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Advanced Office Systems
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ADVANCED OFFICE IMPROVES IMAGE AND GROWS SALES WITH ONLINE MARKETING

With offices across southern California, Advanced Office participates in highly competitive markets. They look to Convergo to help bring a competitive edge to their team with digital marketing services that support the sales process and helps them recruit great talent.

BUSINESS GOALS

- ✓ Expand the solutions business
- ✓ Grow hardware sales
- ✓ Recruit young talent

MARKETING CHALLENGES

- ✓ Create a professional website
- ✓ Consistently update blog and social media
- ✓ Secure top placement and search engines
- ✓ Support the sales team



WEBSITE
MANAGEMENT



INBOUND
MARKETING



SEARCH ENGINE
OPTIMIZATION



BLOGGING



SOCIAL
MEDIA



CALLS-TO-ACTION



SALES
SEQUENCES



"It was a positive experience with great attitudes from everyone on the team."

Andrew Dixon, Business Development Manager for Advanced Office Systems, understands the challenges dealers face when it comes to building and maintaining an effective online presence. The dealership's had been built by an internal employee. "When he left for another employer, he handed us the keys and wished us the best," recalls Dixon. "The day our website went down for 30 minutes in the middle of a business day was one of the scariest days of my life. I knew we needed a professional partner to help."

SOLUTION

After learning about Convergo through their partner, Ricoh, Advanced Office engaged the team to help. "It was a relief to discover a team that had deep industry experience," recalls Dixon. "I knew we weren't going to have to spend the first three meetings trying to explain what we do." Instead, Dixon discovered a team with deep industry experience that was able to bring best practices to the dealership.

New Website with Professional Management

The first step was to improve the website. With the guidance of the Advanced Office leadership team, the Convergo Web team built a website with new content and graphics. "Never at any point did your team tell us what we wanted was too hard," said Dixon. The new website featured content for each aspect of Advanced Office's offerings along with a managed product catalog. "It was a positive experience with great attitudes from everyone on the team."

Consistent Blogging and Social Updates

With the new website launched the next step was to keep it updated. Dixon had started a blog and social presence but knew he needed help keeping it up. "The Convergo team makes sure we have a base-line of activity on our blog with one custom article each week along with consistent updates on our social platforms." The website also features resources and news from their technology partner, Ricoh.

Local Search Engine Optimization

Getting placement in each local market was a top priority. The Convergo SEO team went to work securing placement for key search terms in the local markets like "copiers Los Angeles" and "ricoh San Diego." Focusing on 20 search terms at a time, the Convergo team uses a variety of best practices to secure top search engine placement.

WEBVISITOR-ID Lead Notification

Advanced Office wanted to convert web traffic into actionable sales intelligence and leads. When a visitor fills out a form on the website, Dixon is immediately notified. However, Convergo takes it a step further with WEBVISITOR-ID, giving real-time notifications of companies that visit the site. The service matches the website visitor's IP address with a database of corporate IP addresses, immediately notifying Dixon when a company visits the website.



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BENEFITS

The Advanced Office team is pleased with the results. They now have a professional web presence that's always up-to-date and ranking in search engines. They're also seeing the web traffic transfer to real sales results. Another unexpected benefit is how it helps them recruit new sales people.

A Strong Online Presence That's Always Up-to-Date

Dixon feels the peace of mind that comes with having a professionally managed website. "We have not had any downtime since engaging the ConvergO team." With an easy-to-use interface, he can quickly make small changes to the site. "We like to add our own blog articles and social posts from time-to-time, but to know that we have four posts going up a month and consistent social updates regularly is very helpful."

Improved Search Engine Placement

Over the past year, ConvergO has helped Advanced Office get 20 terms at the top of Google search in competitive markets like Los Angeles and San Diego. This helps drive more traffic to the website from local companies looking for the products and services Advanced Office offers.

	B	C	D
	JUNE START	LAST MONTH	TODAY
	NONE	Page 1, Position 10	Page 1, Position 7
	Page 1, Position 4	Page 1, Position 1	Page 1, Position 5
	NONE	Page 1, Position 3	Page 1, Position 4
	Page 4, Position 2	Page 1, Position 1	Page 1, Position 1
	Page 3, Position 1	Page 1, Position 9	Page 1, Position 4
	NONE	Page 1, Position 1	Page 1, Position 1
	NONE	Page 1, Position 1	Page 1, Position 3
	NONE	Page 1, Position 2	Page 1, Position 2
ems	NONE	Page 1, Position 1	Page 1, Position 1
	NONE	Page 1, Position 1	Page 1, Position 1
of each keyword	NOVEMBER START		
	Page 4, Position 4	Page 3, Position 8	Page 3, Position 5
	Page 1, Position 4	Page 1, Position 6	Page 1, Position 6
	NONE	Page 1, Position 9	Page 2, Position 8
	Page 1, Position 8	Page 1, Position 2	Page 1, Position 7

Active Lead Alerts to Sales

The website traffic has become valuable sales intel that is helping reps identify net-new business and upsell current customers. "With WEBVISITOR-ID I get alerts when local companies visit the website." Dixon then sends these leads to the sales team. "There are times when I forward this on to the sales reps and it's a stranger shopping for new equipment and reps get appointments the next day." Sometimes the Web visitors are current customers. Dixon can see from the pages they're visiting that they are doing more than just placing a supply order. "We had one that was shopping for an interactive whiteboard where the rep sold a whiteboard to a current customer."

Helps With Recruiting

"It's great to send new hires to the website to show them who they are and how we support



our reps." As Advanced Office grows their sales team the website helps position the company as a great place to work, demonstrating the dealership's commitment to supporting the sales team. "With WEBVISITOR-ID we can also see when prospective employees are checking us out after an interview," smiled Dixon. This helps identify which candidates are serious.

Continuous Improvement

Every 90 days the ConvergO team meets with the Advanced Office leadership team for a marketing strategy review. The goals are to ensure alignment with the dealership goals, review the results, and identify areas for improvement. "The fact that you have a consistent quarterly strategy review process is inspiring to our entire management team," commented Andres. "After a recent quarterly strategy review our executive said commented on how good the system was." Now ConvergO is planning to coach the Advanced Office sales team on how to do more effective quarterly reviews.

A Bright Future

Dixon is excited about the future: "The ConvergO team is very knowledgeable and brings us best practices from other dealers. Having partners like ConvergO that are 10X more exposed to the industry than we are and to be able to say, What have you guys seen is so helpful. It's like having a team of industry experts on our staff."

When asked what he would say to other dealers considering partnering with ConvergO, Dixon smiled. "You won't find a company more caring and knowledgeable and it's hard to find these two things together in a partner."

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convergo



GET FOUND

GET LEADS

GET APPOINTMENTS

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ABOUT CONVERGO

Convergo helps office equipment dealers and managed services providers grow revenue by integrating digital marketing and sales strategies. As a HubSpot Gold Agency Partner, Convergo's managed services include: website improvement, product catalogs, blogging, social media management, search engine optimization, inbound marketing, and sales sequences. Convergo is a Ricoh co-op approved partner.

www.convergomarketing.com

214-224-0050



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