
Level Up Your Digital Marketing Strategy

G&G Creative

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Presented To

Electronics Representatives Association

Presented By

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Who We Are

10+ years in Design, Development, & Marketing

Working with ERA members
For reps, manufacturers, and
distributors



Emma Gaedeke

Marketing, content strategy, and communications

ERA Recognized Resource

Officially became a
recognized
resource this year.



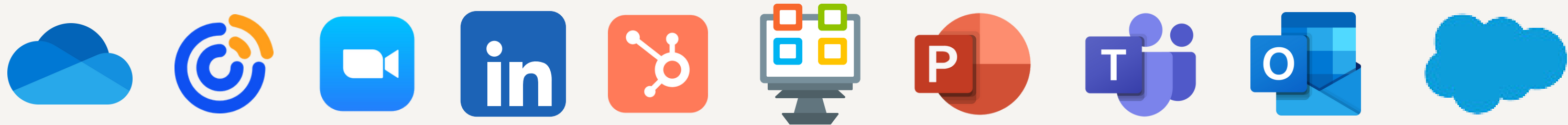
Danielle Gaglioti

Design, branding, and website development

What is digital marketing?

Digital marketing is marketing that uses online-based digital technologies to promote products and services.

one third
of all business is
conducted online.



There is no better time than now to get your business digitized.

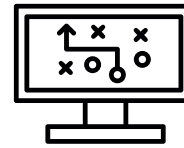


A closer look at digital marketing in the ERA



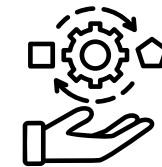
Industry Landscape

Most ERA companies have been in business for over 25 years.



Changing Environment

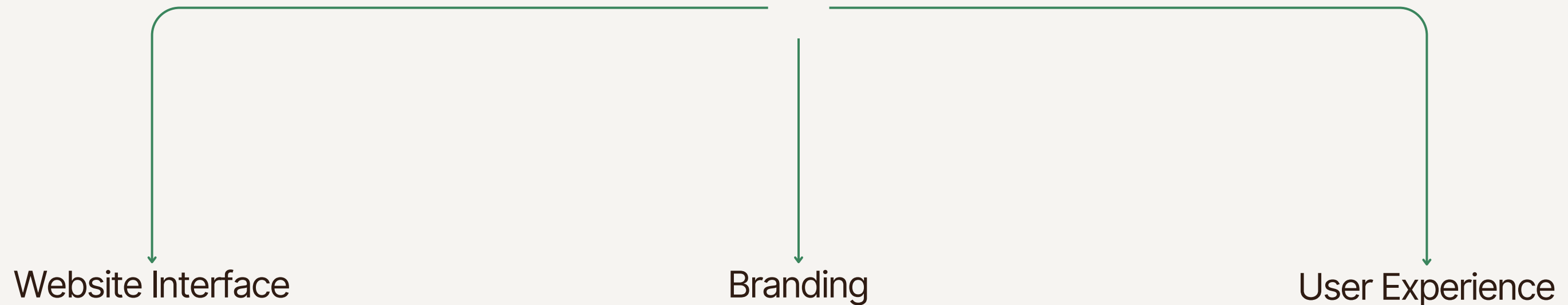
With new players entering the market, the competitive landscape is shifting towards more digitally-driven strategies



Adaptation Opportunity

Digital transformation is more accessible and cost-effective than ever.

