - Salesforce Advantage - Lead Management](#)
- Vendor Comparison - Free - Marketo.com**
www.marketo.com/
Gartner's In-Depth Analysis Of Marketing Automation **Software**
Marketo has 2,815 followers on Google+
[Marketing Automation Demo - Marketing Automation Buyer's Kit](#)
- Act-On Resources - Act-On**
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This independent **Act-On software** review goes in depth to examine and rank the **Act-On** marketing automation **software** strengths and weaknesses.

On the right side, there are several search results:

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Send outbound messaging

- Email
- Newsletter
- Direct mail
- Point of sale signage

Example: Spider Trainers

If this email looks odd to you, click here to view in your browser.

**SPIDER
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**WHEN MARKETING BECOMES
THE 800 LB. GORILLA**

Chuck, when your marketing needs squash your ability to deliver, it's time for professional help. Start with this white paper.

 It's not an all or nothing proposition.
Large or small, meeting your marketing needs with available resources doesn't have to be a choice between your in-house team and using freelancers, it's about finding the right balance. [Get the white paper.](#)

 Boost morale.
When you get help for resource-intensive projects, the morale of your department is lifted because you have removed the pressures of an excessive workload. [Get the white paper.](#)

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With a bit of distance from the business, external teams tend to focus on the company's core competencies and proven best practices — rather than what the competitors are doing. [Get the white paper.](#)

 Free your team.
When your internal team is consumed with a work overload, you should probably also consider the lost-opportunity costs. [Get the white paper.](#)

**SPIDER
TRAINERS**

Spider Trainers
651.702.3793
www.spidertrainers.com
cmeyer@spidertrainers.com
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Extend your reach by creating multiple formats and

REPURPOSING

Repurposing

Start with repurposing so that you can promote the various formats in the appropriate marketing efforts.

Be on the lookout for opportunities.

Summarize in a slide deck

- Post to SlideShare
- Tag with keywords
- Monitor statistics

Example: SlideShare

The screenshot shows a SlideShare presentation titled "15 Cool QR Code Things" by Spider Trainers, uploaded on Oct 18, 2011. The presentation is a PDF with 51 slides, currently showing slide 1. The thumbnail image features the text "15 COOL QR CODE THINGS" over a background of 3D cubes. The SlideShare interface includes a search bar, navigation links (AdChoices, QR, QR Code Generator, Qrcode Reader, Cool Stuff), and social sharing options (Email, Like, Save, Collect leads, Embed). On the left, there are social media buttons for Like, Tweet, Share, +1, and Pin it. On the right, there is a sidebar with related content and a "Remove related? Go PRO" button. Below the presentation, there is a section for statistics and details.

15 Cool QR Code Things
by Spider Trainers on Oct 18, 2011 Edit

Here are 15 Cool QR Code Things that you can do to market your business with a two-dimensional collection of squares.

1,750 views

Less

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Technology	http://simbeckhampson.shi	142	💬 Comments	0
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Hold a webinar

- Use content as webcast basis
- Reference in other webcasts (like this one)

Example: Target Marketing Magazine



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Direct Marketing on a Shoestring Budget 2: Content Marketing

Date: Wednesday, July 10, 2013 / 2pm ET/11am PT

Featuring: Carolyn Goodman, President/Creative Director, Goodman Marketing Partners, Inc. and Cyndie Shaffstall, Founder/CEM, Spider Trainers

Duration: One hour

Cost: FREE!



If you have already registered, please enter your email address below to access the webinar. If you have not yet registered, you'll need to complete the registration form below.

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Content marketing is one of the most important marketing strategies of 2013, but how can you do it right – with little time and less budget?

Join shoestring marketing experts Carolyn Goodman and Cyndie Shaffstall once again as they reveal everything you ever wanted to know about content marketing, but could not afford to ask. You'll learn how any marketer can work smarter given limited budgets to:


- Create great marketing content with limited staff and budgets
- Identify topics and formats that will hook your target audience
- Create visually interesting documents designed specifically for easy download and printing
- Distribute content to build your brand as a thought leader and capture leads
- Access all the PR, social media and online tools big brands use to get their messages where they need to be

Questions? Email us at cswebinars2@napco.com or give us a call at (215) 238-5300.

