

Marketing in a Digital World: Leveraging the Technologies of Today While Retaining the Human Element



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About Me

- ▶ A GenX marketing & public relations professional
- ▶ I help companies raise their profile & improve their reputation.... *to attract customers*
- ▶ Jumped into the workforce in 1998
- ▶ That's 20 years... Yikes!

A LOT has changed during that time....



When I started, these were my tools



These are the tools my colleagues and I use today



Marketing Shifts: 1998 - Today

- ▶ Move away from printed materials to digital delivery of information
- ▶ In 1998 we were just starting to use email, now we are tethered to it
- ▶ From technology that resides in an office to technology that is mobile
- ▶ Internet speeds are better, opening the door for increased use of video and imagery
- ▶ Everything is faster
- ▶ Rise of social media



These shifts have led to...

- ▶ Less print ads, more digital ads.
- ▶ Websites have replaced the company brochure.
- ▶ MUCH less snail mail, much more email.
- ▶ Everyone is reading their news online.
- ▶ People are shopping online.
- ▶ Mobile technology is here to stay. The smartphone is king.
- ▶ A customer has the power to influence your other customers... quickly



This is how people receive their info
now

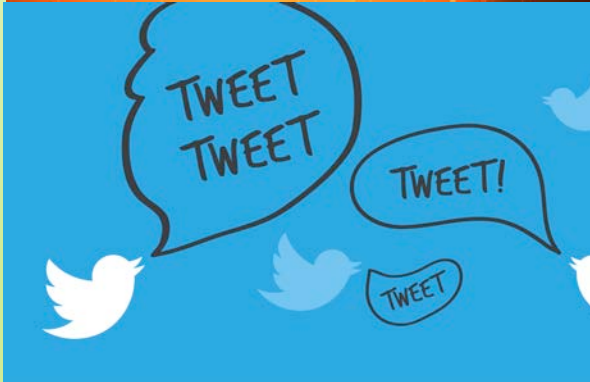
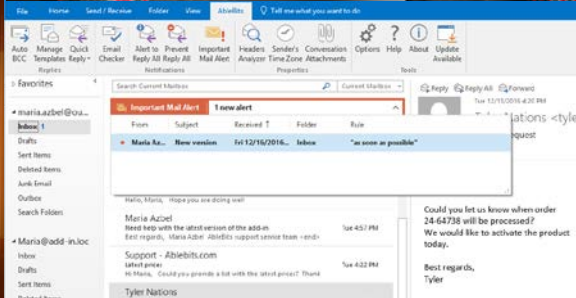


What the research says

- ▶ A 2016 [Nielsen Company audience report](#) revealed that adults in the United States devoted about 10 hours and 39 minutes each day to consuming media.
- ▶ The same report one year later said that time had increased by a half hour per day.
- ▶ Media = tablets, smartphones, personal computers, multimedia devices, video games, radios, DVDs, DVRs and TVs.

(notice there is zero mention of printed media here)





What does this mean for you?

- ▶ To effectively reach your customers today, you have to think about:
 - ▶ The message you want to communicate
 - ▶ The message that will resonate with your customers (bridge these two)
 - ▶ HOW they like to receive their information
- ▶ Example
 - ▶ We provide a range of SPF installation services and you should hire us.
 - ▶ We have a great library of past projects just like the one you want to complete. Our professional reputation is impeccable and we can prove it. With us you'll receive incredible customer service. We can meet your budget and timeline.
 - ▶ Email. Video. Social.



Online Marketing Tools to Consider Trying

- ▶ Website
 - ▶ Showcase your project case studies; Self published content (blogs, news alerts, etc.); Keep it fresh.
- ▶ Search Engine Optimization / Search Engine Marketing
 - ▶ So customers can more easily find you
- ▶ Email Marketing Campaigns
 - ▶ Try an easy, inexpensive service like Constant Contact or Mail Chimp
 - ▶ Showcase standout projects
- ▶ Regional Digital Ads
 - ▶ In publications/news sites your customers are *reading*. Link back to your website.
- ▶ Social Media
 - ▶ Targeted ads and promoted posts on social media (ex: Facebook)
- ▶ Short Videos
 - ▶ Post to your website, YouTube and social media channels
- ▶ What's great about all these? You can LINK & use them together for greater effect.



Which Marketing Tools Should I Use?

- ▶ The ones that reach your customers.
- ▶ The ones that fit your marketing budget.
- ▶ There is no perfect formula for every company.
- ▶ Try different tools. Some won't work as well as others and that's ok.
- ▶ See what works best & refine your strategy.



Marketing & What it Means to Be Human

- ▶ Humans are social animals.
- ▶ While we love the efficiency that technology provides, it doesn't fill all our needs as humans.
- ▶ We crave interaction.



Let's talk Social Media

- ▶ Social Media is SOCIAL
 - ▶ It's intended to mimic how we as humans communicate offline (example)
 - ▶ Use it to “interact” with your customers
 - ▶ Posting without interaction is the #1 mistake most companies make (example)
 - ▶ Easy ways to interact & engage:
 - ▶ Hashtags allow you to attract, find and communicate with people with similar areas of interest.
 - ▶ Examples: #SPFAShow #HomeRenovation #EnergyEfficiency #SprayFoam #InsulationContractors #Remodeling #EnergySavings #Roofing #RoofMaterials
 - ▶ Comment on, like, retweet builder and remodeler posts
 - ▶ Congratulate customers and colleagues on a job well done
 - ▶ Share customer posts
 - ▶ Provide positive reviews to companies you conduct business with (example)
 - ▶ Share photos and videos. Make sure to tag others who are in them!
 - ▶ Posts with people in them often get a much stronger response.



Customer Service Has Gone Social

- ▶ Social Media is a Now a Major Customer Service Channel
 - ▶ Whether you like it or not
 - ▶ Who do you have manning it and what is your response time?
 - ▶ Whether or not you respond on social media to customer requests could be the difference of a sale or no sale
 - ▶ Examples:
 - ▶ Le Creuset
 - ▶ Verizon FIOS
- ▶ Online Reviews
 - ▶ Your reviews could be the difference of a sale vs. no sale
 - ▶ Use your reviews to your advantage
 - ▶ Have integrity with reviews.



Let's Talk Photos & Videos

- ▶ Now a prominent part of all marketing, no matter what kind
- ▶ Take more photos. Take BETTER photos.
 - ▶ Make sure to use a nice camera, not a cell phone.
 - ▶ Set to "high resolution"
 - ▶ If shooting interior walls, remove construction debris and trash from the frame
 - ▶ All installers should be in PPE
 - ▶ Take photos of the project exterior also!
- ▶ Explore videos.
 - ▶ Keep in mind the *length* of the video.



Keep the “Human” Element in Your Marketing

- ▶ Highlight your team members.
- ▶ Showcase positive customer testimonials.
- ▶ Survey your customers. Keep surveys short. Consider making this a phone call at the completion of the project. Use the feedback.
- ▶ Show *people* in your social media posts. Interact on social media.
- ▶ In person customer appreciation efforts.
- ▶ Charitable efforts to “do good” and expand your audience reach and referrals.
- ▶ Partner with others that can refer you business. Market your solutions *together*.
- ▶ Respond in a timely manner to customer inquiries on social media AND negative reviews.
- ▶ Don’t forget tried and true in person meetings and phone calls when interacting with customers. Use technology, but don’t forget we are *humans*.

