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PROVIDERS

NOVEMBER 2015

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that leap of faith

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**CANVAS®**

# NOVEMBER

VOLUME 9 • ISSUE 11 • DIGITAL EDITION



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Business and  
management expert



## TELL ME A STORY

*"Great stories happen to those who can tell them." – Ira Glass*

There were teachers. Foodies. Authors. Singers. Poets. Students. Mountaineers. Cancer survivors. Doctors. They laughed. They sang. They cried. They shared the better part of themselves – and the worst.

Each story told during the BIF 2015 Storytellers Summit, in its own unique way, was intimately connected by the fact that we – each of us – are capable of doing the most extraordinary acts when we are pushed, prodded or motivated to the point of action.

It's not that each story was incredibly inspiring and motivational, because they were, it was that each is no different than your story. Presentation – the real art behind storytelling – is everything.

Nobody knows this better than Saul Kaplan, the founder and chief catalyst of the Business Innovation Factory (BIF). For the past 10 years, Kaplan has invited people from all over the world to an historic theater in Providence, R.I. to "collide," as Kaplan calls the experience, at BIF.

Finding your true purpose. Overcoming obstacles. Building

community. Delivering value. Each theme was filled with lessons that every person can relate to – if they connect the dots.

In a time when storytelling is paramount to building your brand, helping your followers connect the dots is what truly works today. That's why today's marketers are leaning on storytelling more than ever – everybody loves a good story. If you want to sell your brand to today's ultra-connected consumer, your story must stand out.

In our cover story, "Rising Above the Noise," Neil Rosen, founder and CEO of Certain Source, shows us why sharing your brand story while telling your prospects how you can help matters. The stories you tell help further build your image in the mind of your customers.

We hope you will continue to recognize CANVAS as your favorite vehicle for good storytelling. As you build and reshape your stories in the months ahead, lean on us to get your story in front of the people who matter.

In a time when storytelling is paramount to building your brand, helping your followers connect the dots is what truly works today.



Michael J. Pallerino, Editor

 @mpallerino

## ALSO INSIDE

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### BEHIND THE CURTAIN



#### News from around the industry



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BOILERPLATE



In his book, "Traction," Gino Wickman tells the story of an entrepreneur who slips and falls off the edge of a cliff. On his way down, he manages to grab onto the end of a vine. Hanging there, a thousand feet from the top and a thousand feet from the bottom, his situation seems hopeless. So he looks up to the clouds and decides, for the first time, to pray.

"Is anybody up there?" he asks. After a long silence, a deep voice bellows down from the clouds. "Do you believe?"

"Yes," replies the entrepreneur.

"Then let go of the vine," the voice says.

The entrepreneur pauses for a second, looks up again, and finally responds, "Is there anybody else up there?"

As we look to grow our businesses, I often reflect on what holds us back in certain areas. I wonder if the plan wasn't solid enough or if the people were not driven properly.

Like many other leaders, I just might be looking in the wrong place. And while I've always prided myself on being a risk taker, losing traction on some of our ideas may still boil down to looking into the mirror.

Most print or want-to-be MSPs are unable to transform because they're simply not ready to let go of the vine. It is too hard to release themselves from the past – or the present for that matter.

Obviously, we want our businesses to grow, but as time passes, we get exhausted. We simply don't want take on any more risk. But for us to grow both personally and professionally, we must be willing to take a leap of faith.

Competency is something we all strive for. Unfortunately, once it is achieved, it can start to hinder our growth. We enjoy being the expert in something, because it makes us feel good and it makes us money. But it can start to blind us to the opportunities that could sustain us for the long term.

The landscape with which we operate demands that we let go. We need the kind of companies and individuals who are willing to sing for their supper, stand out and create traction. As one of my business idols, Walt Disney, practiced, "We must jump off the cliff and build our wings on the way down."

Warmest regards,

**Mark Potter**, Publisher

@MarkRicePotter

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CANVAS, Volume 9, Issue 11.

