



# November Webinar

# Your Vende Social Team



Martin Wind  
• Account Director



Christy Warwick  
• Social Media  
Concierge



Ray Larson  
• Social Media  
Coach

# WHO AM I?

## Director of client services and winning for Vende Social

- 19 years of internet marketing for my own businesses

## Education:

- MS, Internet Marketing, Full Sail University
- MBA, University of Miami
- MA, Military History, Norwich University
- BBA, University of Miami
- Master's Certification, Internet Marketing, University of San Francisco



### Connect with me please!

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 [@raymlarson](https://twitter.com/raymlarson)

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# TRAINING

- Monthly Webinar
- One-on-One Coaching



Ray Larson  
Your Social  
Media Coach



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[Resources](#)

[Videos](#)

October 25, 2016 By [Vende Community Managers](#) ([Edit](#))

## 2016 November Coaching Call – Webinar- Facebook Ads

Our November 2016 Coaching Call webinar is now available.

On this month's coaching call we discussed the the sales funnel and how it relates to Facebook Ads. In order to be successful in social media you need to understand the importance of future buyers and how to speak to them. Facebook Ads are deployed to speak to your suspects, prospects and leads where they are in the sales process. They're highly effective for both future buyers and now buyers.

Download the November content plan here: [safeguard\\_november-content-plan-proofed](#)

Newsletter Subscribe

Email

Special Promotion

Connect with the  
powers of print



# AGENDA

1. Program update
2. November Content
3. November Promo
4. Training:
  - Facebook Ads and optimizing the sales funnel



# 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~~

## November

- ✓ ~~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

# NOVEMBER PROMO

## 1. Power of Print Guide

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



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.  
©2014 Safeguard Business Systems, Inc. Safeguard and the centurion head design are registered trademarks of Safeguard Business Systems, Inc. 7/14 GT74FPJPG



# 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**

# NOVEMBER OVERVIEW

Post Breakdown(90 posts)

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



# WHY WE BREAK DOWN THE FUNNEL....



**Awareness:** Make your territory aware of your businesss;  
creating **future buyers**

**Evaluation:** Have a desire/interest for your service and  
products considering Safeguard amongst competitors

**Purchase:** Need your services immediately; **now buyer**

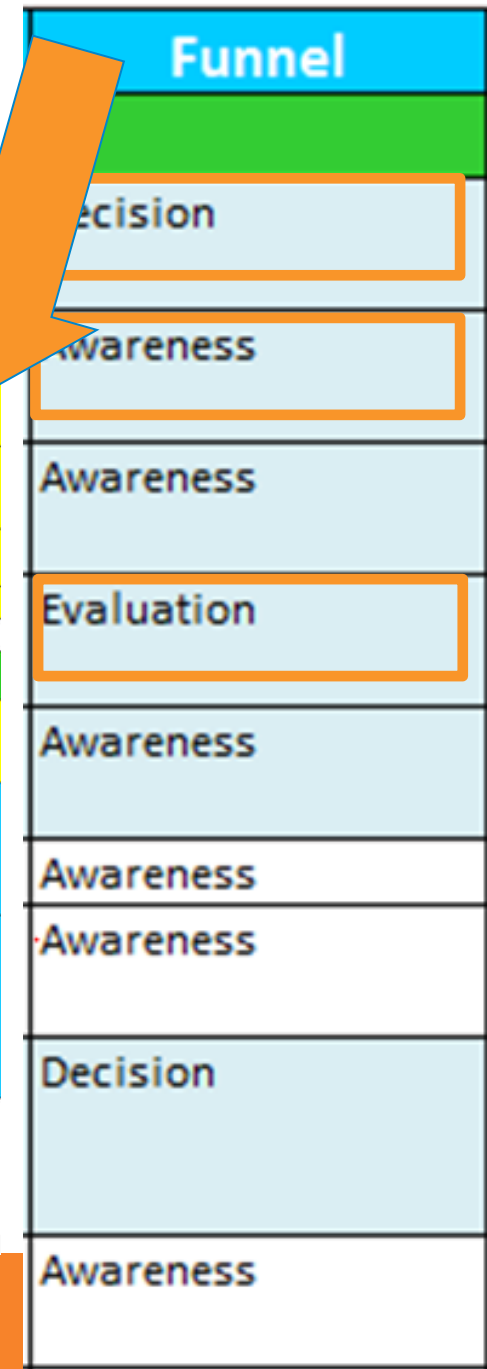
# HOW DOES IT WORK?



