

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

News Bites - Private Companies

October 7, 2019 Monday

Copyright 2019 News Bites Pty Ltd. All Rights Reserved



Section: ANNOUNCEMENTS

Length: 7965 words

Body

Field sales and **inside** sales have traditionally had their own domains. Field salespeople did the heavy-lifting, working with customers in person. **Inside** salespeople sold over the telephone and web, and were responsible for the uncomplicated products, small and remotely located customers, and simpler sales tasks, such as lead generation and renewals.

But in today's digital world, field sales is tapping into the tools of **inside** sales. At the same **time**, **inside** sales is invading the turf of field sales. Consequently, companies must rethink how they structure, hire, support, manage, and incentivize field and **inside** sales forces.

The blending of field and **inside** sales is driven by the digital revolution in three related ways.

First, digital is powering freemium and subscription sales businesses, which steer customers to buy from digital and **inside** sales channels, rather than from expensive field salespeople.

Second, digital communication tools have become ubiquitous, as the quality of technology continues to soar. Increasingly, customers and salespeople (both **inside** and field) use email, live video, online tools and websites when sharing information, developing and evaluating alternatives, and completing sales transactions.

Finally, data and analytics are informing more decisions for salespeople, sales managers and sales leaders, both for field and **inside** sales.

We estimate that most field salespeople interact with customers remotely more than half of the **time**. Many of these contacts serve simple purposes such as prospecting or following up on in-person conversations. Yet increasingly, these remote communications are focused on more complex issues. At a software company, field salespeople now do most product demos using online tools rather than at the customer's site. The online demos make it easier for people in multiple locations to participate. For example, the customer can invite users from regional offices and the company can bring in an expert from across the globe to address the customer's questions.

Customers and field salespeople are interacting over live video more and more. Customers frequently prefer this, especially when they are already knowledgeable about their purchase. Virtual meetings allow field salespeople to be more efficient (sell at lower cost) while still being effective.

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

Inside sales has muscled its way into serving larger customers with complex needs. Also, **inside** salespeople who once performed only simple tasks (generating leads, getting renewals) are doing more complex steps, including assessing customer needs, crafting solutions and closing sales.

At an education technology company, the **inside** sales role evolved to a hybrid **inside**/field role as the product offering became more complex. Although the company's salespeople still do most selling over the phone and web, they visit customers when warranted by the complexity of the customer situation and the size of the opportunity.

Improving technology and increasing the digital savvy of customers and salespeople make **inside** salespeople more effective (generating more sales for the effort) while still being efficient.

Sales managers should consider three changes to help their organizations deal with these changes by helping field salespeople leverage digital tools while enabling **inside** sales teams to move up the complexity ladder:

Flexible sales organization structures: Field-heavy sales organizations such as W.W. Grainger and Oracle are shifting sales responsibilities from field salespeople to **inside** salespeople and digital self-service channels. At the same **time**, digital native companies such as Slack and Zoom are adding **inside** and field salespeople. These and other subscription sales companies are also doubling down on adding customer success managers, a hybrid field/**inside** role for helping customers realize ongoing value, thus driving usage and more business. In all cases, structures are evolving to give customers flexibility to connect using field sales, **inside** sales, digital channels or all three simultaneously. The choice depends on each customer's level of knowledge and the complexity of needs.

In the past, companies revisited sales organization structure every two or three years, or when faced with a major opportunity or crisis. But today, waves of change in customer knowledge, markets and the digital landscape are colliding against the traditional rigidity of sales force structures. The number and mix of field and **inside** salespeople need to adapt almost continuously.

New enablers of sales activity: Field salespeople at a pharmaceutical company use a "suggestion engine" to get recommendations about what information to provide each physician and how to share the information (such as with an in-person visit, phone call or digital message). At an airline, a digital assistant prompts field key account executives to offer the benefits (ease of booking, upgrades, expense management, etc.) each customer values. Such tools are business as usual for **inside** salespeople. But field salespeople are used to a more organic and self-directed approach that relies on their own judgment and experience for adapting sales activity to a customer's style and needs. As field salespeople become more data-driven, silos of field sales, **inside** sales and marketing are crumbling. A computer technology company has customer teams for large U.S. enterprise accounts. Each team has a U.S.-based field sales team leader, assisted by a U.S.-based **inside** salesperson and an India-based **inside** salesperson. The teams rely on a system that captures customer histories and profiles, tracks all customer/company interactions, and provides insights about the best offerings and channels for serving each customer.