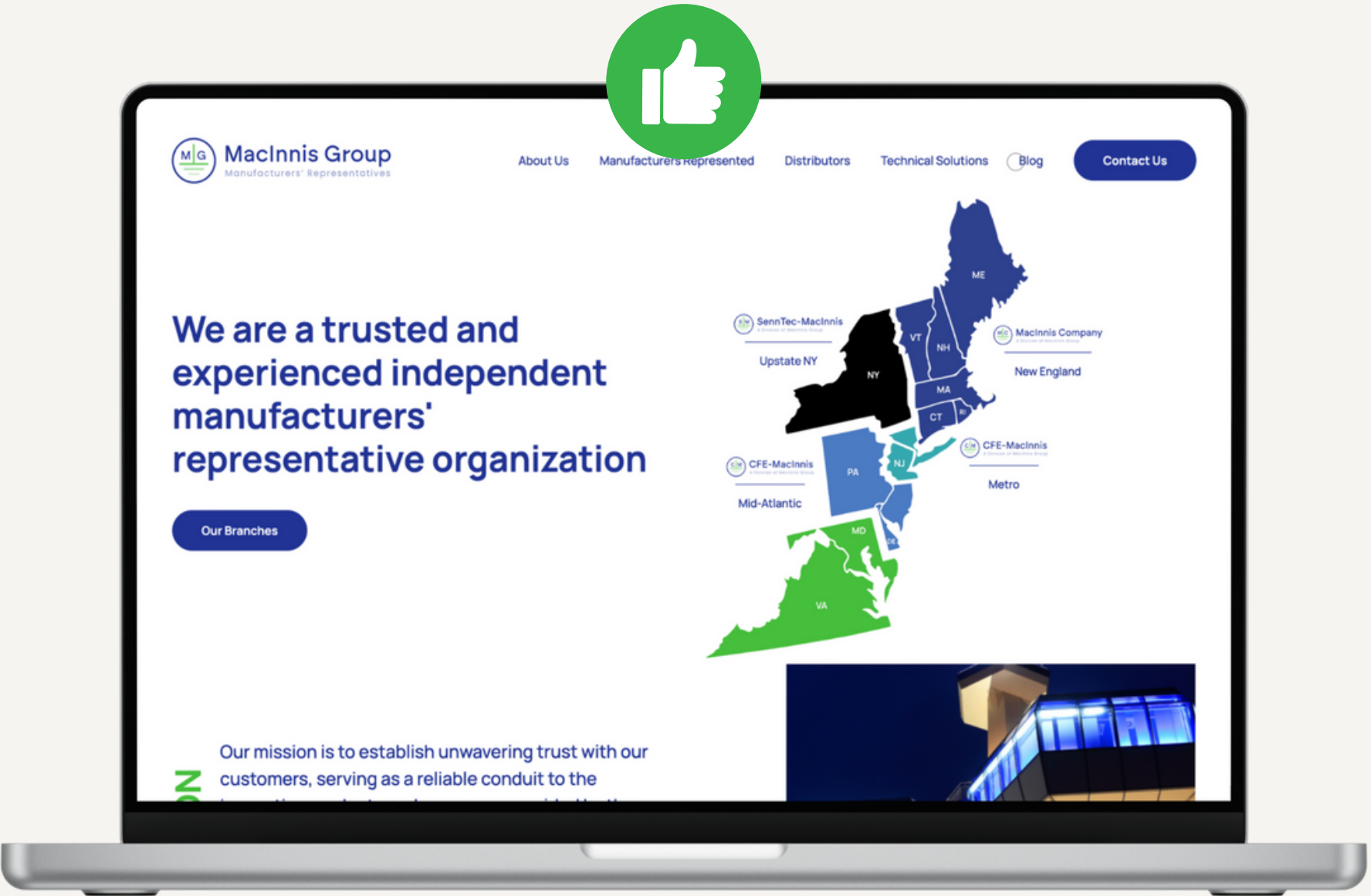
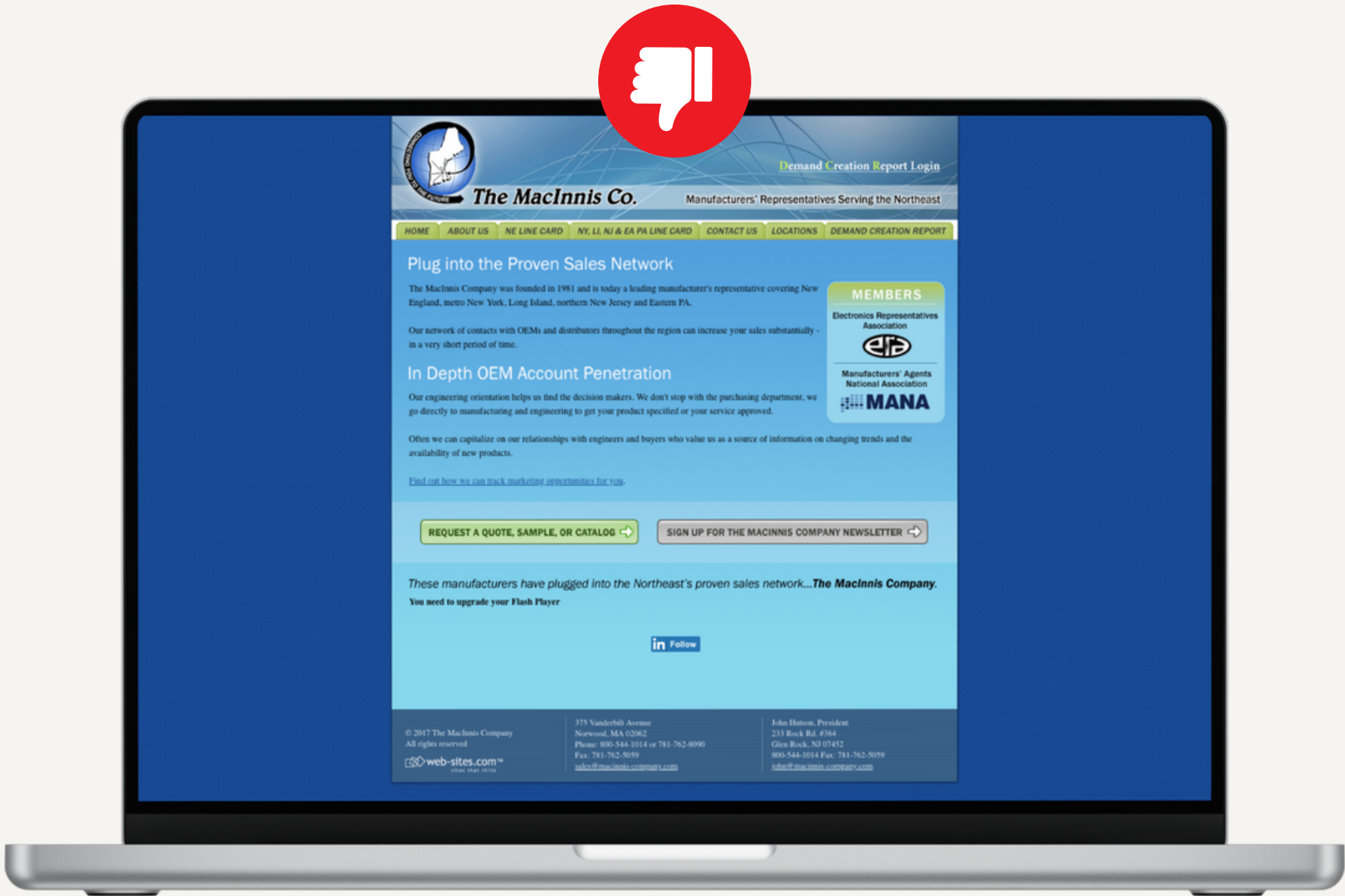
Why is it essential that businesses enhance their digital presence?



The Power of a Modern, Customer-facing Website

94% of first impressions are design-related.

It takes **less than one second** for users to form an opinion about your business.



A strong company logo speaks for itself.



