



Reliance Alliance

www.RelianceGroupUSA.com

Single Domain

A complete, “content-rich”
website integrated with a
blended product catalog

Website



Serves as the foundation for an online presence



More than 60% of users first stop to find out more about a business is to visit their website



The website serves as an entry point (top of the funnel) for visitors who can benefit from your value proposition



In theory, the more visitors to your website, the more business you will do



In practice, the typical conversion rates from impression, to visit, to transaction mean the amount of traffic required to significantly grow revenue prevent this from being an economically viable strategy

Content



The more content you have relating to your value proposition, the more chances you have of appearing in search results



Most searches are for information and not for an immediate purchasing decision



If you don't have content created to answer the search questions, then you will be bypassed



Remember, even your existing customers are searching for answers to questions related to your value proposition



Their search results currently lead to your competitor's content



By the time researchers are ready to buy, they are already in your competitor's funnel

What do we provide?

A fully optimized website

Content-rich

Designed to leverage the dealer's local presence

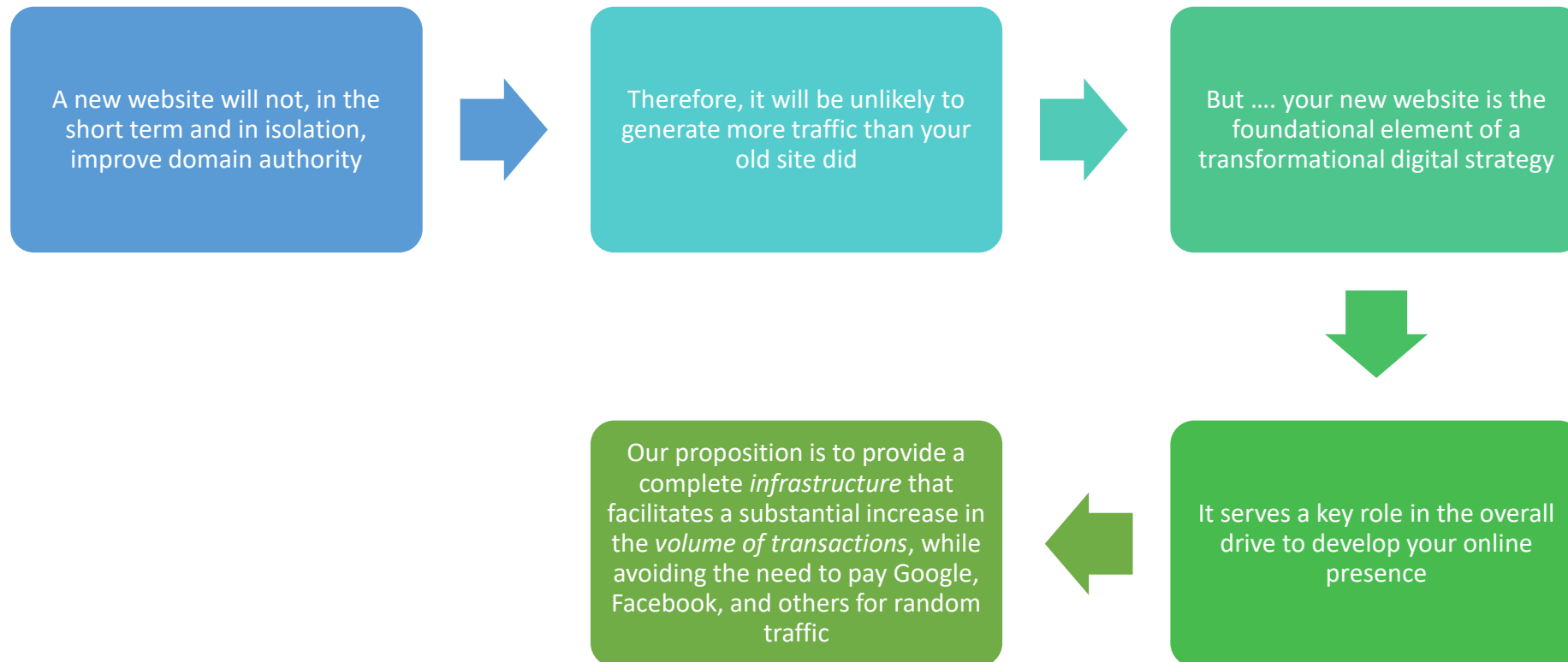
Template-based with many customizable features

Rapid deployment

Integrated with marketing and CRM platforms

Library of landing pages mapped to the individual elements of your value proposition

Website strategy



The infrastructure



Website



Marketing



CRM



Data Capture Agent (IoT)



Mobile ecosystem



The product offering:

Single blended catalog
Office products, furniture, &
technology



The strategy

To develop a digital network of businesses, people, and devices

To monetize that network from a vast product catalog by leveraging data converted into actionable business intelligence

Utilizing business intelligence to send the right message, to the right person, at the right time

Selective use of the email marketing channel while developing the mobile channel to mitigate increasing uncertainty associated with email deliverability

Eliminate Google, Facebook, and other platform operators from the traffic limitation equation

What do you
need to get
started?



A Plan



A Technology Platform



To Join the Mobile Ecosystem

Thank-you for
watching!

Visit our Digital Transformation Resource Page
[CLICK HERE](#)



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