



# October Webinar

# Your Vende Social Team



Martin Wind  
• Account Director



Christy Warwick  
• Social Media  
Concierge



Ray Larson  
• Social Media  
Coach

# AGENDA

1. Program update
2. October Content
3. October Promo
4. Training:
  - Tactical Wheel

# TIMELINE

## May

- ✓ ~~Develop Strategy~~
- ✓ ~~Start building microsite~~
- ✓ ~~Start development of the smart phone app~~
- ✓ ~~Recruit Pilot Program participants~~

## June

- ✓ ~~Initial Training~~
- ✓ ~~Set up social media presence~~
- ✓ ~~Launch microsite and landing pages~~
- ✓ ~~Deploy web interface for connecting social accounts~~
- ✓ ~~Develop initial content for social posts and blog~~
- ✓ Customer surveys



# TIMELINE

July - August

- ✓ ~~Start publishing social content within Distributor's social presence.~~
- ✓ ~~Monthly web conference~~
- ✓ ~~Track results~~
- ✓ ~~Get feed back from Pilot Distributors~~
- ✓ ~~Make adjustments~~

October

- ✓ ~~Launch GA offering at The Exchange event~~
- ✓ ~~Launch smart phone App~~

# PILOT PROGRAM RESULTS

Goals:

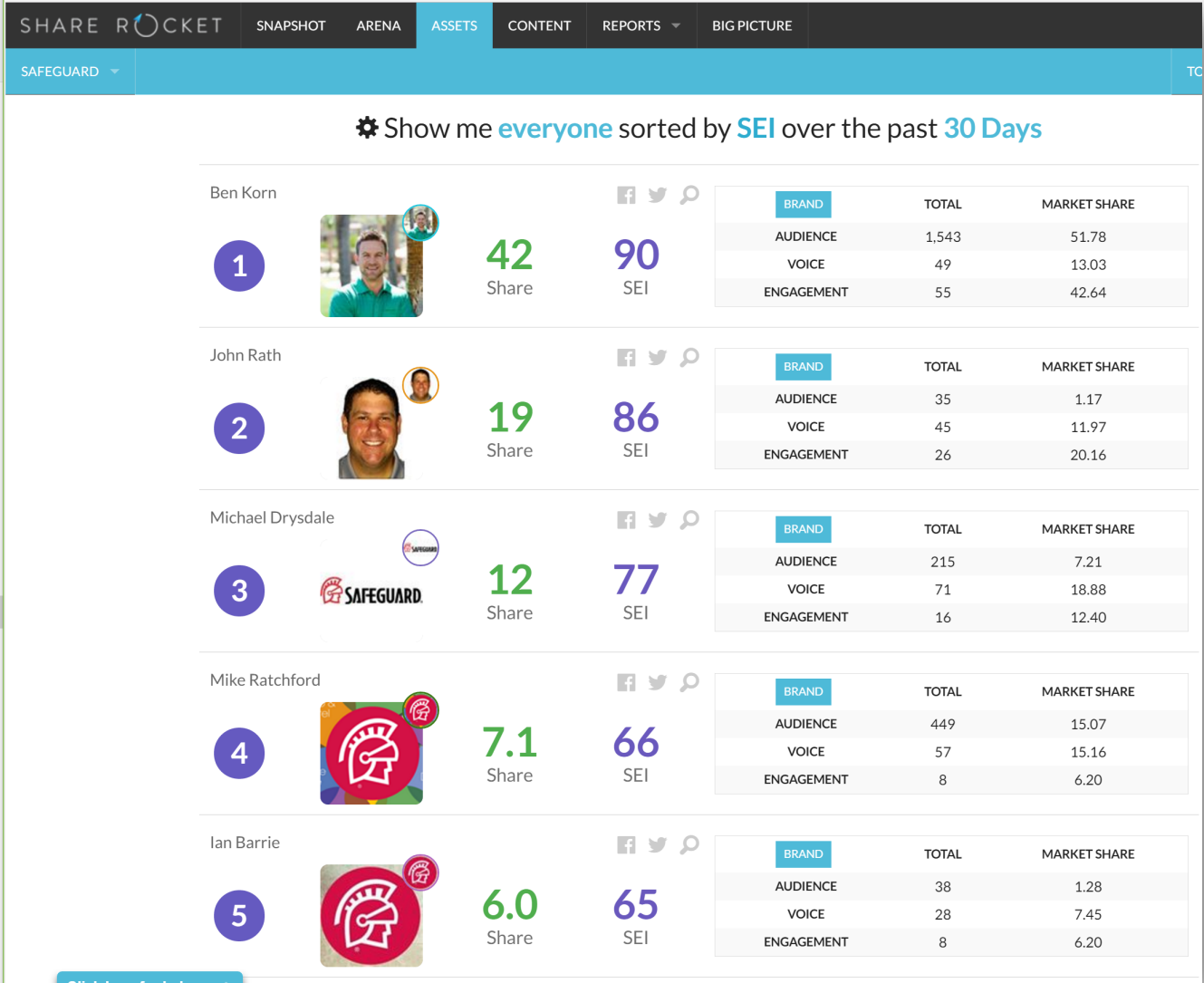
- Produce social media content that connects and engages with Safeguard customers and prospects
- Grow awareness of products and services
- Make it simple and easy for the Consultant
- Make it cost effective
- Drive traffic and produce leads

# PILOT PROGRAM RESULTS

Results (August):

