



# WEBSITE & DIGITAL MARKETING PLAYBOOK

Powered by IN2Communications  
The Next Generation of Lead Generation



# Welcome to the future of online success!

Dive into our Website and Digital Marketing Playbook, a comprehensive guide designed to help you navigate the ever-evolving digital landscape ahead.

Each of the following ideas has proven to increase awareness, boost consideration rates and generate more sales leads for our IN2communications customers.

**Need marketing help? We're ready when you are.**

## What's Included?



Customer Behavior Factoids



2024 Website MUST HAVES



5 Digital Marketing Priorities

## Watch this live.



Join award-winning sales performance coach Rick Lambert and his guests as originally aired live.

[in2communications.com/playbook](https://in2communications.com/playbook)



# Customer Behavior Factoids



**91%** of B2B Websites have NO Lead Generation Content Offers.

- Office Tech Insider

**49%** of B2B Buyers view the sellers LinkedIn profile as part of their buying process.

- LinkedIn

**30 – 70%** of customer meetings are now virtual.

- selltwin

**#1 B2B** Lead Generation Driver is Webinars.

- CDA Dealer Panel

**85%** of people say they can spot AI text and images and won't trust the brand as a result.

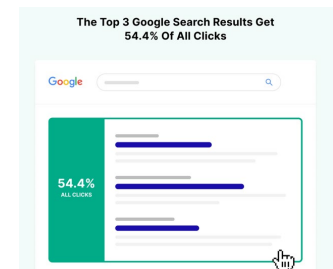
- Hootsuite Social Media 2024 Survey

# Website MUST HAVES



## SEO (Search Engine Optimization)

The TOP 3 organic search results get 54.4% of the clicks. To test your Google ranking, simply open an Incognito Window in your Chrome browser and search for the products and services you sell in your area.



## ChatBot

Offer customers 24 x 7 sales and customer support using an AI powered ChatBot on your website!

Newer chat bots can greet website visitors and route them to the person or resource they need while also upselling and cross-selling when the opportunity presents itself.

## Content Offers for Lead Generation

Get website visitors to surrender their contact information in exchange for “Content Offers” such as Webinars, eBook, Checklists and a Virtual Workplace Tour!

Be sure to check your website to see if you are offering educational content to people who are early in their buying process to help them buy and help you sell!

## Website Security

Avoid having your website hacked by completing the following at a minimum.

- ✓ Install Security Plugin – SSL (Secure Socket Layer)
- ✓ Generate and store a backup of the website and database.
- ✓ Update the WordPress and site plugins.
- ✓ Review the site for any issues caused by updates!
- ✓ 24x7 Monitoring ensure proactive service.

## Virtual Workplace Tour

Let your customers self-evaluate different areas of their current IT infrastructure with your own Virtual Workplace Tour. NEW in 2024, this is the ultimate cross-selling tool for lead generation and it’s super easy to add to your website!





# 7 Digital Marketing Priorities



## 1. Tech Stack Optimization

Get away from silos of customer information and marketing technologies with strategic integration and automation to maximize your reach and results!

## 2. Inject AI & Automation

Replace manual sales and marketing tasks using the combination of AI and automation within your sales activities and marketing sequences. Talk to us about simple ways to supercharge your marketing ROI! View our Webinar with specific AI & Automation Examples:

[SALES & MARKETING AI & AUTOMATION SHOWCASE for IMAGING DEALERS & MSPs](#)



## 3. Launch a LinkedIn Strategy

Did you know that your sales reps' posts are seen by 8X the people vs your corporate posts?

It's time to get your people sharing your company posts and our [30 DAY LinkedIn BOOTCAMP](#) can help if needed!

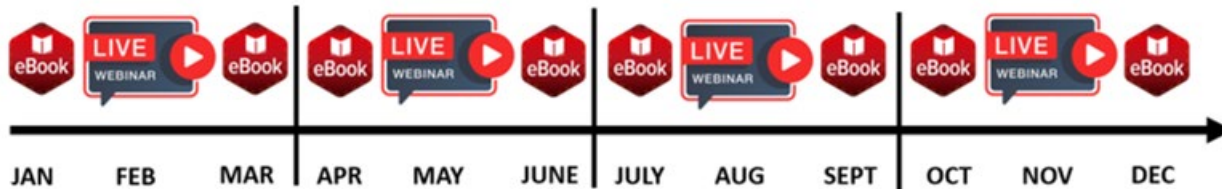


Before you embark on your LinkedIn plan, be sure to check you're your people's profiles look like "Customer Resume" and not a job resume.