As data and tools support more data-driven field salespeople, **inside** salespeople also need new tools to help them venture beyond scripted customer interactions and engage in more autonomous problem-solving. And as **inside** salespeople have a more direct hand in closing sales, their performance metrics and incentives must align. Results will get emphasized compared to productivity metrics such as talk **time** and number of contacts.

Changing sales talent: Field salespeople still need face-to-face interpersonal skills. But to win in the changing world, field salespeople must also excel at leveraging data-based insights and communicating virtually, using methods such as online video, email and social selling. At the same **time**, **inside** salespeople need new skills for succeeding in customer acquisition roles. These include a higher-level of problem-solving abilities for partnering with customers to address complex business issues. Sales force hiring and training must adapt to these new success profiles.

INDEX

SECTION 1 PROFORMA GRAPHIC SERVICES PROFILE

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

SECTION 2 PROFORMA GRAPHIC SERVICES RANKING

SECTION 3 PRESS RELEASES: 2019

SECTION 1 PROFORMA GRAPHIC SERVICES PROFILE

1.1 ACTIVITIES

Your printed projects speak volumes about your company's business and brand. As your printing partner, Proforma places a high level of importance on guiding our customers through the printing process. From start to finish, we'll help you select the most professional graphic treatments and paper options for each of your printed projects.

1.2 SUMMARY

Website: <http://proformapgs promo.com/>

Address:

Columbus, Ohio, USA

SECTION 2 PROFORMA GRAPHIC SERVICES RANKING

Proforma Graphic Services is no longer in Inc's list of America's 5000 fastest-growing Private Companies in 2014 after being ranked 4973 in 2014.

SECTION 3 PRESS RELEASES: 2019

October 04: Proforma Graphic Services: Social Media Marketing and Instagram for Brand Endorsement - The Crowdfire Blog

Who could imagine that social media, which was once considered a distraction for kids, could become one of the most successful internet marketing strategies today? It is estimated that about 3.77 billion global internet users and 2.8 billion active social media users are using social media as the medium to communicate and endorse their brand today. In layman's language, social media marketing is the simple act of creating content to boost the growth of business and products with several platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest and a lot more. Each platform comes with a set of dedicated policies that helps you boost conversions and increase brand awareness with appropriate strategies.

Social media marketing brings to you a plethora of benefits that give your brand the desired recognition. Here is a short list that will help you take social media marketing as one of the best marketing strategies for your own brand.

In order to understand Instagram Advertising with an in-depth guide, here is everything you need to know. The primary step towards internet marketing is to set up an Instagram business account. The business accounts come with unique features like the ability to create shopping posts and add links in the stories. Your business account will require you to select a particular category that will display the genre of your brand in the Bio section itself. It is incredibly important to optimize the effects of Instagram profile; you can do so with the following strategies -

Besides feed posts, stories play an incredible role in fetching the desired audience. Instagram stories are a highly engaging way to connect with the audience in a fun and attention-grabbing manner. One can carry out a wide array of activities on stories as stated below -

Giveaways - Giveaways are one of the finest ways to acquire valid followers and engage more audience.

October 03: Proforma Graphic Services: 5 Powerful Startup Social Media Marketing Strategies

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

In the technology-based world in which we live, social media is playing an increasingly important role. While initially social platforms like Twitter and Facebook were primarily used to share information with friends and family, businesses have been successfully implementing them into their marketing strategies. This is especially true for startups that usually don't have the resources to compete in the expensive traditional marketing arena. Here are 5 powerful social media marketing ideas for your startup to get your business started off on the right track. **Freebies & Promotions** Everyone loves free stuff. It is because of this that you will want to consider offering freebies and giveaways to increase your social media marketing campaign success. If your startup is planning to sell a product, then there are few better ways to get it into the hands of consumers than by giving it away for free. This does not mean that you must hand out freebies to every user, but instead, have a contest where a member of the audience can win a free demo. In the case that the winner enjoys the product, they will be apt to share their experience and this could entice more buyers. **Trivia And Games** Placing simple trivia questions on your startup's social media account can be a great way to keep the attention of the audience. These trivia questions can be based on the services of the startup or they can be random questions. In the end, the idea is that prospects and customers find the posts interesting enough to submit an answer, as this could lead to further engagement and curiosity in the company. Not to mention, learning interesting tidbits of trivia to share with friends is usually fun for everyone. **Share Employee Photos** This may come as a surprise, but including photos of the employees can go a long way in creating a startup that customers can relate to.