FEATURING



CAROLYN GOODMAN
President and
Creative Director
Goodman Marketing Partners, Inc.



CYNDIE SHAFFSTALL
Founder and CEM
Spider Trainers



THORIN MCGEE
Editor in Chief
Target Marketing

Convert to video

- Animate and narrate slide deck
- Record testimonials about the document
- Post to website
- Post to YouTube
- Tag appropriately
- Post to other video networks
- Monitor viewing statistics

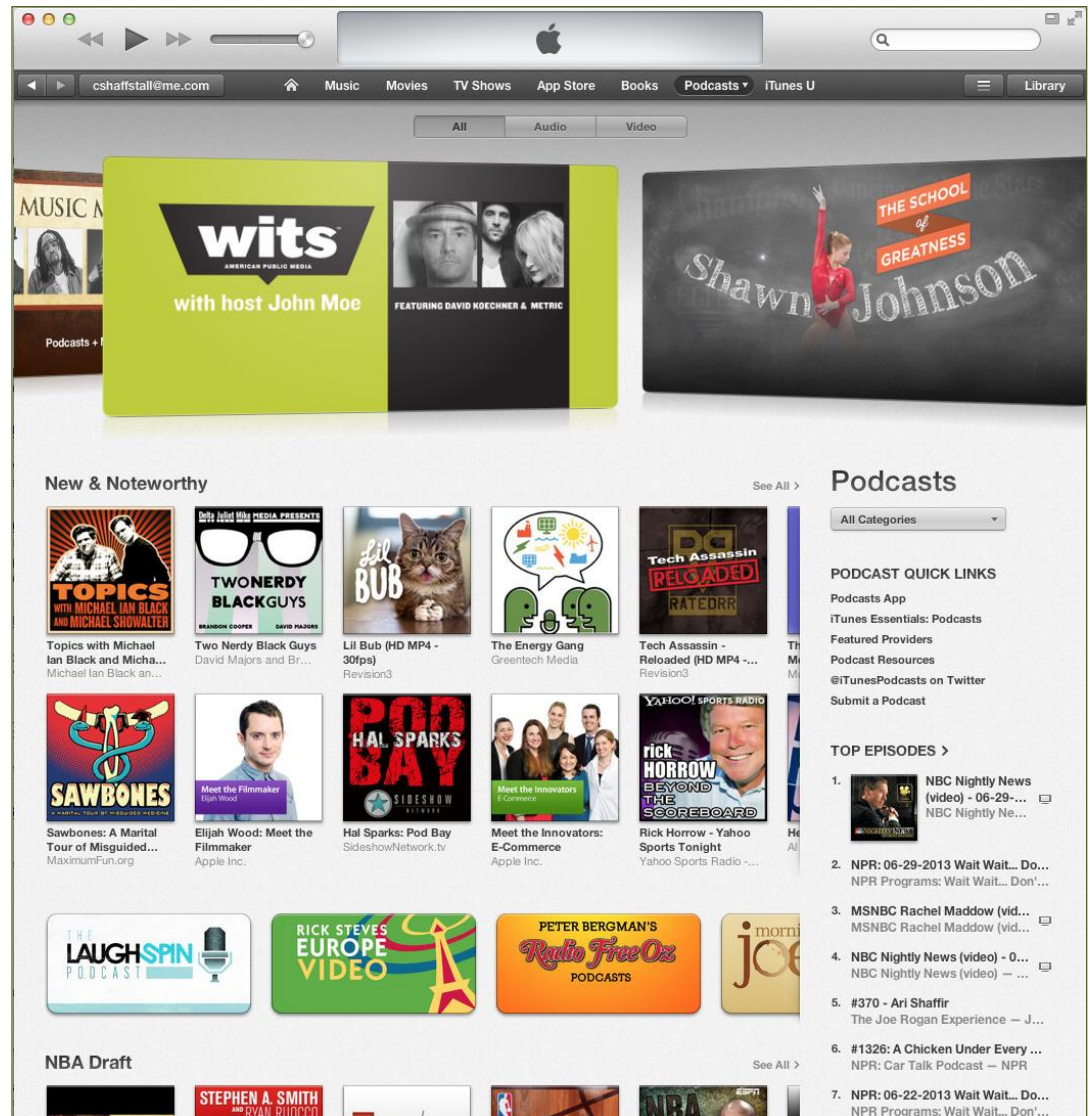
Example: YouTube



Convert to audio

- Repurpose video narration as podcast
- Post to your site's resource center
- Publish to iTunes
- Monitor listening statistics

