



March, 2017

Social Media & Online Marketing

copy on website noted below

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Former SCORE Chicago Workshop Chair

www.e-conversation.com

Special Thanks



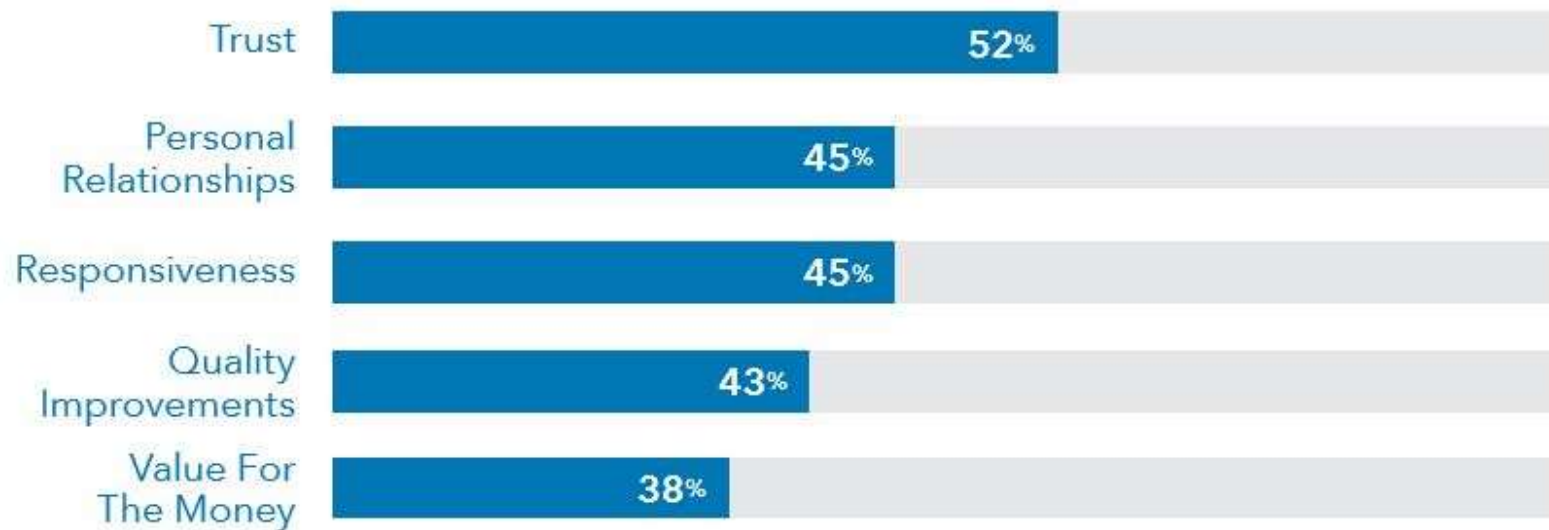
Today's Topics

- Customer Journey
- Internet choices
- Mobility
- Integrating into your marketing plan



Why do people buy?

REASONS BUYERS GIVE FOR VENDOR RELATIONSHIPS GETTING STRONGER



How can the internet help?

Think about the last sale that you closed

- How did the prospect first find you?
- How many sales calls did you make?
- How much did a sales call cost?
- What did it take to close the sale?



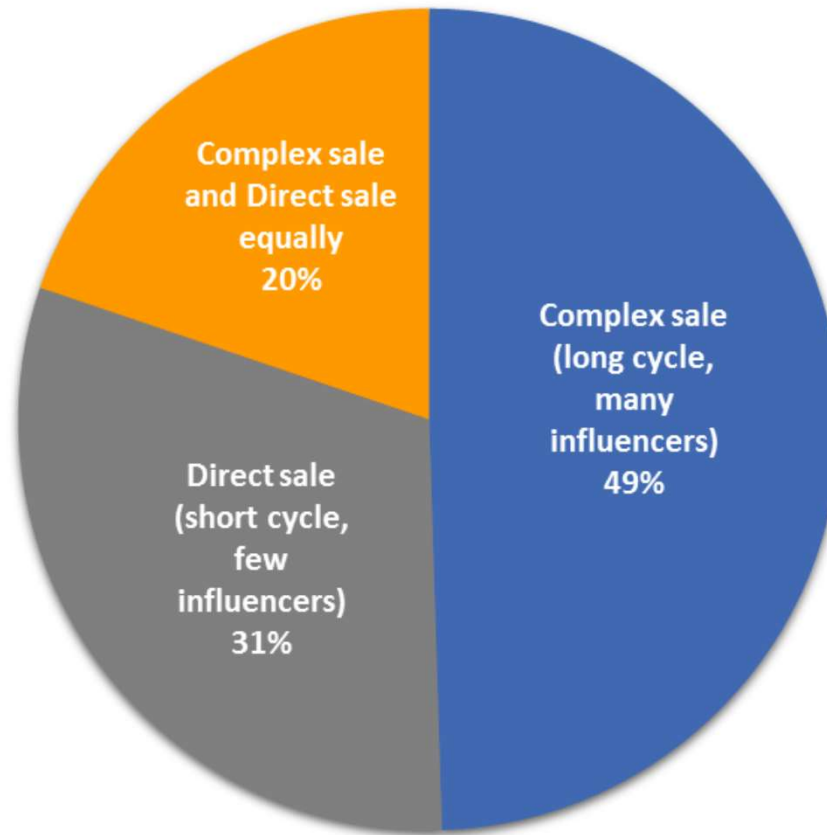
Understanding the Customer Journey

- **Awareness** - Finding out about your solution
- **Education** - How can you solve the problem
- **Consideration** – Overcoming objections
- **Decision to Purchase** – Closing the Sale
- **Deliver and Service** – Create a repeat purchase

How is your Customer Journey Different?

Which best describes the type of SALES CYCLE your organization most often encounters?