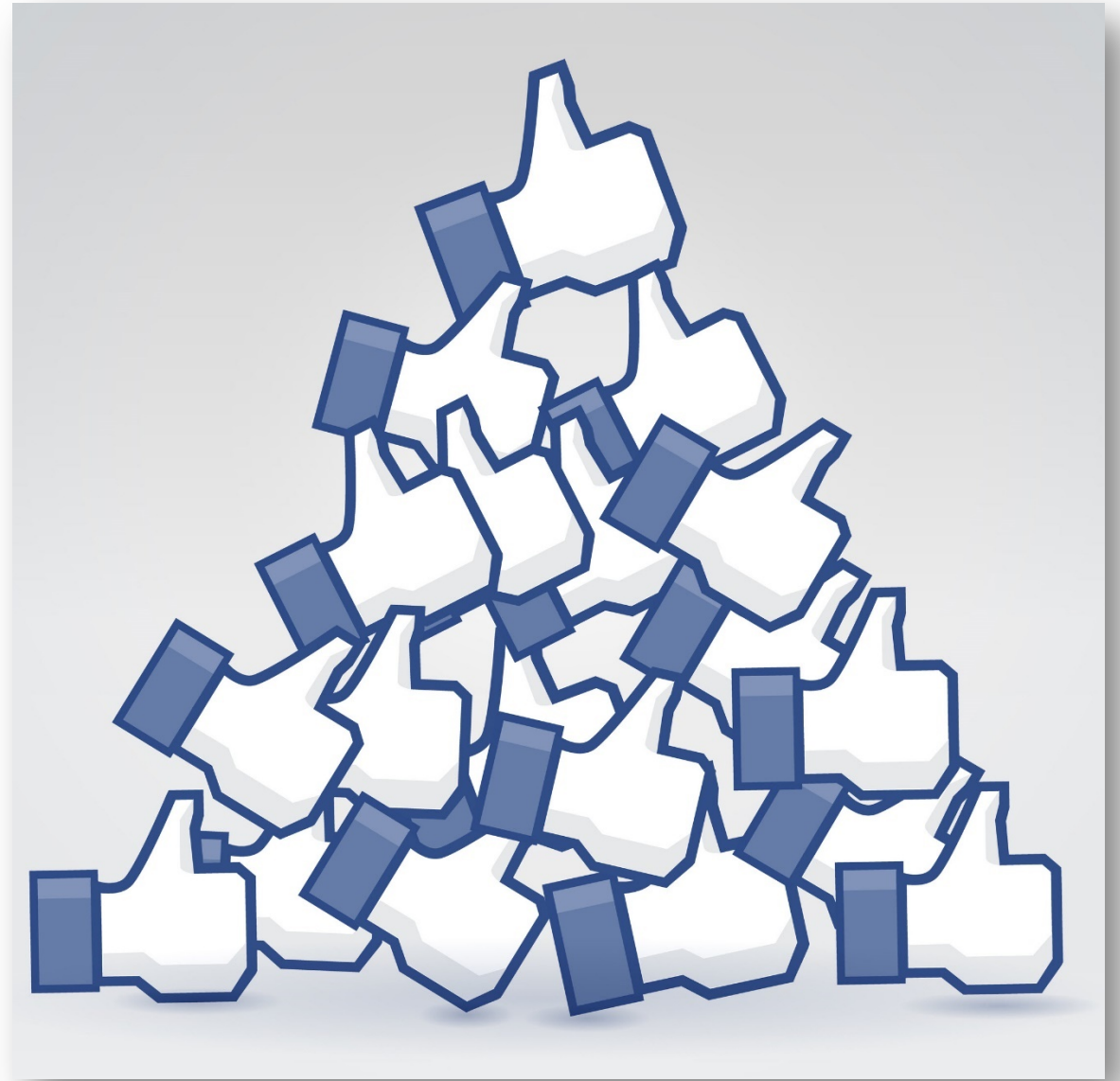
- Highlighted promo products, design and print services, loyalty, and more!
- Posts have been seen by over 169K people in social media.
- Drove over 2,800 visitors from social to Consultant pages  
Avg. 311 per Consultant
- First promotion generated 28 leads!  
Avg. 3.1 per Consultant
- 6 Newsletter sign ups
- New Customers and Active Deals!!

# MONITORING IN SOCIAL



# SEPTEMBER PROMO

1. Facebook Like building
  - Grow your awareness
  - Audience building
  - Turbo charge future promos



# OCTOBER PROMO

## 1. Power of Print Guide

- Facebook Ads
- Offer Page
- Corp. will send the book
- You will follow up

 **Safeguard**



## Connect with the powers of print

**It powers the brightest ideas**  
Print provides creative, eye-catching communications that connect with people like no other medium.

**It powers an increase in customers**  
Print drives new business. Direct mail has prompted nearly 40% of customers to try a business for the first time.<sup>1</sup>

**It powers awareness, traffic and profits**  
Print makes your other marketing channels work harder, putting you in front of more customers for more business.



**FREE\* for a limited time:**  
*Print — Your Guide To Its Powers and Possibilities*  
You'll refer to this superbly produced booklet again and again as you work with Safeguard to harness the power of print for your business.

**Contact me today to learn how to receive your copy**

\*Offer valid for a limited time, while supplies last. Some restrictions apply.  
<sup>1</sup>2008 DMA/Pitney Bowes Direct Mail Study.  
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# TRAINING

- Monthly Webinar
- One-on-One Coaching



Ray Larson  
Your Social  
Media Coach



**Safeguard**

**The Safeguard Advantage**  
Locally Owned, Personal Service

**Learn & Grow**  
Ideas, How To's, Tips

**Products & Services**  
Manage & Market Your Business

## July 2016 Coaching Call

Here is the recap of the February 2016 **Coaching Call**. On this month's call we discussed the difference between Facebook Ads, and Facebook Promoted vs Boosted Posts (setup, and targeting). We also reviewed the sales funnel.

Download February 2016 Content Plan here - [Club Z February Content Plan.xlsx](#)

Download February 2016 Coaching Call Slides here - [ClubZ! February 2016 Coaching Call](#)

Watch the February 2016 Coaching Call here-



### Contact Information

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(972) 874-3640

**Fax**  
(972) 874-3621

**Office Hours**  
7 am-6 pm  
Central Standard Time

### eNewsletter Sign-Up

Get marketing tips, ideas and updates about free webinars!

