

Driving Sales Growth in 2020



IS HARDER THAN EVER

Producers all over the world partner with sales and marketing distributors like Viachem.

Viachem's producer partners enjoy exceptional market share growth that comes from a trained sales force selling to prequalified prospects and current customers...every day. It's a key component of value creation for our customers and suppliers. While that remains the foundation of an effective growth strategy, in today's global, complex and hyper competitive sales environment, it's just not enough.

Most B2B are

57%

of the way through the buying process before the first meeting with a representative

97%

of chemical suppliers do **NOT** have a digital marketing plan in place

72%

of people research products and companies online before ever making contact with a salesperson



We have been successful in effectively selling, marketing and communicating with our customers and prospects by maximizing the power of these three forces:



INTERNET

The internet has reached a level of maturity, speed and use that it is quickly removing "friction" in obtaining product information on availability, application, points of differentiation and use of all the products we sell.

63%

B2B marketers believe their biggest challenge is generating traffic and leads



DIGITIZATION

The digitization of everything allows sellers to disseminate information in a manner that is cost effective, simple, creative and entertaining.

5X

B2B companies that blog consistently can drive up to 5X website traffic



MILLENNIALS

Millennials demand valuable information be plentiful, easy to obtain, entertaining and available 24/7. They seek product information on their own, and typically interact with vendor sales people much later in the sales process.

51%+

More than 50% of all B2B buyers are Millennials

How can you drive product sales growth in this new market environment?

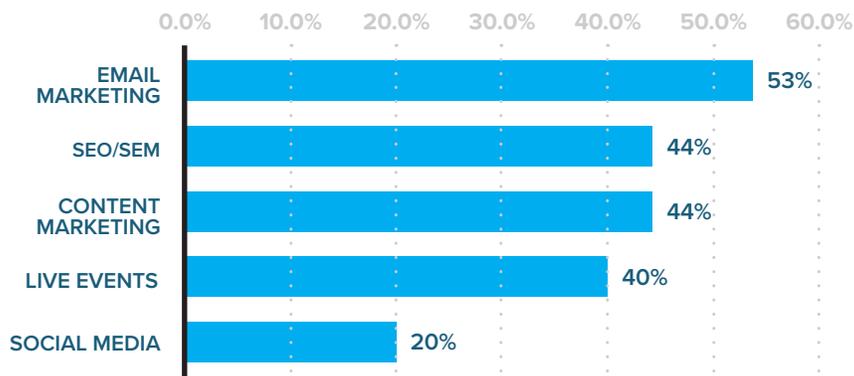
Digital Marketing

with Viachem

In addition to direct person-to-person sales, an effective **digital marketing campaign** custom-designed for your particular product is a key component in sales and market share growth. At Viachem, we build, produce and execute a unique, mutually-agreed-to digital marketing strategy for each client that delivers measurable results. Our

innovative digital marketing model ensures manufacturers have the best opportunity for product distribution across North America, increasing their customer base and market share.

MOST EFFECTIVE B2B LEAD GENERATION TACTICS



Below are the digital marketing best practices we use to reach more customers daily.

Content Marketing

Development of valuable content such as blogs, white papers, case studies, etc.

SEO/SEM

Optimizing marketing to rank higher on search engine results on Google, Yahoo, Bing, etc.

Social Media

Leveraging social media channels like LinkedIn, Twitter and Facebook to drive website traffic and lead generation.

Video Content

Development of product specific websites to drive lead generation and search engine rankings.

Email Marketing

Development of outbound email campaigns designed to draw interest in your product.

Webinars

Live online event that delivers compelling content on your product to drive interest.

Ready to Start Leveraging the Power of Our Digital Marketing for Your Product? **Let's Get Started!**

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