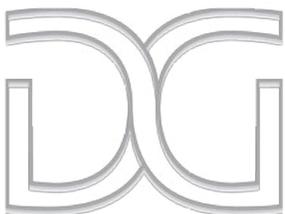


DG Marketing Company  
**Digital Marketing**  
**Introduction**



[dgmarketingco.com](http://dgmarketingco.com)

# Executive Summary

In this age of instant gratification and availability, customers, like never before, can conduct extensive business research online. Hence, according to Forrester Research, today's buyers could be between 60 – 90% of the way through their journey before they reach out to a vendor.

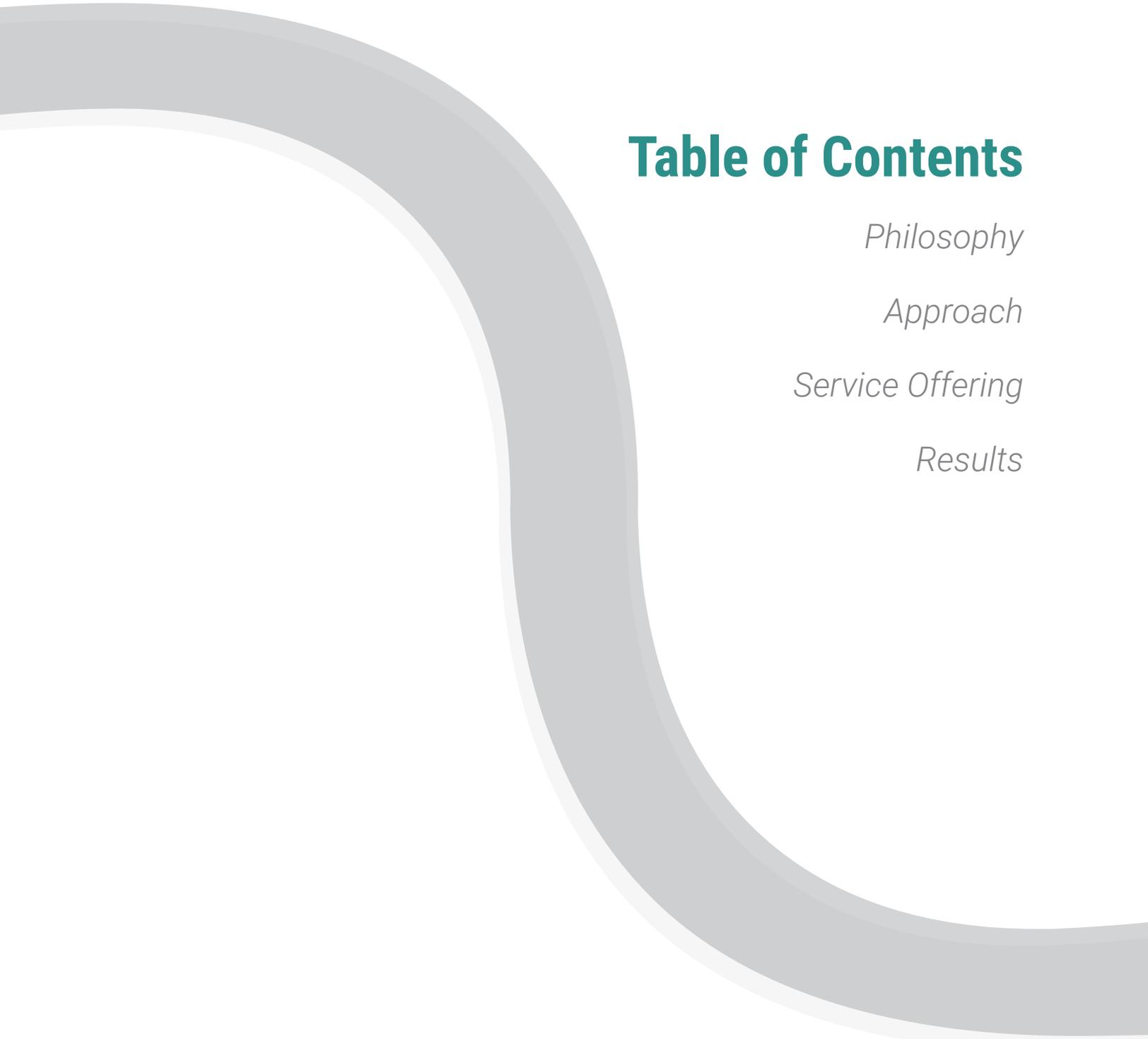
Although it presents a paradigm shift, companies must be visible online to connect with these customers earlier in their decision making process. By creating and sharing high quality, applicable content online, they can meet customers where they are with solution-based content that can influence their decisions in an unobtrusive manner.

Once digital strategy aligns with company vision, mission and goals, it can begin to contribute profitable growth and enhance market credibility. DG Marketing's overall goal is help develop an online presence that delivers nurtured sales ready leads to the business development team.