 Your Email Address

**SUBSCRIBE**

**Are You Listed**  
in Key Online Directories  
Like Yelp?



# WEEKLY POSTING PLAN

1. Original blog article from Content Strategy
2. Archived blog article from blog
3. Curated article or video (summarized in blog)
  - Safeguard resources/videos
  - From around the web (Deluxe, Inc., Mashable, YouTube, etc.)
4. Featured product/service
5. Flex post (examples):
  - Inspirational Quote
  - Recognize a holiday
  - Timely event





# TO GET THE MOST OUT OF THE PROGRAM

 **Best: We Post + You Engage + You post**

 **Better: We Post + You Engage**

 **Good: We Post and you do nothing**

# OCTOBER OVERVIEW

Post Breakdown(90 posts)

1. 30 Facebook Posts
2. 30 Tweets
3. 30 LinkedIn Updates
4. 4 Blog Posts



# HOW DOES IT WORK



September 2016

<https://gosafeguard.com/>

Day	Date	Post	Unique ID	Length	Link	Curated	Funnel	Image notes	Prom
<b>Blogs</b>									
Tuesday	6-Sep	Leading by example in your business		35	TBD		Evaluation		
Wednesday	13-Sep	How do you innovate in your business?		37	TBD		Awareness		
Thursday	20-Sep	How to increase sales revenue		29	TBD		Awareness		
Friday	27-Sep	Safeguard promotional products		30	TBD		Decision		
<b>FACEBOOK</b>									
1 Thursday	1-Sep	Don't let changes in ecommerce trends get the best of you. Our strategists work hard to stay up to date on the latest trends, and these are the most popular sales and marketing ecommerce trends for 2016:		203	RECYCLED: <a href="https://blog.gosafeguard.com/blog/4-popular-ecommerce-trends-2016/">https://blog.gosafeguard.com/blog/4-popular-ecommerce-trends-2016/</a>		Awareness		
2 Friday	2-Sep	More often than not, innovation is the key to success. That's why we work with you to create a business culture conducive to new ideas.		135			Awareness	(Safeguard_FB_470x246_090216) PHOTO: This quote, "Don't wait for an opportunity. Create it." in bright, bold font.	
3 Saturday	3-Sep								
4 Sunday	4-Sep								
5 Monday	5-Sep	<b>Tradeshow 101:</b> Before you head out for your big tradeshow, there are a lot of things to consider. Do you have a giveaway for visitors? Do you know who your target customer is? Are you dressed according to this particular trade show's standards? Don't miss out on a great opportunity because you aren't prepared! Here's a list of tips for maximizing your tradeshow experience. Then, be sure to sign up for Safeguard's unique giveaway to get some ideas of your own (custom ID).	x	475	CURATED	<a href="http://www.education.sanmar.com/fabric-blog/new-products-to-power-a-new-year-of-selling/">http://www.education.sanmar.com/fabric-blog/new-products-to-power-a-new-year-of-selling/</a>	Awareness	(Safeguard_Cur_150x150_090516 Safeguard_Cur_476x249_090516)	
	6-Sep	Looking for ways to lead by example in your business? Wondering what, exactly, it means to be a leader, and how you can encourage leadership in your workforce? At Safeguard, we help business leaders develop strategies and skills to make their work a success. Here are five of the best ways we've found to lead by example in your business: (custom ID)	x	350	TBD		Evaluation	(Safeguard_Blog_150x150_090616 Safeguard_Blog_470x246_090616)	
7 Wednesday	7-Sep	There's no need to feel overwhelmed when buying office supplies! At Safeguard, we'll help you determine which supplies you really need, helping you cut costs and save time.		172	<a href="https://gosafeguard.com/office-supplies/index.asp">https://gosafeguard.com/office-supplies/index.asp</a>		Evaluation	(Safeguard_FB_470x246_090716) PHOTO: Image of neatly arranged office supplies (printer, staples, file folders, etc.)	
								(Safeguard_FB_470x246_090816) PHOTO: This quote, "Sell the problem you solve, not	

Funnel

Decision

Awareness

Awareness

Evaluation

Awareness

Awareness

Awareness

Decision

Awareness

# THE TACTICAL WHEEL

- A set of universal actions you will take, regardless of social media platform.
- The best way to learn and understand social media marketing and how it's going to benefit your business.
- A method that ensures the implementation of social media best practices.



# THE TACTICAL WHEEL

The different stages of the Tactical Wheel can be implemented across all social media platforms. Just like driving a car. All cars have the same pedals and the same signals. When you learn how to drive one car, you can pretty much drive them all.



# SOCIAL MEDIA IN 15 MINUTES/WEEK

THE KEY IS THE  
TACTICAL WHEEL



# PREREQUISITES:

- Website or landing page
- Lead Capture
- Blog
- LinkedIn Page/Company Page
- Twitter
- Facebook
- A Way to Find and Publish Content



VENDE HAS TAKEN CARE  
OF THIS FOR YOU!

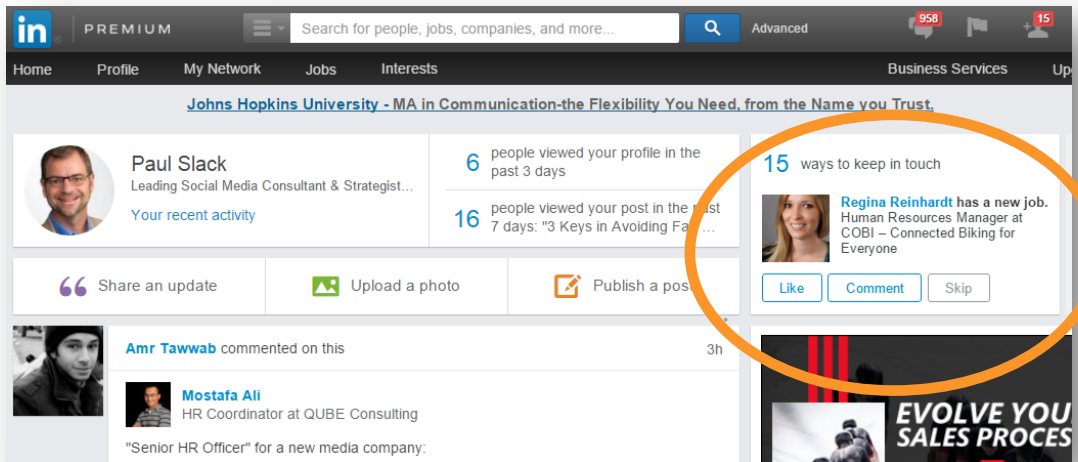


# LISTEN FOR LIFE EVENTS

1. New job
2. Work anniversary
3. Tools:

LinkedIn

Google Advanced Search



**Pro Tip:** Have great articles to share for these events.



# LISTEN FOR EVENTS

## Alerts

Monitor the web for interesting new content

grand opening + Dallas

How often

At most once a week

Sources

News

Language

English

Region

United States

How many

Only the best results

Deliver to

pslack@vendesocial.com

Update alert

Hide options

An inside look at the \$56M redo of the Mayflower in downtown **Dallas**

Dallas Business Journal

It's been a half-century since a developer has redone the historic Mayflower Building in downtown **Dallas**, but that hasn't held New Orleans-based HRI ...