October 01: Proforma Graphic Services: Nine Reasons to Start Your Own Groups and Forums | Website Designs

A seriously effective way to build your audience and to make more sales is to start your own groups and forums on social media. There are many platforms you can use, both independent and dependent. For example, you can use a system like Ning.com, MightyNetworks.com, or DelphiForums.com to create your own group or forum. You can use a social media platform like Facebook groups or groups on LinkedIn to make your forum or group, or you can add these to your website.

You can also do both, using the social media platforms to feed your independent and potentially paid groups and forums. It's up to you. But there are many reasons to start your own groups and forums and these nine are just a beginning.

When you have your own group or forum, you will be able to create a captive audience that is listening to what you say instead of having to fight for attention with others on the general social media feed. This makes it so much easier to add value to each message you send to your audience too.

A fun part about building a group or forum is that you can engage with your audience on a new level. You're not "in public" so you can get much more personal and more direct with them, and it really starts feeling like a community.

Community is so important for repeat sales, more sales, and a good feeling about buying from your audience. When they feel part of a community, it makes it easier for them to want to buy from you. They see others enjoying their purchases and getting a lot of value, and they want what they have.

When you don't have to compete with a general social media feed, you'll get more focus on your calls to action. This is because it's your audience looking, it's your group or forum, and no one else is placing advertisements or marketing their products or services without your permission.

Being part of a community and building that community has other benefits too.

October 01: Proforma Graphic Services: Common Branding Mistakes | Website Designs Content Marketing

Every business be it a small business or the largest of businesses needs to focus on its branding. Branding is quite simply the process by which you control what your customers think when they see or hear about your business, it's products and services. Your aim is to try and get your customers to think of a particular image when they come into contact with your products and services or they think of them or your business.

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

Here are a few of the most common mistakes that you'll definitely want to avoid when you're branding your business.

If you want to bring to life a certain image, the best way to do that is to make all your social media profiles the same throughout each network. Match that with your offline image too. Use the same colors, fonts, images and similar wording, to help your audience always remember who you are by always being consistent.

Basically you want your audience to know its you no matter which platform they come across you this means that your Facebook, Twitter and LinkedIn profiles must match and be easily recognizable.

It can be expensive to use images in your online presence, but it's worth it. You can save money by creating them yourself and using inexpensive graphics through stock photo sites like photodune.net or sites like Canva.com. But, the important thing is that the imagery evokes the feelings you want it to across all branding materials.

If you don't keep track of what you're doing, the results you have and the goals you are making, you won't know if what you are doing is working, or not. Look at your metrics often so that you know that you're making an impact. Survey your audience; ask them what they think.

You have a wonderful connection with your customers through email lists. Use it. Send surveys to your customers. Ask them what they think of your branding by showing them images.

September 26: Proforma Graphic Services: 6 Tips for Your Social Media Marketing Strategy

In this age of social media, it's a huge mistake for a brand not to leverage social platforms. Social media acts as a bridge between your brand and your target audience. It helps you connect with your potential customers and enables you to achieve your brand's objectives and goals.

A strong social media strategy will help you implement these tactics successfully. Continue reading to discover the secret sauce of devising a foolproof social media strategy.

Before you dive into creating a social media strategy for your brand, you need to list your objectives and goals. It's critical that you analyze the purpose of your brand's presence on social media and determine what you want your social media strategy to achieve.

There are a few common but essential goals that you can achieve for your brand through social media, such as driving traffic, increasing brand awareness, building brand loyalty or credibility, and generating more sales.

It becomes much easier to design a social media strategy once you decide what you want to achieve. Define these goals in a SMART (specific, measurable, achievable, realistic and **time**-bound) manner so that they are clear for your entire team. Setting them in this way also helps you track your progress along the way with ease.

After determining the objectives and goals of your social media strategy, identifying your target audience is a crucial step. Unless you target the right audience, your strategy may not generate the desired results. The prime reason for this is that your content needs to be tailored to the likes and interests of your target audience.

You can define your target audience based on their locations, demographics and psychographics. It's also crucial to understand their pain points, because you need to create content that addresses those pain points and helps solve them.

September 25: Proforma Graphic Services: Forecasting Strategy | The Six Principles Of Sales Forecasting

Have you read our free ebook Building a Sales Forecasting Strategy That Works? In this post, we give you a sneak peek of the important points discussed in the book, including the six steps in building an effective sales forecasting strategy.

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

A strategic forecasting method can help a business increase revenue and improve efficiency. The importance of forecasts can't be understated since they play a big role in determining a company's investments and expenses.

Have **time** to spare? Check our in-depth guide to sales forecasting and our recommended steps in the full version of Building a Forecasting Strategy That Works. Get it here!

