

# The DIALOGUE

A PURPOSEFUL  
B2B NEWSLETTER

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## DIGITAL MARKETING

### TRANSITIONING to DIGITAL MARKETING?

Business owners remain fearful of evolving from traditional to digital marketing because there are too many options to choose from and chance. Experimenting, poor judgment, and a lack of valuable competitive intelligence further complicate and add fear to the consideration of a full-fledged transition.

The need is there, and it's valuable! In the restaurant industry alone, food orders from mobile apps, texting, and the Internet continue to snowball. 2016 and 2017 research showed almost a 20-percent increase in electronic derived food orders, which resulted in billions of food service visits.

#### Lack of Talent and Experience

A critical question to ponder is, who exactly will your organization entrust with producing brand-stimulating content? Unfortunately, and despite its value to a business, many small to medium-sized businesses (SMBs) lack the talent and experience to cost-effectively achieve, maintain, and adapt digital marketing into a powerful strategic tool. And, quite frankly, executive management is too far removed from customers, and their day-to-day responsibilities leave them no time to execute quality content and results.

Any level of success in digital marketing requires brand-building marketing professionals with extraordinary abilities to custom build targeted digital marketing mixes capable of fully complementing customer performance characteristics.

#### Feedback from Interactions

It is equally essential to successful digital marketing to accurately identify, understand, and get feedback from their interaction with associates and throughout the sales process when your customers are online or in your store. To achieve this lofty goal requires an understanding of how consumers currently access and use digital media and how they prefer to connect.

#### How to Expedite Digital Marketing

- Invest in a thorough understanding of customers
- Determine what doesn't work with limited experimentation
- Identify and implement what changes customer behaviors
- Capture regular feedback on what's working

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### ARE YOU PROPERLY ENGAGED?

The most critical component that successfully stimulates consumer engagement is personalized marketing. The need for accurately-targeted marketing shouldn't be a surprise to most business owners because it is a logical extension of customer service and necessary to achieving an enduring relationship with your best customers.

#### Improving Communications

Effective communications with customers are value-based, personal, and geographical in terms of convenience and relevance. Technologies like geofencing, social media, and texting provide savvy marketers with valuable reasons to connect with consumers with add-on sponsoring of weather alerts, proximity to businesses, events, and anniversaries.

#### Disruption by Competitors

Traditional shotgun ads and messaging by established companies no longer work when competitors deliver personalized content and experiences across digital media. Personalized digital media is a powerful tool because it also contributes

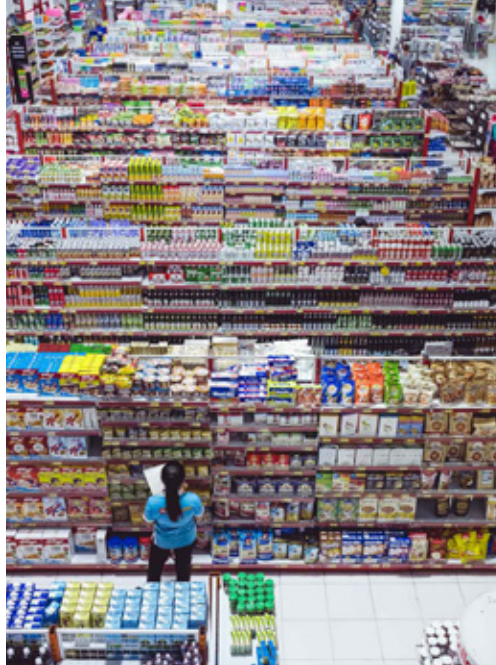
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# MOTIVATIONAL DISCOVERY

It is an accepted fact in B2B and B2C circles that knowing customers is a necessary strategy to succeed, and a failure to improve customer intelligence lessens a retailer's ability to fend off competitors. Unfortunately, research over the past few years shows that fewer than half of retail businesses can accurately describe their customers in enough detail to understand their current purchase motivation and predict future purchases.

## Stimulating More Interactions

Personalization is a complex process that stimulates more interactions and extends the length and value of each episode. For businesses to actively and successfully compete, they must possess an accurate history of preferences, buying habits, and interests. The ongoing failure of customer identification programs causes companies to lack essential characteristics and data that are necessary to know their customers and connect with preferred audiences and their specific needs and wants. This lack of transparency is especially



detrimental because all too often, online transactional information is limited to the capture of email, IP addresses, and logins to identify customers.