How do you use the internet at various steps in the journey?



Develop Content for your Message

- What are the **questions** your prospect/customers are asking?
- What kind of **answers** do you present?
- Can that answer be easily **found**?
 - In the **internet tool** preferred by the searcher
- Once the answer is found, how does it help move the prospect down the purchase process

The company with the **best
answer experience** is the
one the buyer will work with

If you are not there, and
your competitor is....



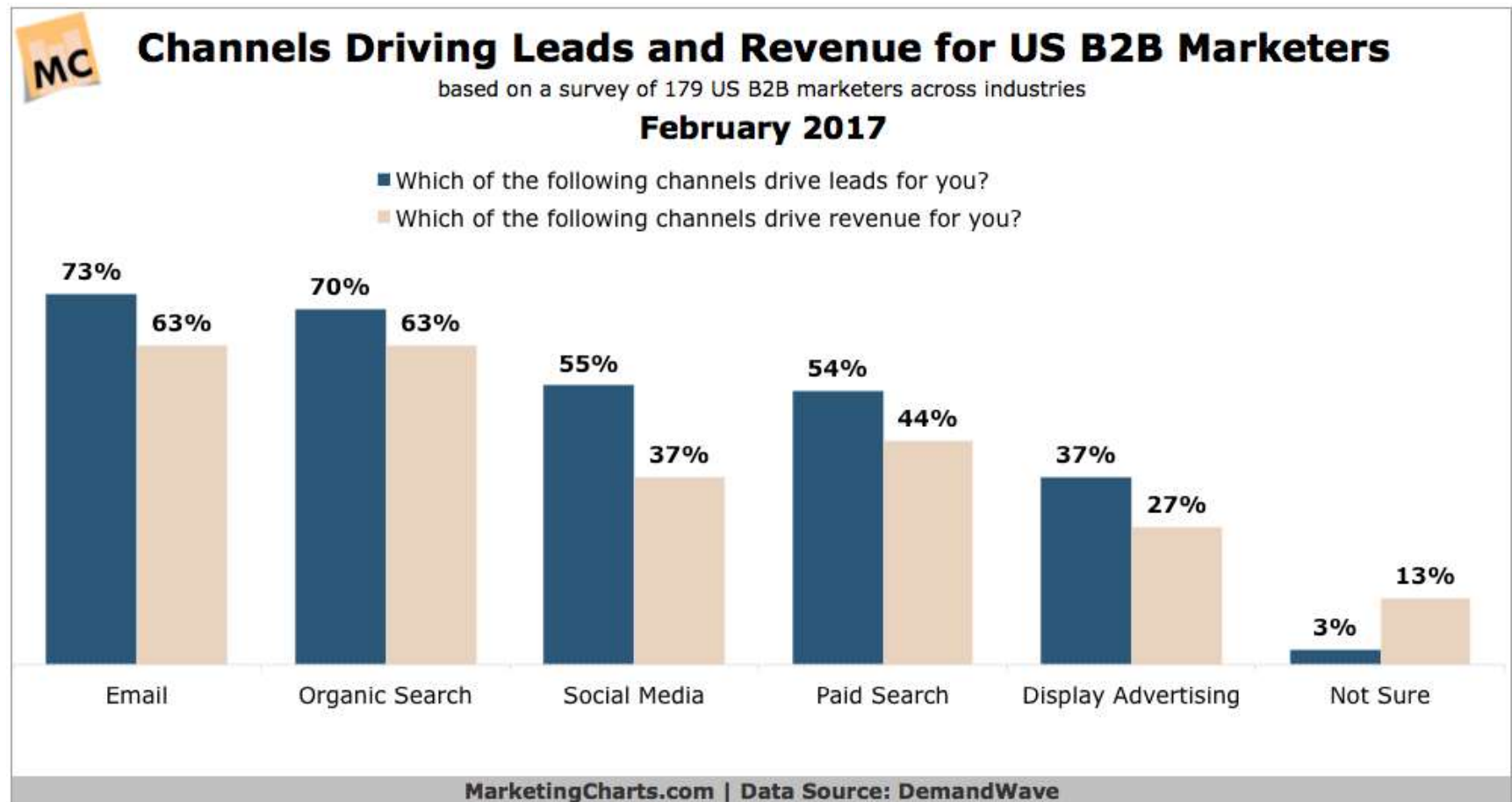
What Are 2 Questions that your customers and prospects ask?

- What is an obvious question?
- What is a question that you would like some one to ask that they don't?