Food News: Tillman's Changes Hands, Chefs for Farmers Announces Line-Up and a Steakhouse

...

Dallas Observer

A complete relaunch and **grand re-opening** is tentatively scheduled for ... Saturday, September 24: Street Food Night Market in the **Dallas** Design ...

Stores begin **opening** at Shoppes at East Broad in Reynoldsburg

Columbus Business First

**Dallas**-based Half Price Books is holding its **grand opening** celebration through this weekend. The used book retailer relocated its 2656 Brice Road ...

Mile-High Pies Come to Park Lane

Park Cities People

Oak Cliff staple Norma's Cafe celebrated a **grand opening** at Caruth Plaza on Park ... The Park Lane location was originally slated to open in June, when ... more locations and sell them before opening the North **Dallas** cafe in 2009, ...

Texas retailer Chad Plumlee opens third store, Giant Lakeside, in DFW area

Bicycle Retailer

The new location will serve the market around the **Dallas**-Fort Worth area, ... The Giant Lakeside **grand opening** took place July 15-17, and featured ...

# LISTEN FOR CONTENT

1. Business/Financial information

2. Humorous items

3. Tools:

- Google Alerts
- Safeguard Blog

## From Our Blog

### > 9 Tips for Growing a Successful Business

(8/3/2016) - Starting and running a business is hard. While success probably won't come overnight, here are a few tips that will make the whole process a lot easier. And if you're looking for additional help getting your business up and running, consider making a consultation with a Safeguard strategist today. We offer advice and solutions on [...]

### > 5 Creative Ways to Use Social Media to Innovate Your Business

(8/2/2016) - These days it seems like every small business owner uses some form of social media to promote his or her business. But not all know how to use social media well, and even those of us who are committed to using social media in innovative ways often get burned out using the same [...]

### > Update Your Business Practices with These Community Tips

(7/29/2016) - This article first appeared in the Small Business Trends blog <http://smallbiztrends.com> on July 9, 2016. By Annie Pilon. Read the full article here: <http://smallbiztrends.com/> Excerpt: Business practices are constantly changing. And if you want your business to succeed, you need to keep up. Members of the online small business community know just what it [...]

### > A Brief Look at Open-Book Management

(7/26/2016) - Over the last few decades, more and more organizations have been switching to open-book management, believing it to be a financially smart move. But what, exactly, is open-book management? And how do you know whether it's the right choice for you? What Open-Book Management Is Essentially, open-book management is the practice of actively sharing all [...]



# BUILDING COMMUNITIY

1. Follow [community pages](#), organizations on Facebook
2. Attend [Networking Events](#) & Meetups
  - Eventbrite & Meetup
3. [Upload Contacts](#) into LinkedIn & Facebook
4. Connect with [everyone](#) you meet in the biz world on LinkedIn
5. Check [LinkedIn each day](#) for who has viewed your profile and send a connection request
6. Join [LinkedIn groups](#) and invite group members to connect



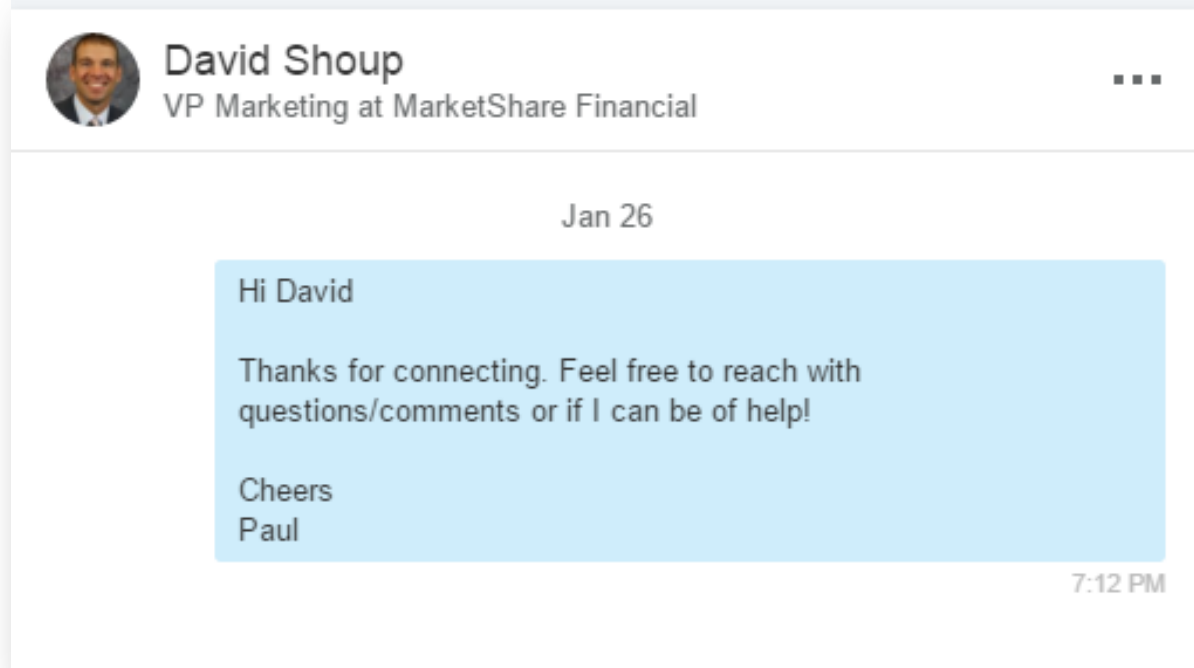
**Pro Tip:** Throw away that stack of business cards & use social media as your way of connection.