**“Marketing is like a first date. If all you do is talk about yourself, there won't be a second date.”**

- David Beebe





# Table of Contents

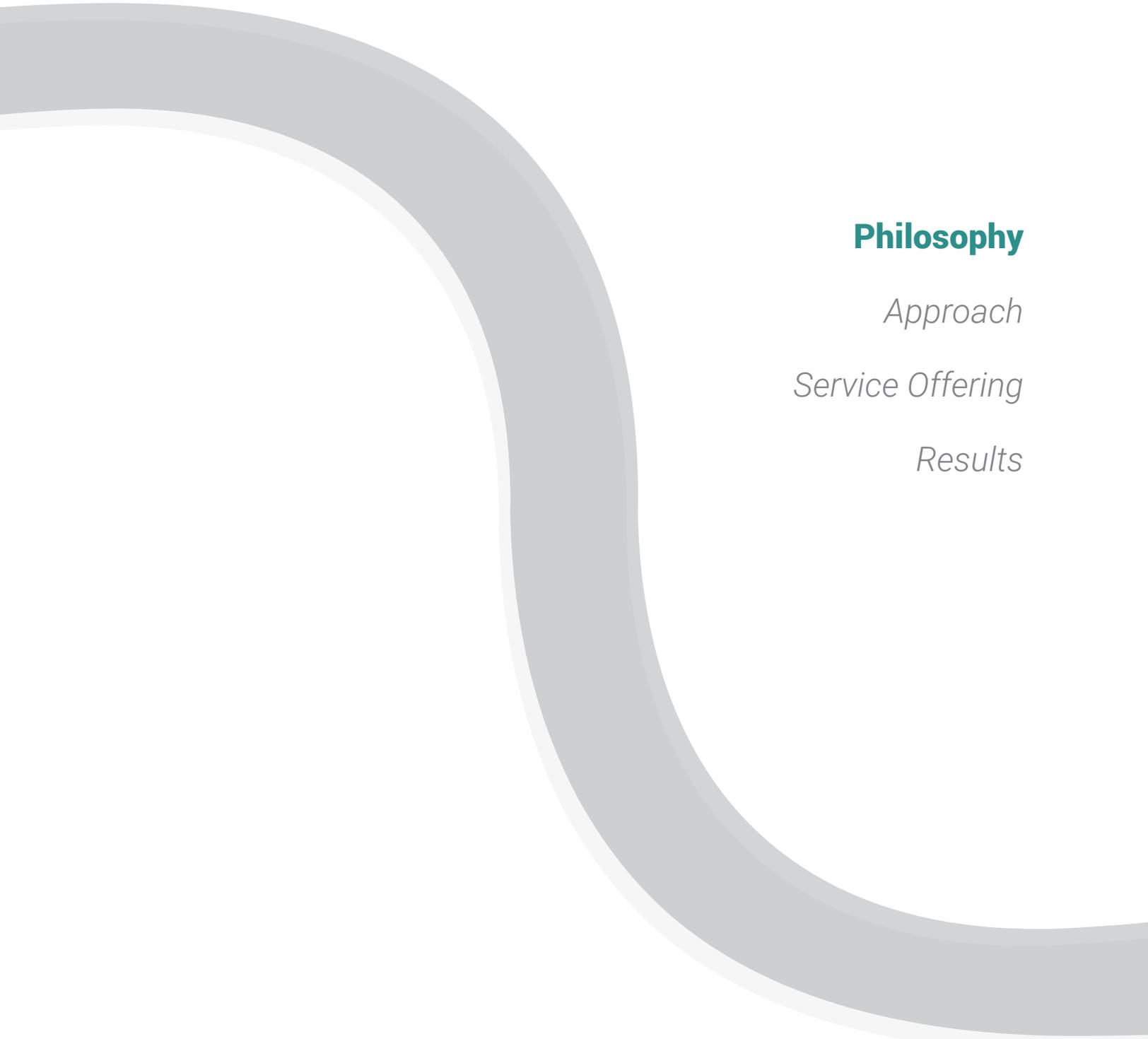
*Philosophy*

*Approach*

*Service Offering*

*Results*





## **Philosophy**

*Approach*

*Service Offering*

*Results*



# Philosophy

We are committed to contributing and creating genuine, humanized marketing that listens and solves instead of tells and sells.

## Human-to-Human Marketing

Whether a company is selling goods or services directly to a consumer or to another business, humans are involved. That means, when approaching marketing with the human-to-human concept, you address your audience like breathing, feeling, opinionated people instead of emotionless robots.

## Don't Sell, Solve

No one wants to be sold to. At least, people don't want to feel like they are. Instead, our philosophy is to generate marketing concepts that come from a place of solving problems. This is reflected in every piece of content, advertisement, video and campaign that we help develop, conceptualize and implement.

## Marketing Aligns with the Customer Journey

Your marketing strategy should always mirror where the customer is in their journey. For example, if they are looking for a quick answer to a question, perhaps a blog can help them. If they need proof of a successful project using a new method to show their supervisor, they should be able to access your case study.



*"By solving problems consistently, you build trust. By building trust, you gain loyalty. By gaining loyalty, you grow advocacy. And who better to brag about your business than your clients?"*

- Danielle Gray, Digital Marketing Strategist

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In addition, email nurturing campaigns help the customer through this journey and caters to what they need at the time. Content should be made at each stage of their decision making process and should help funnel them to the next phase.

