



The world of digital marketing seems foreign. However, all of the basic tenants of sales and marketing still apply. It's just a different platform and due to the vast numbers of platforms available and the misuse of some, it seems dicey at best. But the roadmap for business-to-business is pretty direct, so let's get started.



**We begin this online journey with shared goals.**

- Create a brand awareness for your business that's easy to understand
- Create trust
- Connect with new prospects
- Reach out to existing clients and enhance those relationships
- Make sure existing clients are aware of new products and services
- Tell the story of your company
- Enhance traffic to your website



**It starts with your customers.**

**Focus in on the clients you wish to reach on-line.**

- Who will use your product or services?
- What do these people value most? (ex. quality; certifications; price; speed)
- What will it take to bring them to your company?

Our marketing will tell the most compelling stories we can about how your company solved the problems and needs of your clients. Marketing is about human to human relationships. Our job is to enhance those relationships and let clients know what's important to you. And then bring you together.

### The VIP Client

What are your typical clients' roles or job titles?

And do they most likely have decision-making authority?

What is the demographics of your buyer?

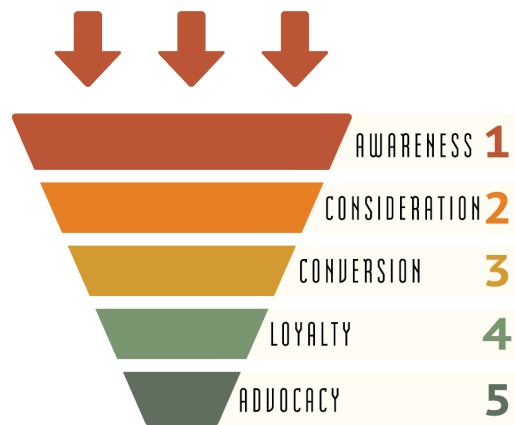
What is the perceived barrier in buying your service or product?

*From this information, we'll create marketing segments to guide our plans.*



### On-Line Marketing & Classic Marketing Paths

There are many marketing paths that your company may engage in to create human to human relationships. Each company has a unique conversion funnel to a sale. But most fall into this line of engagement:



### Top On-Line Marketing Pathways and their Benefits



**LinkedIn** – The hub of B2B social media. With a membership, you can connect with current clients, get their contact information, and see potential clients, found by company name or title. We recommend having personal pages as well as a company page and also have your employees sign up. You can explore discussion groups and share knowledge there. There are several paid ad platforms as well.



**Facebook** – Is the staple of effective social media strategy. It's a great tool for engagement with other business pages, customer support and promotion. Many of your clients and potential clients have facebook business pages. Their business management functions for ads, is great for targeting titles, areas of the world, industries and demographics. The goal is to gather relevant followers on your business page as well as inspire people to go the website.



**YouTube – Videos** – the second largest search engine owned by Google. Videos are the future of our engagement and reveal the personality of your company. Think of a company video as brand story-telling and includes your values. They are not ads, but more than that – they highlight the people behind the company. Even the shortest 15 second video gets more engagement than photos and google gives search engine priority to videos. Advertising is available pretty cheaply, however, the target age group is very young.



**Twitter** – One of the only open social networks, meaning that any tweet you create can be seen by anyone. This is the role of hashtags – we research hashtags, come up with creative campaigns, and engage with well-known people in your field.



**Email Marketing** – Great way to revive old leads, or send information to new leads. It's more personal and you can easily see who is opening your email and where they are clicking.



**Blogs** – Foundation for thought leadership. Build a campaign around a blog post.



**Webinars** – First goal is to get people to sign up, which you can nurture later for sales. It gives a wealth of content to repurpose in social media.



**White papers/eBooks** - Great source for thought leadership and you can use it for lead generation by requiring email information for the download link.



**Case Studies** - Great source for thought leadership and is usable for lead generation.



**One Pagers** – Another good source for thought leadership, condensed to one page and is usable for lead generation.



**Infographics** – images tell a story and infographics really tells the story well.



**Website** – The hub of your information. We should make small changes or add information monthly to increase SEO and keep it fresh.

### Classic Advertising Pathways

- Networking, especially with professional associations
- Brown Bag Meetings
- Speaking engagements
- Corporate Client Entertainment and Events
- Direct Mail
- Print ads in trade magazines
- Non-profit sponsorships/fundraising
- Hosting/Sponsoring events or teams
- Public Relations

### What about lead generation?

There are 2 types of web traffic – free/organic and paid.