November 2016

<https://gosafeguard.com/>

Day	Date	Post	Unique ID	Length	Link	Curated	Phase
<b>Blogs</b>							
Tuesday	1-Nov	The holidays are a great time to start appreciating your employees' hard work. Here are four things employers can implement this holiday season to show their appreciation: {custom ID}	x	183	TBD		Awareness
Friday	8-Nov	Crowdfunding, or funding a project through raising small donations from a large number of people, is a great way to finance your next business venture. Here's a few reasons why: {custom ID}	x	189	TBD		Evaluation
Monday	15-Nov	Everyone can be an effective leader. Here are our top six tips for improving your leadership and management skills: {custom ID}	x	127	TBD		Evaluation
Monday	22-Nov	November Offer - See Martin	x	27	TBD		
<b>FACEBOOK</b>							
Tuesday	1-Nov	The holidays are a great time to start appreciating your employees' hard work. Here are four things employers can implement this holiday season to show their appreciation: {custom ID}	x	183	TBD		Awareness
Wednesday	2-Nov	With all the changes brought about due to fast changes in technology and social media, it's easy for marketing to become overwhelming. Luckily, it doesn't have to be! We have a number of marketing ideas to help you navigate your stickiest problems. And, our strategists are available to offer a free consultation at any time. Give us a call today!		347	<a href="https://gosafeguard.com/knowledgecenter/marketing/index.asp">https://gosafeguard.com/knowledgecenter/marketing/index.asp</a>		Decision
Thursday	3-Nov	A reminder when you feel like giving in:		40			Awareness
Friday	4-Nov	Without good customer service, your business may not achieve its goals. Looking to improve your customer service? Here are our favorite tips for keeping customers satisfied. And if you're looking for more advice, don't hesitate to give us a call! We have strategists waiting to speak with you.		293	RECYCLED: <a href="https://blog.gosafeguard.com/blog/improving-customer-service/">https://blog.gosafeguard.com/blog/improving-customer-service/</a>		Evaluation





# THE CHALLENGE

Social Media has changed the world.

- #1 online activity
- 3X more than email
- 50% of the population is under 30
- Buyer behavior will never be the same.



# FUTURE BUYERS ARE BETTER!



**Now Buyer:** Has a need, budget, and compelling event

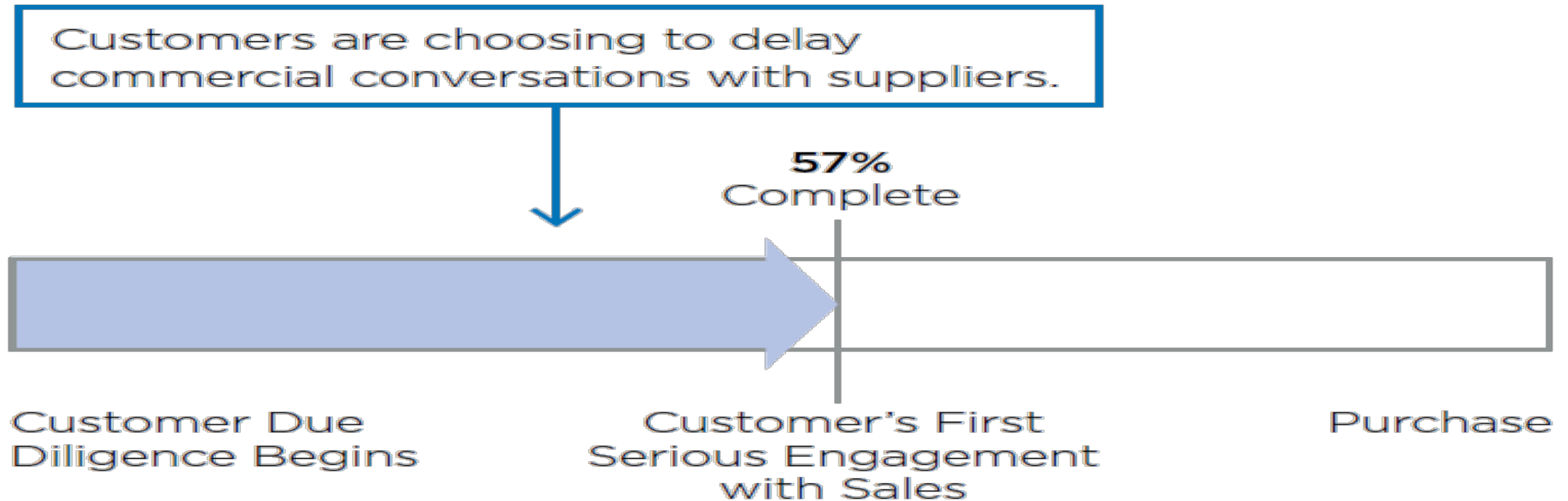
# FUTURE BUYERS ARE BETTER!