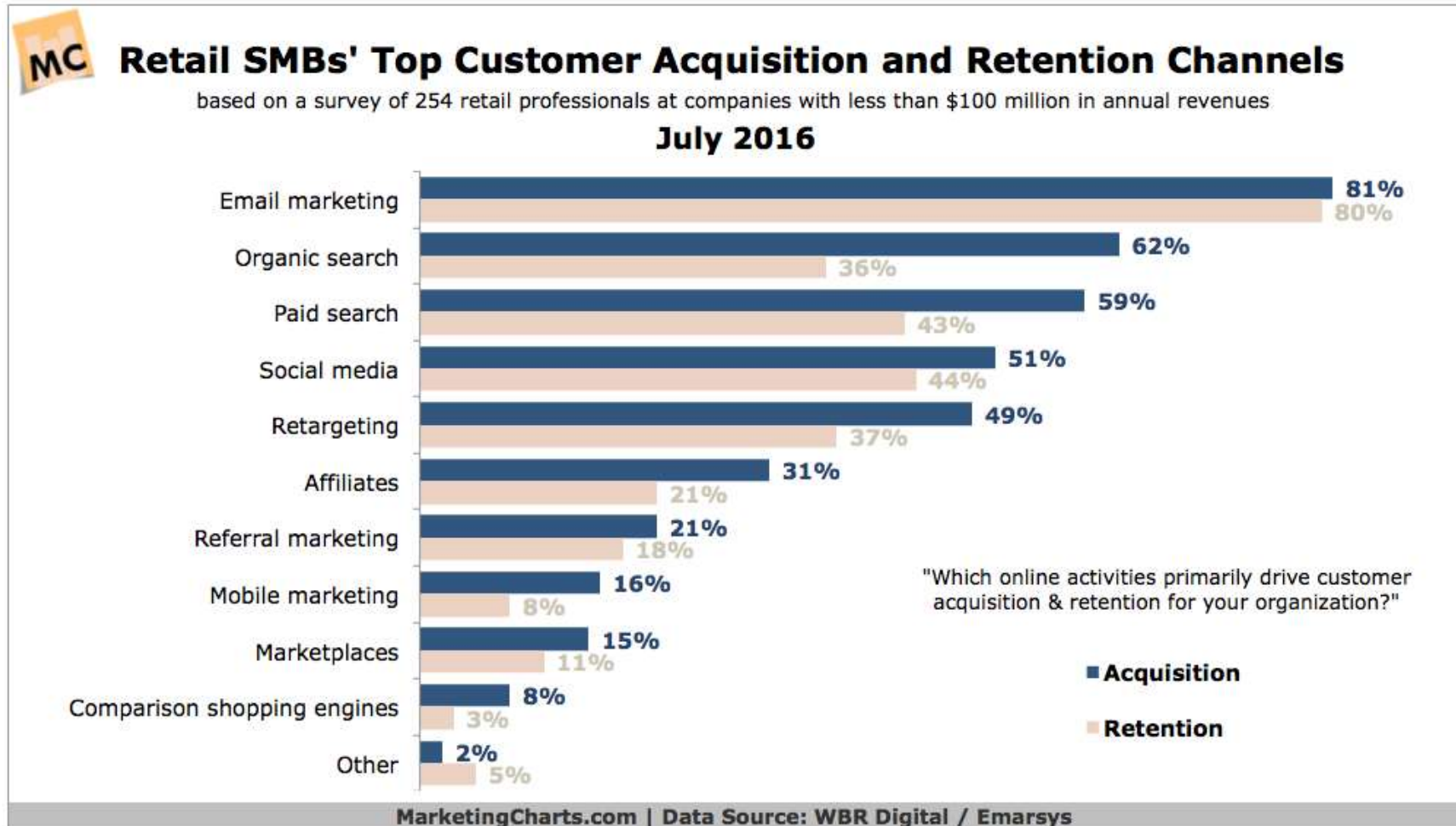
Now spend 1 minute and write 2 questions

- *Go home and write the answers!*
- *Are they on your website?*
- *How can you use them during the customer journey?*

What is working!



Targeting to new or existing customers



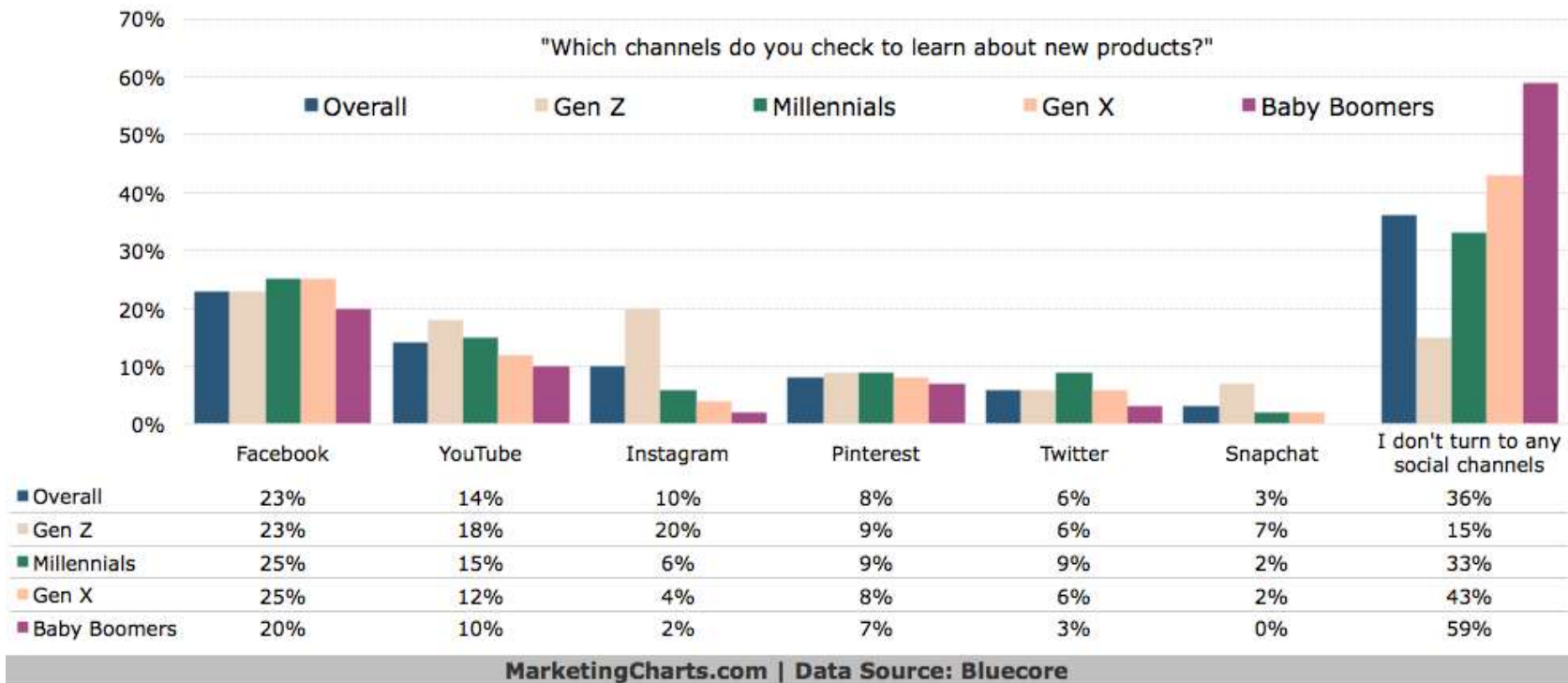
What Social Media to Use?