## 4. Ongoing Lead Generation

Don't make lead generation a one-time event! Create ongoing content offers on a monthly or quarterly basis to identify more people in the buying window.

Here's a sample timeline we recommend to our clients looking for hyper-growth.



## 5. Create a Video Strategy

There's nothing more powerful than a video message to educate, explain, promote, and recruit more job candidates for your business.

If possible, keep your videos less than 60 seconds and make them educational for your ideal customer profile.

## 6. Provide Educational, not Promotional Content!

To avoid people scrolling past your content, focus on answering questions your ideal customers would ask. It's also a great idea to highlight relatable problems to heighten awareness and create the need for your products and services.

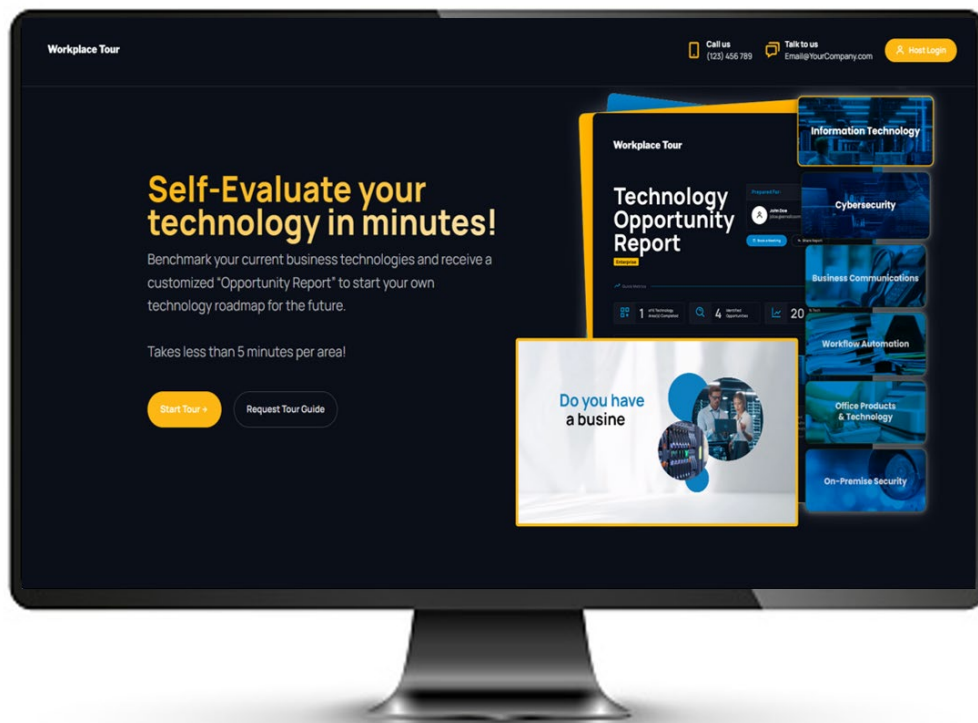
## 7. Seek Help Where You Need It

Unless you're a large organization with a fully staffed marketing department, chances are you could use some marketing help in one or more of the following areas.

- ✓ Corporate Branding
- ✓ Website Development
- ✓ Lead Generation
- ✓ Webinars
- ✓ Social Media
- ✓ Email Campaigns
- ✓ Video Production
- ✓ SEO (Search Engine Optimization)
- ✓ AI & Automation
- ✓ LinkedIn Strategy & Execution
- ✓ Paid Advertising
- ✓ Marketing Strategy
- ✓ CRM Integration

**Need Marketing help? We're ready when you are.**

# NEW Virtual Workplace Tour



Help your customers Self-Evaluate their technology vs industry best practices in minutes with your Virtual Workplace Tour.

It's easy to add to your website.

Your website visitors can select from 6 technology areas upon completion, they'll receive a FREE, personalized Technology Opportunity Report based on their answers.

## Technology Area Options

- Managing Print
- Managing Documents
- Managing Cybersecurity
- Managing IT
- Managing Video Surveillance
- Managing Unified Communications

## Lead Generation Bonus:

You'll receive visitor contact information and detailed reporting on identified technology gaps uncovered during each tour.

## Take a Test Drive

Workplace Tour



## About IN2communications

We are an award-winning team of Digital Marketing professionals helping hundreds of Dealers and Managed Service Providers

(MSPs) turn their marketing investment into business *results*.

We specialize in providing Managed Marketing Services with KPIs you can measure and a predictable monthly fee for easy budgeting.



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