Free traffic – visitors arrive organically through word of mouth, referrals, social media, videos and news outlets. Our firm focuses on organic traffic with the goal of building relationships.

**Paid traffic** – Visitors arrive through a sponsored placement or advertising that you are testing. Channels include social media, public relations, and Pay-Per-Click ads. Paid traffic attempts to capture people on impulse and encourages them to call or email in a short time frame. Often the buyers choices are limited with the goal of leading them to the call.

**Is PPC for my business?** Pay-Per-Click ads have a variable price range. It is dependent on the keywords, and the competition for those keywords, as well as the time of day etc. It's complicated. There are firms that are dedicated completely to keyword advertising, such as Hibu. As a B2B you would need to evaluate if your customer would be likely to respond to SEO advertising. Companies that are in a niche market tend not to have the success that a B2C has.





## We are Partners.

### What is the Business' Role?

#### **Social Advocacy**

Without employee advocacy, your social media strategy will be incomplete. Content sharing and online interaction allows companies to amplify their audience for free. We like to think of these employees as company ambassadors.

#### **Employee Thought Leadership**

Social media creates a voice for the thought leaders in your organization. We encourage sharing of up-to-date and relevant content.

#### **Types of content that work well:**

- Success stories
- New projects
- New employees
- Industry events
- Anniversaries
- Events attended or sponsored
- Pro Bono work
- Pictures from your company
- Company fun event pics
- White papers
- Case studies
- Relevant articles from other sources that fit your message

### What is the Role of TC2 Creative?

- Create content, campaigns and manage social media
- Work with lead employee on weekly strategies to include relevant company content
- Take photos of new employees and/or special events
- Create monthly reports/propose new ideas moving forward
- Create “good” traffic to website; good traffic being potential clients, not necessarily quantity

#### **Social Media Management**

The number of posts and platforms is contingent on budget.

- Facebook – regular posting 2-4x's/week
- LinkedIn – regular posting 2-4x's/week
- Twitter – regular posting 2-4x's/week
- Blogs – put together content based on client input for blog or infographics
- Email – Using the Mailchimp platform, we send out monthly emails.
- Basic SEO analysis – monthly
- Create keywords monthly for your brand and change them up on the website.
- Videos – custom, pricing on request or videos provided by business
- Follow competitors' social media for comparison and any helpful information
- Make monthly changes to website
- Place Facebook ads/LinkedIn ads as budgeted

#### **Social Customer Care**

We deliver a personalized customer experience by forming a team between our firm and the appropriate employee at your company. When someone leaves a mention or comment, we are alerted right away. Our goal: to boost customer satisfaction. In the rare occurrence that posts are spam or hate-speech, we delete it immediately. We don't miss a comments that are left on your posts.

#### **How do we measure?**

Our main goal is to send potential clients to your website and keep them there so they can learn about your company and contact a human being. We can see through Google Analytics where the hits to your website come from as well as their behavior on your site. Our monthly reports show website traffic and activity/behaviors; facebook activity and engagement; LinkedIn engagement; Mailchimp engagement; analysis and visuals of things that have worked well and goals for the following month.



## How do we start?

**Month 1:** We set up branding guide; open and brand the targeted social media accounts; research competitors, current clients and potential clients' social media; follow targeted companies; get employees set up on LinkedIn; make any website adjustments; set up google analytics; set up Facebook Business Manager page for ads. Start accounts for MailChimp and get lists in order. Review information collected by client. Put together overall plan for month 2 with lead employee.

**Month 2:** Start posting. Weekly review with lead employee on strategic points; send email to clients introducing social media sites; always review and move forward with new ideas. Take pictures of some staff members. Start a calendar of events coming up. Monthly review in office.

**Month 3+:** Post on all platforms. Continue meetings, reports and review. Start ads.

We can customize the platforms, services and ad budget to meet the needs and budget of your company. The average Social Media Plan includes posting on LinkedIn, Facebook and Twitter; continuing to connect with potential clients; Mailchimp newsletter sent out monthly; including some new updates on the website; reports and virtual meetings weekly. This cost is \$1250./month - minimum duration is 3 months.



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