



Reliance Alliance

www.RelianceGroupUSA.com

A Pathway to a Digital
Business Transformation

The Sales & Marketing
Strategy

A 3-Step Program

01

Developing a hierarchy of print and copier devices

02

Entering the mobile ecosystem

03

Leveraging a flexible technology platform

Purpose & Mission

Enhance	the value proposition
Eliminate	customer friction points
Increase	revenue with existing customers
Expand	the sales funnel

The Local Economy

Local businesses keep more of the wealth within a local community

The giants drain profit and tax dollars out of local communities

The ever-increasing concentration of web traffic on a small number of web properties is not good for local business

Local business – strengths & weaknesses

- Strengths
 - Accessibility to management
 - Customer service
 - Flexibility
 - Rapid decision making
- Weaknesses
 - Technology
 - Business Intelligence
 - Online presence (visibility)

Local still counts for something but there's been a shift in behavior.

This shift has major implications for the longer-term outlook of local businesses

The Shift in the Balance of Power

It used to be:

- Customers called the salesperson for advice/information

But now:

- Customers search for information on Google

In short

...

People go to Google
to search for
information

People go to Amazon
to buy

Google Search Volume



3.8M searches per minute



228M searches per hour



5.6B searches per day



2T searches per year (92% of total)

Search Behavior – Q4 2020



Zero-Click Search – 68.3%



Organic CTR – 29.8%



Paid CTR – 1.9%

What is Zero-Click Search?



what are featured snippets



Featured snippets are **highlighted excerpts of text that appear at the top of a Google search results page in what is known as 'Position 0'**. They provide users with a quick answer to their search query. Featured snippets are more likely to appear when users enter informational search queries.

<https://www.searchmetrics.com> › Glossary Item

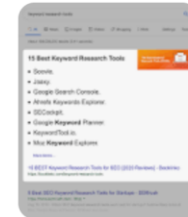
Featured Snippets Definition – SEO Glossary - Searchmetrics

[About featured snippets](#) • [Feedback](#)

People also ask

How does a featured snippet work?

Featured Snippets are short snippets of text that appear at the top of Google's search results in order to quickly answer a searcher's query. **The content that appears inside of a Featured Snippet is automatically pulled from web pages in Google's index.**



<https://backlinko.com> › hub › seo › featured-snippets

What Are Featured Snippets? And How to Get Them - Backlinko

Search for: [How does a featured snippet work?](#)

How do you get featured in a snippet?

What are featured snippets and how do you optimize them?

What are the benefits of featured snippets?

What is an SEO snippet?

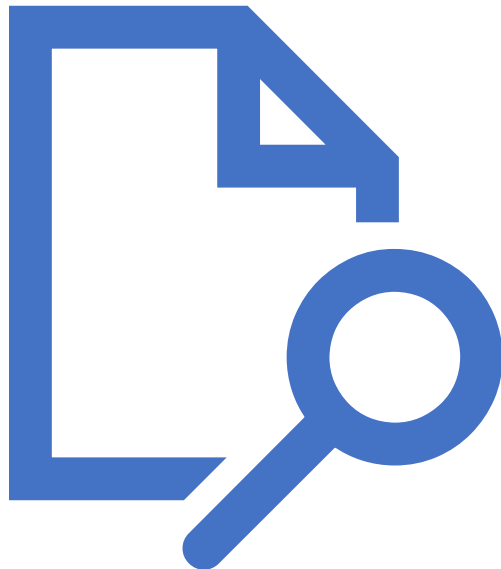
What snippet means?

Organic Search Results

- There are 10 organic search results on page 1 of a Google search
- They are positioned below the zero click and below the initial set of paid search results

The screenshot shows a Google search for "when did zero-click search start". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for "All", "News", "Shopping", "Videos", "Images", and "More". The search results are displayed below, starting with "About 828,000,000 results (0.53 seconds)". The first result is a featured snippet titled "2019" with a description: "Google introduced 'position zero' in 2019. Search results are altered by adding a snippet of information at the top of the results page. Apr 29, 2021". Below this is a link to "How to Optimize for Zero Click Searches | Investis Digital". A red arrow points from the "People also ask" section to a result from "searchmetrics.com" titled "Zero Click Searches - find the definition in the SEO Glossary". This result is highlighted with a red rounded rectangle. The "People also ask" section contains four questions: "What is a 0 click search?", "How do I stop zero click searches?", "What percent of Google searches result in a click?", and "What does SERP stand for?".

