
Level Up Your Digital Marketing Strategy

G&G Creative

February 2025

Presented To

ERA Conference: Elevate. Expand. Evolve.

Presented By

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Who We Are

10+ years in Design, Development, & Marketing

Working with ERA members
For reps, manufacturers, and
distributors



Emma Gaedeke

Marketing & content strategy, and communications

ERA Recognized Resource

Officially became a
recognized
resource in 2024.



Danielle Gaglioti

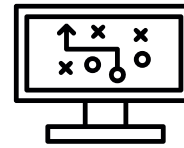
Design, branding, and website development

A closer look at digital marketing in the ERA



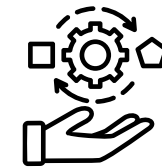
Industry Landscape

Most ERA companies have been in business for over 25 years.



Changing Environment

The competitive landscape is shifting towards more digitally-driven strategies.



Adaptation Opportunity

Digital transformation is more accessible and cost-effective than ever.

Our goal



- ✓ Understand the impact of a rebrand
- ✓ Learn how to maximize your website
- ✓ See the power of digital ads
- ✓ Gain a fresh perspective on measuring ROI

What is digital marketing?

Digital marketing is the process of using online technologies, data analytics, and digital media to build brand awareness, generate leads, and increase sales for businesses.

Why is it essential that businesses enhance their digital presence?

Professional Reputation —→ Organic Traffic —→ Growth & Conversions

94% of first impressions are design-related.

It takes **less than one second** for website visitors to form an opinion about your business.

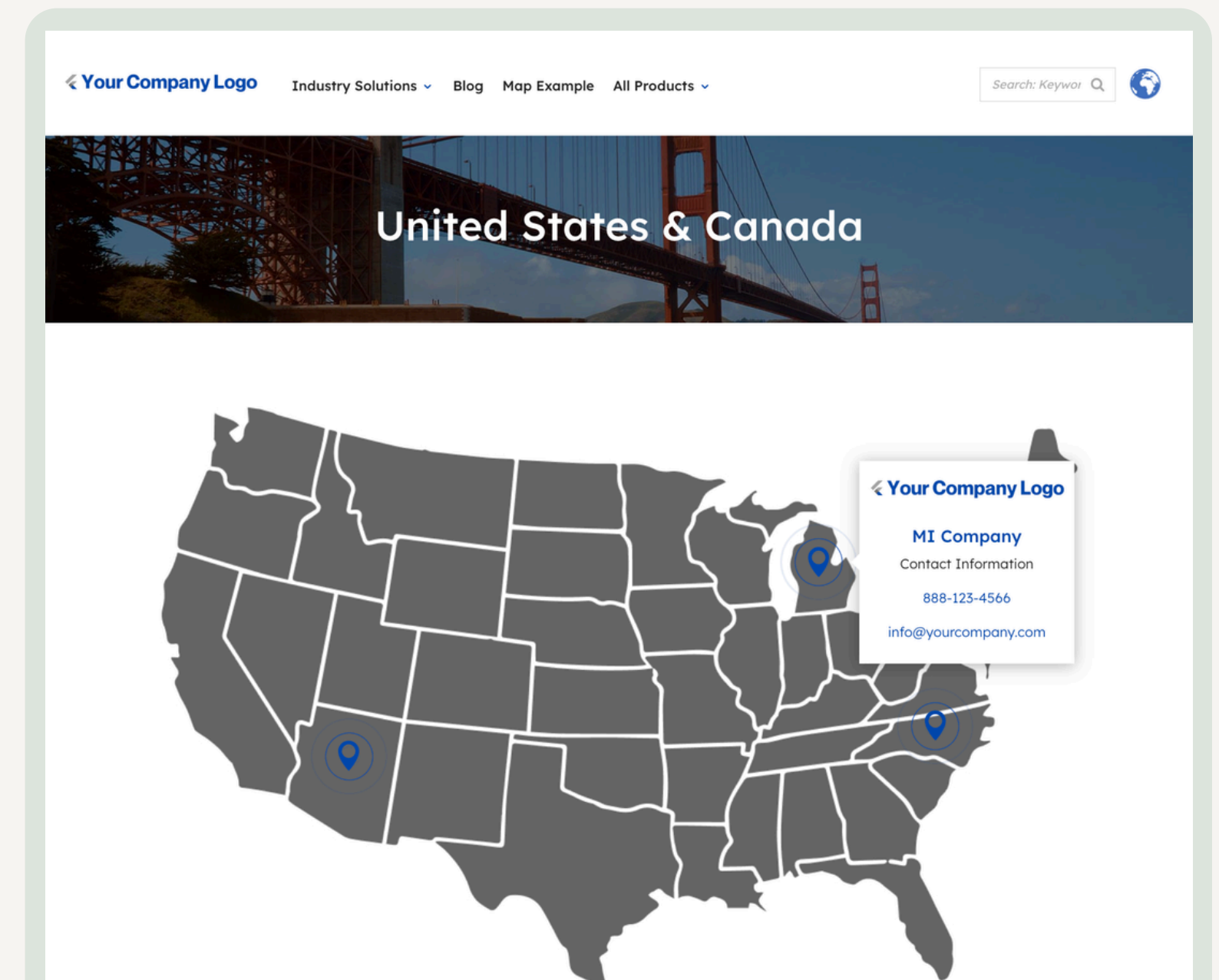
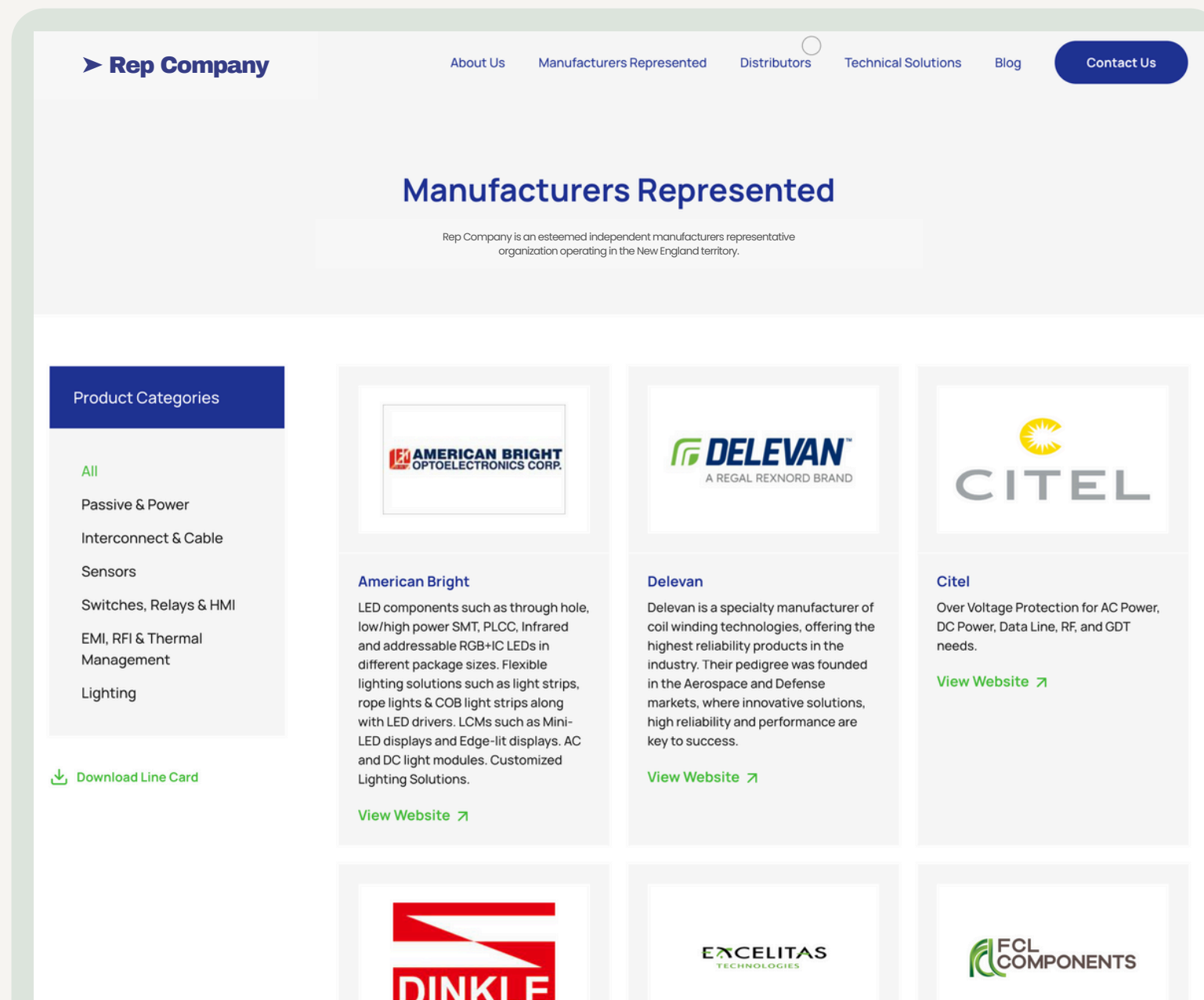




Strategic design enhances selling power.