## Future Buyer:

- Has a dream, vision, or desire
- Living with a problem
- In research mode

# FUTURE BUYERS ARE BETTER!



Source: The Digital Evolution in B2B Marketing

# HOW THIS ALL WORKS – 4 KEY STAGES

## CONTENT IS HOW TO ACHIEVE THIS

### FUTURE BUYER

- *GOAL: LEAD WITH VALUE*

### INTERESTED SUSPECT

- *GOAL: EDUCATE AND INFORM*

### CONSIDERATION

- *GOAL: OPT-IN WITH FAIR EXCHANGE OF VALUE*

### DECISION

- *GOAL: MAKE THE SALE IN THE REAL WORLD*

MOST PEOPLE FAIL  
BECAUSE THEY START  
HERE.



# HOW THIS ALL WORKS

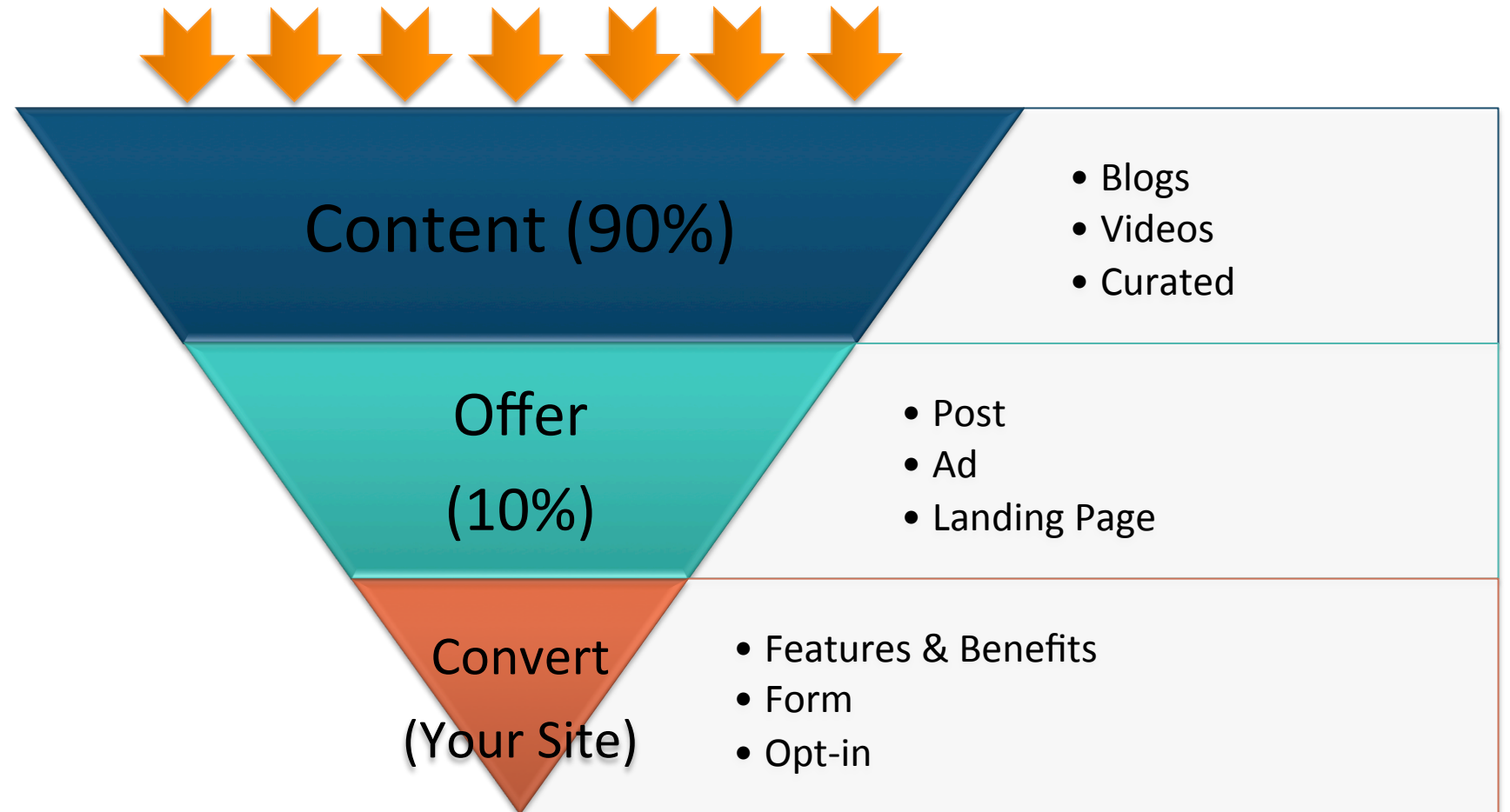
## STAGE

**FUTURE BUYER**  
*GOAL: LEAD WITH VALUE*

**INTEREST**  
*GOAL: EDUCATE AND INFORM*

**CONSIDERATION**  
*GOAL: FAIR EXCHANGE OF VALUE (OPT-IN)*

**DECISION**  
*YOU CLOSE THE DEAL IN THE REAL WORLD*



# TACTICAL WHEEL – 2 KEY AREAS WHERE FACEBOOK ADS ARE CRITICAL



# BROADCASTING – BOOSTING POSTS



You can't broadcast and expect customers to come to you; you have to boost it, too.

THIS IS WHY WE SPEND **\$120/MO/**  
**DISTRIBUTOR** IN FACEBOOK.

# BROADCASTING



A moment of silence  
please for the death of  
the “free” audience.

# FACEBOOK ADS

So what's a business owner or digital marketer to do?

Pay to play!





# POWER OF FACEBOOK ADS

USE FACEBOOK  
ADS HERE TO  
**BUILD**  
**AWARENESS** WITH  
FUTURE BUYERS

Content (90%)

- Blogs
- Videos
- Curated

Offer  
(10%)

- Post
- Ad
- Landing Page

Convert  
(Your Site)

- Features & Benefits
- Form
- Opt-in

# TACTICAL WHEEL – 2 KEY AREAS WHERE FACEBOOK ADS ARE CRITICAL



# CONVERT

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
4. Leverage Facebook Ads to get the word out.



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

# POWER OF FACEBOOK ADS

USE FACEBOOK ADS  