Organic Click-Through Rates



- 28.5% of clicks are on the first organic search result
- 75% of clicks are from within the top 3 organic search results
- 81% of clicks are from within the top 10 organic search results
- As we learned, only 30% of searchers even click anymore
- And only 19% of these searchers leave the first page of search results

Organic Search Result Ranking

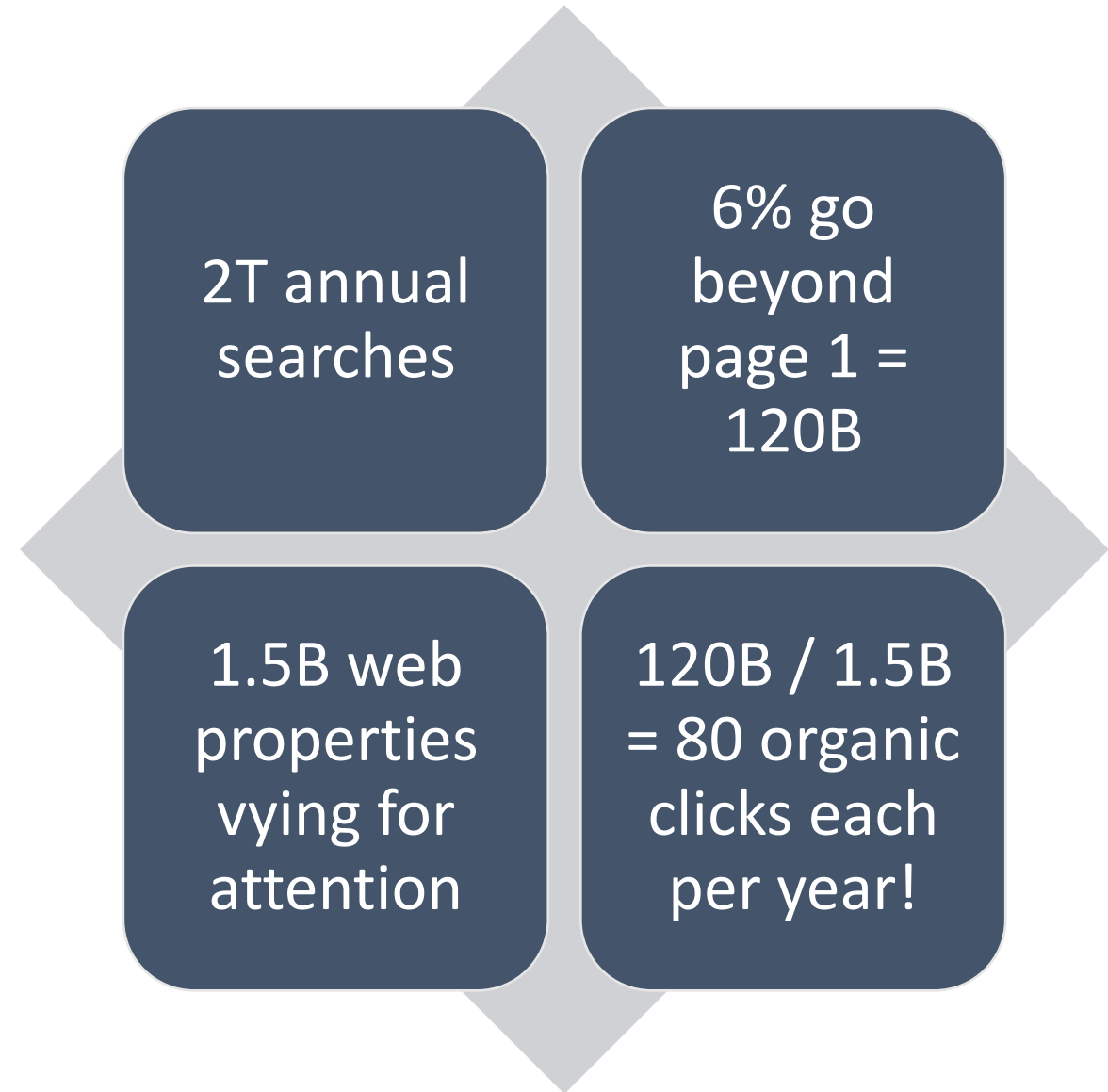
Domain Authority determines organic search result ranking