# BROADCASTING

1. Talk to your audience
2. Deliver value
3. Promote & drive people to your content
4. Post one item per day per channel
5. Promote events
6. Like, Share, Comment on one post per channel each day
7. What to share:
  - Articles
  - Comments
  - Quotes, Pictures
  - Knowledge & Advice



**Pro Tip:** Have a 3 drip email ready to go for everyone that accepts your connection request on LinkedIn



**Pro Tip:** Have a 3 drip email ready to go for everyone that accepts your connection request on LinkedIn

# BROADCASTING –RECIPE FOR SUCCESS

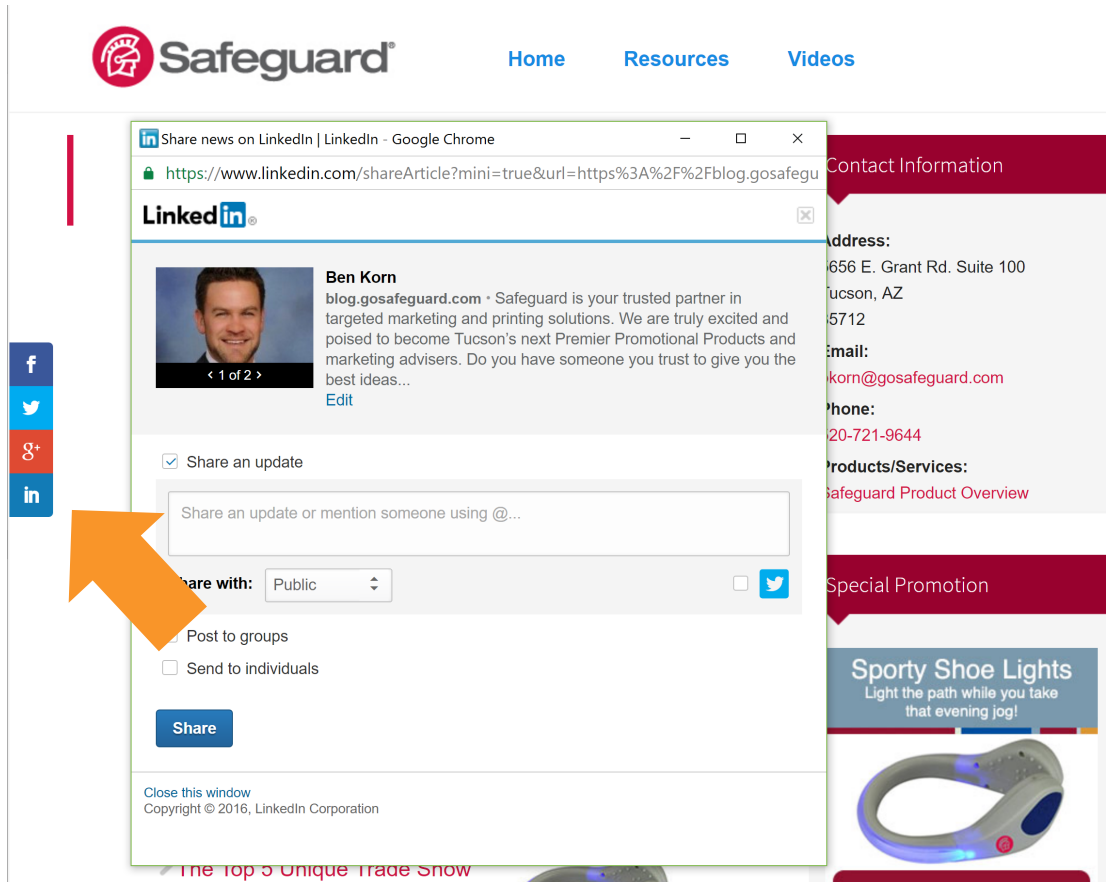
- 20-30% Creating engagement - VENDE
- 20-30% Curated - VENDE
- 20-30% Drive traffic - VENDE
- 10-20% In other's environments - **YOU**
- 10-20% Promotional (call-to-action) - **BOTH**



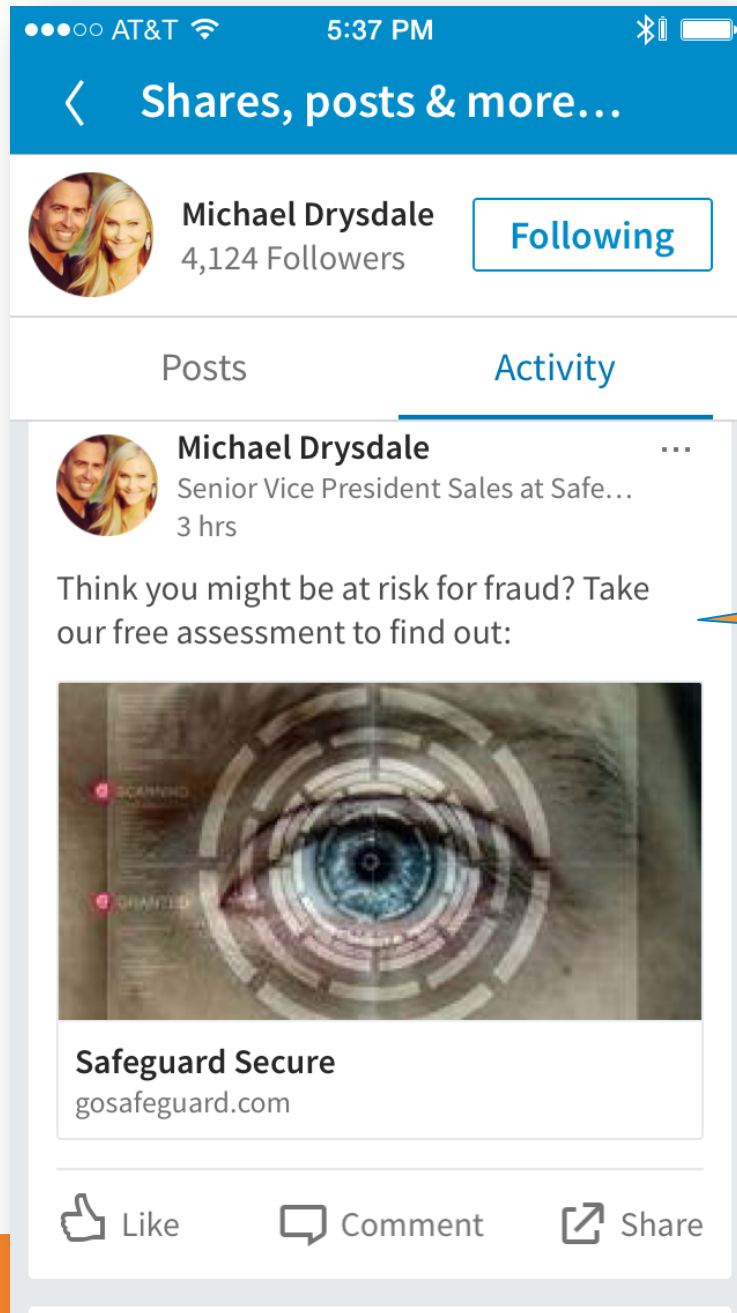
**Pro Tip:** Articles, Comments, Quotes, Pictures, Knowledge, Advice.