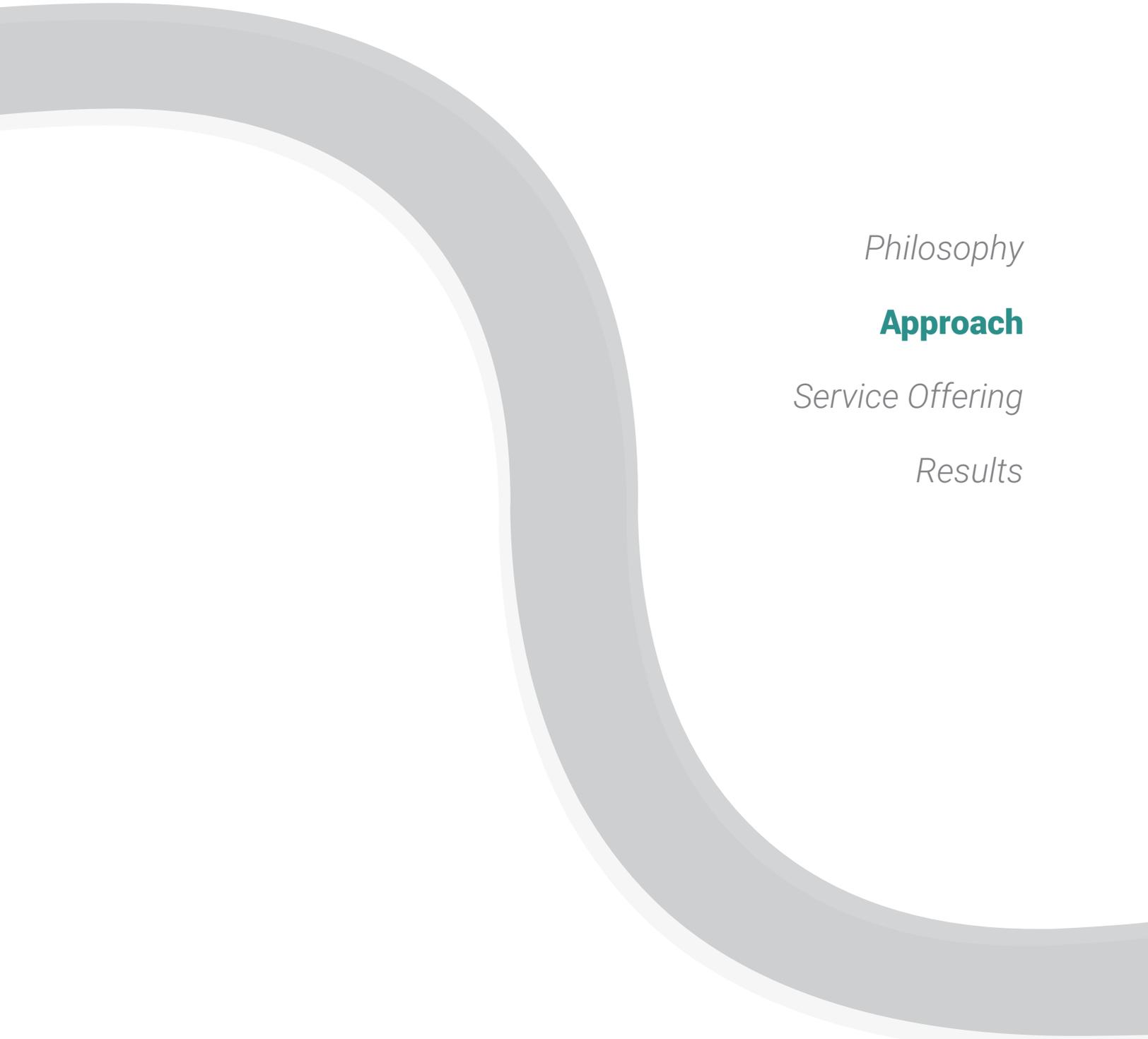
## Who Cares?

The most important question a marketer should ask is, who cares? If the personas are not developed beforehand, the content writer does not know who to write to. In order to generate quality content, the writer must first, understand their audience and pain points and then, create content that addresses those points and why the reader/viewer should care about the topic.

## SEO Should Never Sacrifice Quality

In order for content to be found, it must follow the best practices of search engine optimization (SEO). In order to be read, it must be helpful. There should always be a balance between quality and SEO. We tend to lean toward quality.





*Philosophy*

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# Approach

What do you do when you do not know something? You google it. Your clients do the same. As they begin their search to solve an issue, an effective digital marketing strategy allows your content to be visible during their decision making process.

In order to generate quality leads, content must be created and promoted, visitor information must be collected and behavior must be analyzed. Overall, my approach identifies content generation as the foundation of a lead generating marketing strategy in any industry.

## Content Generation

Question: Where do I start?

Answer: Write content that addresses a business issue.

Since website visitors are turning to search engines trying to find an answer, all content should be solution driven.

Types of content available:

- Blogs
- Project Profiles
- Case Studies
- Papers (Technical or White)
- Press Releases
- Papers
- Webinars
- Infographics
- SlideShare
- Videos

## Content Promotion

Question: How will people know about our content?

Answer: Share content with your audience.

Once the content is generated, we share it.

Sharing Tools:

- Social Media
- Email Campaigns
- Flash Drives
- Pay-Per-Click (PPC)

## Identity Collection

Question: Who is interested in our content?

Answer: Collect contact information.

On quality content like case studies, you have the option to collect information using landing pages to see who is engaging with your content.

Gathering Tools:

- Forms
- Surveys
- Polls



## Behavior Analysis

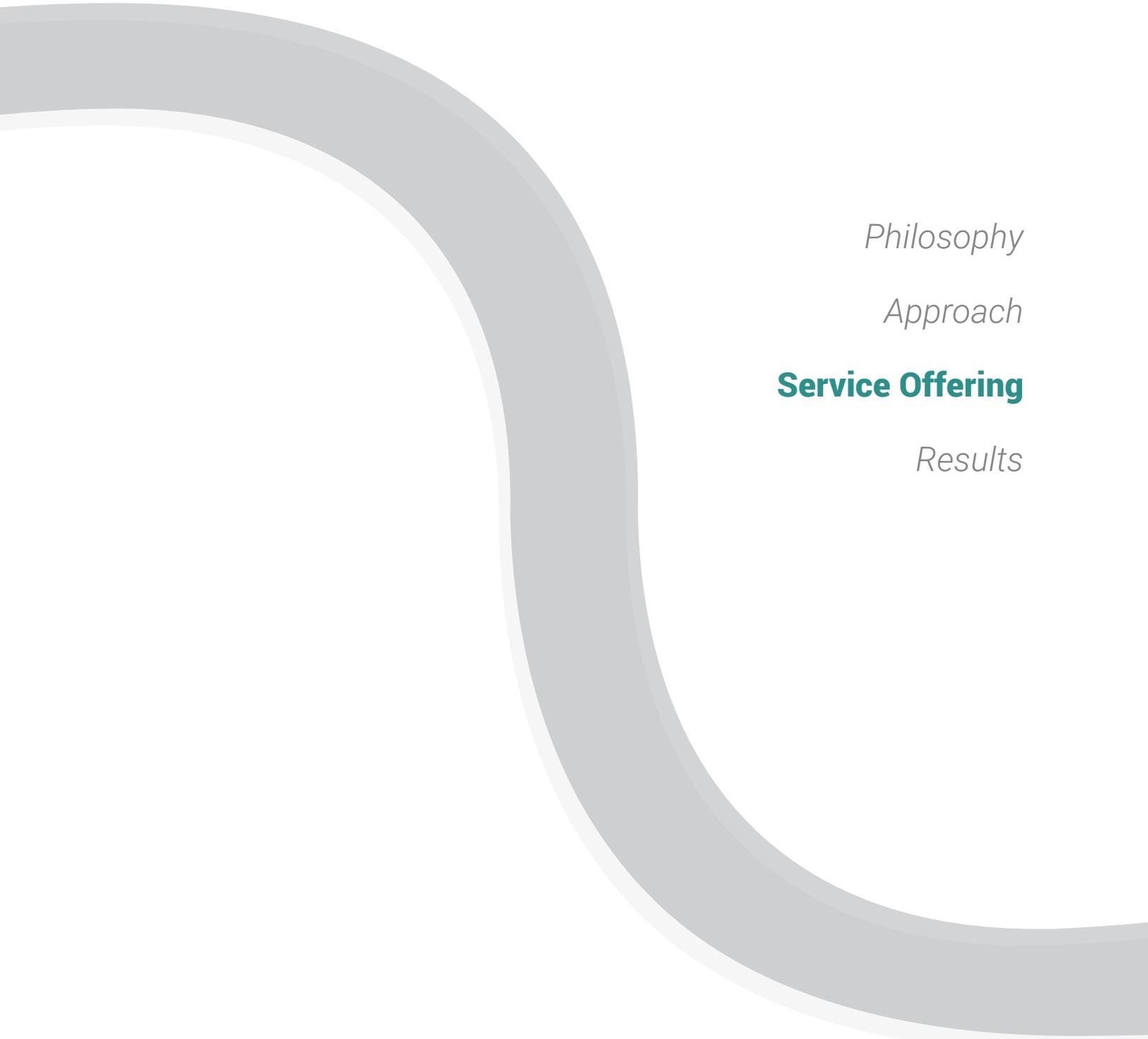
Question: How are visitors interacting with content?