- Google is 100
- Most Dealers are between 10 - 30

This means most dealers typically appear on page 4 – 10 of organic search results

Only 19% of 30% (~6%) of searchers leaving the Google platform come from a click beyond page 1 of the search results

Dividing up the pie



Organic traffic

80 clicks per year

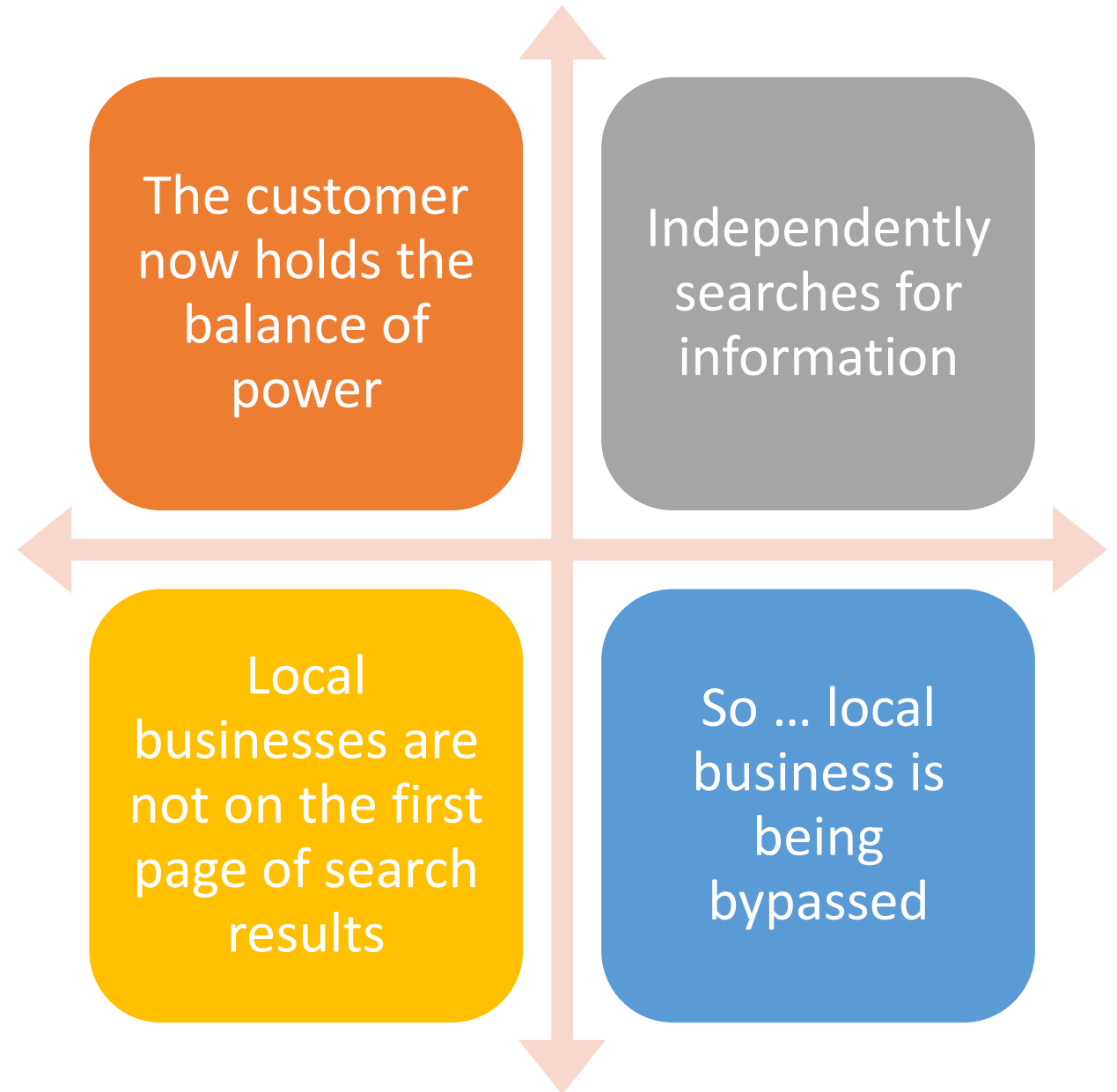
Avg. 60% bounce

Expected net “good” clicks: $80 \times 40\%$
 $= 32$

32 organic clicks per year

Conclusion: you can't raise an online profile counting on organic traffic

Why is this a problem?



To help overcome this, we *MUST* raise awareness

A new “content-rich” website

A structured 13-week email campaign

No “ask”

Primary goals:

- Monitor engagement
- Learn about contact interests associated with blog style content
 - Local Business
 - Internet of Things
 - Cost of Ownership
 - Information Technology

But ... there are no Silver Bullets

- A new “content-rich” website does not improve domain authority
- It does not mean you automatically start appearing on Page 1 of organic search results
- Regardless ... the site and the content *is* optimized for local search
- And ... over time, organic search result ranking will improve, and traffic will increase:
 - The more traffic the higher the domain authority and more traffic
 - And so, a virtuous cycle of traffic development starts



Recap - what have we learned?

- Local businesses still prefer to do business with local businesses
- The balance of power in the customer/supplier relationship has changed
- Customers independently search online for information
- Smaller businesses typically don't show up in the search results
- Web traffic is concentrating with the giant online properties
- Local businesses are being bypassed regardless of “local-buy” preferences
- To overcome this, we must raise online awareness

The Six Web Traffic Sources

Direct

Email

Organic

Referred

Social

Paid

Where must we focus?

- Technology
 - CRM -> Central knowledge base
 - Data -> Actionable business intelligence
 - Building a network to:
 - Develop direct traffic
 - Develop email traffic

Only 2
traffic
sources
viable for
local
businesses