# BROADCASTING –SPRAY AND PRAY!




**Pro Tip:** Articles, Comments, Quotes, Pictures, Knowledge, Advice.





Evaluation  
Example



 PREMIUM


Search for people, jobs, companies, and more...






**Ben Korn**  
Owner/Distributor at Safeguard Tucson

One of the most important aspects of a healthy business? Retaining your employees. Fortunately, a few simple steps, like fostering good communication or promoting from within can ensure employee loyalty and satisfaction. While we can't... show more



**5 Ways to Retain New Employees | Strategy Safeguard**  
**blog.gosafeguard.com** • Learn 5 ways managers can retain new employees immediately after hiring. These inc...

Like • Comment • Share •  1

Awareness  
Example



Safeguard Business Systems

Home

About

My Promo Store

Photos

Reviews

**Safeguard Business Systems, Hampton Roads**

July 21 at 1:08pm · 🌐

Is your marketing integrated? Learn the 3 biggest benefits of tying your marketing into a unified message. <http://bit.ly/28Svm4U>



**Safeguard - Integrated Marketing**

Business Efficiency Ideas

FAN.IS

Like Comment Share

Write a comment...

Decision  
Example

# BROADCASTING – BOOSTING



Vende Spends  
upto \$120/MO  
boosting Your  
Posts

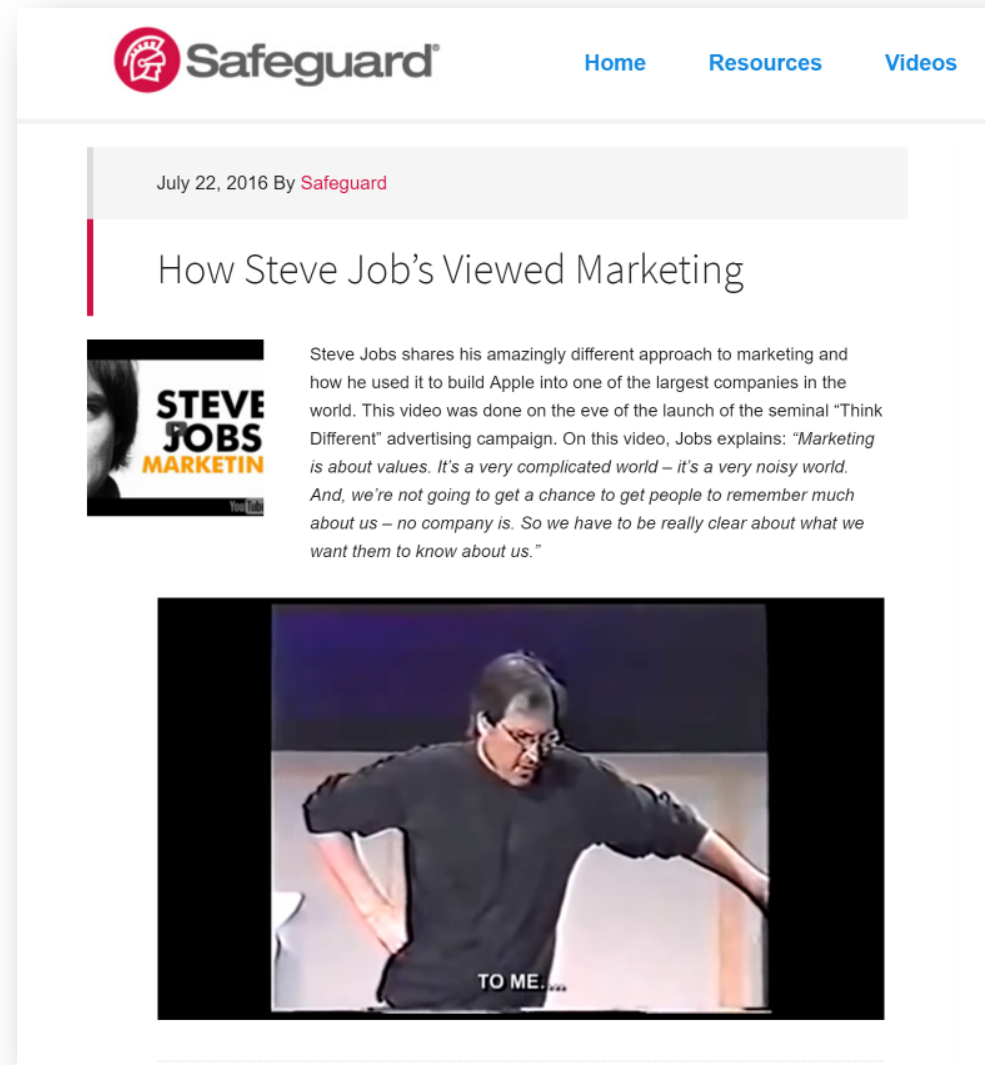
## CONTENT – WE DO 1 & 2

1. When customers and prospects start to [read what you write](#), they develop a relationship with you
2. Write [2-4 articles per month](#) and publish on LinkedIn (or blog)
3. Send articles to your [LinkedIn Connections](#) and groups



YOU DO  
THIS ONE!

# TURN BEST-IN-CLASS CONTENT INTO TRAFFIC MAGNETS





## CONVERT: WE DO 2 & 3

1. Host events and promote them in social.
2. Monthly offers and promotions.
3. Audit your online/social presence and make sure your contact info is easy to find




**Pro Tip:** Make videos of your event content and post on YouTube to share with folks who couldn't attend.

**Safeguard Flower Mound**

Just now · 

Learn what the most unique tradeshow giveaways have been in 2016. Pick up a free sample of the #1 item! <https://blog.gosafeguard.com/tradeshow-giveaway-promo/>





### Tradeshow Giveaway Promo - Safeguard Consultant Digital Marketing Network


Claim Your Free Light Now Thanks for requesting the Sporty Shoe Light sample. We will process your...


BLOG.GOSAFEGUARD.COM


**Boost Post**



 Like

 Comment

 Share







Press Enter to post.