OLD LOGO



MAJOR CUSTOM CABLE

A **Neutrik Group** Company

NEW LOGO



OLD LOGO



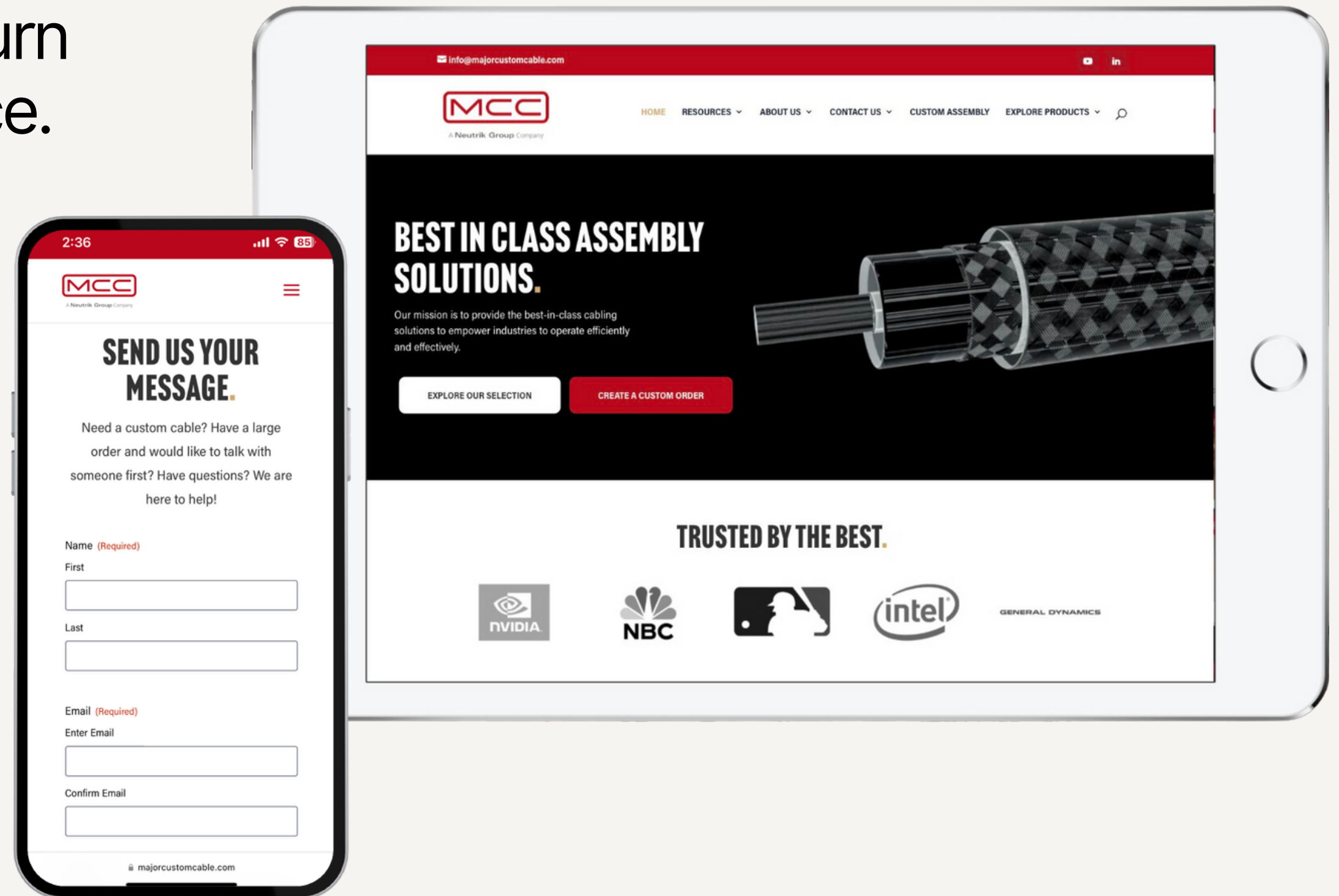
MacInnis Group
Manufacturers' Representatives

NEW LOGO

The Power of a Modern, Customer-facing Website

88% of online users won't return to a site after a bad experience.

- ✓ Mobile compatibility
- ✓ Clear value proposition
- ✓ Contact form



Additional ways to leverage your website for success.

- ✓ Blogs
- ✓ Case Studies
- ✓ Email/Newsletter Marketing

These features build trust, educate potential customers, and drive deeper engagement.

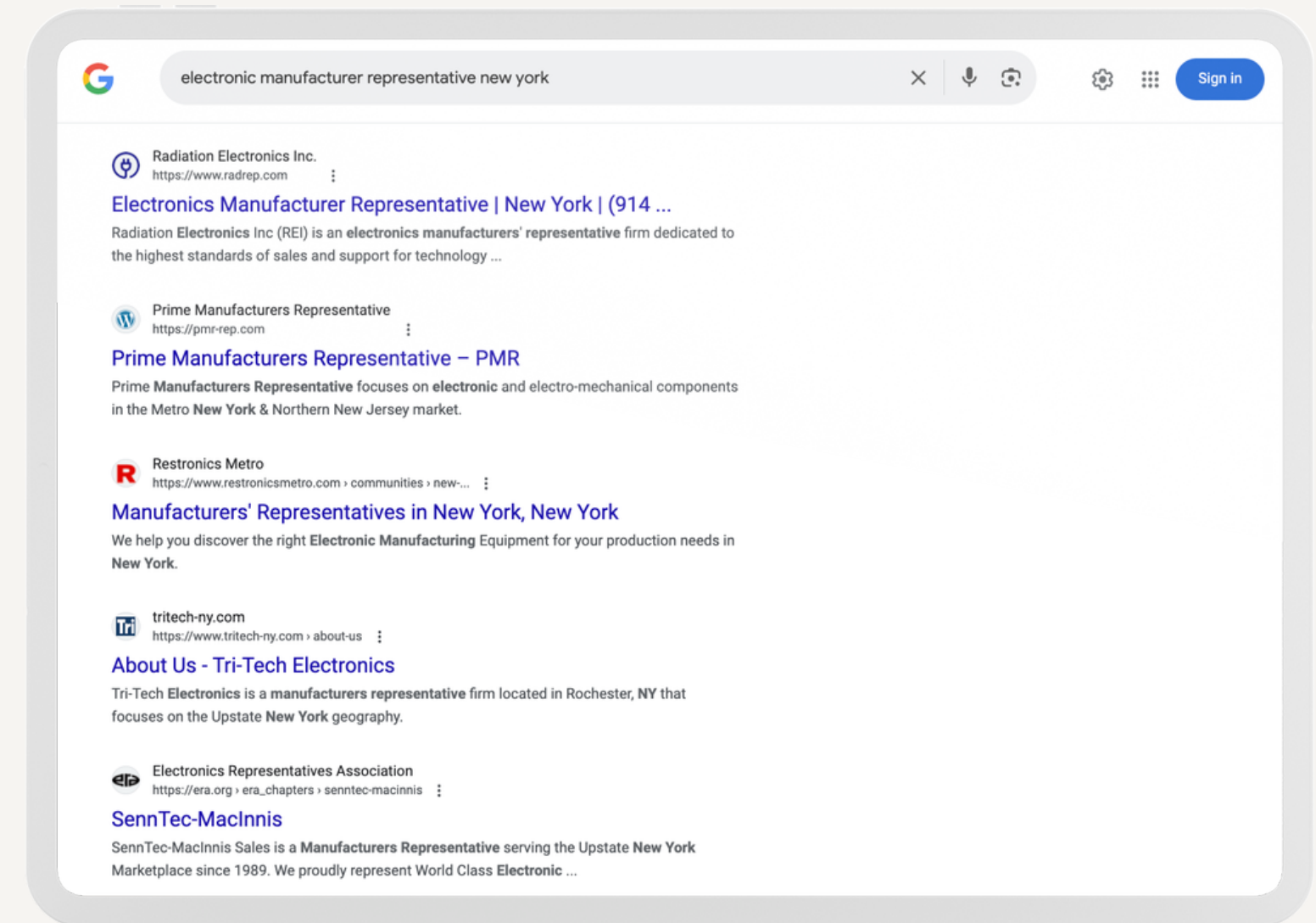


Aside from design, outdated websites simply do not perform well in search results.



