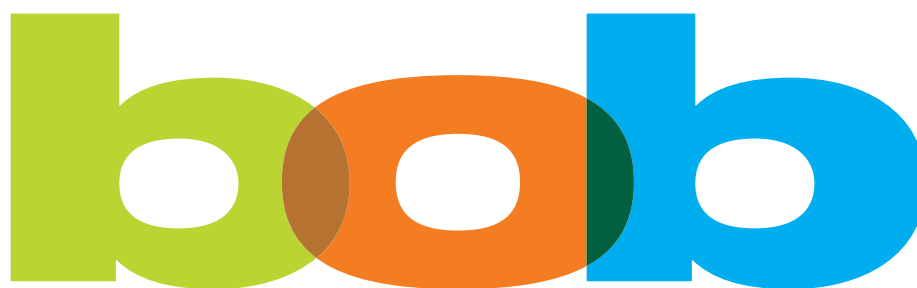




E-MARKETING SOLUTIONS



DeSTEFANO

Online Marketing Strategist & Speaker

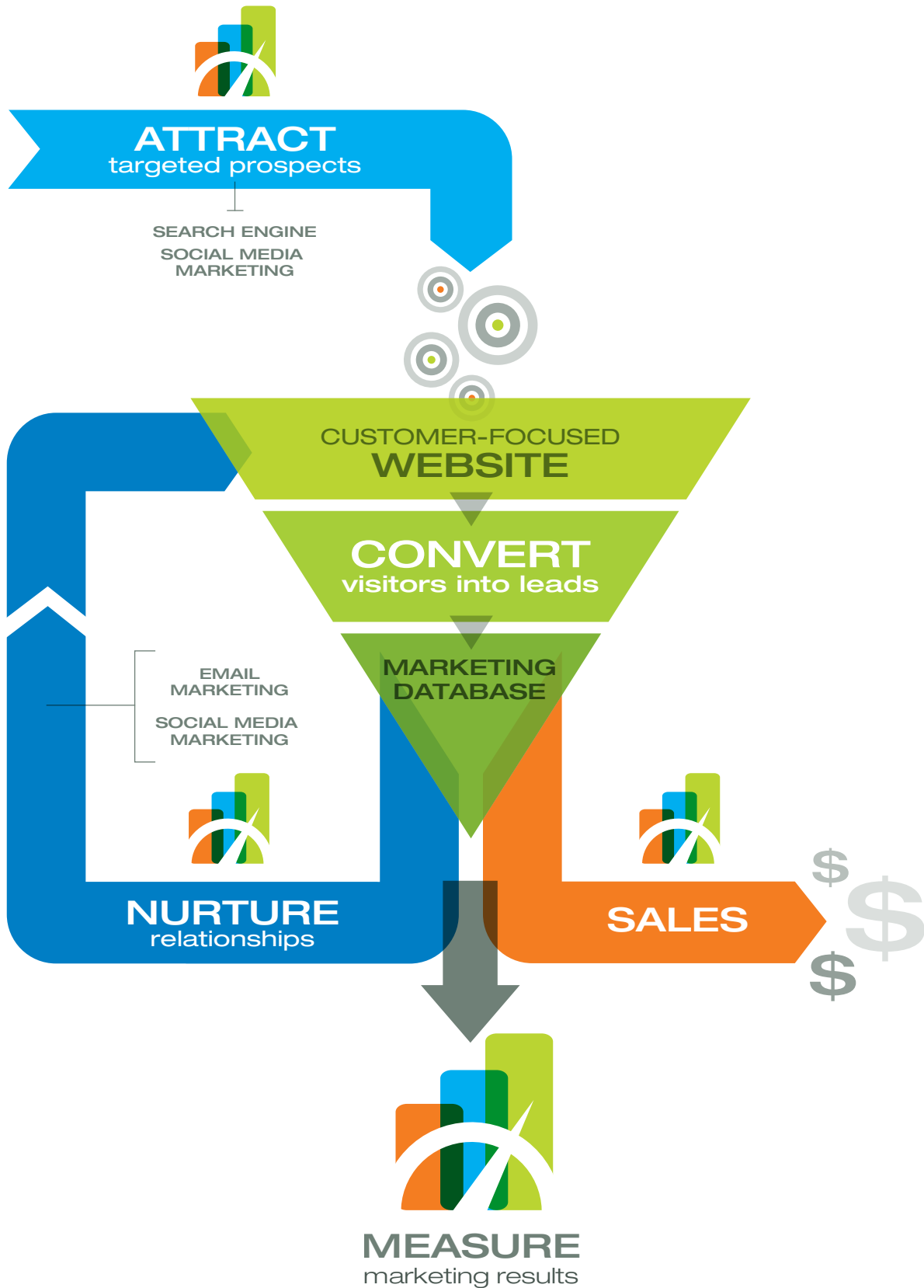


Bob DeStefano
President

1 Executive Drive
Suite 420
Somerset, NJ 08873
732.868.8600
fax 732.868.8622
svmsolutions.com

Connect with me:

email bdestefano@svmsolutions.com
toll-free 877.786.3249 x234
blog bobdestefano.com/blog
LinkedIn linkedin.com/in/bobdestefano
Twitter twitter.com/bobdestefano
Facebook facebook.com/svmsolutions
YouTube youtube.com/svmsolutions