Answer: We develop reports and scoring programs.

By evaluating how visitors are interacting with content, you can make informed decisions about future design, content and campaigns.

## DCG Digital Marketing Pyramid





*Philosophy*

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# Service Offering

This section uses the digital marketing pyramid categories to describe services offered within each realm.



## Content Generation

- Content concept development
  - Blogs, papers, videos, SlideShares, etc.
- Subject matter experts (SMEs) interviews
- Video concept development
- Content publishing on Content Management System (CMS)



## Content Promotion

- Campaign strategy development
- Email development and execution
- Contact management within Marketing Automation system
- Social media publishing and management

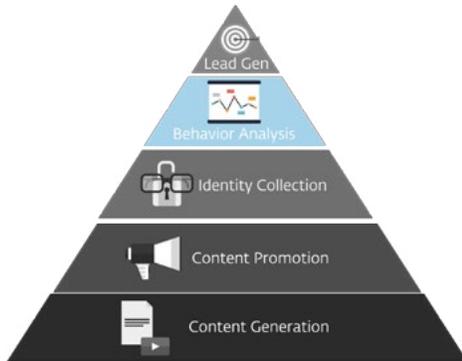


## Identity Collection

- Landing page development and management
- Survey and polls development and management
- Form development and management
- Event registration page development and management



# Service Offering



## Behavior Analysis

- Google Analytics website report generation and distribution
- Client visitor report generation and distribution
- Lead scoring development within Marketing Automation system



## Lead Generation

- Distribute marketing qualified leads (MQLs) and sales qualified leads (SQLs)