Google is the gatekeeper of digital traffic; being visible in search results can direct significant traffic to your business.

If your website isn't ranking on the first page of Google, it may as well not exist.



There are deeper technical
solutions that help your overall
digital presence.

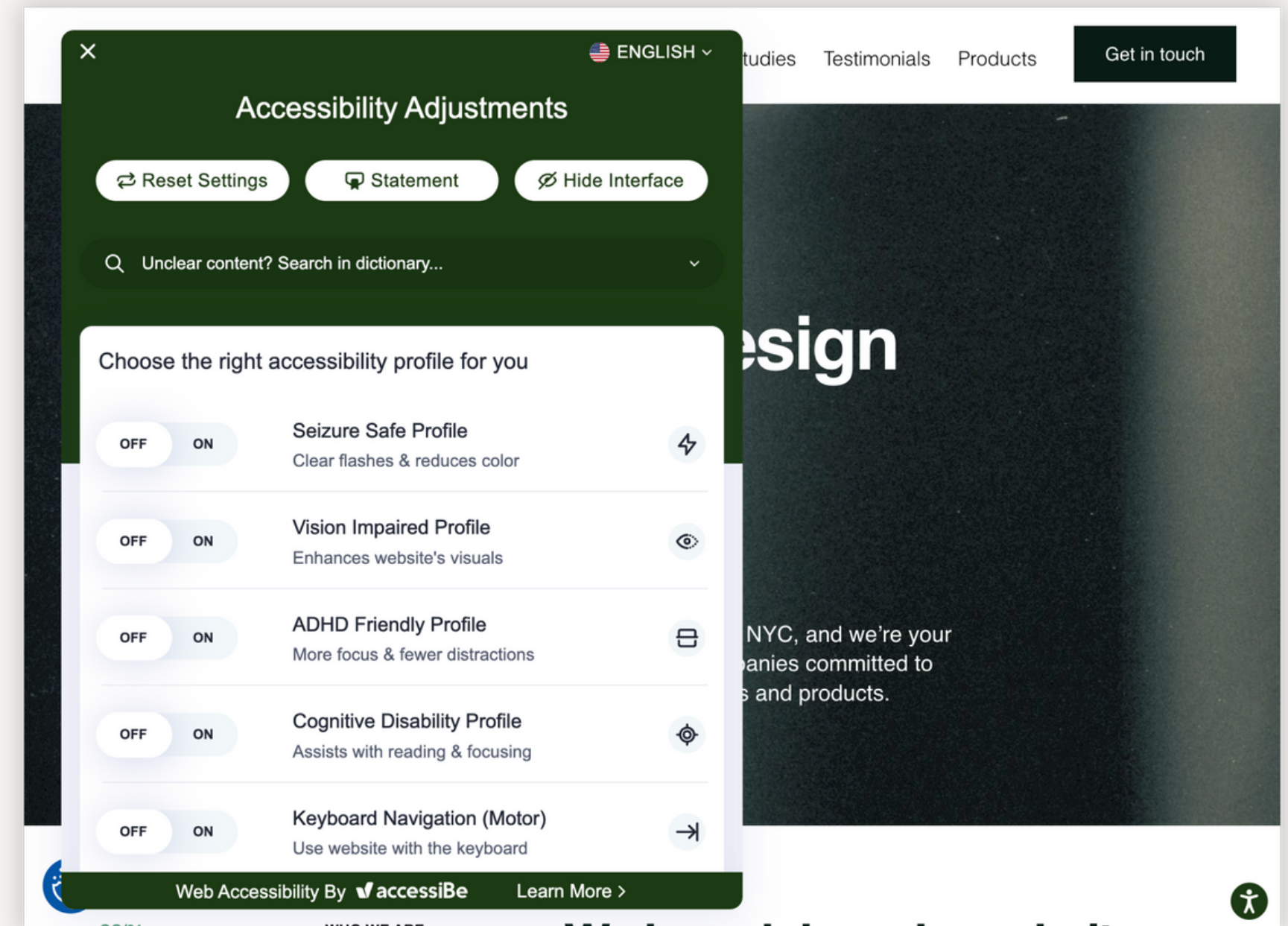
Accessibility improves SEO.

Accessibility is Essential

It's not just good practice; it's a legal requirement. Non-compliance can leave you vulnerable to lawsuits, which are increasingly common across industries.

Better User Experience = Better SEO

An accessible website lowers bounce rates and boosts user engagement, which directly improves your ranking in Google's search results.



Why *auto-updating* privacy policies & consent matter...

Builds Trust & Compliance

A clear privacy policy, cookie consent, and EULA help you meet GDPR/CCPA regulations and build visitor trust. With G&G, set it & forget it.

More Trustworthy = Better SEO

Transparency about data usage increases user trust, leading to longer visits and improved search engine rankings.



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Privacy Policy

Last updated: Jun 28, 2024 4:12 PM

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Your access to and use of the Website is conditional upon your acceptance of and compliance with this Privacy Policy. This Privacy Policy applies to everyone, including, but not limited to: visitors, users, and others, who wish to access or use the Website.

By accessing or using the Website, you agree to be bound by this Privacy Policy. If you disagree with any part of the Privacy Policy, then you do not have our permission to access or use the Website.

What information we collect, where we get this information, how we use this information, what happens if we don't have it, and the legal basis for processing this information

We collect and store any and all information that you enter on this Website. We collect and store the following information about you:

▸ Identifying information - Name
▸ Identifying information - IP address
▸ Identifying information - Email address



We are not required to collect this information by a law, court order, nor by a tribunal order. We do not combine nor link the personal information that we hold about you.



Reliable hosting boosts performance.