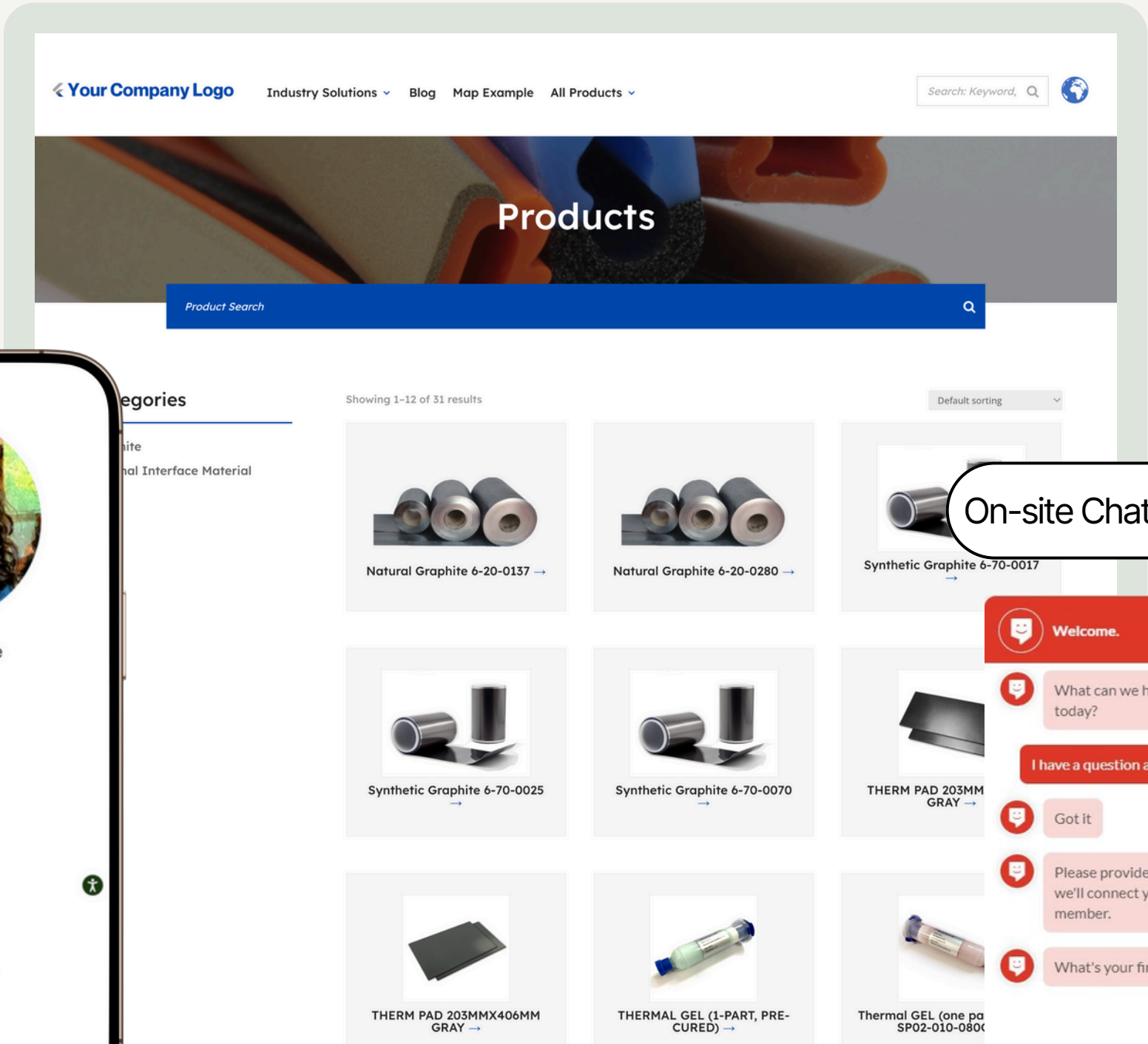
Digital Line Card

Territory Maps



Make it easy for your customers to find the right information.

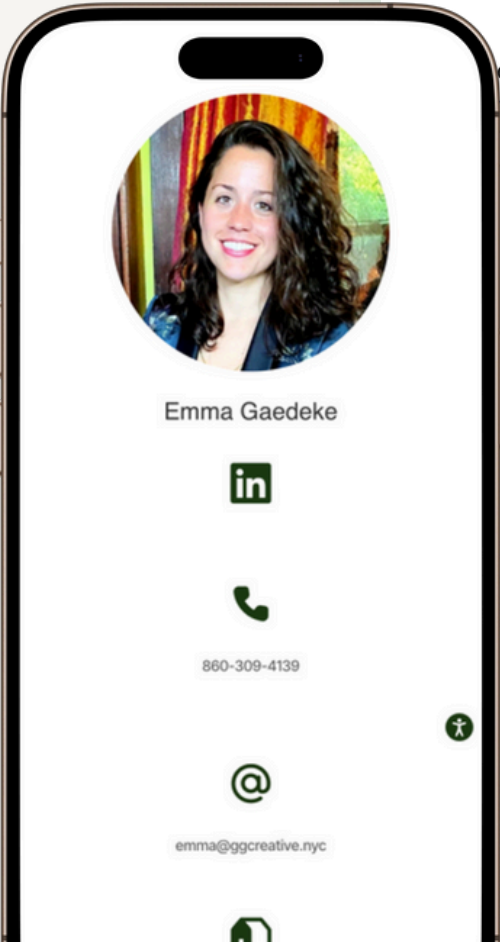
Parametric Search



On-site Chat Automation



Digital Business Cards



Thought Experiment:

If your website were a real sales rep, would you hire them? Would you trust them to close deals? Or would they be the weak link in your team?

Marketing Rule of ***Seven***

A potential customer must see a message **at least 7 times** before they're provoked to take an action.





Fire engine red



MAJOR CUSTOM CABLE

A **Neutrik Group** Company

Cornell red



MAJOR CUSTOM CABLE

A Neutrik Group Company



A Neutrik Group Company

MCC

A Neutrik Group Company



MAJOR CUSTOM CABLE

A Neutrik Group Company



A Neutrik Group Company



MAJOR CUSTOM CABLE

A Neutrik Group Company



A Neutrik Group Company

MCC

A Neutrik Group Company



MAJOR CUSTOM CABLE

A Neutrik Group Company



A Neutrik Group Company

Consider: size, shape, color, and *consistency*.

LOGO FONTS

“MCC”
CUSTOM FONT



MAJOR CUSTOM CABLE

“A NEUTRIK GROUP COMPANY”
L FRUTIGER LIGHT

A **Neutrik Group** Company

“MAJOR CUSTOM CABLE”
HEADLINE GOTHIC ATF

Brand guides are your
single source of truth.

TYPOGRAPHY

HERARCHY

SIZE, SCALE AND POSITION ALL PLAY A FACTOR IN HOW
INFORMATION IS READ. ALWAYS ENSURE THERE IS A
PURPOSEFUL DIFFERENCE BETWEEN TYPE SIZES. TYPE
SIZES ARE FOR EXAMPLE ONLY.

HEADLINE GOTHIC ATF
HEADLINE
80/88PT
SENTENCE CASE

HEADLINES NULLA VITAE EUISMOD SEM.
INTEGER UT VEHICULA MAURIS.

DIN CONDENSED BOLD
SUBHEAD
30/36PT
SENTENCE CASE

Subheads suspendisse aliquet at dui eu pellentesque. In dui
turpis, mollis vel est ullamcorper, bibendum consectetur
massa.

DIN CONDENSED BOLD
BODY
15/21PT
SENTENCE CASE

Body phasellus at ornare mauris, eu viverra tellus. Curabitur sit amet lorem lorem. Praesent vel
turpis ex. Pellentesque in felis ante. In massa dolor, porta sed dictum non, gravida et urna.
Phasellus imperdiet ligula eu neque blandit, vitae lacinia augue consequat.