The first step to building an effective sales forecasting strategy is to identify and define your sales stages. It's important to know the sales process **inside**-out before defining your sales stages.

If you're still starting to build your forecast, these points can guide you:

Once you've determined your sales stages, it's **time** to check the probability of your salespeople securing deals while following the sales process. This step analyzes the likelihood of a sales rep actually closing a sale.

Here are some ways to determine stage probability:

The next step is to make forecast categories. These categories are dependent on the company's internal business processes. In some cases, the categories may be assigned to sales pipeline stages.

A standard way of referring to these categories is essential so everyone is on the same page. Check out our table of forecasting categories in the full version of the ebook here.

Sales forecasting has to be objective and unbiased. Unfortunately, when it comes to expected goal achievement, some sales reps tend to grossly overpredict, which affects overall forecasts. Take these out of the picture when creating a sales forecasting strategy.

Instead of a person's subjectivity, predictive forecasting uses Artificial Intelligence to analyze data and create predictions objectively.

Over-Confidence Effect Definition: A cognitive bias that pushes people to overestimate their capabilities.

You now have your sales stages, probabilities, categories, and predictions.

September 24: Proforma Graphic Services: 10 Ideas that will drive the future of social media marketing

I recently debuted a new speech at the Social Media Marketing World conference in San Diego. This is a grand global event and I'm proud that I have given a speech all six years it has been in existence.

I always try to do something special to bring the thunder at SMMW because so many people travel from around the world to see me speak. This year, I riffed on some of the ideas I've been thinking a lot about lately: Over the next few years, what's going to impact our field, and our careers, the most? What do we need to know to remain vital and relevant?

Here is the countdown I presented in my talk.

Undoubtedly AI is going to touch everything we do, but I suggested three ideas to consider in terms of impacting our careers.

Consumers are increasingly discovering new ideas, content, and products on smart speaker systems. In fact, most analysts project that the majority of search activities will be conducted through products like Alexa and Google Home.

Since much of what we do in the world of social media and content marketing is geared toward helping people find our products, this is a vital trend. When we ask Alexa to find an answer, we don't get a list of blog posts, videos, or research reports to choose from we get the ANSWER.

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

So this is a profound development for marketers.

I asked a developer on IBM's Watson project how they regard content. After all, content is sort of the engine behind search results today. She said "We don't really think of it as content we think of it as fuel for Watson."

An interesting perspective, don't you think? We're now in the business of creating Watson Fuel.

I don't foresee most households having multiple speaker systems. We won't want to develop our favorite routines on Alexa, for example, and then another set for Google Home. So we are on the cusp of a war for the very heart of eCommerce.

September 21: Proforma Graphic Services: 12 Best Social Media Marketing Tools for Small and Medium Sized Businesses

Every entrepreneur knows this truth - it is not easy to run an enterprise on fresh air and love! You need a good team and even better resources. But those resources are mostly out of reach for most small and medium businesses as well as startups. Now, the crux of growth is to grow in spite of such a lack, and despite the unavailability of such resources. There are a number of reasons why such resources may not be available to small and medium sized businesses. Budget constraints and also time constraints could be some of the main reasons for this. Also, there are a number of resources that are available only to larger businesses with a large team, and it would not be wise or cost effective for small and medium sized businesses to actually tap into those during their growth phase. Yet, grow they must since that is the whole point of conducting business in the first place. And the challenge for small and medium sized businesses is to grow and make it to a point where they can afford all these resources. Marketing is one such crucial area where there are so many resources that different kinds and sizes of business can tap into. When one creates a budget, it is important to create a definite plan for marketing within the spend available in this budget. This is due to the fact that the mainstay of growth would be to reach as many people as possible and convert the highest number from that reach into a loyal customer base instead of merely standing on the outside and looking at them as if they are an unattainable audience. So what are the tools that one can employ for marketing within the budget, time and team size constraints faced by small and medium sized businesses? In order to answer this question, it would be imperative to first of all, look at the various kinds of marketing activities that one needs to indulge in.

September 19: Proforma Graphic Services: 11 Creative Media Marketing Ideas to Help Boost Your Company

11 Creative Media Marketing Ideas to Help Boost Your Company Great marketing is one of the most important backbones of a successful business. Whether the marketing is for a large, international corporation or a small mom and pop business, it's a key piece of driving sales, increasing brand awareness, and retaining customers. Without creative, engaging marketing, it's much harder for a business to stay afloat. If recent marketing efforts have made you realize just how true this is, it's time to start thinking out of the box - and this is the perfect place to start. Here are 11 creative media marketing ideas to help your campaigns go from flops to fabulously memorable.