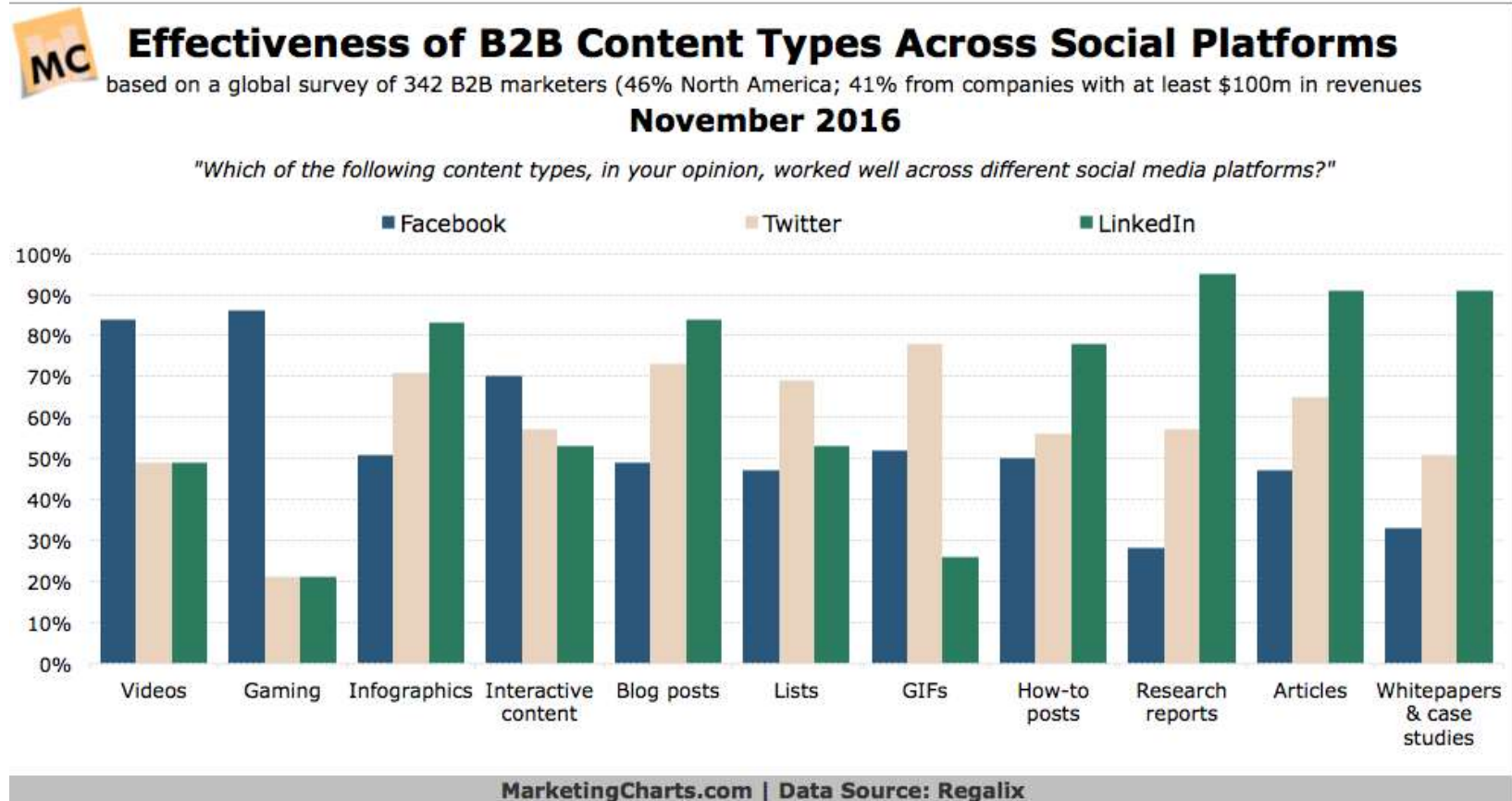
Social Channels Used to Learn About New Products

based on a survey of 1,174 US consumers who had made an online purchase in the prior 3 months