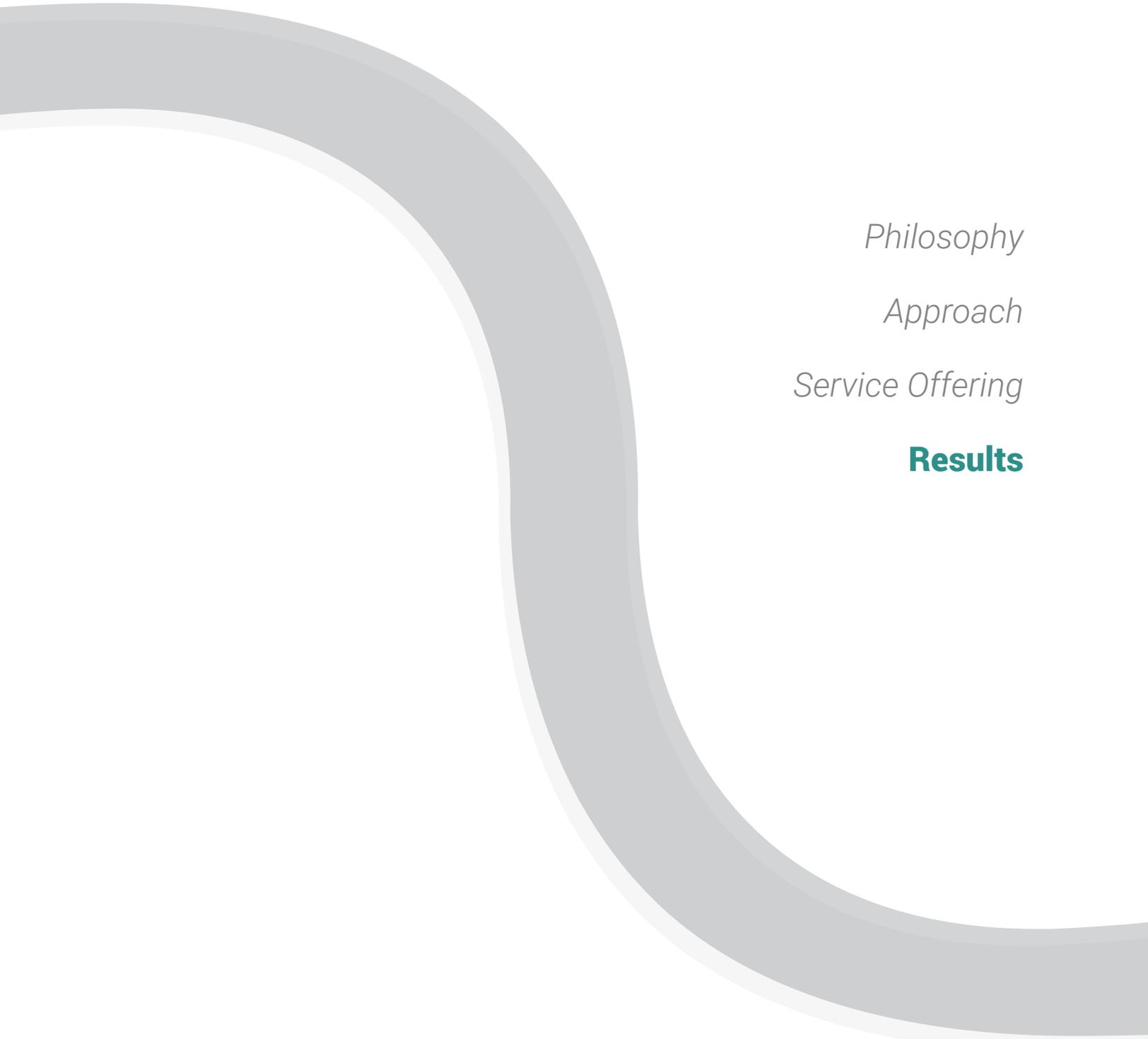


# Additional Services

Although most of my services reside in one of the addressed categories, a few do not. These outlier services are listed below.

- Website Design and Deployment
- Education sessions (webinars and in-person classes upon availability)
  - Introduction to Digital Marketing (highly recommended for SMEs)
  - Campaign development
  - Content writing workshops
  - Report interpretation
  - LinkedIn
  - One-on-one training for in-house personnel
- Website project management with third party vendor
- Keyword research
- Marketing Automation foundation development
  - Initial lead scoring development
  - Email template creation
  - Workflow creation for nurturing campaigns
  - Call-to-action development





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## DIGITAL MARKETING CASE STUDY

# PDC Summit iPad Survey

A Haskell Healthcare iPad survey conducted at the PDC Summit generated:

- 57 respondents
- 15 potential client contacts
- Insight into the healthcare market

### PDC Summit Background

The PDC Summit is a dynamic industry event coordinated by a trusted network of not-for-profit organizations with expertise in health care planning, design, and construction.

More than 3,200 senior leaders from hospitals, design firms, and construction companies attend the PDC Summit to share perspectives on optimizing healing environments. This is the one conference with an integrated audience of C-level, design, construction, and operations professionals with more than two-thirds of attendees returning to the event each year.

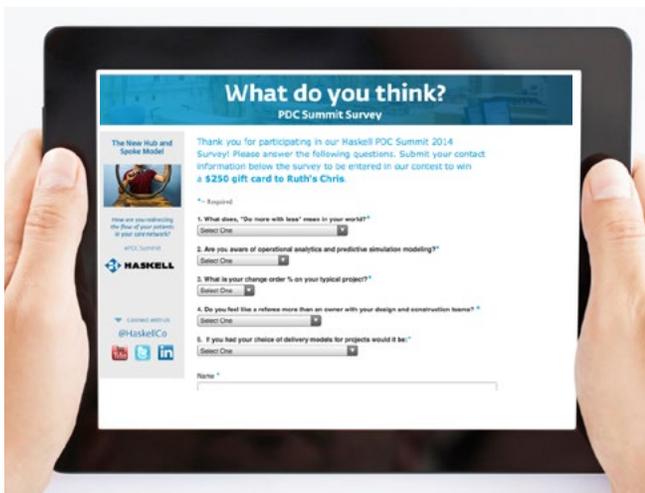
### Optimizing the Booth Experience

Along with their email event campaign, the Healthcare team wanted to find new ways to draw people into the booth. Hence, the iPad Survey idea was generated to maximize the interaction between the Haskell staff and the attendees.

First, the team determined the five questions that they wanted to ask to gain insight into their market. Second, they agreed that the booth staff would use their personal iPad to easily collect information portably. Third, the team settled on a \$250 Ruth's Chris gift card as their 'carrot' to promote attendees to take the five question survey.

### Complete Team Buy-In

One of the keys to the success was the complete buy-in from the entire team. In addition to stationing an iPad at the booth,



the conference team also sent a team member to collect surveys around the exhibit floor. By having everyone involved in the collection of the survey, the booth staff nearly tripled their responses.

The team received survey updates throughout the day to gain insight about what topics attendees were most interested in. The booth staff, with this insight, discussed those topics during initial conversations with attendees visiting their booth.

*Great job with this experiment. I feel it was very successful. Nice job on the design of the form and getting it set up. The combination of having an Ipad at the booth and moving around the show worked very well. The feedback on the results each day was very helpful and encouraging for the group. Nice job!*

**Jim Eaton**

Healthcare Division Leader

### Continuing the Funnel

The interaction with the survey responder did not end when they pressed submit. Once an attendee completed the survey, they were sent an autoresponder email to confirm their entry into the contest.

The autoresponder email included the Division Leader's contact information and a list of tracked links to three recent healthcare blogs on the Haskell website.

Each of the 57 collected emails will also be added to the event email list. The Healthcare team will decide which contacts will be added to Cosential as leads.

### Survey Results Assist Content Creation

The survey results helped the team gain insight into their target market's issues and interests. With this understanding, these topics can be addressed with new content throughout the year.

**Investment Per Response: \$4.39**

**Investment Per Client Contact: \$16.67**



## DIGITAL MARKETING CASE STUDY

# Construction Executive Magazine

A blog series published in May 2013 is featured in the March 2014 issue of Construction Executive Magazine.

### Magazine Background

Construction Executive is an award-winning monthly magazine that reaches more than 50,000 contractors and construction-related business owners. Since first being published by Associated Builders and Contractors Services Corp. In 2003, the magazine has served as the leading source for news, market developments and business issues impacting the construction industry.