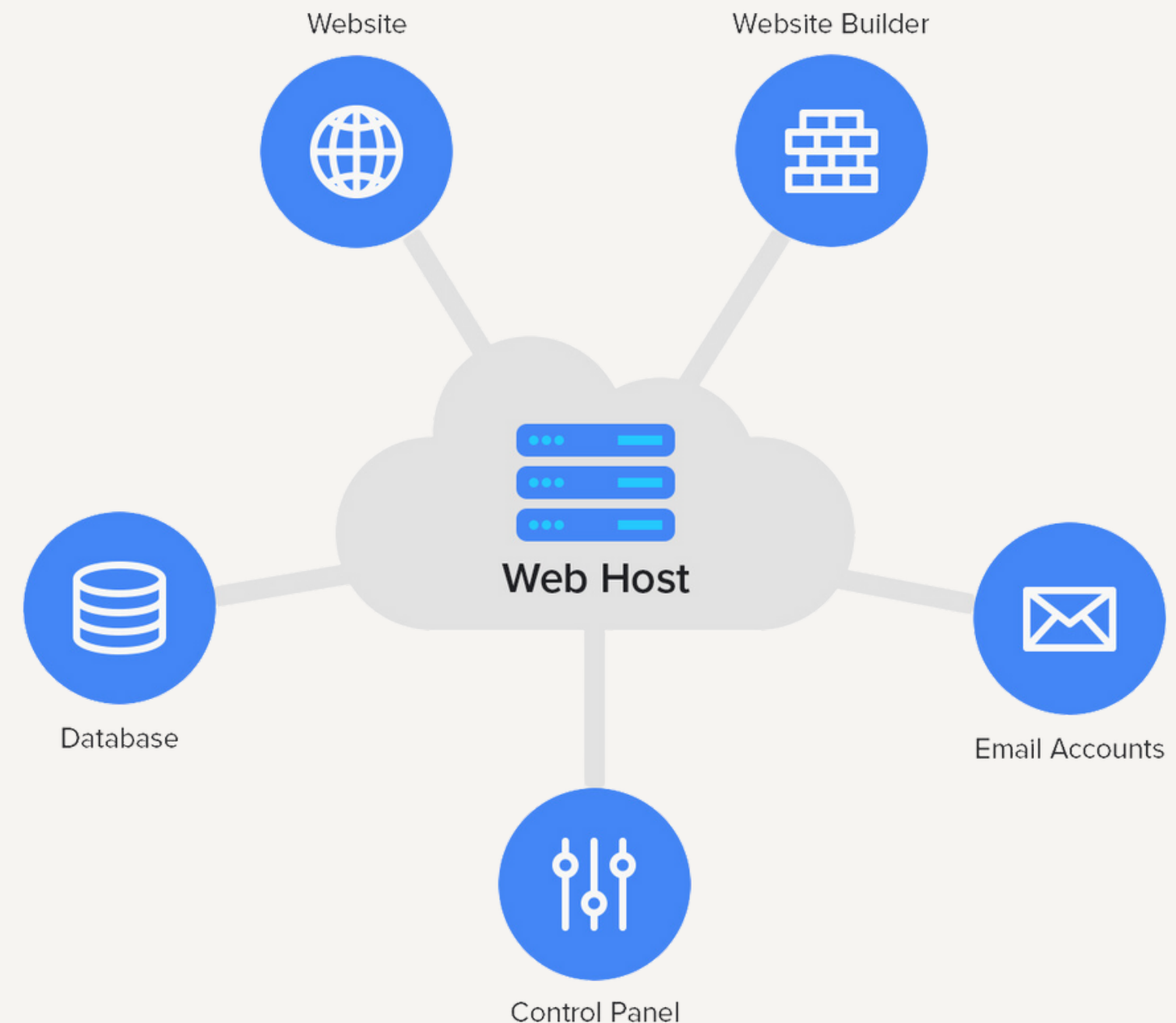
Improves Uptime & Speed

A trustworthy host ensures your site is always accessible and loads quickly, leading to better user experience and higher Google rankings.

Enhanced Security

Secure hosting protects against cyberattacks, keeping your site safe.

***Big providers like GoDaddy lack the tailored support small businesses need for optimal performance.



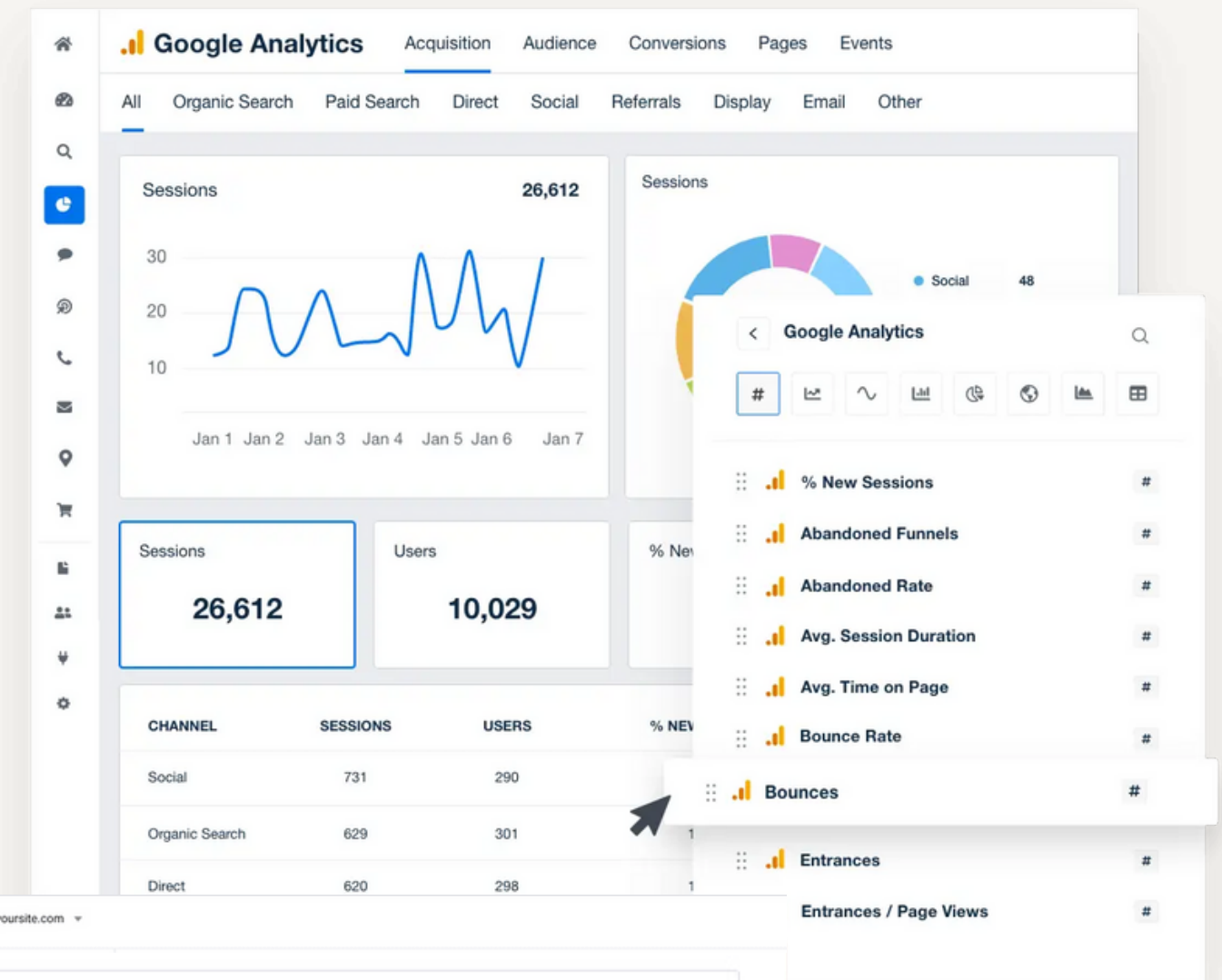
“ My website doesn't really make or break my business. I don't want to invest in something if I can't measure the ROI. ”