Source: Company Website

September 18: Proforma Graphic Services: Top Advantages of Social Media Marketing - oneQube

Millennials that move away from personal interactions find a new safe harbor in various social networks such as Facebook or Instagram. 90.4% of millennials have active accounts, according to eMarketer! Surely, it's unforgivable to waste such a rich source of customers.

Evolving from a simple and efficient communication platform to the global ecosystem that unites billions of people, media projects became major projects with promising features for various businesses. Only local brands that don't rely on online interaction don't have personal pages in networks now.

The article covers the main questions related to the benefits of SMM and ways to organize effective social media campaigns to make the business even more successful. But we want to start with a foreword.

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

To make a good software product, you should understand what the company needs and which problems the planned app will solve. The same is true for SMM. Means, you must clearly realize the challenges of your business, current and upcoming problems, potential issues with all possible parties, and so on.

As for 2019, the biggest challenges are as follows:

This list includes general issues that don't depend on industries. Still, your team can face more problems related to specific processes, e.g. climate change issues in the energy sector or security tasks in the banking industry.

At all, SMM isn't a magic wand that solves all problems but it can help businesses to meet some of the mentioned challenges, improve customers' loyalty, and increase profitability.

SMM is a complex approach to the promotion of a given product, service or the entire company in social networks. Teams hire SMM specialists to improve brand awareness, engage new customers, deliver unique offers, and so on. Considering 45% of the world's population presented as active users, the usefulness of SMM looks indisputable for literally all industries.

Nonetheless, skilled social media managers are rare.

September 17: Proforma Graphic Services: 5 Essential Social Media Marketing Tips - Social Media Explorer

Starting a new business is exciting. It's also challenging and can cause a lot of headaches. If you do not follow a well-structured business plan, then there's a chance that your efforts may go to waste. When it comes to social media marketing, many businesses are still failing to harness the potential that social media platforms can provide. So, to help expedite your efforts, here are 5 essential tips you can use to boost your social media marketing.

1. Hang Out Where Your Audience Hangs Out The most important aspect of your social media marketing campaign might be where you promote your brand and content. There are different social media networks that you can utilize to promote your business, but not all of them are appropriate for your specific business. For example, Facebook recently surpassed 2 billion users but for certain businesses, promoting on a platform with fewer users, such as LinkedIn, might be more effective. Start by analyzing your own business to identify your target market. Ask yourself who you are targeting with your products or services. Once you have identified who your target audience is, you need to find on which social networks they are most active, then target those particular social networks.
2. Don't Use Them All Businesses often tend to target as many social networks as possible when they are getting started. Unfortunately, this also means they will have to work much harder to keep their social accounts active. That's time and effort that could have been used on more important tasks. Instead, start by targeting a single social media channel. This reduces the time needed to maintain your social media profiles and ensures that you are able to devote most of your time mastering one particular social network before moving on to the next.
3. Perfect Your Profile Branding is essential if you wish to build a successful business that is easily recognized by both existing customers and new prospects.

September 15: Proforma Graphic Services: How to Power Up Your B2B Branding with Thought Leadership

Editor's Note: This post was updated on May 8, 2019

What is thought leadership? If you ask 10 people this same question, you are bound to get a variety of answers. Some believe that thought leadership tactics are nothing more than hocuspocus, while others feel that they are an essential tool for B2B branding.

Let's look at what people are saying about thought leadership campaigns, and why thought leadership and brand building go hand in hand.

Take, for example, David Brooks of "The New York Times," poking fun at thought leaders:

Of course, that's one way of looking at it. but we would beg to differ.

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

When executed correctly, thought leadership PR is a valuable way of branding yourself and your company. It allows people to feel comfortable with your firm even if you're a small business in your industry and not the market leader.

Imagine the following scenario: You have the choice to buy a pricey electronics gizmo from a no-name company or one with an established name -- who would you buy it from? I think we would all agree that a company with an established name carries weight. That is the power that thought leadership PR holds for any company, B2B or B2C.

Source: Company Website

September 14: Proforma Graphic Services: Social Media Marketing Trends That are Critical for You to Understand Now

Social media keeps changing - and that's exactly why it is a constant fight to keep up with latest social media marketing trends.

It seems that every few weeks you hear that Facebook has some new algorithm that messes up all the energy you've been putting into it. Then a new feature appears and everyone tells you how amazing it is for branding and marketing. And then it turns out that it's not as amazing as everyone says (remember Periscope?).