HERE TO **BUILD**  
**AWARENESS** WITH  
FUTURE BUYERS

Content (90%)

- Blogs
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USE FACEBOOK ADS  
HERE **GENERATE**  
**LEADS** WITH  
SUSPECTS AND  
PROSPECTS

Offer  
(10%)

- Post
- Ad
- Landing Page

Convert  
(Your Site)

- Features & Benefits
- Form
- Opt-in

# POWER OF FACEBOOK ADS

## ■ (New Audience)

25m - 30m monthly active people

### Frequency of Activities

The number of times the selected audience performed these actions on Facebook. Based on Facebook user activity and environmental data.

Lifetime

34



Pages Liked

In the last 30 days

22



Comments

30



Posts Liked

7



Posts Shared

1



Promotions Redeemed

41



Ads Clicked

People Who Match: Job title: Owner and Founder, CEO/Founder/Owner, President, Co-Founder/Owner, Co-Owner/CEO, Chief Executive Officer, Marketing, Director (company), Co-Founder and Director, Chief Marketing Officer, Founder, Vice President Sales and Marketing, Marketing Vice President, Co-Owner/Partner, Owner and co founder, Founder and Chief Executive Officer, President and CEO, Founder and President, Owner and Managing Director, President & Co-Founder, Managing Director, Co-Founder and CEO or Co-Founder / Partner



## 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



Write a comment...



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  
**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 \*



# HOW THIS ALL WORKS

## STAGE

Facebook Ads  
Customers

Boosted Posts  
Fans/Followers

Sharing  
Emails

FUTURE BUYER  
*GOAL: LEAD WITH VALUE*

INTEREST  
*GOAL: EDUCATE AND INFORM*

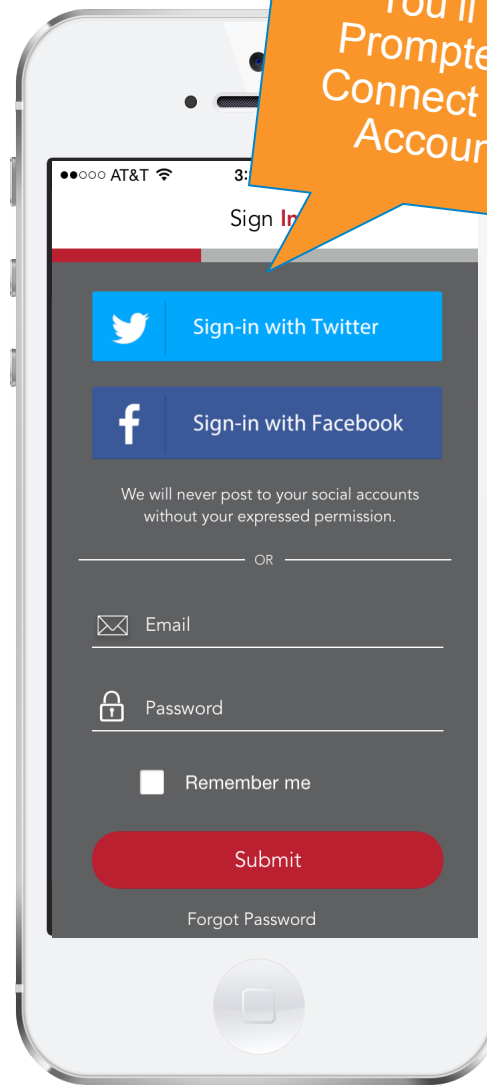
CONSIDERATION  
*GOAL: FAIR EXCHANGE OF VALUE (OPT-IN)*