COLORS

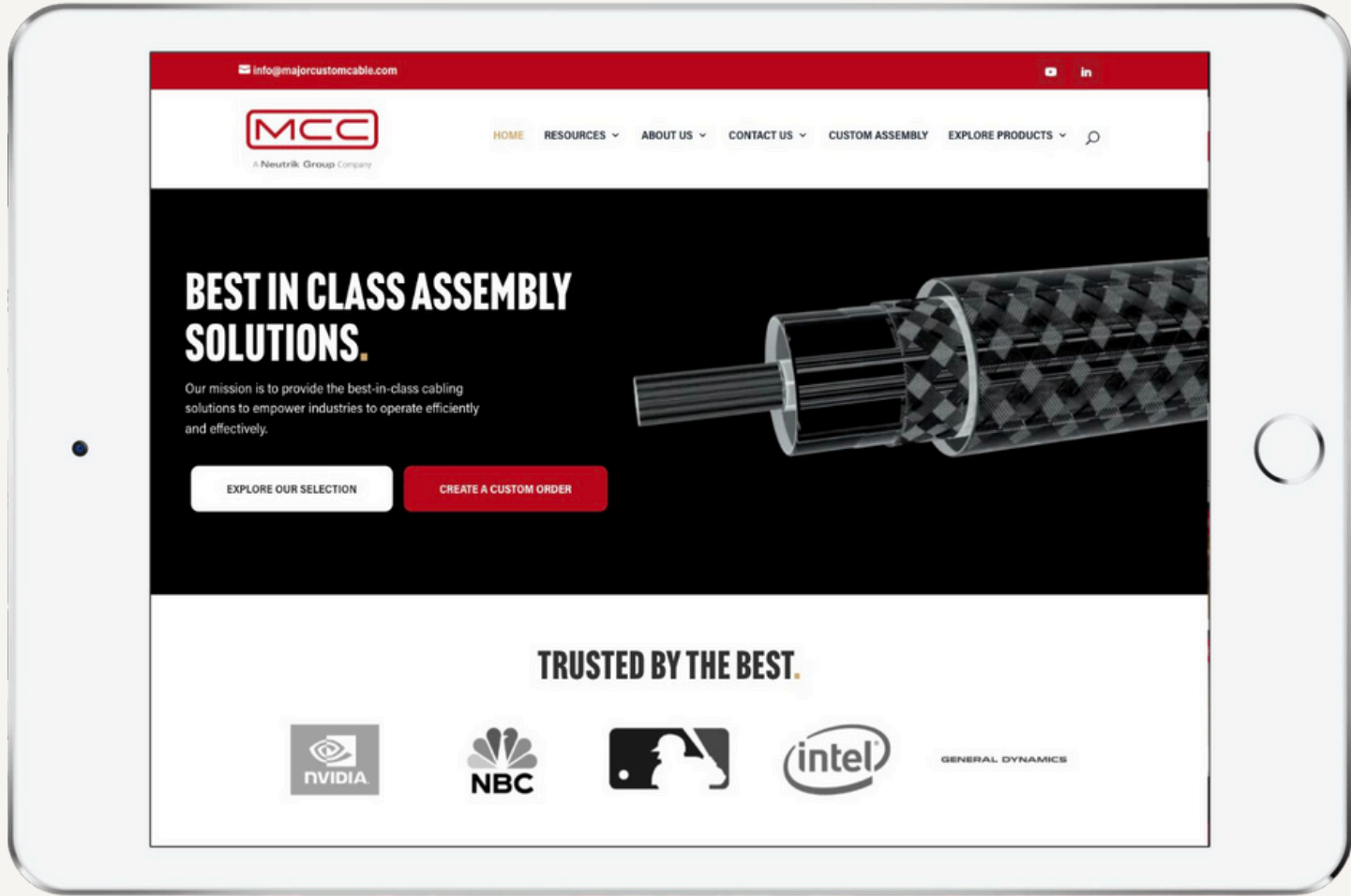
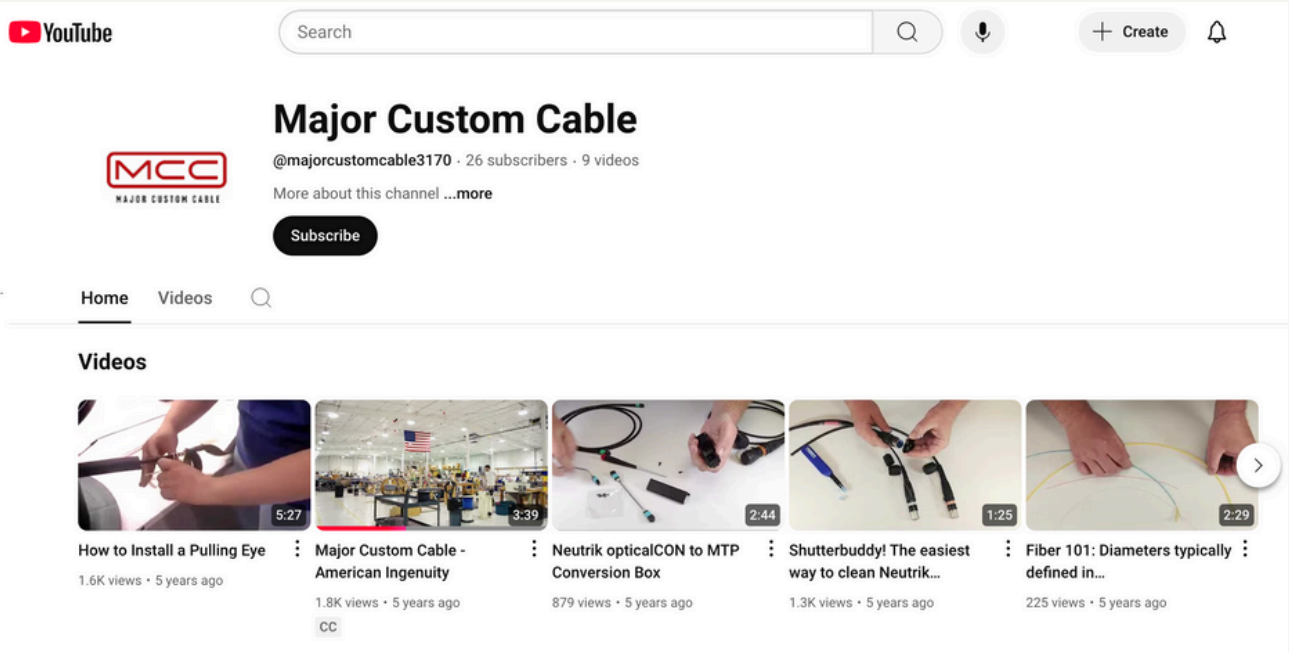
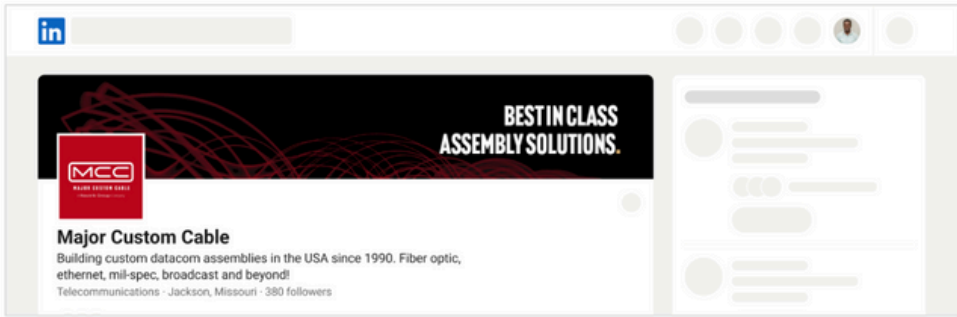
DARK KHAKI
CMYK: 0/19/48/18
RGB: 209/170/109
HEX: #D1AA6D

FIRE BRICK
CMYK: 0/97/85/27
RGB: 186/6/28
HEX: #BA061C

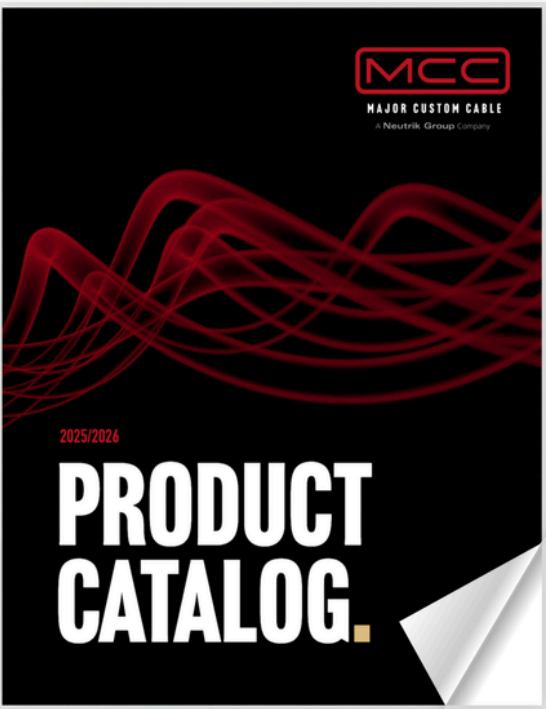
WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

SOCIAL MEDIA
COLLATERAL.



COLLATERAL.



In this industry—built on cutting-edge technology—why would you settle for a digital presence that isn't also cutting-edge?