How do we keep track of the social media marketing trends? How do we adapt? How do we make sure to stay atop of the ever-flowing changes but at the same time never waste too much energy on them either?

Most recently we've seen the introduction of Facebook Stories. Brands and businesses aren't sure what to make of them; do we hire someone to manage stories? Do we make it more authentic or more polished? What does our audience really want from stories?

Today I interview an expert to help you answer all those questions about social media marketing trends. During my recent trip around the world, I was able to go to the Falcon.io "Spark" conference in Copenhagen, Denmark, where I finally had a chance to meet up with someone I've known and respected in social media for quite some time: Matt Navarra, a social media consultant and former social media director for the The Next Web as well as consultant to organizations such as the United Nations and BBC.

In this interview I talk with Matt about what has happened to social media in the past 12 months and what's next for the future with regards to social media marketing trends. Should businesses continue experimenting with Facebook? How can brands make use of both Instagram and Facebook Stories? What is the next big thing? Read on to find out what the heavily experienced social media marketer has to say on social media!

Matt explains that in the past 12 months social media has evolved quite a bit, especially with Facebook.

September 11: Proforma Graphic Services: Insider Tips For Effective Social Media Marketing From These Inspiring Women Marketers

Like in many other industries, women are playing a vital role in the digital marketing world. We at VOCSO requested three of very remarkable women in digital marketing space to share their best piece of advice for social media marketing. These women walk the talk. They have used their strategies for themselves to place them where they are today. Their best practices for social media marketing tips are supporting other marketers and businesses in a different way. Let's find out how they have been able to grow their business and reach using social media marketing and get actionable tips on growing yours.

In our previous expert's roundup article topic predictions on digital marketing trend in 2019, we took opinions from great people in the digital industry. What makes this piece unique is we only reached out to the very well known women in the business this time.

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

Mandy McEwen is the Founder and CEO of Mod Girl Marketing. She has been working in the fast-paced field of online marketing and digital branding for nearly a decade. Let's see what Mandy McEwen has to share about her effective social media marketing strategies:

In order to really crush the social media game, you need to know where your ideal customers hang out. Are they on Instagram? Are they on Facebook? Are they on LinkedIn? Then, focus the bulk of your efforts first on that particular social network. A lot of businesses make the mistake of thinking they need to go crazy on every social media channel, and then their efforts are so watered down that nothing really "sticks." To prevent this from happening, devise a killer social media strategy on ONE network. Create a content calendar that incorporates video, live video, stories (if applicable), industry news, and trending topics. Devise an influencer outreach campaign to help you reach a much wider audience.

An effective strategy is step #1 couple all of the above with highly-targeted social media ads, and you've got a winning social media plan to help you attract new customers and retain existing ones! Read arts of magnetizing social media followers for your business.

Jen Lehner is a digital marketing strategist, consultant, podcaster and professor of digital marketing at Cleveland State University.

September 09: Proforma Graphic Services: How to create a Social Media Marketing funnel

Social media marketing is likely to be a significant component within your overall marketing strategy. Ultimately, social media channels play a major role in helping your business reach a wider audience.

With a social presence, your business can benefit from increased customer awareness and strengthened bonds between the business and your customers. With 3.4 billion social media users across the world, platforms such as Facebook and Instagram are now considered to be essential components of your marketing strategy.

However, with the abundance of services and products available online, the consumer now requires a little more persuasion than simply being exposed to what your business can offer. For business owners, this means hitting sales targets can be a time-consuming process that now requires more than strong salesmanship. A social media marketing funnel can be a solution to this, allowing you to create a strategic process that converts leads.

Several abbreviations or infographics can explain a marketing funnel, but overall, it is made up of the steps that your customer follows on the path to completing their purchase. Therefore, marketing or sales funnels are strategies crafted to nurture the customer's journey when buying your products or services.

To visualise your sales funnel, think about the path that the customer travels before the conversion takes place. Generally, the funnel is separated into three categories: the top, the middle, and the bottom. Within these stages, the customer becomes aware of your business, develops an interest in your brand, forms a desire to purchase one of your products or services, and then converts.

By visualising your sales in this way, a marketing funnel allows you to adapt your strategies and enable you to nurture leads into customers.