DECISION  
*YOU CLOSE THE DEAL IN THE REAL WORLD*

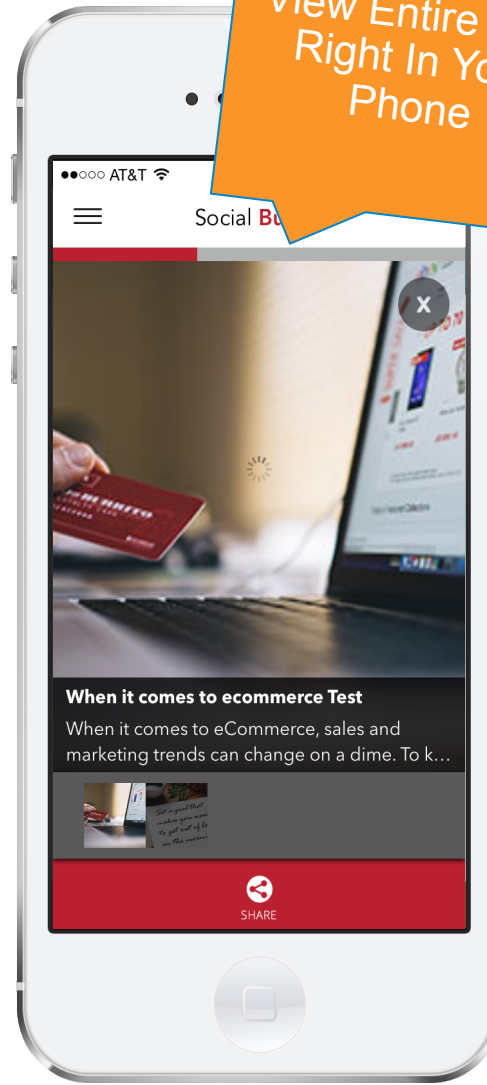




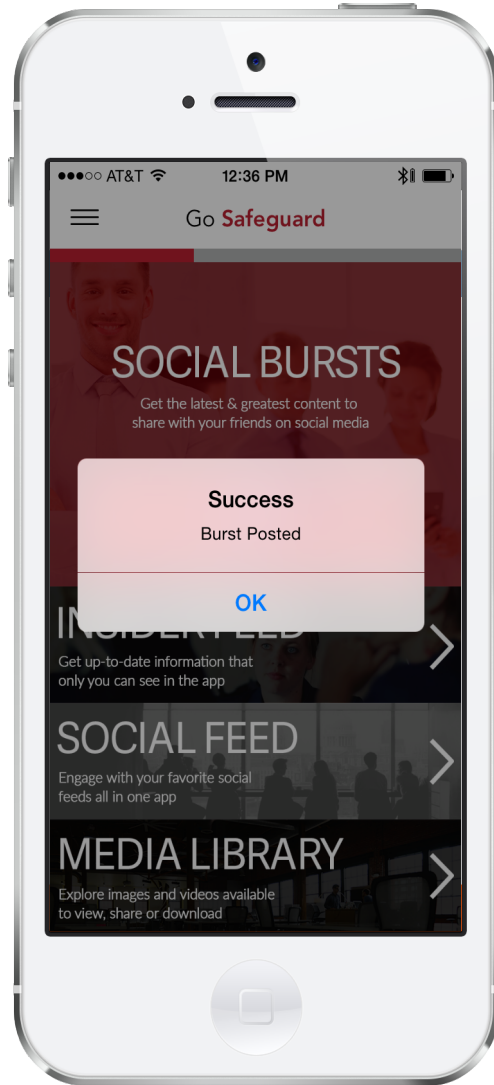
# THE APP IS HERE!



# YOU ARE IN TOTAL CONTROL!



# YOU ARE IN TOTAL CONTROL!



# WHERE TO FIND A PLAYBACK & LINK TO RESOURCES



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[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



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#### 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 11/25 @ 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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