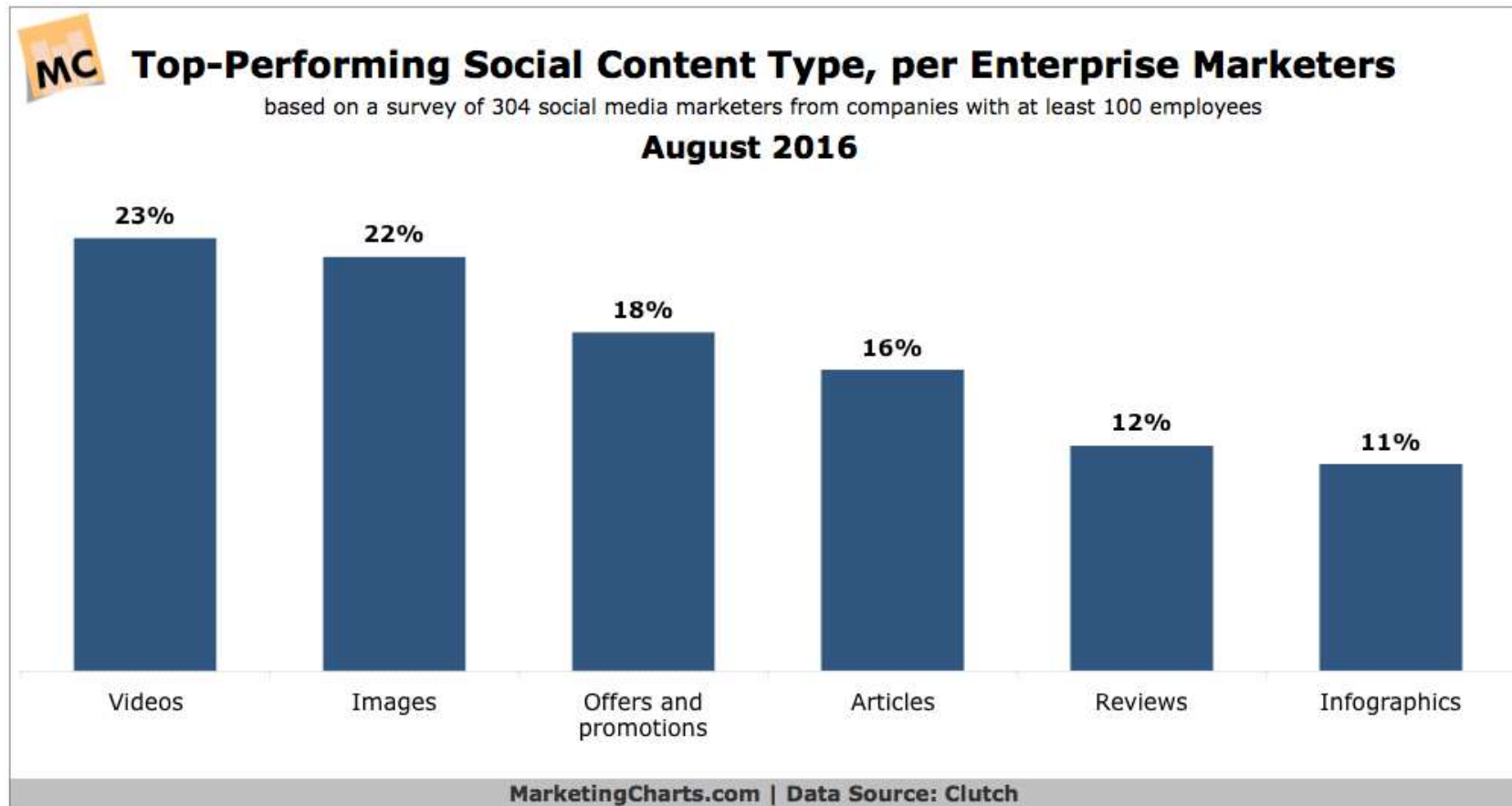
November 2016



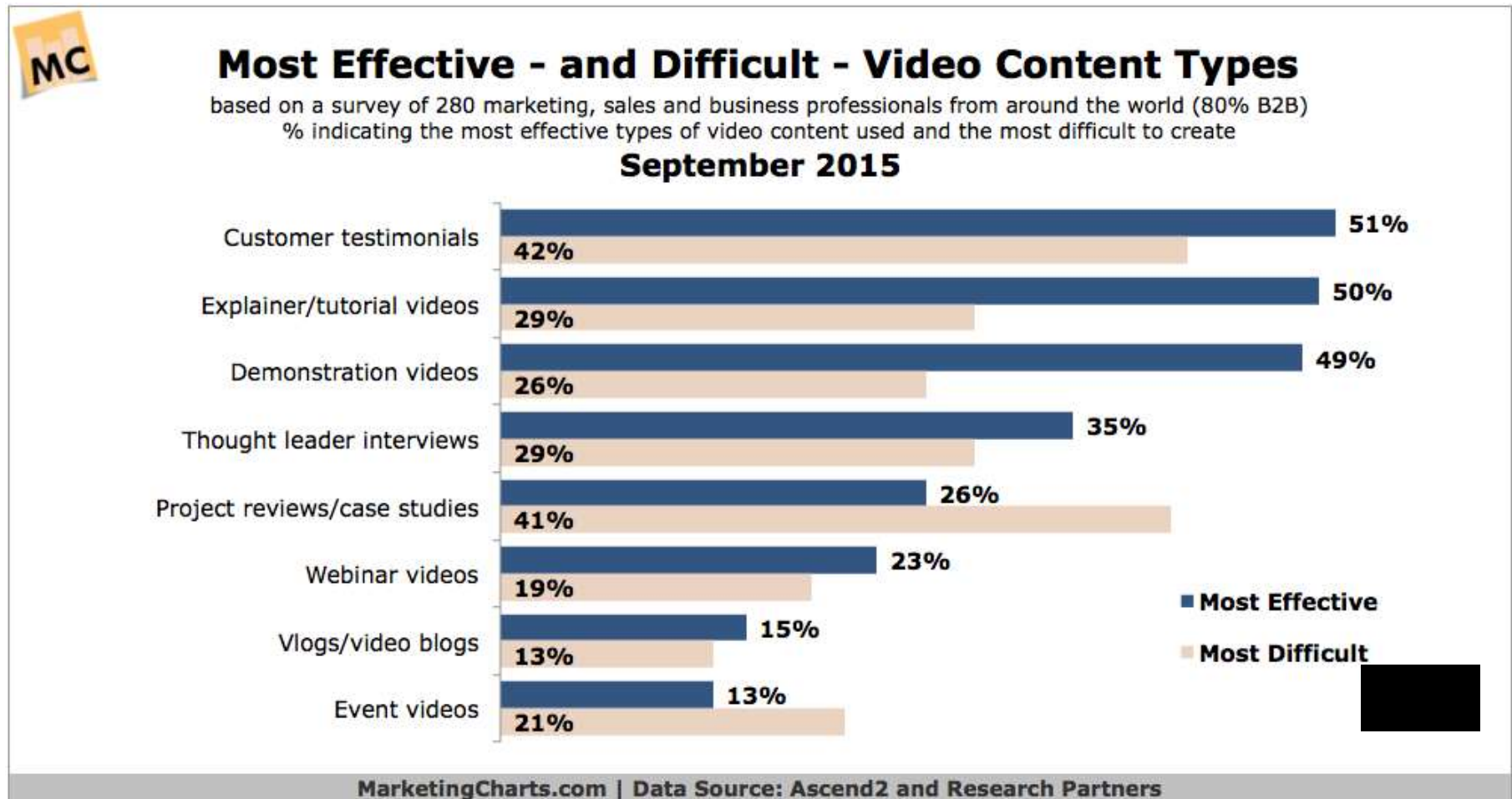
What Content to Use?



