

BUILDING YOUR BRAND AWARENESS

June 2015

TEC 2015 Roundtable Summary



Hosted by the PSA Sales & Marketing Committee, this interactive roundtable at TEC 2015 focused on different approaches for building brand visibility, awareness, and memorability. Using methods outlined in the committee's "[Build Your Brand: Seven Steps to Success](#)" guidebook, attendees learned what resources integrators are leveraging to grow their customer base, support sales teams, and receive a greater return on their investment. Session highlights are shared with leading topics from this session.

Bruce McDuffee from Knowledge Marketing for Industry offered his expertise in Content Marketing. David Morgan from Security Dealer Marketing shared his insight on Social Media. Scott Fincher from Inovonics Wireless presented his ideas on events marketing.

CONTENT MARKETING

Bruce McDuffee Knowledge Marketing For Industry

1. Bruce first defined content marketing as creating and collecting information to always market to target markets. When developing your content marketing he suggested to always consider:
 - What is in it for the audience?
 - Why do they care?
2. Bruce challenged the participants to contemplate what kind of questions your company gets from customers and clients – this will help you determine what content is important for your marketing efforts. Good places to find these questions:
 - Sales Team
 - Technical Support Team
 - Customer Service Team
 - Web Analytics
3. Some more effective tips for reaching your clients and customers with the right content: develop and publish whitepapers, post on a company blog to talk more about features and benefits you can provide to an organization. Tie content marketing to customer / client emotions opposed to the typical brochure-type conversations.

SOCIAL MEDIA

David Morgan Security Dealer Marketing

1. Facebook: Use light content that might be for retargeting or remarketing efforts. This is used more for engaging customers, not B2B transactions or activity.
2. LinkedIn: Make sure you personalize your content. This is a B2B format, so use your company's content to develop business interactions and communications through LinkedIn. Stay in connection with some of your best prospects and/or existing customers. Use LinkedIn to network and drive traffic to your company web page. Additionally, LinkedIn can be used to generate interests in various groups (i.e. blog).
1. Advertise on print media. Don't forget to advertise with the industry publications in digital and print formats.
2. Utilize webinars to generate education and client awareness

EVENTS
MARKETING

Scott Fincher
Inovonics Wireless

1. A great way to promote your business and events is to have your company provide community service. Community service draws great positive exposure to your company and its efforts to support the local community. Publicize your good work using the social media tips above!
2. Trade shows should be utilized to generate brand recognition and awareness. Volunteer as speakers, panelists and judges to gain additional exposure for your brand.

Conclusions

This session provided attendees with a starting point to help their companies determine the best approaches to increasing brand awareness, visibility, and memorability using available time, money, and resources when developing their content marketing, utilizing social media, and marketing at events. Attendees were provided with resources integrators are leveraging to grow their customer base, support their sales teams, and receive a greater return on their investment.