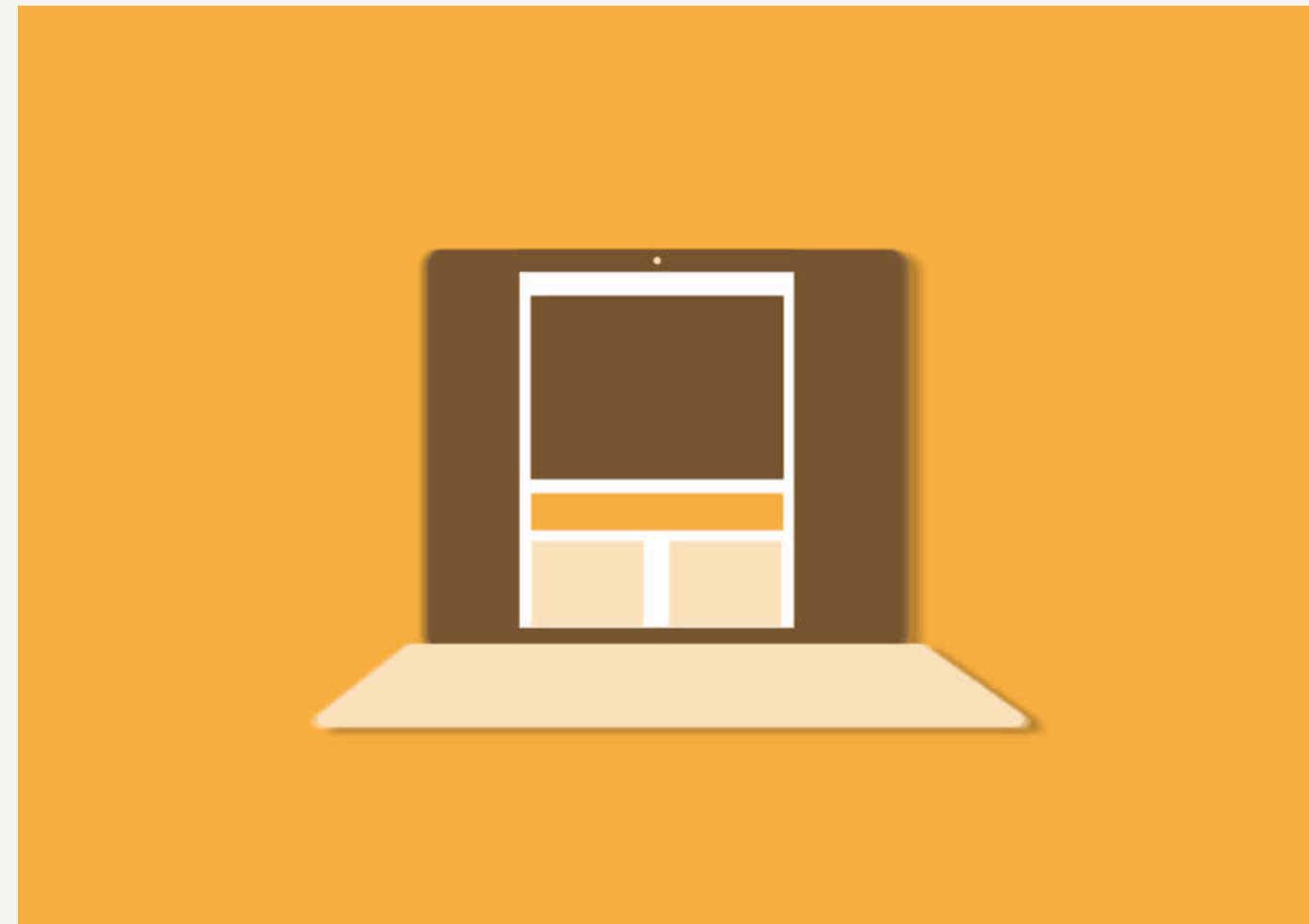
88% of site visitors won't return to a site after a bad experience.



Responsive design



Strategic sales funnel



Lead capture form



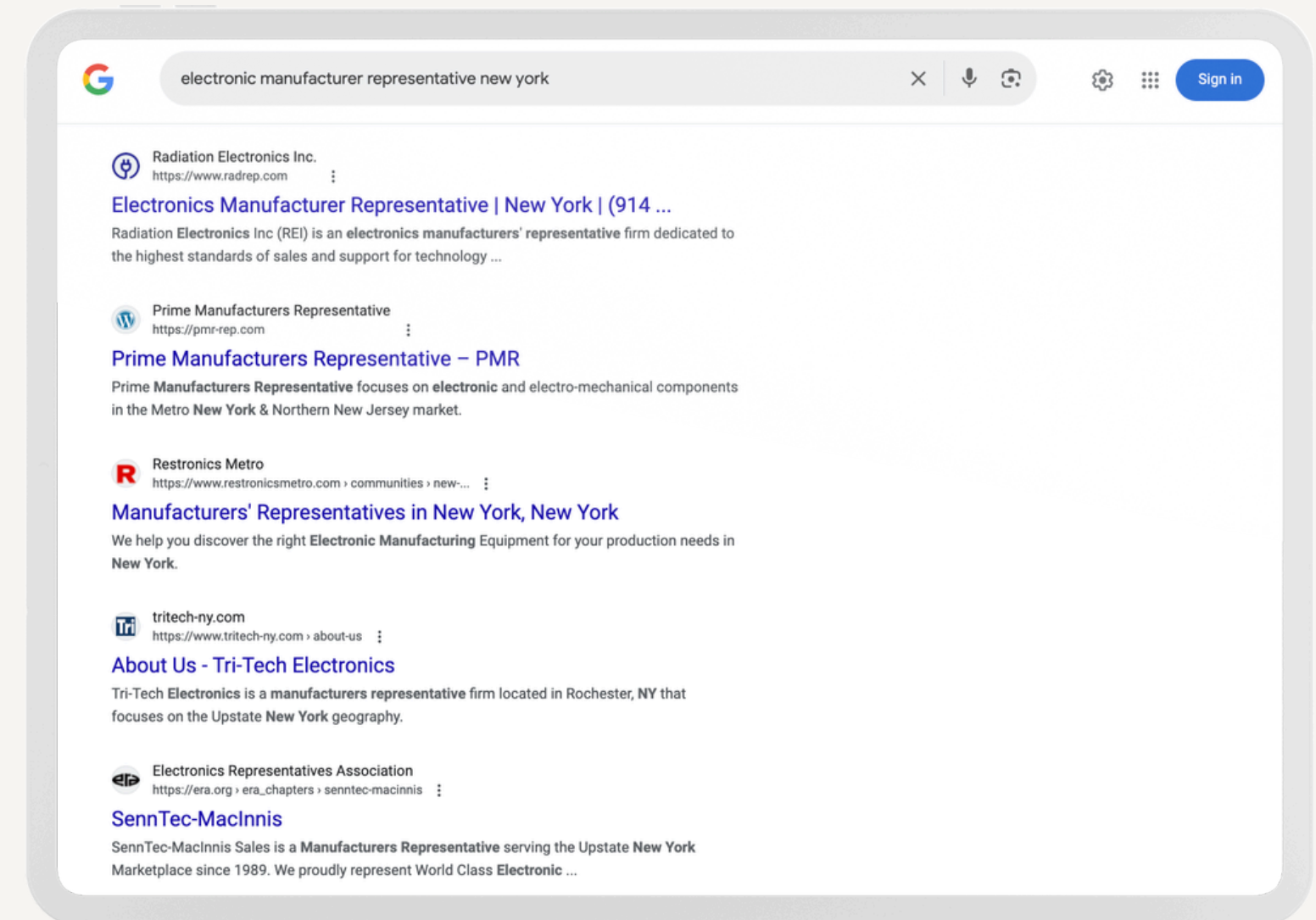
Clear call-to-action

Outdated websites simply do not perform well in search results.



Google accounts for 92% of all global online traffic; being visible in search results directs significant traffic to your business.

If your website isn't ranking on the first page of Google, it may as well not exist.



Your website's Google ranking
could be suffering due to other
overlooked factors.

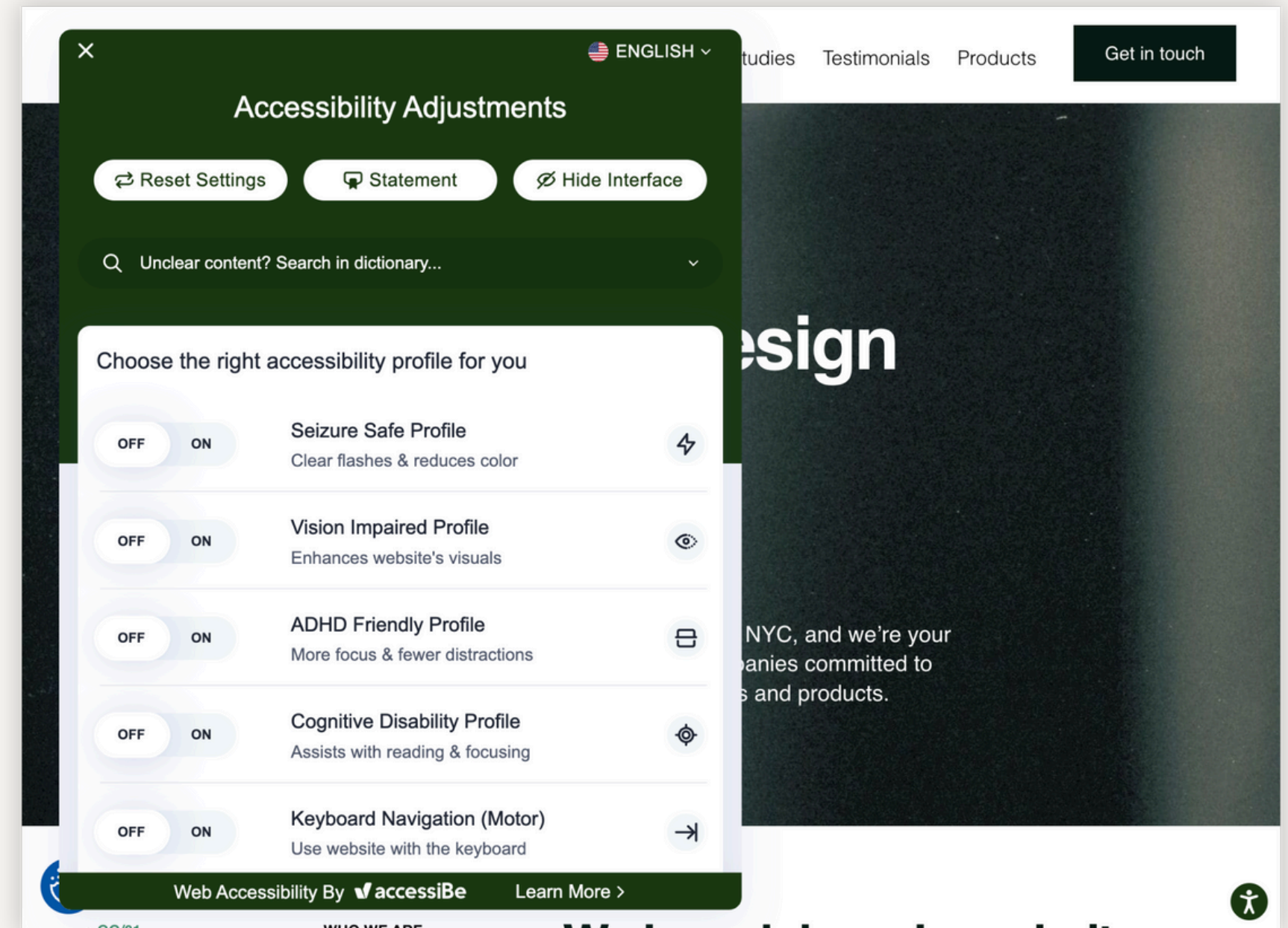
All sites need to be accessible.