Boosting  
Offer Posts  
Is Key



## Ben Korn



Safeguard is your trusted partner in targeted marketing and printing solutions. We are truly excited and poised to become Tucson's next Premier Promotional Products and marketing advisers.

Do you have someone you trust to give you the best ideas and recommendations for

promoting your business? Are your promotions effective? Give us a shot.

## From Our Blog

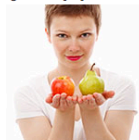
### 4 of the Most Popular Ecommerce Trends in 2016

(8/9/2016) - When it comes to ecommerce, sales and marketing trends can change on a dime. To keep your business up-to-date, you need to be on the constant watch for changes. Luckily, we've put together this list of four of the most popular ecommerce trends happening over the past year. Keep your company current by taking a look [...]



### 8 TED Talks On How We Make Choices

(8/5/2016) - Why are some choices harder than others? Are we in control of our decisions? These are questions that not only affect your daily life, but also the lives of your employees and customers. Find out more through these



### Contact Information

**Address:**  
1234 Main Street  
Flower Mound, Texas 75034  
**Email:**  
[alerts@vendesocial.com](mailto:alerts@vendesocial.com)  
**Products/Services:**  
[Safeguard Product Overview](#)

### Special Promotion

#### Sporty Shoe Lights

Light the path while you take that evening jog!



[Get Your Free Sample Now](#)

### Social Media

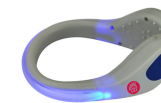


Call-To-Action Goes to Lead Form

## Tradeshow Giveaway Promo

### Claim Your Free Light Now

Thanks for requesting the Sporty Shoe Light sample. We will process your request and ship one right out to you. If you have any questions or comments, please don't hesitate to reach out to your Safeguard Consultant.



**Name \***

First

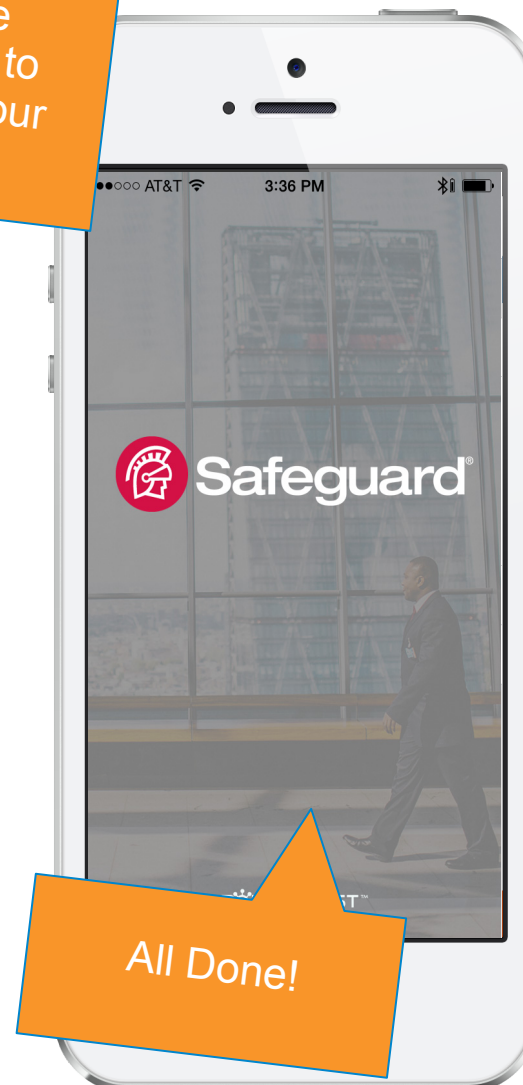
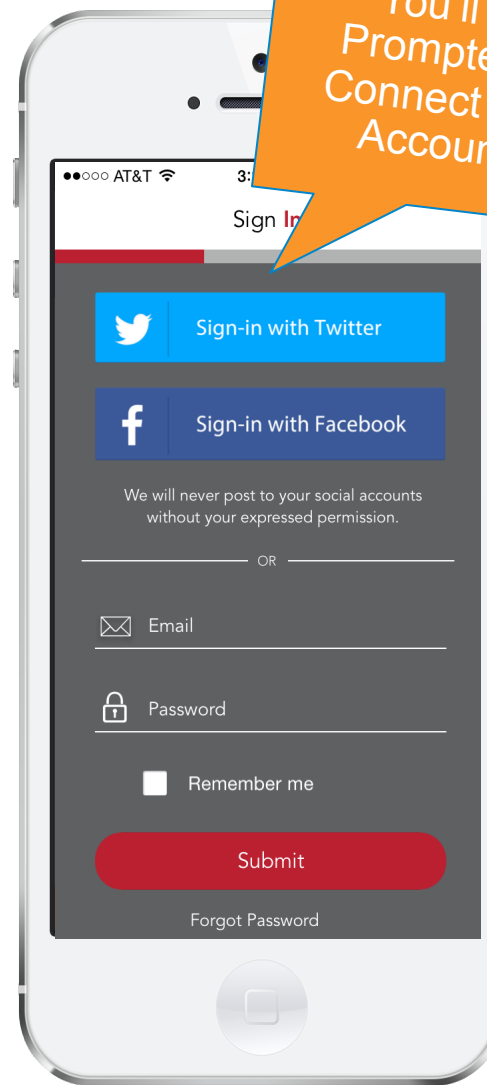
Last