What is working!



Where would you use this content during the customer journey?



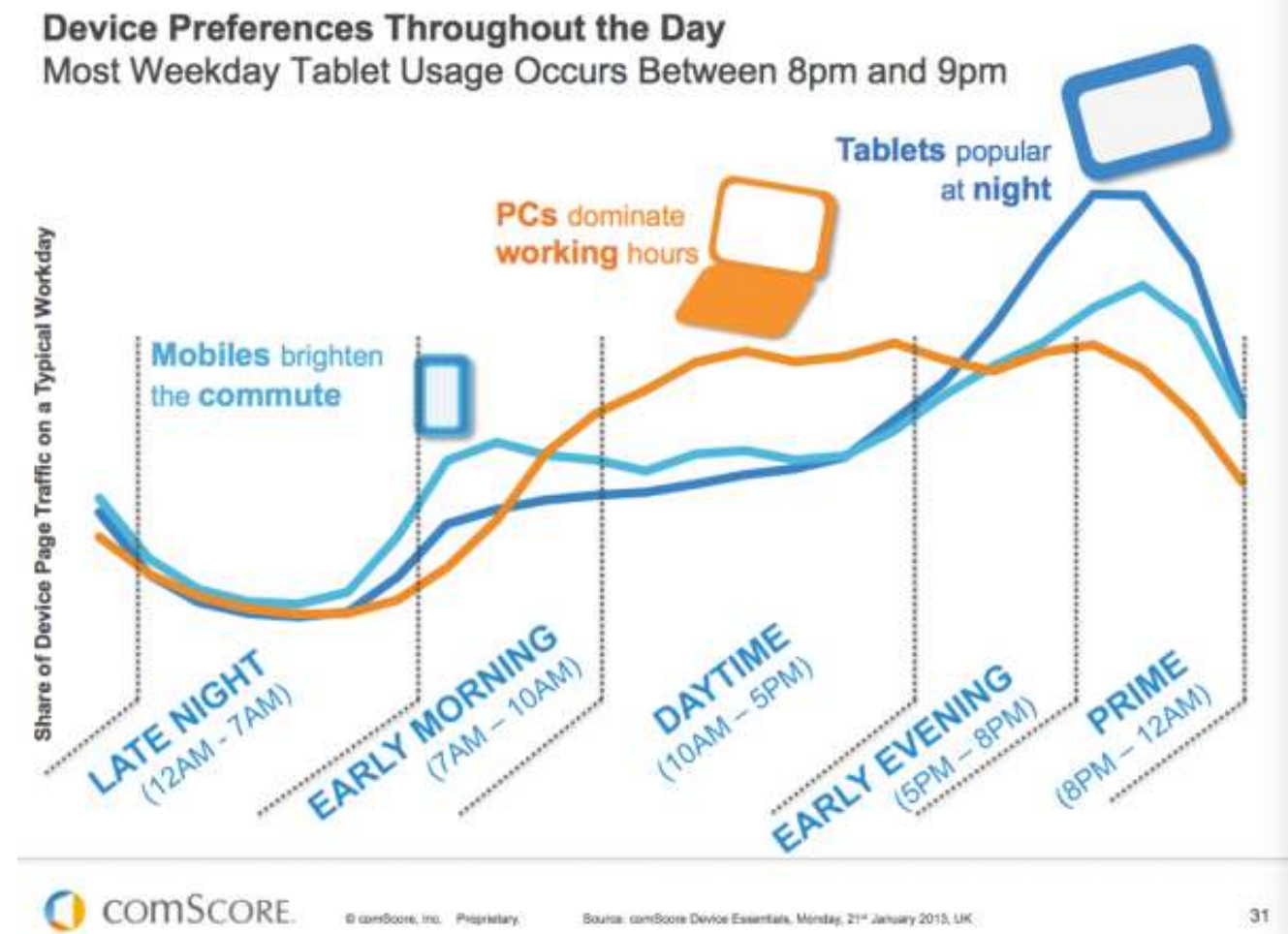
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Do you need to go mobile?

- Know your numbers - most websites still receive the majority of traffic from a PC
- Know your prospects and customers – are they searching as they walk down the street
- Or reading in the evening



Understand your numbers

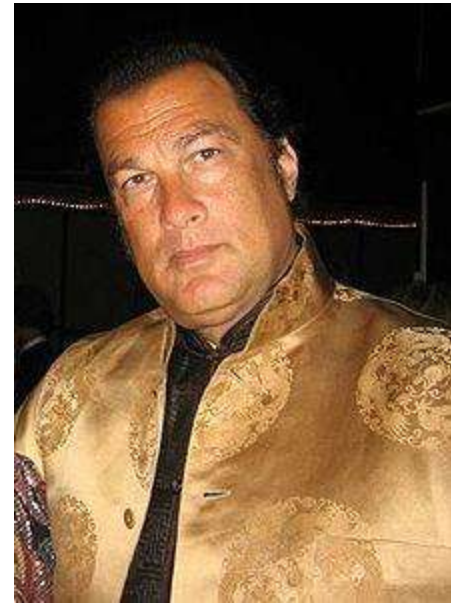


Mobile vs. Desktop Data

Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	13,788 % of Total: 100.00% (13,788)	80.43% Avg for View: 80.38% (0.05%)	11,089 % of Total: 100.05% (11,083)	48.95% Avg for View: 48.95% (0.00%)	2.76 Avg for View: 2.76 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)
1. desktop	9,877 (71.63%)	81.02%	8,002 (72.16%)	51.00%	2.92	00:02:18
2. mobile	3,548 (25.73%)	79.26%	2,812 (25.36%)	42.78%	2.27	00:01:38
3. tablet	363 (2.63%)	75.76%	275 (2.48%)	53.44%	3.21	00:02:02

But even if
the numbers
don't require
a mobile site..