Accessibility is Essential

It's not just good practice; it's a legal requirement. Non-compliance can leave you vulnerable to lawsuits, which are increasingly common across industries.

Better User Experience = Better SEO

An accessible website lowers bounce rates and boosts user engagement, which directly improves your ranking in Google's search results.



Website privacy policies are critical.

Builds Trust & Compliance

A clear privacy policy, cookie consent, and EULA help you meet GDPR/CCPA regulations and build visitor trust. With G&G, set it & forget it.

More Trustworthy = Better SEO

Transparency about data usage increases user trust, leading to longer visits and improved search engine rankings.

G&G Creative

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Privacy Policy

Last updated: Jun 28, 2024 4:12 PM

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Your access to and use of the Website is conditional upon your acceptance of and compliance with this Privacy Policy. This Privacy Policy applies to everyone, including, but not limited to: visitors, users, and others, who wish to access or use the Website.

By accessing or using the Website, you agree to be bound by this Privacy Policy. If you disagree with any part of the Privacy Policy, then you do not have our permission to access or use the Website.

What information we collect, where we get this information, how we use this information, what happens if we don't have it, and the legal basis for processing this information

We collect and store any and all information that you enter on this Website. We collect and store the following information about you:

▸ Identifying information - Name
▸ Identifying information - IP address
▸ Identifying information - Email address



We are not required to collect this information by a law, court order, nor by a tribunal order. We do not combine nor link the personal information that we hold about you.



Reliable hosting boosts performance.

Improves Uptime & Speed

A trustworthy host ensures your site is always accessible and loads quickly, leading to better user experience and higher Google rankings.

Enhanced Security

Secure hosting protects against cyberattacks.



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

“ My website doesn't really make or break my business. I don't want to invest in something if I can't measure the ROI. ”

So, how do I know investing in my digital image will pay off?

**Can you afford *not* to invest in
your digital image?**

ROI is less of a prediction. Measure in retrospect.

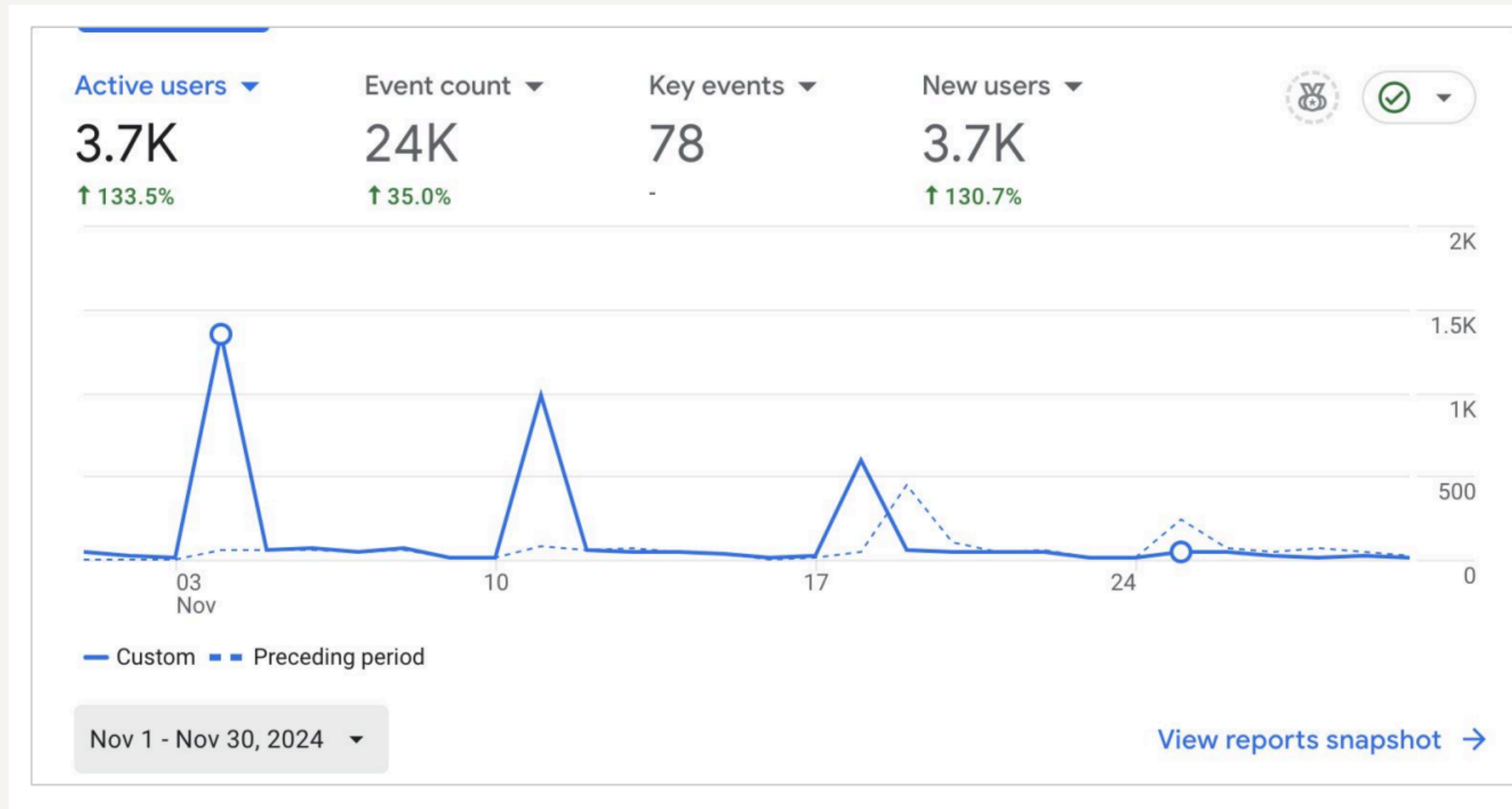
- Take the total revenue for 12 months after a rebrand and rebuild of a website.
For the sake of the experiment let's say it's \$2M.
- Then subtract 12 months' revenue prior to your rebrand (\$1.5M)
- Divide the difference (\$500k) by the cost of the rebrand (let's say \$25,000) to get your ROI.

That's a 20x return on investment!



It's best to focus on key, measurable wins.





✓ Website users were up **133.5%**

✓ Event counts were up **35%** (in this instance, contact form submissions + downloads)