Each issue includes articles designed to help owners and top managers run a more profitable and productive construction business, covering hot-button issues such as workforce development, insurance, estimating, project management, safety and liability, technological advancements and legislative action.

### Generation of the Blog Series

With the use of an outdated white paper, the corporate marketing team updated the information and split the paper into three parts to create a blog series.

The blog series is called, Cost Savings Using Simulation. Each blog addressed a different issue:

- Part 1: To Simulate or Not to Simulate
- Part 2: Time is Money
- Part 3: Considering Simulation?



### Spreading the Word

To spread the word about the blog series, the team shared the links via social media. In addition to posting links about the blog series, relationships with trade magazines, industry organizations and publications take place.

An editor of Construction Executive Magazine sees the link via Twitter while researching for the upcoming feature story.

### Contact Haskell Subject Matter Expert

The editor reaches out to the noted subject matter expert mentioned at the end of each blog.

Hi Bela – While conducting research for an article on manufacturing-related construction scheduled for the March issue of ABC's *Construction Executive* magazine, I came across a couple Haskell blog posts on simulation.

The editor conducts an interview with Haskell subject matter expert, Bela Jacobson to learn more about the simulation for the feature story.



### Published in Award Winning Magazine

In the March 2014 issue of Construction Executive Magazine, Haskell had a full page in the feature story about simulation.

At the end of the simulation article in the magazine, the editor references the Haskell blog.

**Cost for Full Page in National Publication : \$0.00**

For Haskell's three-part blog series on the advantages of simulation, visit [www.haskell.com/moving-ahead](http://www.haskell.com/moving-ahead).

- Joanna Masterson



## EDUCATION SESSIONS

### Feedback from Attendees

You had a neat spread of the article in your presentation last week. Can you send that to me so I can print it and put it on our wall here?

Thanks!!

PS – yours was the most engaging and interesting of all the presentations last week!

---

Good Afternoon Don,

I just wanted to say that I really enjoyed Danielle's presentation today. I've been meaning to update my account, and having a step-by-step approach is going to make it much easier. I like how it was both informative and gave steps to take specific action. I hope you continue to have similar lunch and learns. Thank you for putting it together.

---

Danielle:

I felt that your presentation was very informative and worthwhile. Thanks for putting this together.

---

## TESTIMONIALS

### Feedback from Colleagues

"She's a winner. That is all you have to know about her. She gets it..."

**-Chip Scholz, Executive Coach, Author, Speaker, Facilitator, Entrepreneur**

"I have thoroughly enjoyed working with Danielle. She is creative, detail oriented, organized, and a pleasure to be around."

**-Mark Furgeson, Healthcare Industry Expert**

"Danielle is a consummate professional - well-versed in everything it takes to envision, design, and execute a successful, digital marketing campaign. She's also a visionary, free-thinking creative who possesses the rare ability to approach any challenge from a completely new, often unseen angle. Without exception, she is able to empathize with the audience, identify their issues, and craft a customized solution to drive the message in the most effective way possible - and with passion.

Simply put, Danielle is all about connecting with people. I've really enjoyed working with her on multiple projects over the last year, and hope to continue in the future. I also would highly recommend Danielle Gray to any team seeking to reach their audience in a very human, personal way and impact them on a memorable, lasting level. Danielle's solutions work."

**-Luke Romer, Graphic Designer, Haskell**



# Announcement Sets Stage for Multi-Million Dollar Project



## Welcome FreemanWhite to the Haskell Family

Haskell has completed the acquisition of FreemanWhite, a Charlotte-based consulting and design practice focused exclusively on the healthcare sector.

The merger creates a 360° service offering that fully aligns healthcare business strategy, operational performance, planning, design, engineering, construction and post occupancy evaluation across the care continuum. [More>>](#)

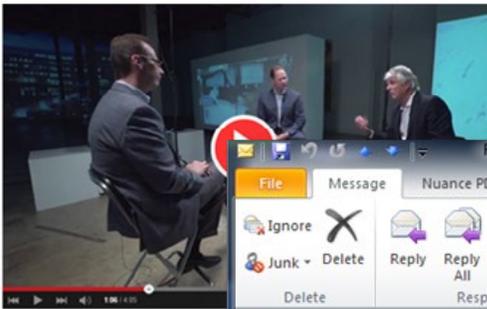
[READ PRESS RELEASE](#)

### Learn More

**5 Questions with Jim Eaton**  
Read about Jim and his team in this interview. [Read now](#)

**The New Hub and Spoke**  
How are you redirecting the flow of patient care? [Read now](#)

### HCD: Session Preview



**healthcare design** Download the H to add our sessi

FW: [News] Haskell Acquires FreemanWhite | Watch Video Inside - Message (HTML)

File Message Nuance PDF Adobe PDF

Ignore X Delete Reply Reply All Forward To Manager Team E-mail Move Categorize Follow Up Translate Zoom Add to Evernote 5

You forwarded this message on 11/17/2014 9:02 AM.

Sent: Fri 11/14/2014 7:29 PM

From: [Redacted]  
To: info  
Cc:  
Subject: FW: [News] Haskell Acquires FreemanWhite | Watch Video Inside

Jim:

Congratulations on the acquisition of Freeman White.

I watched the You Tube video and am intrigued by what was discussed. As you know we are growing on the Jax campus and anticipate more in the near future. I am contemplating bringing in a partner in "planning" for this campus and having a critical eye on how we maximize the scare resource of space on this south bank peninsula.

Maybe we can have lunch or breakfast soon as I would like to learn more.

