



north-american association of uniform manufacturers & distributors

## 2010 Convention Education Review

# The Business of Online Marketing

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*On Monday, March 9, 2010 NAUMD presented a three part Educational Program at the Rio All Suite Hotel & Casino, Las Vegas as part of the NAUMD 2010 "Preparing for a Better Tomorrow" Convention & Exposition focusing on Sales, eMarketing and Communications. This is the first of three articles by the three speakers presented. The program offered new ideas on how to reach 21<sup>st</sup> century buyers and build a new electronic business relationship and community for YOUR company.*

Social networking is rapidly becoming a staple for companies looking to connect with their audience. Gone are the days when Twitter was a trend and Facebook was just for the kids – today these are avenues for interacting with a solid fan base and showing clients you care about what they have to say. And whether you realize it or not, your customers ARE on social networking sites... whether they are 65-year-olds with PhDs or 35-year-old moms of four in Arkansas.

We at JB Chicago have fine tuned our outreach process for reaching target audiences online. The strategy is simple but effective; it involves seeding, converting and sneezing. This means putting your message in the hands of top influencers online, which you "seed" with your message. We then drive customers to a conversion point and create a methodology to "sneeze" the message along to their friends.

Before you drive traffic to a site, you have to have a site built for conversion. It has to have a call to action and be relevant to the customers' needs -- basically answering "What can you do for me?" as quickly as possible and getting them to convert, whether that happens via a purchase, a phone call or an appointment. You also need to have a site that's built to measure not only clicks coming in, but also which ones actually convert. Once that's accomplished, you can initiate the "seeding" process to drive traffic.

Seeding is where you find the influencers. This can be accomplished through organic search, paid search and social networking. By building profiles and relationships and using paid methods with social networking, you can "pitch" potential influencers your goods. If you do it correctly they'll become your brand's evangelists, sharing your message with their friends, fans and followers and driving traffic to your conversion point (or Web site)

On this page users will learn more about your company and your campaign message – and included in that will be the "sneezeworthy" element. You need to provide the tools that make it easy to share (like Facebook connect and Twitter Oauth) while also providing an incentive to share. We have found success with this through contests, bribery and simply appealing to their goodwill. Now a 1-1 marketing strategy becomes 1-20, turning users into evangelists at a minimum cost.

Though we might be biased, we have the results to prove our theory works. See examples in the following case studies:

**Catalyst Exhibits case study:** [http://www.jbchicago.com/case\\_study.aspx?rt=3&deid=105](http://www.jbchicago.com/case_study.aspx?rt=3&deid=105)

**Extencicare Health Services case study:** [http://www.jbchicago.com/case\\_study.aspx?rt=3&deid=111](http://www.jbchicago.com/case_study.aspx?rt=3&deid=111)

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