So, how do I know investing in my digital image will pay off?

Tools that monitor user behavior reveal ROI & provide actionable insights

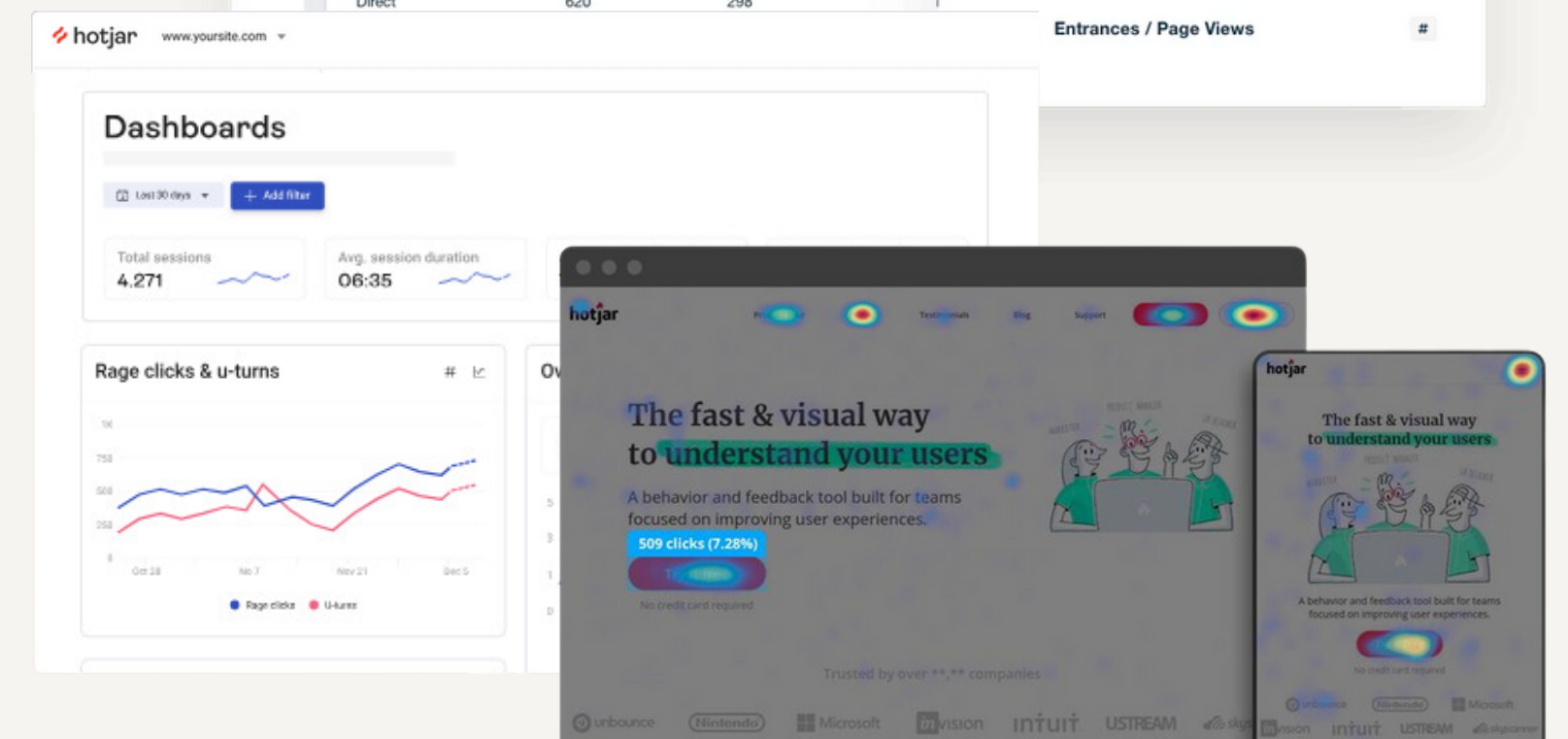
Google Analytics (Free)

- **Track Key Metrics:** Understand conversion rates and popular pages.
- **Identify User Trends:** See where users drop off and optimize paths to boost conversions.



HotJar

- **Find Pain Points:** Use heatmaps to see where users click and get stuck.
- **Refine User Experience:** Analyze recordings and feedback to improve site navigation and content.