Al he best,

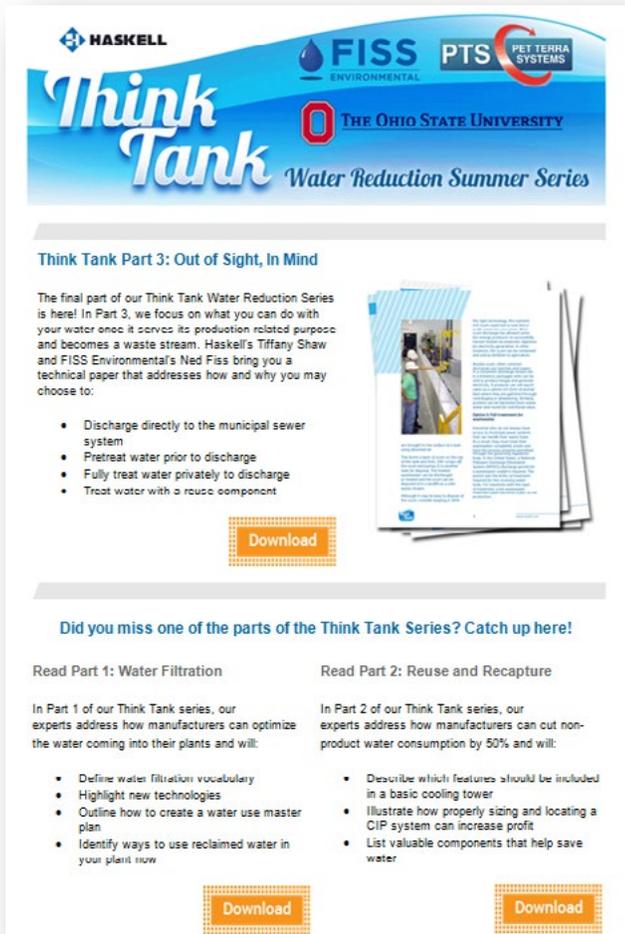
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EMAIL IMPACT CASE STUDY

# Water Reduction Campaign Gains Fortune 500 Members



**HASKELL** **FISS ENVIRONMENTAL** **PTS** **PET TERRA SYSTEMS**  
**THE OHIO STATE UNIVERSITY**

## Think Tank Water Reduction Summer Series

### Think Tank Part 3: Out of Sight, In Mind

The final part of our Think Tank Water Reduction Series is here! In Part 3, we focus on what you can do with your water once it serves its production related purpose and becomes a waste stream. Haskell's Tiffany Shaw and FISS Environmental's Ned Fiss bring you a technical paper that addresses how and why you may choose to:

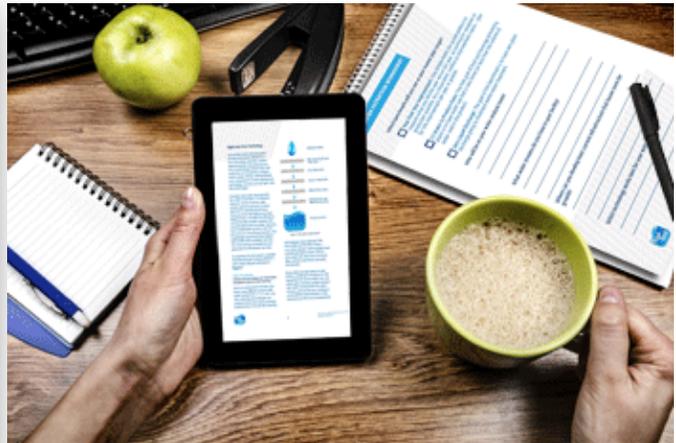
- Discharge directly to the municipal sewer system
- Pretreat water prior to discharge
- Fully treat water privately to discharge
- Treat water with a reuse component

[Download](#)

---

**Did you miss one of the parts of the Think Tank Series? Catch up here!**

<p><b>Read Part 1: Water Filtration</b></p> <p>In Part 1 of our Think Tank series, our experts address how manufacturers can optimize the water coming into their plants and will:</p> <ul style="list-style-type: none"><li>• Define water filtration vocabulary</li><li>• Highlight new technologies</li><li>• Outline how to create a water use master plan</li><li>• Identify ways to use reclaimed water in your plant now</li></ul> <p><a href="#">Download</a></p>	<p><b>Read Part 2: Reuse and Recapture</b></p> <p>In Part 2 of our Think Tank series, our experts address how manufacturers can cut non-product water consumption by 50% and will:</p> <ul style="list-style-type: none"><li>• Describe which features should be included in a basic cooling tower</li><li>• Illustrate how properly sizing and locating a CIP system can increase profit</li><li>• List valuable components that help save water</li></ul> <p><a href="#">Download</a></p>
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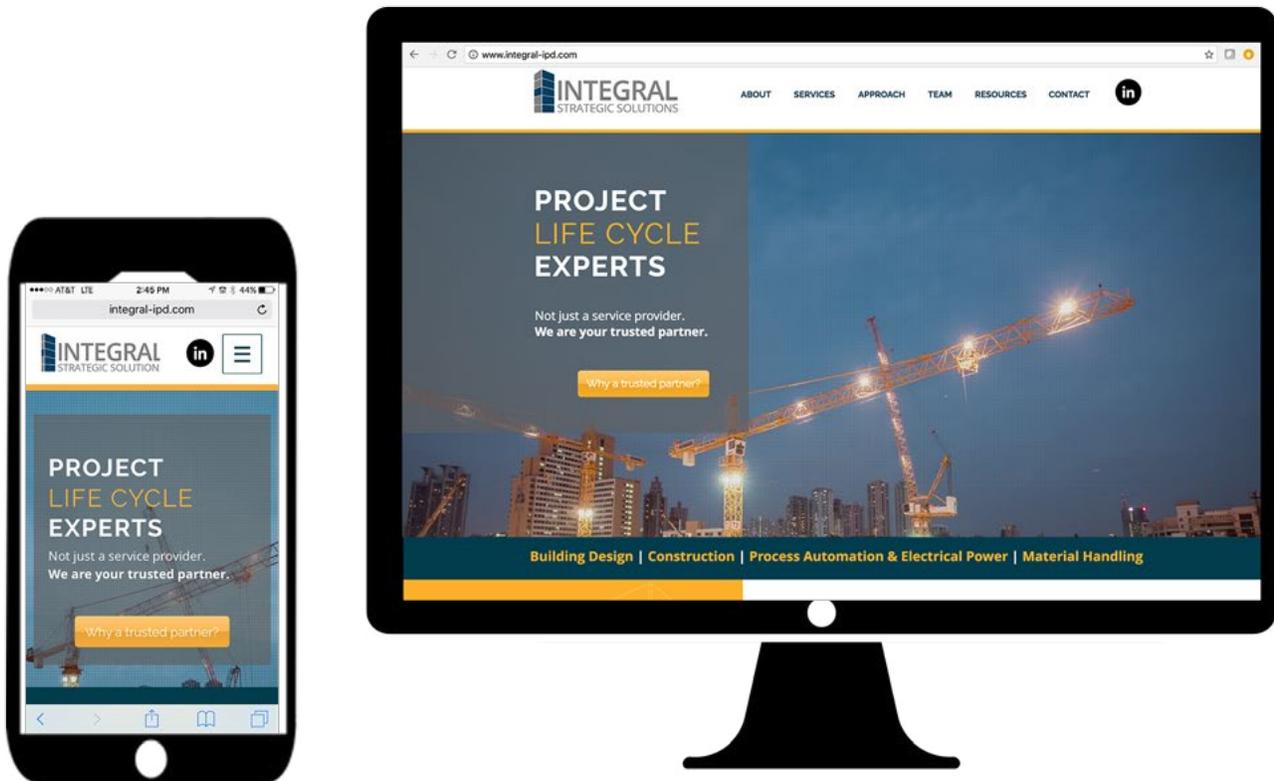


