



Electronic Business Products  
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# ELECTRONIC BUSINESS PRODUCTS ROLLS OUT MULTICHANNEL MARKETING STRATEGY TO GROW SALES

As a growing dealership in upstate New York, Electronic Business Products wanted to launch a multi-channel marketing strategy to support their sales initiatives. Convergo helped the team establish a solid social media presence and launch a mobile-friendly website. Today the website and social media pages are always current with fresh information relevant to potential buyers.

## BUSINESS GOALS

- ✓ Grow net-new business
- ✓ Support production print sales
- ✓ Promote MPS
- ✓ Cross-sell workflow solutions

## MARKETING CHALLENGES

- ✓ Creating a social presence
- ✓ Keeping the website current
- ✓ Building a new web presence
- ✓ Get found in search engines



WEBSITE  
MANAGEMENT



INBOUND  
MARKETING



SEARCH ENGINE  
OPTIMIZATION



BLOGGING



SOCIAL  
MEDIA



CALLS-TO-ACTION



SALES  
SEQUENCES

*"I thought the website came out fantastic."*



Joe Liguori, Jr., VP and CFO for EBP wanted to establish a solid online presence for the dealership. "My website was getting very stale," recalls Liguori. With buyers doing more online research, he wanted a partner that would bring relevant content to the dealership's website and social media pages. "The challenge is for the dealer to generate content. We run our businesses every day. We're not in the business of generating content for multi-channel marketing."

## SOLUTION

Liguori discovered Convergo during a conversation with Deb Merritt, the Field Marketing Manager for Ricoh. As a Ricoh co-op approved partner, the Convergo team was a good fit for EBP with a team focused exclusively on serving office technology dealers.

### Social Media Presence

The first step was to establish a social media presence. The Convergo team began by developing professional graphics on EBP's LinkedIn, Twitter, Facebook, and Google+ pages. This created a unified brand experience for visitors. Next, the Convergo social team began updating each platform on a regular basis. "We use a different strategy for each social network with unique content and a different cadence based on the audience," said Jon Mitchell, Convergo's Social Media Director.

### A Mobile Friendly Website

The next step was to refresh the website. "We wanted to come up with a theme that pulled together everything that EBP offered to clients," commented Darrell Amy, Convergo Founder and Marketing Strategist. "After several conversations about the dealership's unique competitive advantages, mix of offerings, and target clients we came up with a theme that resonated well with the sales team." The theme of the new website is "Print Outside the Box." This message incorporates both production and office multifunction systems along with the dealership's fleet management and document management offerings. "We

wanted to set the stage for sales reps to have good conversations about everything that EBP could do with both current customers and prospects," said Amy.

### Content Updates To Position The Dealership as Experts

With the new website online, the focus shifted to keeping the content fresh and relevant. "The challenge is for the dealer to generate content," observed Liguori. "We run our businesses every day. We're not in the business of generating content for multi-channel marketing."

The Convergo team began updating the website with custom blog articles each week. Topics cover the breadth of EBP's systems, services, and solutions offerings with special focus on how particular vertical markets can benefit. A product catalog is continually updated with the latest hardware including links to brochures. Relevant content like press releases and white papers from Ricoh are automatically posted to the website, tightly aligning EBP with their technology partner and providing resources to potential buyers doing online research.



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## BENEFITS

The EBP team's online presence supports the sales process. With a vibrant website and active social media presence, the dealership now provides the resources that today's buyers and influencers want. This supports the growing revenue of the dealership.



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### Clear Message Supports Sales

The new website presents the unified message “Print Outside the Box” incorporating everything that EBP can do for the client. Articles and resources provide information to buyers, helping increase the sales team’s close rate.

### Active Social Presence

“EBP is all over Facebook, Twitter, and LinkedIn.” This provides new ways for potential buyers to learn about how EBP could benefit their company. In addition to creating top-of-mind awareness, social posts are also indexed by Google helping boost search placement.

### Professional Online Image

Liguori is pleased with the new online image: “I thought the website came out fantastic.” The new website is mobile responsive, presenting a professional image regardless of whether the visitor is using a desktop, laptop, tablet, or smartphone. The mobile layout also makes it easy to place a service call with click-to-call functionality on the phone number prominently positioned at the top of the page.

### Online Chat

The Convergo team helped EBP integrate online chat. This allows site visitors to reach out immediately to EBP personnel. “Chat is going very well. It’s set up so that it goes into our service department.” This provides another channel to deliver outstanding client service.

### Continuous Improvement

Each quarter the Convergo team meets with the EBP management team for a marketing strategy review. The goal is to ensure the marketing strategy and content are aligned with the company goals. Progress is reviewed. Next, the team explores ways to improve the effectiveness of the multi-channel marketing program. “The quarterly strategy reviews are excellent,” said Liguori. Based on these discussions, EBP recently engaged the Convergo search engine optimization team to improve keyword placement in search engines across EBP’s local markets. The team is also working to integrate eInfo into the website.

### A True Partnership

“You guys are very quick to get back with us when we have questions,” smiles Liguori. When it comes to online marketing, he has simple advice for dealers: “You better be doing something. It makes a lot of sense to do it with someone partnered with your manufacturer that knows the industry.”



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# convergo



GET FOUND

GET LEADS

GET APPOINTMENTS

## 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](http://www.convergomarketing.com)

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