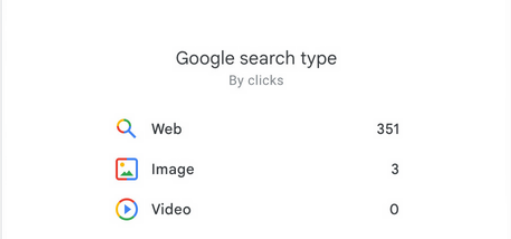
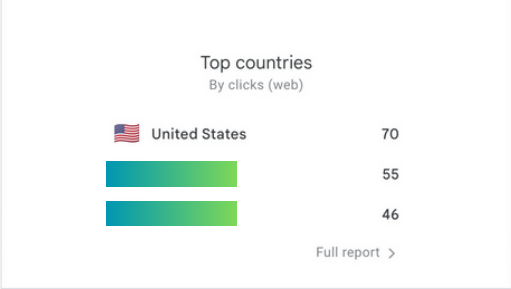
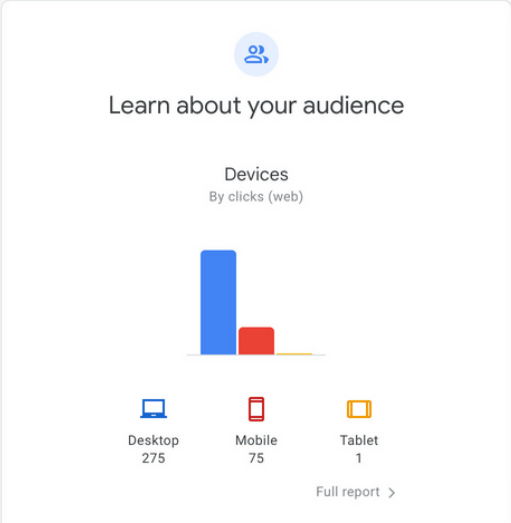
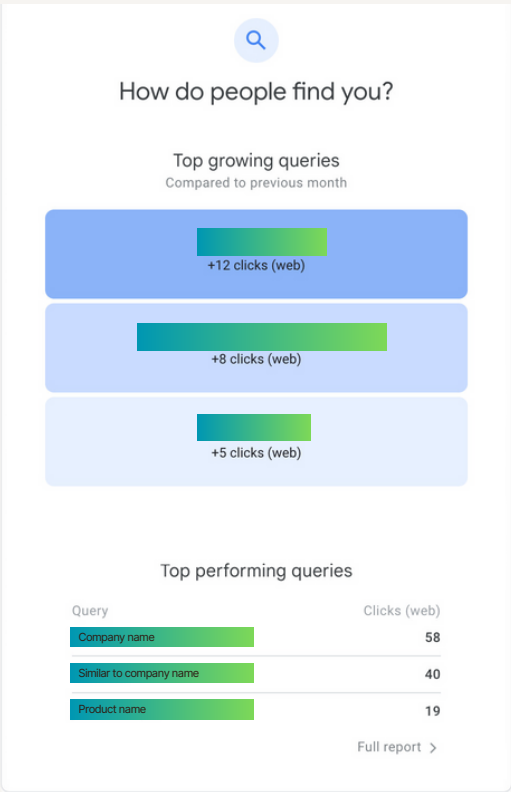
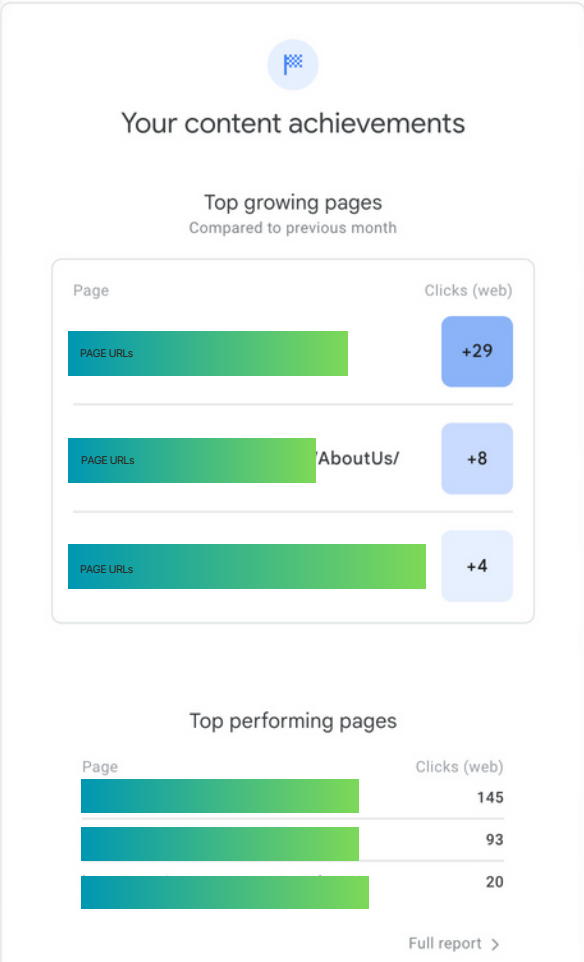
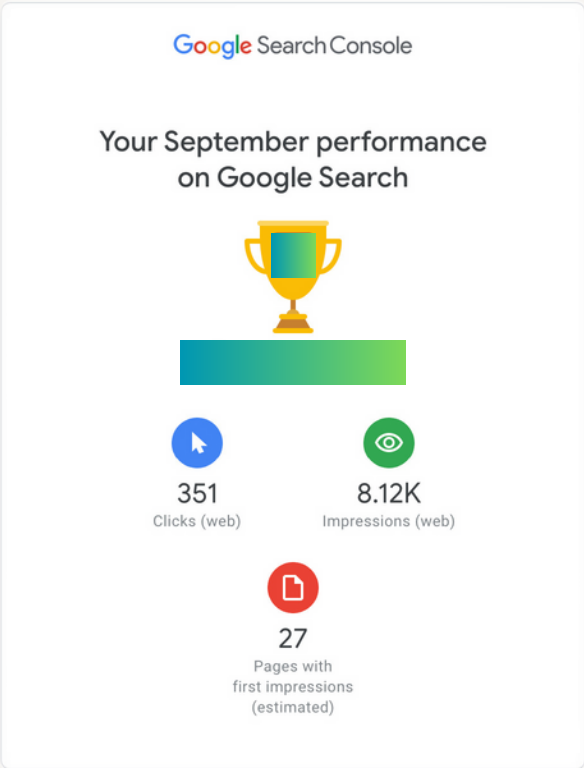
Tools that show you how Google interprets your website

Google Search Console (Free)

- **Boost SEO:** See which keywords drive traffic and fix search issues.
- **Monitor Site Health:** Identify and resolve indexing errors to ensure better visibility.

Google Tag Manager (Free)

- **Simplify Tracking:** Add or edit tags for analytics, ads, and more.
- **Track Key Actions:** Measure specific user behaviors like form submissions and clicks.



A modern, functional website can be a powerful source of business information.

Track specific customer actions that contribute to your business objectives:

- ✓ Form submissions
- ✓ Phone calls
- ✓ Transactions
- ✓ Downloads
- ✓ Purchases

This insight helps you understand who is interested in your company and your products.