✓ New website visitors were up **130%**

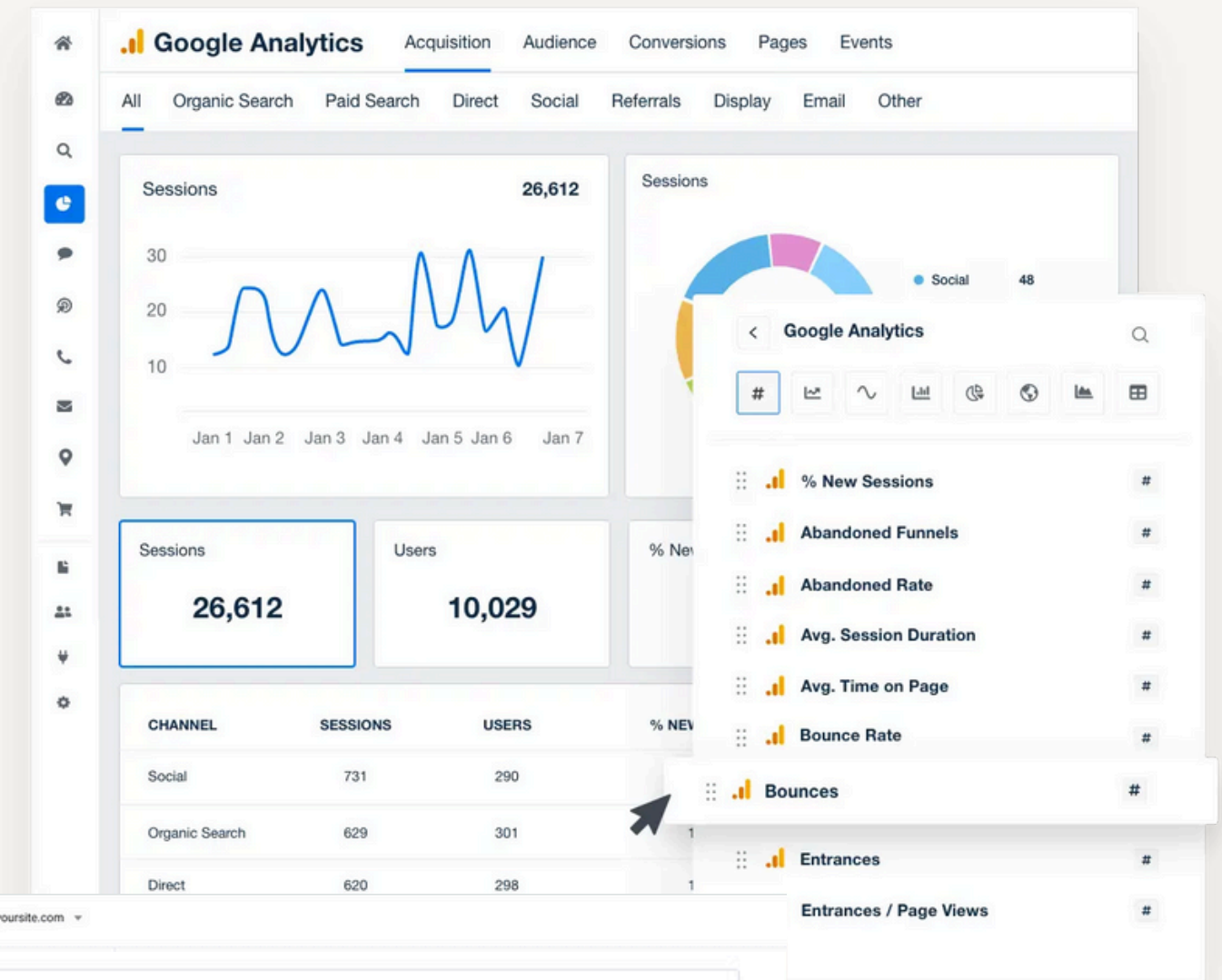
This client was sending a clear message:

***“We care enough about our business to
make sure you care about it, too.”***

You need to understand your data to measure ROI.

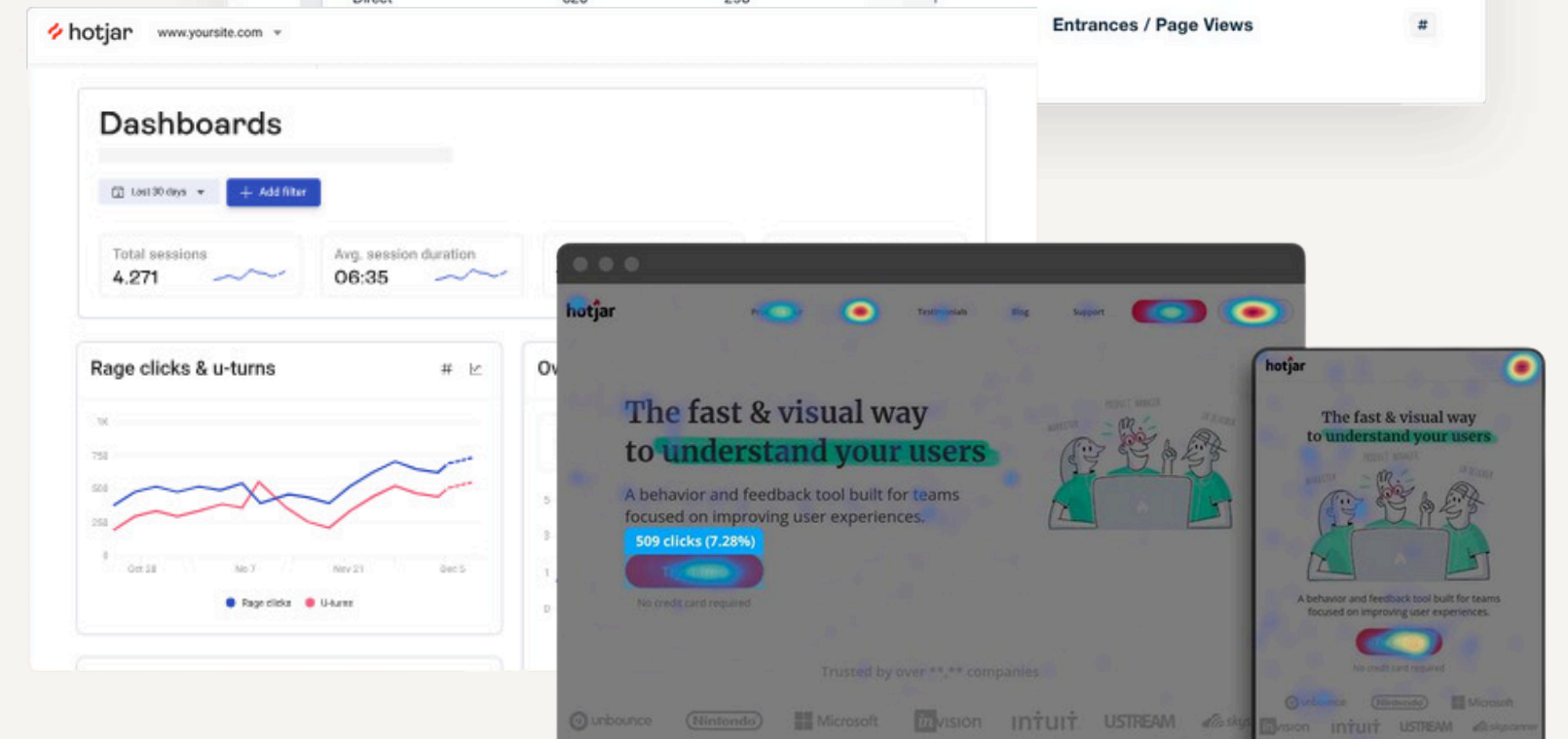
Google Analytics (Free)

- **Track Key Metrics:** See page views, clicks, searches, traffic sources.
- **Identify User Trends:** See where users drop off and optimize paths to boost conversions.



HotJar

- **Find Pain Points:** Use heatmaps to see where users click and get stuck.
- **Refine User Experience:** Analyze recordings and feedback to improve site navigation and content.