September 08: Proforma Graphic Services: Social Media Marketing Ideas For Every Business

Social Media Marketing Ideas For Every Business A good plan is vital to activating any business strategy. While social media is simple and attractive to use, and organic posting is free of charge, it seems logical to jump in and begin your social media marketing program immediately. However, this isn't always the best course of action. Since good planning is crucial to the success of any business strategy, it's just as logical to integrate this same philosophy with social media marketing as well. In fact, if you don't have goals or metrics in which to review them, how can you tell if your efforts are successful or not? It's due to this fact that slowing down to create a social media marketing plan is the best way to ensure that your efforts will pan out. There are several keys to creating a solid social media marketing plan: **Setting Objectives And Goals** Social media marketing plans should be detailed, specific, attainable,

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

measurable, practical, and time sensitive. Make sure all goals are established with metrics that will directly impact your business growth, such as reaching and attracting new customers, improving your conversion rates, as opposed to simply increasing post likes or shares. Do Research On Your Competition It's important to review the success and failures of your competition. Although it's not a smart idea to duplicate their efforts or post-type, the learning curve will be reduced by reviewing their mistakes - or successes. Do A Social Media Audit Sometimes it's a good idea to take a few steps back before moving forward. Such is the case with social media marketing. Completing a social media audit will help you review what you've done in the past. It's also a good idea to search for any unauthorized duplicate accounts that might be duplicating your efforts.

September 04: Proforma Graphic Services: Power of Emotional Branding: 8 Foundations to Make Your Brand More Human

Brands that inspire a higher emotional intensity receive 3x as much word-of-mouth as less emotionally-connected brands.

As the digital and social web gets louder and more crowded, marketers are always looking for new ways to better connect with their audiences and communities in a meaningful, authentic and memorable way.

Branding strategies, brand storytelling and even emotional branding is not new. These approaches to branding were invented and used by smart marketers long before Instagram, Facebook, Twitter, LinkedIn and blogging.

The best marketers know that authentic and emotional branding is the secret sauce to igniting customers to loyal advocates, followers and fans!

Emotional branding helps connect you in the most human ways to your audience and ideal customers. It helps you build a foundation built on human feelings, emotions, understanding and desire that drives action that engages the customer or audience member even deeper with your brand.

Emotional branding is not just about finding a funny or sad photo, video or quote to tap into the emotions as a one night Facebook gone viral approach. Instead emotional branding is about igniting emotions at the core of everything you say and do. It's about understanding your audience, humanizing your brand, using language that connects you with your brand and the list goes on.

Most important, building an emotional brand requires doing these things consistently. Emotional branding requires knowledge of your audience, knowledge of your own brand and the value you offer in the most human way to your audience and customers. It must be more than words, more than broken promises. Your words must not only connect but your brand must deliver on those promises or the words will fall on deaf ears and blind eyes.

"Emotional branding is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations.

September 01: Proforma Graphic Services: How to Start a Social Media Consulting Business in 6 Steps

As a leading social media speaker and consultant, I often get asked about how to start a social media consulting business and develop initial clients. I am happy to mentor a new generation of social media-savvy business consultants, and I plan to be blogging about this more in the future, as I believe the subject can aid not only social media consultants, but also educate any consultant, entrepreneur, or small business owner on how to better utilize social media to launch and develop new business. Social media truly levels the playing field for any business owner or entrepreneur.

Starting any new business is a risk, and while I find many people might have the expertise in any given field, they might not have the sales skills nor even the social media marketing skills to develop a social media consulting business and build up a company. Yes, I have met social media consultants who they themselves are not good social media marketing practitioners. I will not comment on what types of social media consulting projects these individuals might be appropriate for, as every professional brings a unique skill set and plethora of experiences to

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

the table, but I will say that going forward if you cannot display your own social media marketing expertise with your own brand, it will be very difficult to establish the credibility that is necessary to develop business. This is because, although I have done social media consulting on customer service-related projects in the past, the majority of inquiries I get are related to social media marketing consulting.

Assuming that you are qualified for the job and are committing enough time and resources to make your social media consulting business a success, here are the 6 most important steps in how to start social media consulting:

This is a no brainer.

August 28: Proforma Graphic Services: 8 Big Social Media Marketing Mistakes Businesses Make (and How to Avoid Them)

Social media platforms like Facebook and Twitter present unique opportunities to reach your target customers. Whether you're a startup or a more established company, social media plays a vital role in today's marketing landscape. It is crucial to growing awareness for your products and services, so it's important to get off on the right foot or you risk alienating your audience entirely.

First impressions are quick, powerful, and enduring - it's very important to do everything you can to make a good one. Changing a first impression is doable, but it's best to avoid making social media marketing mistakes in the first place.