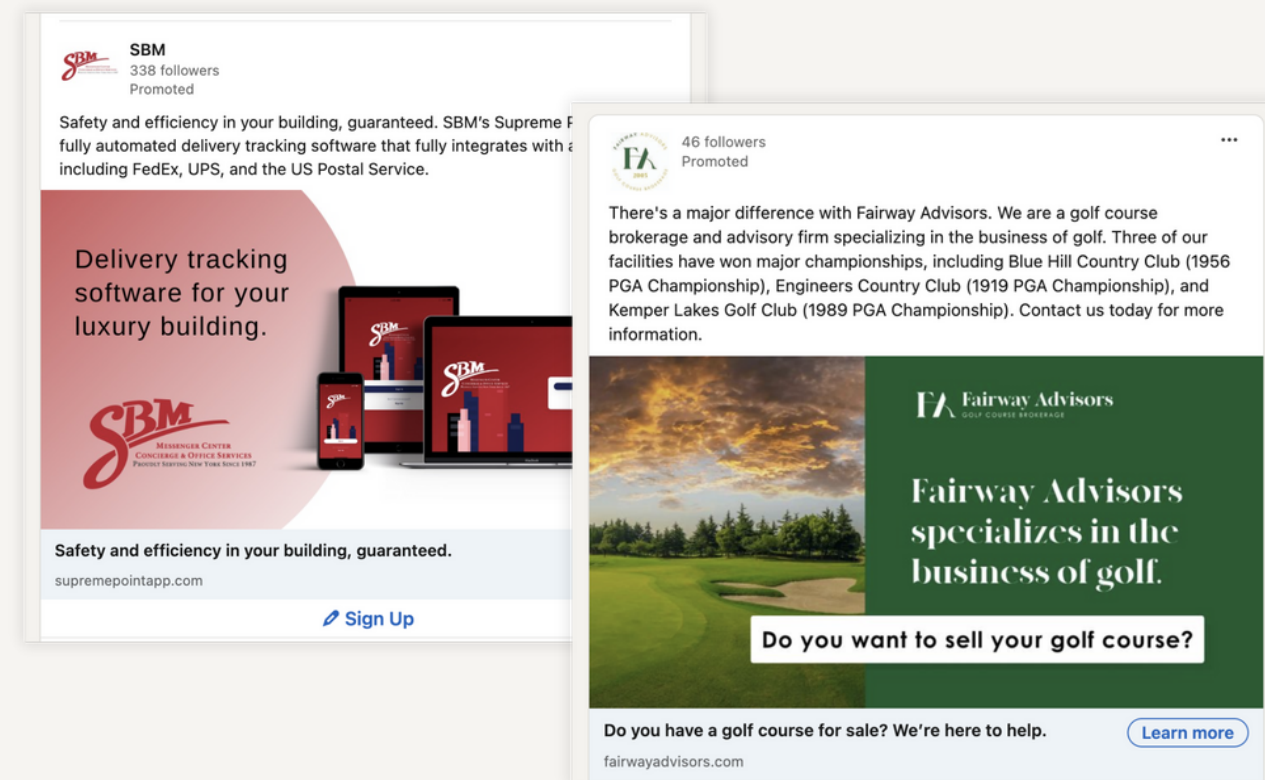


For reps: Website traffic to specific product categories or manufacturers can help you focus your sales efforts.

For manufacturers & distributors:
An increase in traffic to specific product searches can guide product strategies.

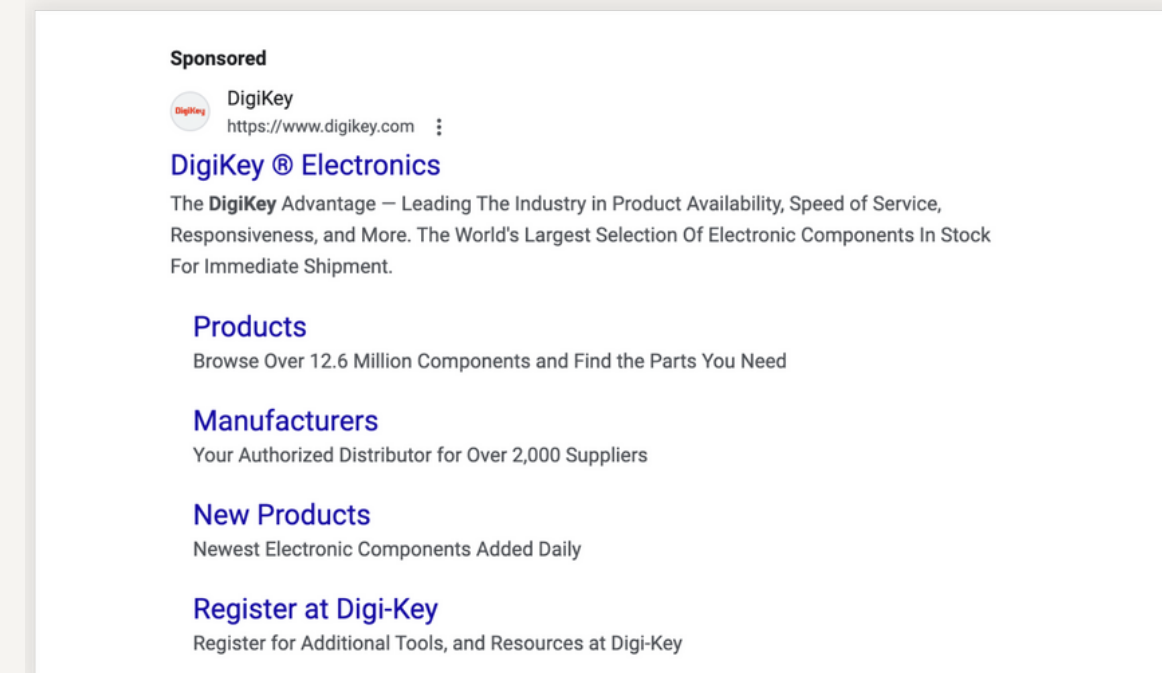
Further data collection and goal setting
can be achieved with digital ads...

Electronics companies may rely too heavily on traditional sales models and miss out on the scalability of digital ads.



Targeted Ads Campaigns

Run targeted Google Ads or LinkedIn Ads campaigns to reach other businesses in the electronics space.



Google Search Ads

Google Ads can help companies gain visibility in a competitive market, making it easier for potential clients to find them

Stay visible to prospects who are already interested in your products, increasing the chances of conversion.

Multichannel marketing captures prospects at every stage --

While retargeting re-engages those who showed interest but didn't convert, turning lost opportunities into leads.



How can G&G get you started?

We offer free, no-obligation consultations for anyone wanting to explore how these strategies can specifically apply to their business.

- Free consultation to identify brand strategy & growth plan
- Scope of work, pricing, and roadmap
- Ongoing support and marketing help
- Hosting, privacy policy, and accessibility support

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Q&A