There is a
sense of style
and being up
to date



**Want to buy a
Nehru suit?**

Thinking about a mobile site?

- A picture is worth 1000 words
- Each page stands alone
- Look at it on multiple devices and check it out with your browser open differently
- See how pictures & videos are presented
- Think about separate websites/links for different topics
- Create something you like

How will your website look?

12 in.



MacBook



MacBook Air



MacBook Pro



iMac

27 in.

How will the user experience be different?



iPad Pro



iPad Air 2



iPad mini 4



iPad mini 2

7.9 in.

4.7 in.



iPhone 6s



iPhone 6



iPhone SE
New

Designed for Desktop

Cubus EV Query & Analysis

Benefits

INTERESTED IN CUBUS OUTPERFORM EV DASHBOARD QUERY & ANALYSIS?

cubus outperform EV analytics enables you to take an entirely new approach to enterprise performance management that seamlessly links the financial, project, and strategy worlds. Business processes become transparent, **enabling you to minimize risks, to reduce costs and to fully utilize your innovation and development potential.**

cubus AG is the developer of cubus EV a browser-based cube viewer and dashboard solution for IBM TM1, Microsoft Analysis Services and Oracle Hyperion Essbase. Cubus AG has 20 years of experience in enterprise planning and performance management.



To see cubus in a mobile environment, [Click Here](#).

SPECIAL PRICE!



Learn More For more information about this discounted offer, [Click Here](#).

Discover more about cubus EV and performance management, [Check out this page](#)

Decision Systems Inc. is a Value-Added Reseller and Business Partner.

Said **Robert Mayette, Business Leader Business Intelligence for Mastercard**, "EV Analytics really lets OLAP reporting live up to its promises. Furthermore, I'm always impressed about how much attention the cubus team puts into enhancing EV Analytics. They always canvas their customers and layer in the features that people are asking for. That should be the norm for software companies, but it isn't, and cubus continues to delight with each release of EV Analytics."

[Want to to learn more about users and capabilities? Click here.](#)

Call to Action

Testimonial

cubus recognized in the BI Survey 16: the world's largest and most comprehensive survey of business intelligence end users.

"cubus achieves a great set of results in this year's BI Survey, getting top rankings in many important KPIs including 'Business value', 'Customer satisfaction', 'Competitiveness' and 'Customer experience' and improving on many of its results from recent years. As a comparatively small German vendor, cubus' results are even more remarkable, comfortably beating many local and global rivals. 63 percent of cubus users claim to have no significant problems at all with the product, which is why many are happy to recommend cubus to others, a strong indicator of satisfaction with the product." To access the entire survey results, [click here](#).

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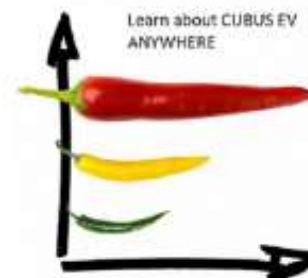
Mobile Experience



Benefits

cubus AG is the developer of cubus EV a browser-based cube viewer and dashboard solution for IBM TM1, Microsoft Analysis Services and Oracle Hyperion Essbase. Cubus AG has 20 years of experience in enterprise planning and performance management.

Decision Systems is a cubus value added reseller and business partner.



Learn More

WHAT CLIENTS ARE SAYING!



"Takeda has been using EV for many years in multiple business units worldwide and now expanded in Asia Pacific. Currently 820 users are relying on cubus to perform EV Analysis for data analysis and reporting. We migrated to cubus in 2013 and are very happy. cubus has delivered as promised and we are looking forward to a long-term, mutually beneficial business relationship."

— Henrik Wirth, Henrik Wirth, Head of Finance Systems for Takeda Pharmaceuticals International GmbH

Testimonial

Attend a workshop or webinar



Learn how Decision Systems can help your implementation



Call to Action

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Integrate your social media with email

Eric, Thought you might be interested in a couple of videos.

The challenge many small business have, is getting noticed when prospects and customers are looking for a major supplier. Check out how we handled the problem in this video.

Competing with a big brand, here is a video that attracts search traffic from the big players and offers up your solution.

Why Multistack as opposed to Trane, York, McQuay or Carrier? Mark Platt - CEO

<http://youtu.be/zZECifBGVRA>

Also, wondering about the success of your internet efforts?