**Company \***

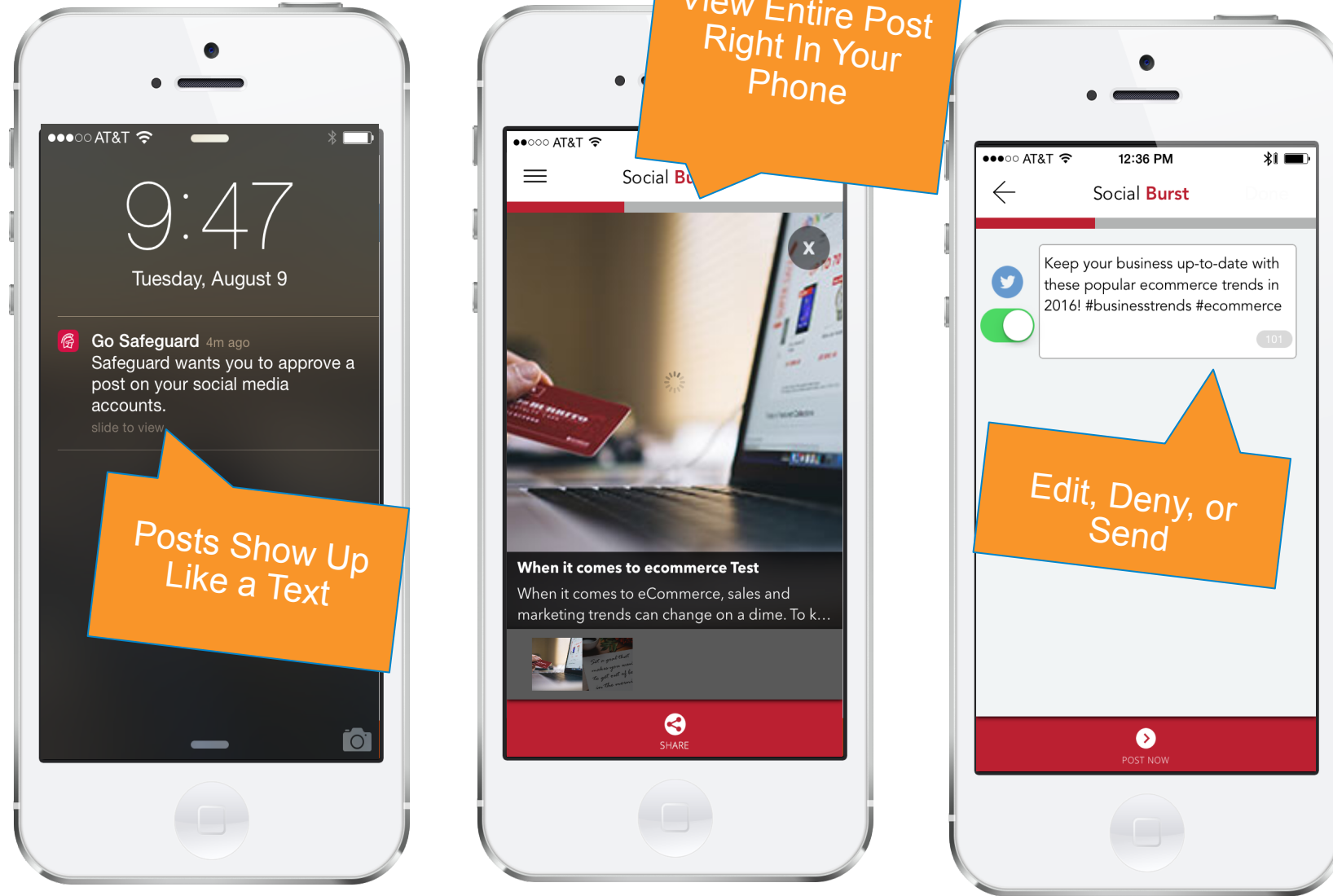
**Email \***



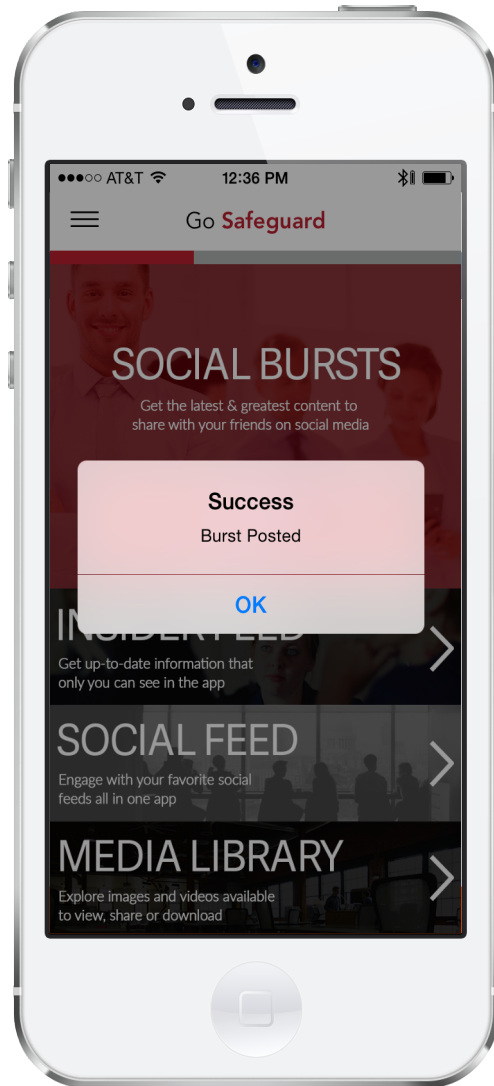
# THE APP IS HERE!



# YOU ARE IN TOTAL CONTROL



# YOU ARE IN TOTAL CONTROL



# WHERE TO FIND A PLAYBACK & LINK TO RESOURCES

[Home](#)[Resources](#)[Videos](#)

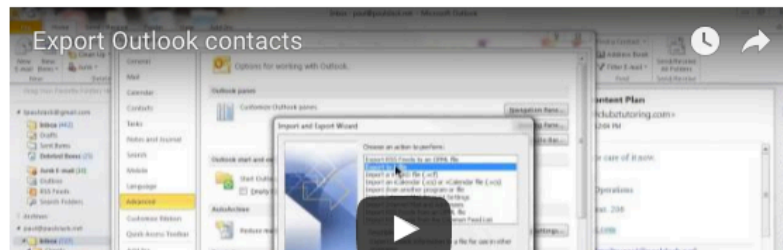
July 28, 2016 By [Ray Larson](#)

## 2016 August Coaching Call – Webinar

Our August 2016 Coaching Call webinar is now available. On this month's call we discussed how to export/import contacts from different email clients.

As usual, please [contact us](#) if there are any questions.

### Exporting Contacts from Outlook



#### Newsletter Subscribe

Email

Submit

#### Recent Posts

[2016 August Coaching Call – Webinar](#)

[2016 July Coaching Call – Webinar](#)

[A Brief Look at Open-Book Management](#)

# NEXT STEPS

1. Plan on attending next month's webinar
  - Monday 9/25 @ 2PM CT
2. Schedule a coaching call with Ray.
3. Upload your contacts into LinkedIn and Facebook!
4. Remember to accomplish your LinkedIn chores
5. As always, let us know how we can help you grow your business





# THANK YOU



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