**Water Reduction Campaign Company Members included over 12 Fortune 500 companies - CONFIDENTIAL**



## WEBSITE REDESIGN

# Four Companies Form Integral Strategic Solutions



## Integral Strategic Solutions

[www.integral-ipd.com](http://www.integral-ipd.com)

This project was a complete website redesign. We worked with the internal teams of four different companies to develop strategy, messaging and design for their website. A new brand was implemented and showcased. DG Marketing worked with the IT team to transfer the domain over to the new website. Most of the website is on one page, however, there is a separate page for services, about and the blog.

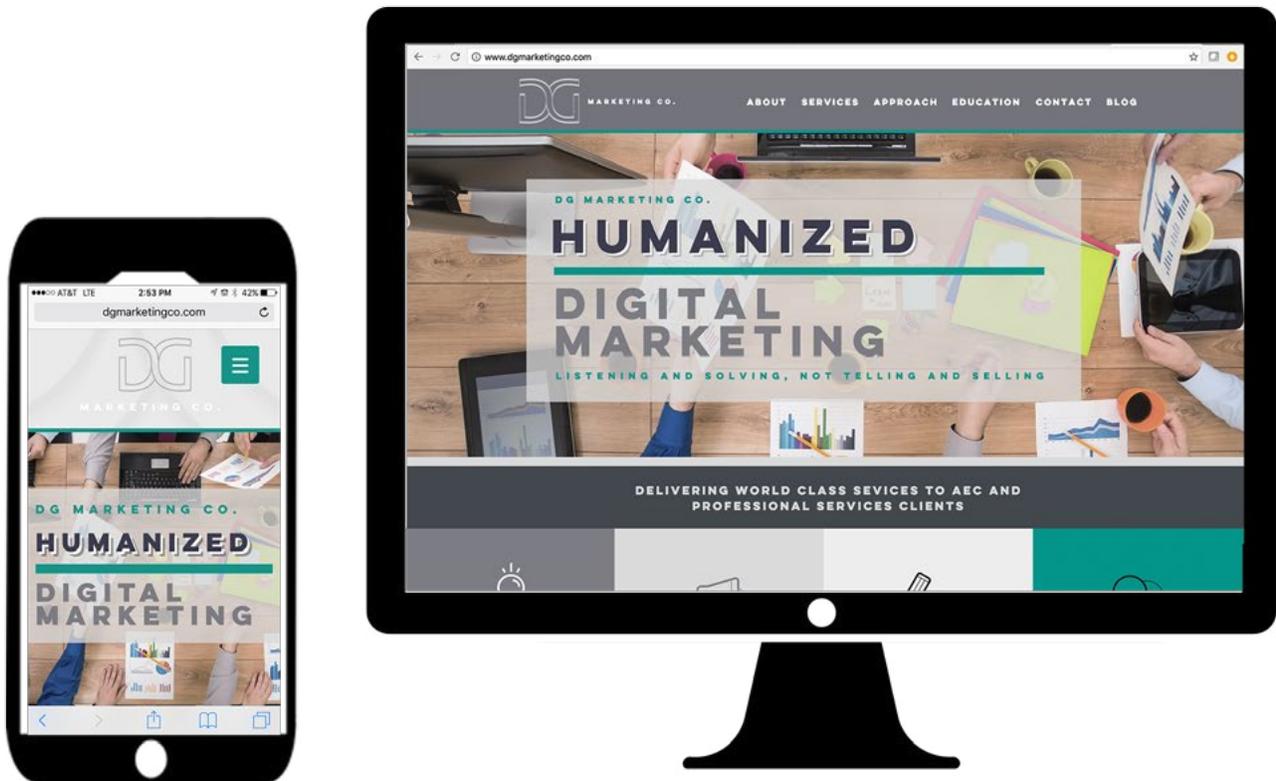
**Standout Highlight:** This website (desktop and mobile) was delivered in less than 30 days.

**Industry:** Architecture, Engineering and Construction (AEC)



## WEBSITE REDESIGN

# DG Marketing Needs a Website Too



## DG Marketing Company

[www.dgmarketingco.com](http://www.dgmarketingco.com)

Yes, this is our website. We showcase this as one of our favorites because it is continuously evolving. This project was developed as a completely new website. There is a separate page for each service and phase of the approach.

**Standout Highlight:** This website has been redesigned at least three times within one year.

**Industry:** Marketing, Consulting