Measuring the success of websites & social media campaigns: Mark E Goodman

http://www.youtube.com/watch?v=bzYrly0Mr_0

Thanks,

Mark

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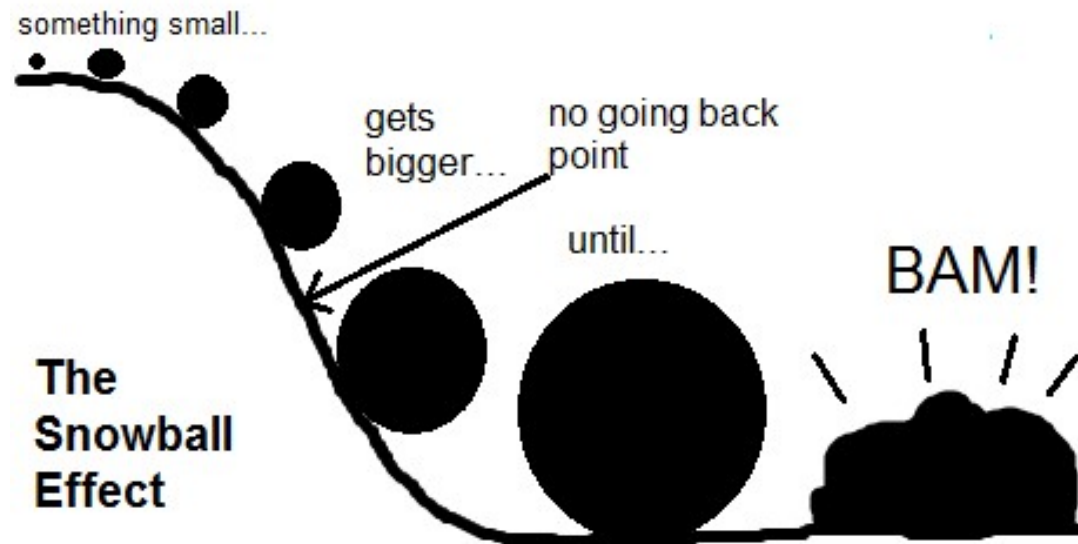
How do you spend your time?

- Evaluate where the prospect is in the purchase process. What do they need to go to the next step?
- How does the prospect make decisions?
- What questions remain unanswered?
- What internet content do you have to move their buying process along?
- What makes this opportunity different?
- Will a personal call help or hurt?

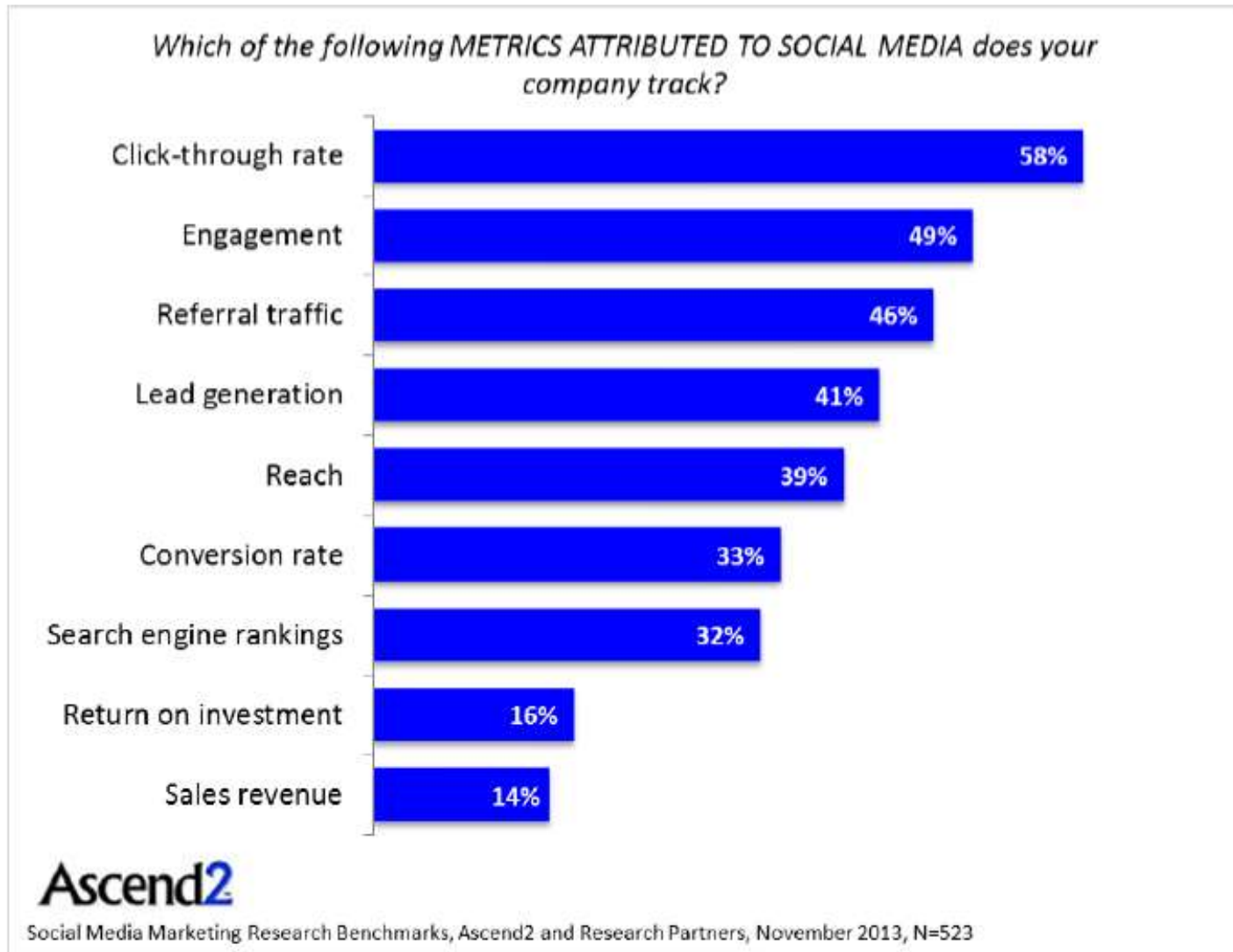


It will take time:

Help make the Snowball Effect work



How will you measure success?



Tips for Success

- Look at the internet as part of your Total Marketing Plan
- Get Started
 - **Follow** on Twitter or **Subscribe** on YouTube
 - Comment
- Make some notes on **what works for you**
- Make a list of the **questions** your prospects / customers are asking
- Create Content that offers value
- Respond immediately when queried