Example: iTunes



Create an infographic

- Highlight key points in an infographic
- Great for social sharing
- Post to Pinterest
- Post to SlideShare
- Post to your resource center



Engage industry experts

- Engage bloggers, editors

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Go the Distance on a Shoestring Marketing Budget

Posted on April 9, 2013 by Aida Mesinovic | [Leave your thoughts](#) |

When it comes to using advanced marketing tactics, sometimes it seems like you need a staff of dozens and a small army of outside partners to get it done. It can be chaos...and can breed chaos in response. But direct marketing has always been an arena in which the small marketer – armed with a good understanding of target customers and knowledge of the math used in communicating with them – can win big.

Chaos breeds chaos

GOODMAN MARKETING PARTNERS

In the webinar "Direct Marketing on a Shoestring Budget," Carolyn Goodman, president and creative director of [Goodman Marketing Partners](#) and Cyndie Shaffstall, founder and CEM of [Spider Trainers](#), joined with [Target Marketing](#) to deliver a power-packed session full of actionable tips for going the distance on a tiny budget.

Carolyn begins by advising the use of company goals as the framework to determine what's important for your business. Align direct marketing objectives with your business goals, and you can simplify efforts and focus on two major areas:

1. [Identify your existing customers](#). Current customers are your low-hanging fruit. They're

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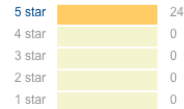
Ask for and post reviews

- Engage popular bloggers
- Send links to online review points
- Mention reviews in marketing efforts
- Video

Example: Amazon

Customer Reviews

★★★★★ (24)
5.0 out of 5 stars



[See all 24 customer reviews](#)

"And by hiring better talent, they will be able to deepen their expertise and attract even bigger, even happier even more more profitable clients."

Mottosky | 9 reviewers made a similar statement

"The only downside to this book is it's size."

McRae Williams | 6 reviewers made a similar statement

"In The Win Without Pitching Manifesto, Blair Enns teaches us how to ignore RFPs, stop writing proposals, and develop a pipeline of opportunities."

R.A.Lien | 2 reviewers made a similar statement

Most Helpful Customer Reviews

7 of 7 people found the following review helpful

★★★★★ **At last: The secret to being creative AND successful** August 10, 2010

By K. C. Ramsay

Format: Hardcover | **Amazon Verified Purchase**

This succinct and beautifully written book clearly conveys what whole armies of consultants and self-help gurus have tried in vain for years to teach. You will learn something just by reading the table of contents; what Enns calls The Twelve Proclamations. I have spent 30+ years practicing the alchemy of matching the gifts and talents of creative people with clients who so desperately need them. During that time I have witnessed and even encouraged the growing tendency of creative firms to give away their best work for free to win new commissions. I knew there must be an alternative. Surely this strategy of mutually assured destruction could be replaced with something better. Never, until now, have I seen the secret shared so thoughtfully and so well in this (literally) little black book.

The message here is for all creative businesses who want to move away from being "order-taker suppliers to expert advisers" and want to forge "a more satisfying and lucrative way of getting and doing business." The transformation begins with a willingness to focus and then articulate that focus through a consistent claim of expertise, working continuously "to add the missing skills, capabilities and processes necessary to support our new claim." Enns first audience is marketing communications firms, yet the fundamental truths and lucid examples he shares are completely applicable to the creative enterprises I am most familiar with, architecture and photography.

Enns is clear about the difficulty of beginning and sustaining the transformation, both personal and business, that is required to move from a commodity provider forced to give away their best thinking for free in order to win new work to to expert adviser whose cost of sales is essentially zero. His insight into the hearts and minds of creatives and the culture in which we are trained and have practiced for so long comes from first hand experience. Sadly, he observes that "not everyone has the heart or stomach for revolution."