E-MARKETING SOLUTIONS

www.svmsolutions.com

Online
Marketing.
Bottom-line
Results.®



**Attract
prospects**
with search engine
marketing.



**Generate
leads**
with a customer-
focused website.



**Nurture
relationships**
with email and social
media marketing.



**Measure
ROI**
from all marketing
investments.

How to Reach Customers with Social Media Marketing

PRESENTED TO



by Bob DeStefano



svm E-MARKETING SOLUTIONS
© 2011 svm & its affiliates



What is Social Media Marketing?



Create Valuable
Social Media
Content



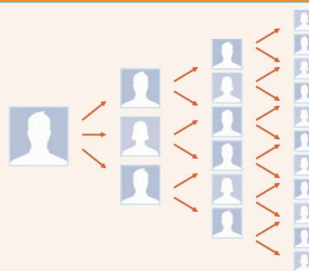
Share Social
Media on
Social Networks



Produce Marketing
Results



Social Media Marketing is Peer-to-Peer PR



© 2011 svm & its affiliates



Create Valuable Social Media Content



The Secret to Social Media Marketing Success



Become a Content Marketer



The Secret to Social Media Marketing Success

BECOME A CONTENT MARKETER



You're not only in the business of Millwork Distribution.

You're also in the business of **knowledge.**

© 2011 svm & its affiliates





Is your Website helping or hurting your business?

As STAFDA's Endorsed Online Marketing Consultant, our mission at SVM E-Marketing Solutions is to help you transform your Website into your most powerful marketing tool!



fact: In **80%** of B-to-B transactions today, **customers find the supplier** — not the other way around.

89% of consumers turn to search engines like Google first when making purchasing decisions.

Inbound online marketing **costs 62% less per lead** than traditional offline marketing tactics.

Is your Website...

- Being found by prospects on search engines?
- Generating a steady stream of leads and sales?
- A valuable educational resource for customers?
- Your most powerful marketing tool?
- Producing results you can take to the bank?



If not, call **877.786.3249 x3** or click **www.svmsolutions.com**



Turn your Website into a money maker with a **FREE** Website Analysis!

As STAFDA's endorsed online marketing consultant, Bob DeStefano from SVM E-Marketing Solutions, is providing his company's popular **Website Analysis** consulting service — **at no charge to you!**



SVM's Website Analysis is a personalized consulting service that will provide you with specific recommendations on how your Website, search engine ranking, social media presence and email marketing activities can be improved to produce bottom-line results for your company. You will receive a custom 40-page analysis detailing your strengths, weaknesses and specific recommendations on how to improve, as well as a 30-minute consulting session to review these recommendations.



Here's how to get started...

- Visit:** svmsolutions.com/stafda
- Call:** (877) 786.3249 x3
- Email:** results@svmsolutions.com





E-MARKETING SOLUTIONS
Online Marketing, Bottom-Line Results?

"I am convinced Bob and his team can help anyone position themselves for online marketing success regardless of product, service or business."
—Brad Mountz, President, Mountz, Inc.

Bob DeStefano
Online Marketing Strategist & Speaker



do your members know?

In **80%** of B2B transactions today, **the customer finds the supplier** — not the other way around.



Have Your Members Embraced Search Engine Marketing?

day of the cold call is coming to an end. Today's customer won't wait for a salesperson to call them. They will find you on the Internet. And when they have that need, the vast majority are turning to search engines like Google to find the supplier. Search engine marketing offers your members a tremendous opportunity to get in front of motivated customers who are actively searching for their products and services. But you can't find them, no one can! Bob DeStefano can show your members how to attract a flood of new customers through search engines.

Bob explained search engine marketing better than anyone I've ever heard, bar none, without exception! In a very clear and simple way, he explained how to produce results.

—Patrick Busch, Chief Executive Officer, Len Busch Ross



bob DeSTEFANO
Online Marketing Strategist & Speaker
1 Executive Dr., Ste. 400
Somerset, NJ 08873

To Hire Bob:

call 877.786.3249 x3
email results@svmsolutions.com
visit www.bobdestefano.com

Bob DeStefano
Online Marketing Strategist & Speaker



do your members know?

80% of business decision makers prefer to get information **from articles** not ads.