Companies without a social media strategy whatsoever can never deliver effective messages to their audiences. Communications appear disjointed and confused. You must have a distinct voice, measurable goals, a social media policy, and a publication calendar. Without these, you'll find yourself posting blindly and diminishing your brand capital. A clear delineated social media strategy puts you on the path to offering useful, engaging content that is sticky and memorable.

Please refrain from signing up for every social media platform out there. Yes, it's important to be in more than one place, but not when you're just starting out. Especially for small businesses, it's much easier and more effective to master one platform before you branch out to the next. If you rush to create a presence on Facebook, Twitter, Pinterest, YouTube, Instagram, Vimeo, LinkedIn, Google+, Slideshare, Vine, and Snapchat and begin madly posting incoherently on all of them, you will look like you don't know what you're doing. And when you finally throw up your hands and abandon most of your platforms because you can't do justice to them, it looks even worse. Would you purchase something from a company that's projecting how inept they are? I wouldn't - this type of activity does nothing to engender trust, which is the basis of any customer relationship.

Quantity doesn't trump quality.

August 27: Proforma Graphic Services: LinkedIn Launches New Feature; Offers Actionable Marketing Insights

LinkedIn introduces the LinkedIn Insights and Research page, a resource that will serve as a guide for marketers and will substantiate their social media marketing strategy based on comprehensive insights.

With so much data, it can be difficult to pinpoint the most valuable information for their audience's needs. Keeping this in mind, LinkedIn is introducing the LinkedIn Insights and Research page, a new feature within the Success Hub for Marketers.

Marketing Technology News: Insticator Launches New Platform to Enhance Audience and Advertising Analytics

Using this resource, marketers will be able to guide and substantiate their social media marketing strategy based on comprehensive insights concerning audiences, industry verticals, and the LinkedIn ad landscape. The following are some highlights of this resource:

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

1. Powering Business Growth: Great marketing is both an art and a science. The former is fueled by the creativity and unique skills of your team. The latter is driven by high-quality data that's both accurate and actionable. This is where the new LinkedIn feature is helpful. In the Insights and Research hub, marketers can find a wealth of useful information divided across three categories. 2. People Insights: This is where marketers can learn all about their audiences on LinkedIn at an aggregate level—who they are, where they're from, what they engage with, etc. Leveraging these Insights to inform targeting and campaign strategies and driving more effective reach and engagement are the benefits.

Specifically, in this section, marketers can access:

3. Industry Insights: Marketers can also find key insights, trends and research on the marketing landscape today, including vertical-specific insights. These LinkedIn insights can inform the development of a marketing strategy, which include the following:

4.

August 24: Proforma Graphic Services: Why You Need Social Media Marketing for Your Business

Why You Need Social Media Marketing for Your Business This the world of the global age. The world meets at one single platform, the web, and especially social media. Social media has been portrayed by the mainstream media as a weapon of mass destruction and something that is corrupting the world, it is a very useful tool. Social media is a myriad of opportunities a place where the whole world meet, a place where you can reach millions of people at once. Anyone who owns a business dreams to reach that many people, and now you can do that. Social media marketing is one of the best most effective ways of marketing your service or your product. You can reach the people you want to help your business grow. A marketer who uses social media as a marketing tool says that their business has improved tremendously by just spending six hours a week on their social media. Here are some reasons why you should start using social media marketing for your business. Targeted Marketing Anyone who knows about the basics of marketing knows that every product and service have a target market. The best way to sell your product and service is to reach that specific group of people that are the target market for your product. There are two ways you can use social media to reach your target market. First is the platform itself. Facebook is most popular among the age group of 18-34. 81% of Americans in this age group use Facebook. 13-17 years old use Instagram most and 18-29 also use Instagram a lot. So now you can just look up some statistics concerning your country and see which age group is your target audience and which platform they use the most, you can promote your business on that platform.

Source: Company Website

Created by www.buysellsignals.com for News Bites Finance

Classification

Language: English

Document-Type: Press digests

Publication-Type: Newswire

Subject: SALES & SELLING (92%); SALES FORCE (90%); SALES PROSPECTING (89%); MANAGERS & SUPERVISORS (77%); SALES MANAGEMENT (76%); PHOTO & VIDEO SHARING (70%); PRODUCT PROMOTION (70%)

October 06, 2019: Proforma Graphic Services: Technology Is Blurring the Line Between Field Sales and Inside Sales

Company: Proforma Graphic Services

Ticker: PROFOGP

Industry: DATA ANALYTICS (74%); COMPUTER SOFTWARE (70%); PHOTO & VIDEO SHARING (70%);
PRODUCT PROMOTION (70%)

Geographic: United States; United States

Load-Date: October 7, 2019

End of Document