For personalization to succeed, business owners must profile customers from all interactions, inquiries, and purchases. Customer profiling to this degree may sound like a daunting exercise, but it affords better results, greater

efficiencies, and the ability to scale and leverage what's known, applicable, and beneficial beyond the scope of the unpredictable and elusive social media.

## Anticipated Purchases

Detailed and focused customer information enables B2B and B2C businesses to anticipate purchases from captured buying, browsing, and lifestyle determinations. This knowledge is a valuable business tool that simultaneously improves customer satisfaction, attracts new and multiplied interactions, and increases revenues.

To get started, DOUGLAS USA recommends a scalable and flexible onboarding plan that enables business owners to get personal with customers without overreaching privacy concerns. Flexibility provides a dynamic framework to adapt and make educated adjustments to marketing that maximize relationships and revenues. Most importantly, businesses must capture beyond what is already known while being careful not to trespass into too personal discovery.

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# TRANSITIONING to DIGITAL MARKETING?

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A reasonable starting point is by beginning with customer-centric solutions, analysis, and adaptation to performance-based alternatives that deliver maximum value sooner from your investment.

By determining how much digital marketing improves sales and revenues is the only way to gauge the success of the transition from traditional to digital marketing.

## Marketing as a Revenue Generator

The DOUGLAS USA Agency is confident of this truth because any degree of marketing that doesn't pay for itself is a cost that shouldn't be tolerated or expensed.

Only when marketing pays a dividend beyond its cost is the number one way to know that an investment in marketing is working and producing



results, and businesses shouldn't settle for anything else. The DOUGLAS USA Agency never has and never will. The quality of our work is our bond. No contract required even for a decade of uninterrupted, month-to-month projects. And, we have the references to prove it.

We look forward to your call and hope to hear from you soon. ☺

**BRANDED APPAREL**

**Digitization  
Embroidery  
Screen Prints**

- Logo Design and Digitization Services
- Business Workwear and Woven Dress Shirts
- Casual Friday Sport Shirts, Pullovers, Outerwear, & Caps
- Custom Design Screen Printed T-shirts For All Events
- Fully Branded Competition Tournament Wear

**MOTIVATIONAL DISCOVERY**  
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**Hybrid Personalization Benefits**

Additional personalization benefits include cost-effective upselling, cross-selling, and a higher percentage of repeat business. Expanded knowledge of what motivates customer purchases equips business owners with an ability to accurately target content, match expectations, and provide spot-on timing that yields better conversions, along with higher margins.

From this newfound and valuable customer information, businesses interact expeditiously with ready to purchase customers, provide what they need, and stimulate future buys with a broader and more accurate offering of products and services. To expand and accelerate results, experiment with what motivates customers to buy, determine what doesn't work, improve targeting, and put relationship building on a faster track.

**Enterprise with Personalization**

Up until now, we've discussed viable solutions for small to medium-size businesses (SMBs) but, there exist several enterprise wide personalization systems that accurately provide a deeper dive into customer behavior. However, they are not as adept at delivering scaled implementations for small to medium businesses.

Incorrectly sizing identity resolution programs delay and limit the benefits of personalization and motivational data capture and measurements. SMB business owners who get side-tracked or choose not to personalize their customer relationships will miss out on a rewarding course of action that makes organizations more pertinent, efficient, and profitable.

**Empowering Communications**

A low-cost way to begin and test personalization is to initiate and commit to top-down interactions, empowering employees with more customer service latitudes, and by improving all points of external and internal communications. Motivating customers to find value in your products and services is an exercise where transparency is king. Let's get personal and compete.

**ARE YOU PROPERLY ENGAGED?**  
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to the measurement of consumer engagement when adapting and optimizing to improve onboarding and sales. Once experienced, other ad types are less likely to be remembered, read, or considered for future action.



Quality communications between companies and customers are resilient to disruptions that put hard-earned relationships in jeopardy.

**Proactive Learning**

To proactively learn and accurately supply what your customers desire, seek, and need requires a transparent and beneficial dialogue well in advance of fulfillment. Relationship-enhancing strategies and tactics create an impenetrable bond that endures and grows beyond its commitment, cost, and attention to detail.

# RECENT PROJECTS

- ▶ Commissioned to create an eight-page branded industrial construction newsletter
- ▶ Created a detailed publicist readiness program for an author with a new novel
- ▶ Updated branded datasheets for American made COVID-19 testing kit distributor

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