The last proclamation, "We Will Hold Our Heads High", is written with the conviction of a prophet, calling to his people at a crossroad: "On the one side, the process of design is finally being seen as the last great differentiator of business and economics; while on the other, the outputs are increasingly seen as commodities". He invites we creatives to accept our unique mission: "We didn't choose our craft; it chose us. And we were never in this for the money. Like all creative people we only seek to create, and in doing so, somehow change the world." This manifesto provides the blueprint for building a sustainable business model that creatives of every type can implement to win the work they want, gain the respect they deserve, make a profit, and have more fun.



Advertisement

Most Recent Customer Reviews

★★★★★ **One of my favorite books this year**

Here's the deal - if you own any type of marketing, creative, design or service business, read this book. [Read more](#)

Published 3 months ago by Matthew Goldfarb

★★★★★ **Saving people from themselves**

Though I don't sell design services, I have bought enough of them in my government and corporate career before going out on my own as a business consultant to give Blair at least...

[Read more](#)

Published 5 months ago by Sher G

★★★★★ **Valuable advice for creative industries, spot-on observations.**

This book will show you why it's important NOT to pitch and how you can rise above the crowd. It's timely once again, given that stupid show, "The Pitch". [Read more](#)

Published 6 months ago by Kitzwillly

★★★★★ **Most Excellent**

Add to signature line

Chuck Meyer

Client Relations Manager

✉ cmeyer@spidertrainers.com

☎ 651-702-3793

*Get a free copy of our white paper, **When Marketing Becomes the 800 lb. Gorilla**, when you click to subscribe to Spider Trainers' list and receive priority notification of newly posted resources for marketers. <http://spdr.at/13y1ljv>*

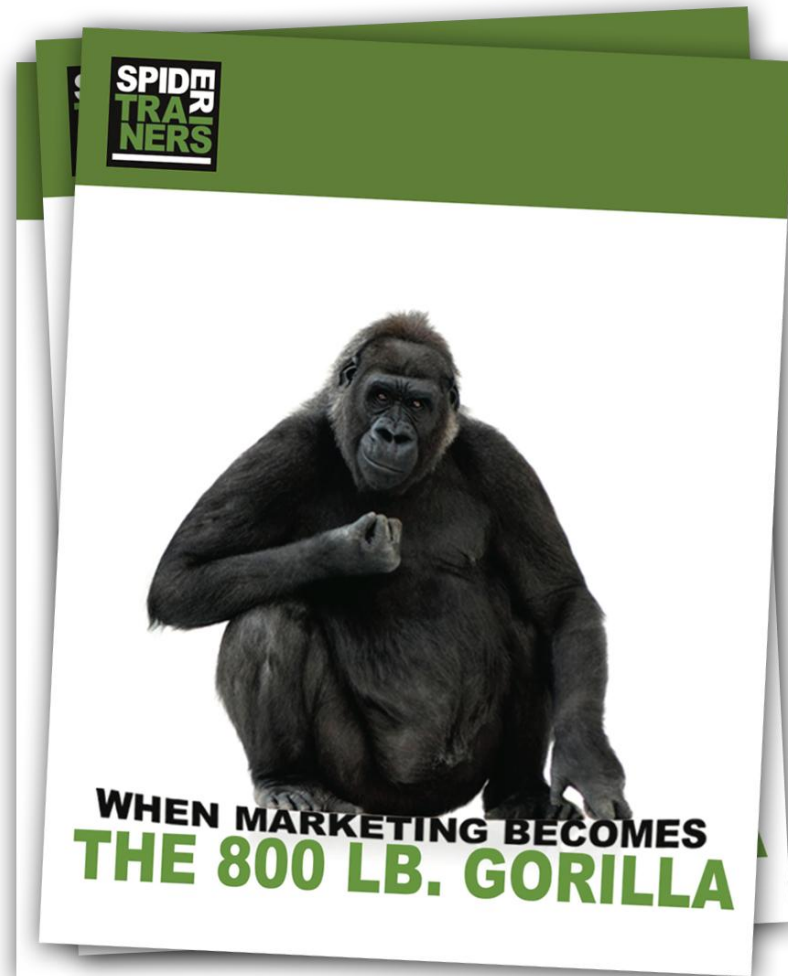


Engage individually

- Sales send to clients
- Customer-visit leave behind
- Live-event distribution

Example:

Spider Trainers



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Contact us:

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President and Creative Director
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@carolyngoodman



Cyndie Shaffstall
Founder and CEM
Spider Trainers
@CShaffstall

Next Steps



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