Direct



Email

Traffic Definitions

Direct –

- The user knows your URL and has it bookmarked or manually types it

Email –

- The user clicks a link in an email

The Direct
& Email
traffic
sources are
SO
important

- Because they do not depend on
 - Google
 - Facebook
 - Twitter
 - LinkedIn
 - Organic search
 - Referrals (backlinks)
 - Paid Advertising

Unfortunately, Email marketing isn't what it was

- The reality ... and the fatigue
- Anyone can purchase 200M email addresses for \$250
- There is no technology barrier for email marketing
- So ... we are being inundated with spam
- Now we tune out messages from anyone we don't know
- Email Marketing:
 - Legit: 10,000 emails, 20% open rate, 20% click-through = 400 clicks
 - Spam: 10M emails, 1% open rate, 1% click-through = 1,000 clicks
- To achieve meaningful results with email marketing - the bar has been raised

Email Marketing Requirements

The right message

To the right person

At the right time

Remember these requirements!!

The right message, to the
right person, at the right
time!



Growing the email contact database

- Conventional inbound marketing
 - Website visitors
 - Fill in a form & provide their email address in exchange for gated content
 - Example: 1,000 visits per month
 - 80% known visitors (you already have their email address)
 - 20% [200] new user visits
 - 5% convert = 10 email addresses (leads)
- A big problem for smaller businesses is to get enough traffic to generate a meaningful number of new leads (conversions)
- An email contact database “churns” at 20% per year
 - A list of 5,000 contacts will decrease to 4,000 in 12 months (a loss of 85 every month)
 - This means nearly 10K visits per month with 20% new visitors at 5% conversion is required to even modestly grow the contact database [100]
- Most smaller businesses don’t have anywhere near 10K traffic per month



We must have an alternative
strategy for developing
relevant contacts

Which is why we offer the RS4 program designed for associating printer
& copier devices with users (owners)

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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