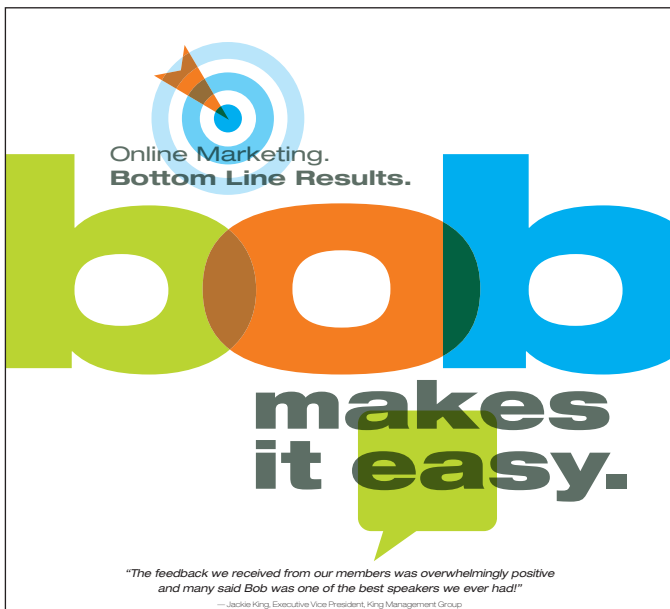
Bob DeStefano
Online Marketing Strategist & Speaker



do your members know?

78% of salespeople using social media **outsell their peers.**





Online Marketing.
Bottom Line Results.

bob makes it easy.

"The feedback we received from our members was overwhelmingly positive and many said Bob was one of the best speakers we ever had!"
— Jackie King, Executive Vice President, King Management Group



Bob DeStefano
Online Marketing
Strategist & Speaker

1.877.786.3249 x3 • speaker@svmsolutions.com • www.bobdestefano.com



Bob DeStefano | Online Marketing Strategist & Speaker
1.877.786.3249 x3 • speaker@svmsolutions.com • www.bobdestefano.com

Keynotes & Workshops

Seven Steps to Search Engine Marketing Success

How to Triple Your Online Sales Leads

Online Marketing Analysis for Attendees

Case Study: Westfield Manufacturing

Attendees Rave About Bob

Meeting Planners Rave About Bob

Have Bob Speak at Your Meeting or Conference. Start the Conversation!

HomeAbout YouAbout MeSpeakingConsultingClients RaveContact

Leading Industrial Marketing
into the 21st Century

Online Marketing Strategist & Speaker

B2B Marketing

Videos

Search

Social

Email

Mobile

Analytics

Content Marketing

FRIDAY, March 13, 2015

Stop Marketing Like it's 1999!

Comment

5

Facebook icon

0

Twitter icon

3

LinkedIn icon

0

Google+ icon

0

Print icon

0

1999. We look back on that time longingly. In many ways the world and our lives were much simpler. Terrorism was something that only happened in countries thousands of miles from us. We had a soaring stock market thanks to the 'dot com' boom. Real estate values were starting their astronomic rise. The unemployment rate was only 4.2 percent.

And, marketing was much simpler.

As a distributor or manufacturer in 1999, you could rely on a handful of simple marketing tactics to grow your business. At the heart and soul of your marketing efforts were face-to-face sales. Pounding the pavement and calling on customers was the tactic most relied on by industrial companies.

Get Your Free E-Book

Sign up to receive my blog posts via e-mail and get my popular e-book, Essential Online Marketing Checklists, FREE!

Privacy Guarantee: I will never share your e-mail address with anyone else.

Get Updates

FOLLOW ME ON:

Twitter icon

LinkedIn icon

YouTube icon

Facebook icon

RSS icon

ABOUT ME

I am a B2B online marketing strategist and professional speaker with over 20 years of experience helping industrial and B2B companies leverage online marketing to produce bottom-line results.



Tweets >

Following >

Followers >


Favorites >

Lists >


Photos and videos >




Who to follow · Refresh · View all



Chris Odell @iOodell
Followed by The Making J...
Follow



Alex Goldfayn @alexgoldfayn
Follow



Social Media Today @social...
Follow

Popular accounts Find friends

Trends · Change

Twitter
Vlogs
Wednes Day
#OCU
#WoodOfBands
Starbucks
New list
#LemmeGuess
#TeamOCIOault



Chris Odell's Screen & Content
Empowering business leaders with screenshots and strategies they can put to work right away.
Salem, NJ · bobdestefano.com

8,774 1,898 2,051 Edit profile

Tweets

Michael Currey @imgurcurrey · 22m
@AskKimm working on a new twitter template right now... the work never ends.
View conversation

Michael Currey @imgurcurrey · 7h
@AskKimm thanks for sharing :)
View conversation

Retweeted by Michael Currey
Kimberly Castileberry @kcastileberry · 1d
Google Plus Cover Photo & Profile Photo Template | @scoopcity by @imgurcurrey sco.i/5WYand
View summary

Michael Currey @imgurcurrey · 13 Jan
Twitter Redesign Desktop Layout Aiming To Match Mobile App Design butfly A-ops2014 | @Marketingland
View summary

Michael Currey @imgurcurrey · 13 Jan
@PusCubbon Thanks for the Tweet Rob :)
View conversation

Michael Currey @imgurcurrey · 13 Jan
7 Times You'll Kick Yourself for Not Learning HTML | @scoopcity by @baosch sco.i/8p040d
View summary

If you want better results from your marketing and want to learn strategies you can put to work right now, **bob** is the marketing speaker you are looking for.