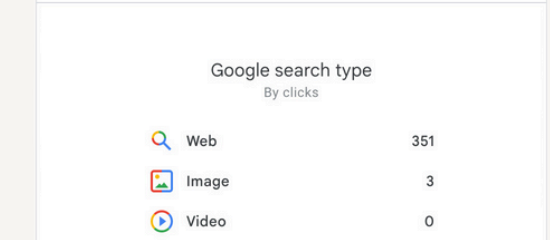
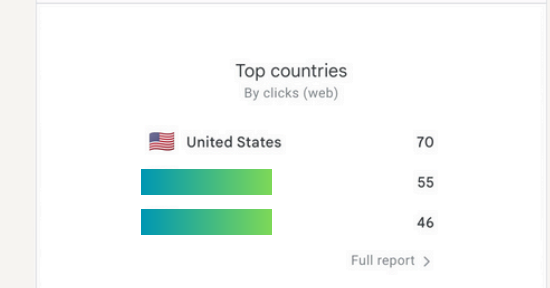
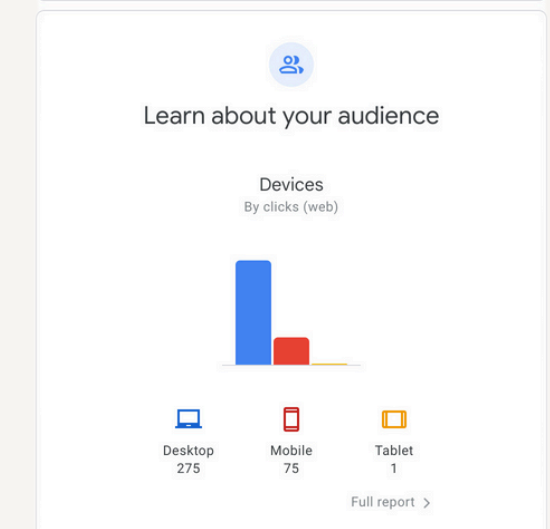
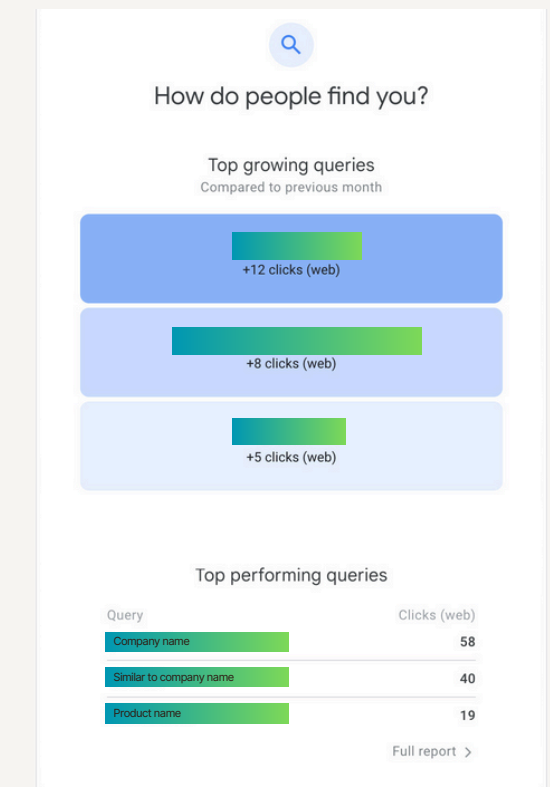
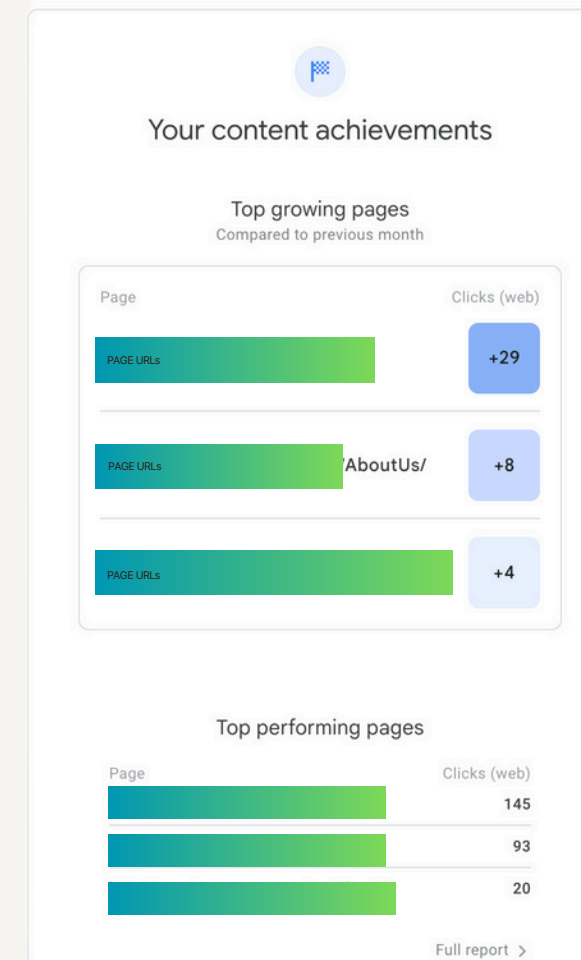
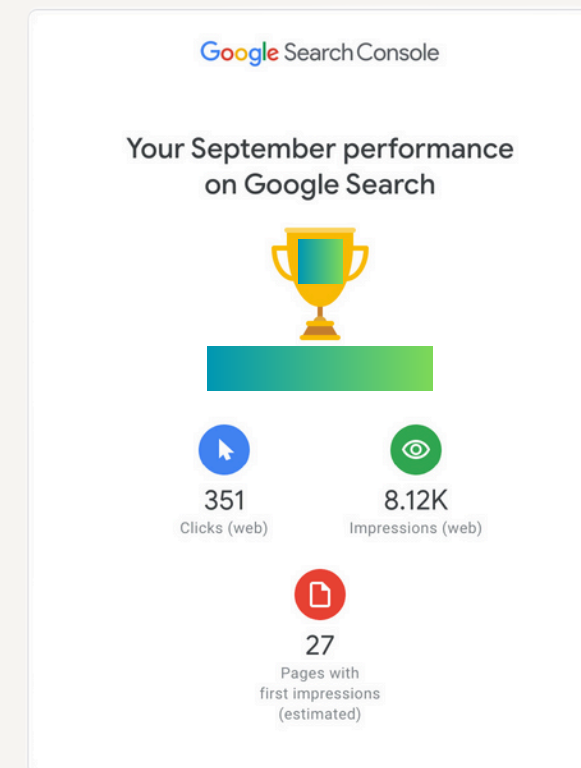
Tools show you how Google interprets your website.

Google Search Console (Free)

- **Boost SEO:** See which keywords drive traffic and fix search issues.
- **Monitor Site Health:** Identify and resolve indexing errors to ensure better visibility.

Google Tag Manager (Free)

- **Simplify Tracking:** Add or edit tags for analytics, ads, and more.
- **Track Key Actions:** Measure specific user behaviors like form submissions and clicks.



A modern, functional website can be a powerful source of business information.

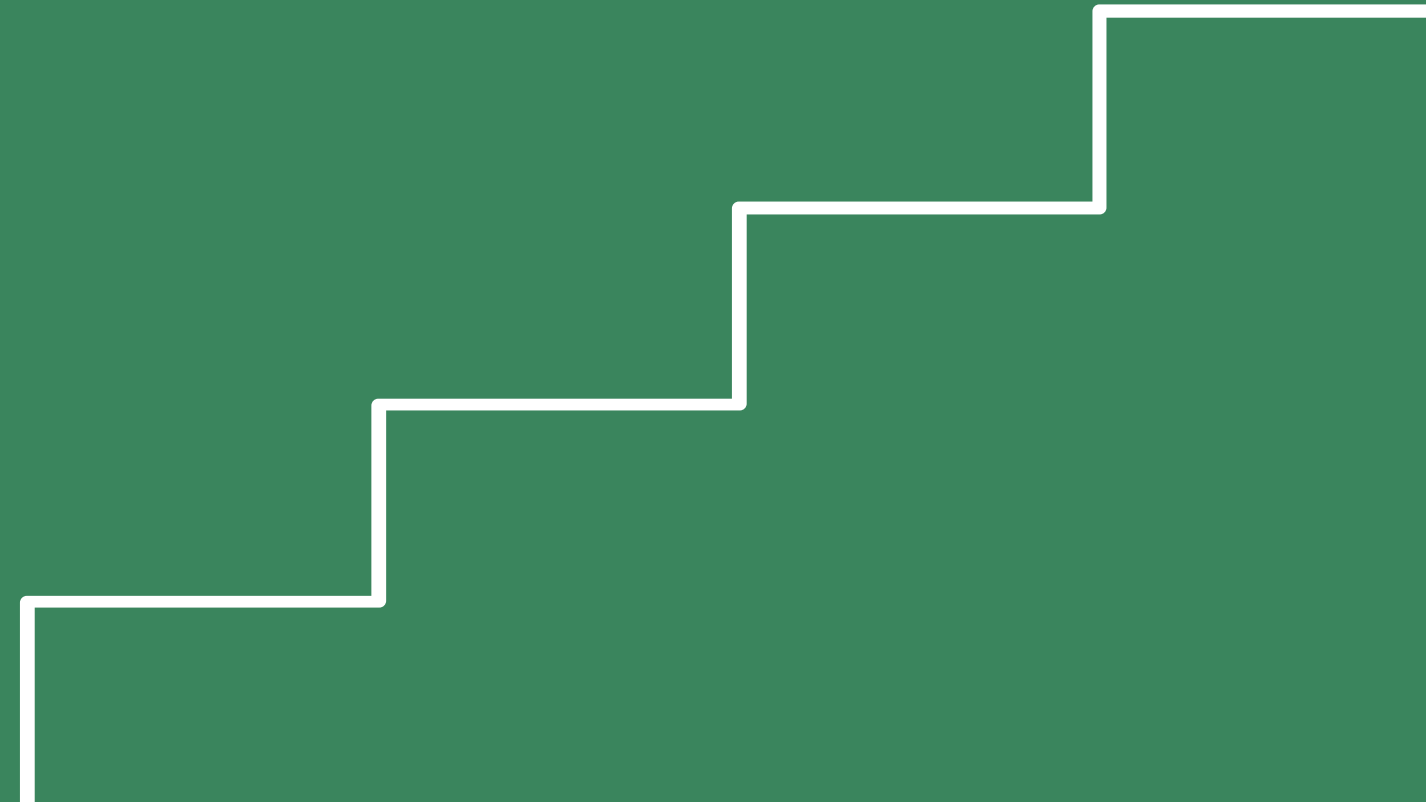


For reps: Website traffic to specific product categories or manufacturers can help you focus your sales efforts.

