



You CAN Do This!: An In-Depth Look at the Digital Marketing Essentials Necessary for Distributors to Remain Competitive and Well-Positioned for the Future

Susan M. Merlo, Jon C. Dupree

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Wholesale distribution companies will find themselves at a serious disadvantage if they don't have the correct digital marketing essentials in place. In today's market of instant gratification and instant delivery of information, if you cannot provide the information that your customer needs, or answers to questions that a prospect is asking, expect to find yourself left in the dust. Whether someone is looking to purchase your product, or would like to learn more about your company, or perhaps they need some industry-specific information that doesn't relate directly to your product or your company, the leading distributors will be those who can anticipate what their ideal customers need, sometimes before that customer knows it himself, and give it to them. Whatever it is, the distributors who understand their customers' problems and needs and can resolve them without being "salesy" will be the distributors who will lead the pack. For many distributors, a powerful digital marketing strategy is already a driver of revenue. As more millennials enter the workforce, there's no question that that number of distributors who harness the power of the internet will grow. Over the next five years, it's safe to assume that the choices you make for company regarding its digital marketing strategy will not only impact your revenue, but also your recruiting efforts, your internal communication efforts, and perhaps even affect your ability to raise financial equity when necessary. The challenge to meet, therefore, is not just to have a digital marketing strategy in place, but rather to have the right strategy in place for your company, and the ability to execute that strategy effectively and efficiently. If you are a wholesale distribution business owner or executive who understands the importance of marketing on the internet today and all we've mentioned above, then this book is for you. If you understand that traditional marketing methods are less effective and more expensive, and you know that by neglecting to use the internet to market your business, that you're missing out on the powerful business results that an effective marketing strategy can give you, then this book is for you. Whether your distribution business is just getting started with digital or online marketing or you're interested in brushing up on the basics, this book will guide you as you set up and implement a successful internet marketing strategy and educate you about the key essentials you'll need to stay ahead of the pack. This book takes you through an in-depth review of digital marketing essentials for distribution companies. You'll learn which marketing essentials will have your company better positioned as an industry leader, building stronger bonds with your customers and prospects, increasing your sales, and generating substantially more leads. You'll learn, too, that your company can use digital marketing to create new relationships with prospects and turn them into customers, and that digital marketing will give you the ability to strengthen and grow relationships you already have with existing customers. Our goal for you in sharing this information is to see you succeed, and get you more sustainable revenue for your company. This is not a 'how-to' guide, but rather a 'what to do' guide. We do not advocate your doing your marketing yourself. You'll come to understand in reading this book that marketing is complicated and vital to your company's future. It should be handled by experts. Knowing what to expect from your marketing team, however, is why you need this book.

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