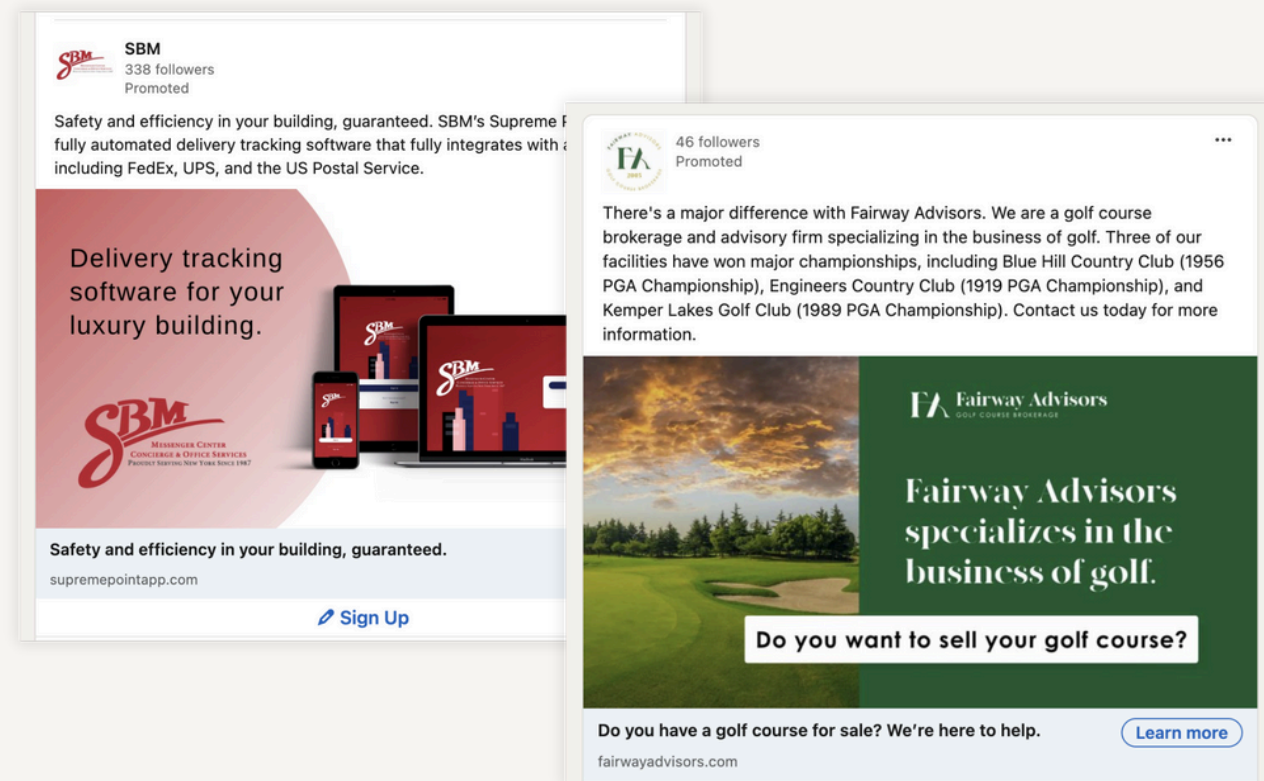
For manufacturers & distributors:

An increase in traffic to specific product searches can guide product strategies.

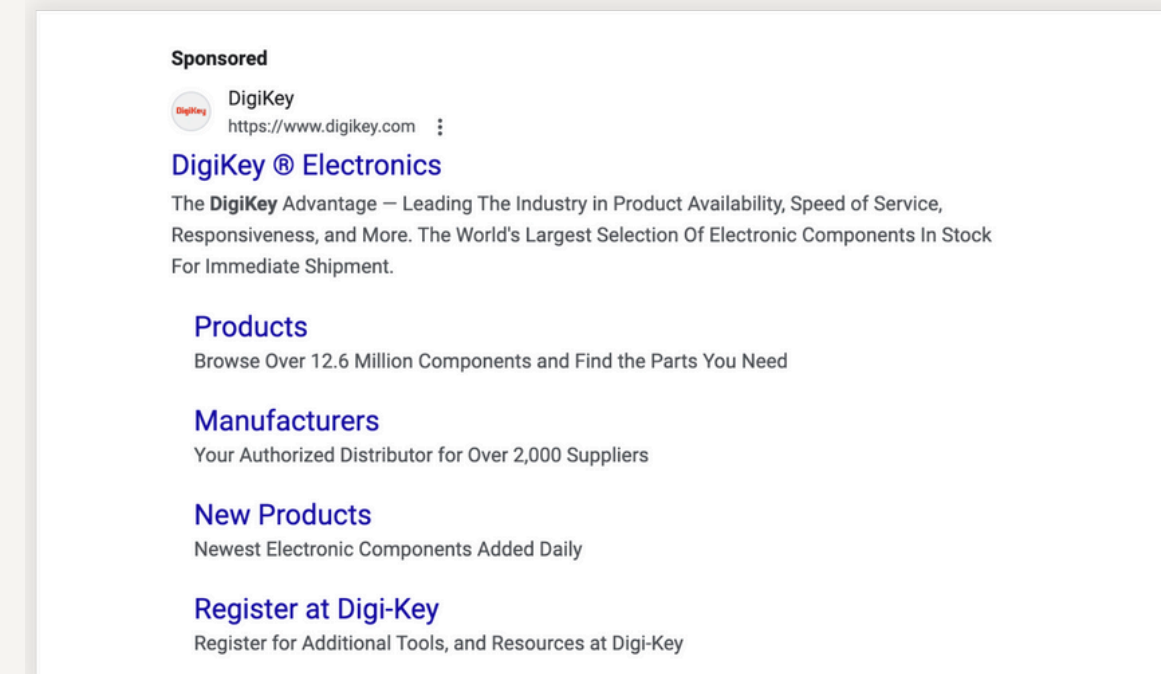
You can
level up
your strategy with digital ads.



Target the right people on **LinkedIn**.

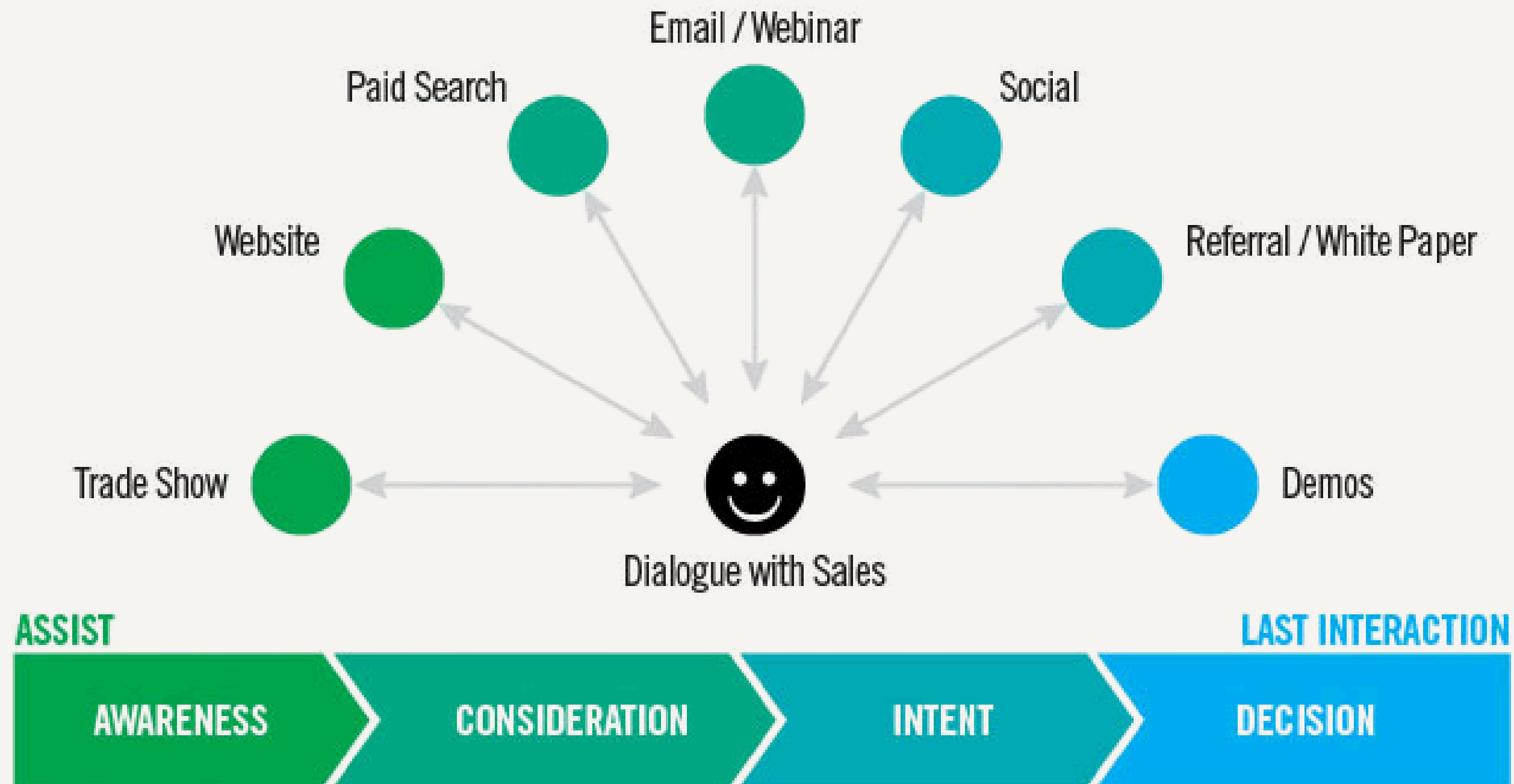


Get to the top with **Google Search Ads**.



Retargeting Ads. Re-engages visitors who showed interest but didn't convert, turning lost opportunities into leads. (Rule of Seven!)

All of it together, strategically planned, is multichannel marketing.



Approach it strategically.

Branding —→ Updating your website —→ Growth marketing

Getting started...

We offer free, no-obligation consultations for anyone wanting to explore how these strategies can specifically apply to their business.

- Identify brand strategy & growth plan
- Scope of work, pricing, and roadmap
- Hosting, privacy policy, and accessibility support

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Q&A