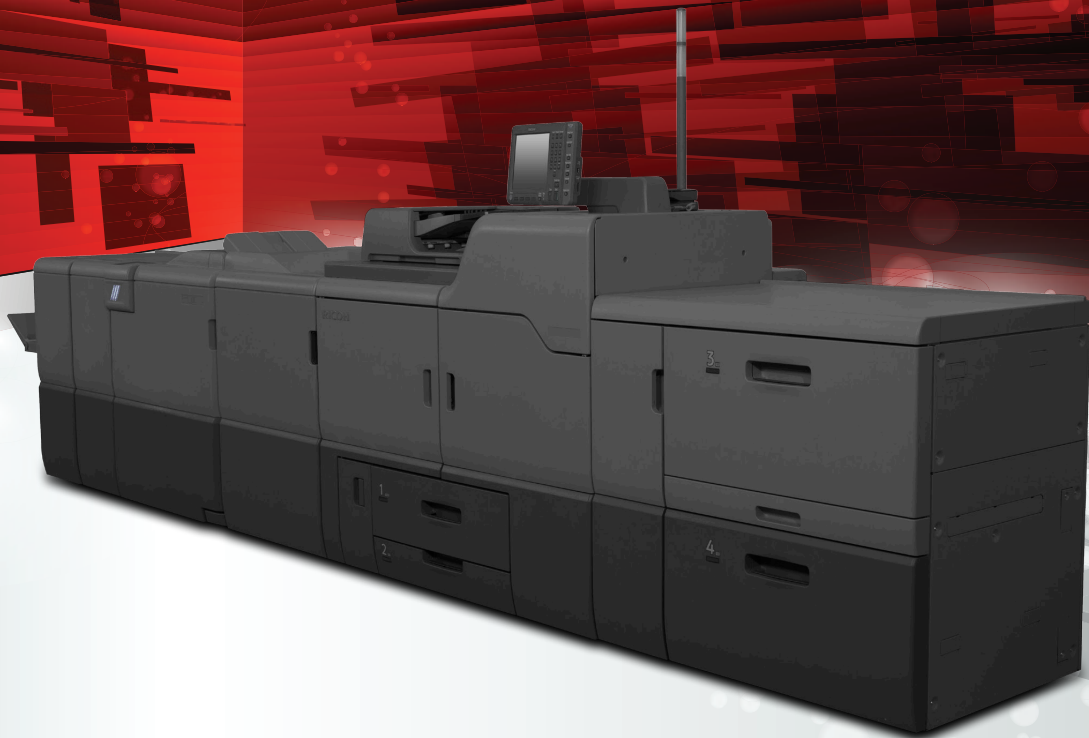
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“

They only want to share with select people. ... And only let us know what they wanted us to know. They feel comfortable online on their own terms. This group is a little old world with a twist. Digital is one of many things in their world. These people are okay with stepping away from [technology].”

– Michelle Lynn, VP-managing director of Dentsu Aegis Network, on why Millennials are more complex than studies portray them

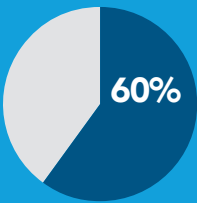
63

The percent of B2B companies that are frustrated with the time it takes to receive insight from data analytics, according to a survey by Data Intensity and Researchscape International of 200 B2B executives across varying roles. In addition, 33 percent say their data is not accurate, making it too difficult to execute business decisions and conduct predictive forecasting.

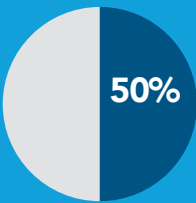
# MAKING SOCIAL MATTER

## Survey cites biggest challenges to social programs

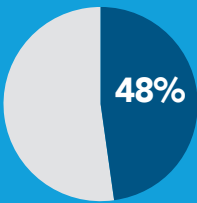
Ask any marketer about his social media programs, and the conversation typically ends up on ROI. According to the “2015 Social Media Marketing Trends” report by Simply Measured and TrustRadius, 60 percent of the respondents say ROI remains their most daunting task. Among its findings, the report, based on data from a survey of nearly 600 social media practitioners, asked marketers to identify the three most challenging aspects of social campaigns. Here’s a look at the most common issues:



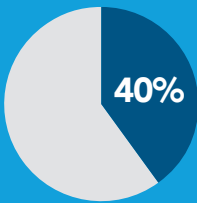
Measuring ROI



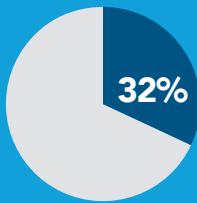
Tying social activities to business outcomes



Developing a social media strategy



Securing enough internal resources



Tracking results in a centralized dashboard





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# THE WINNING HAND

## Survey shows what SEO tactics are working

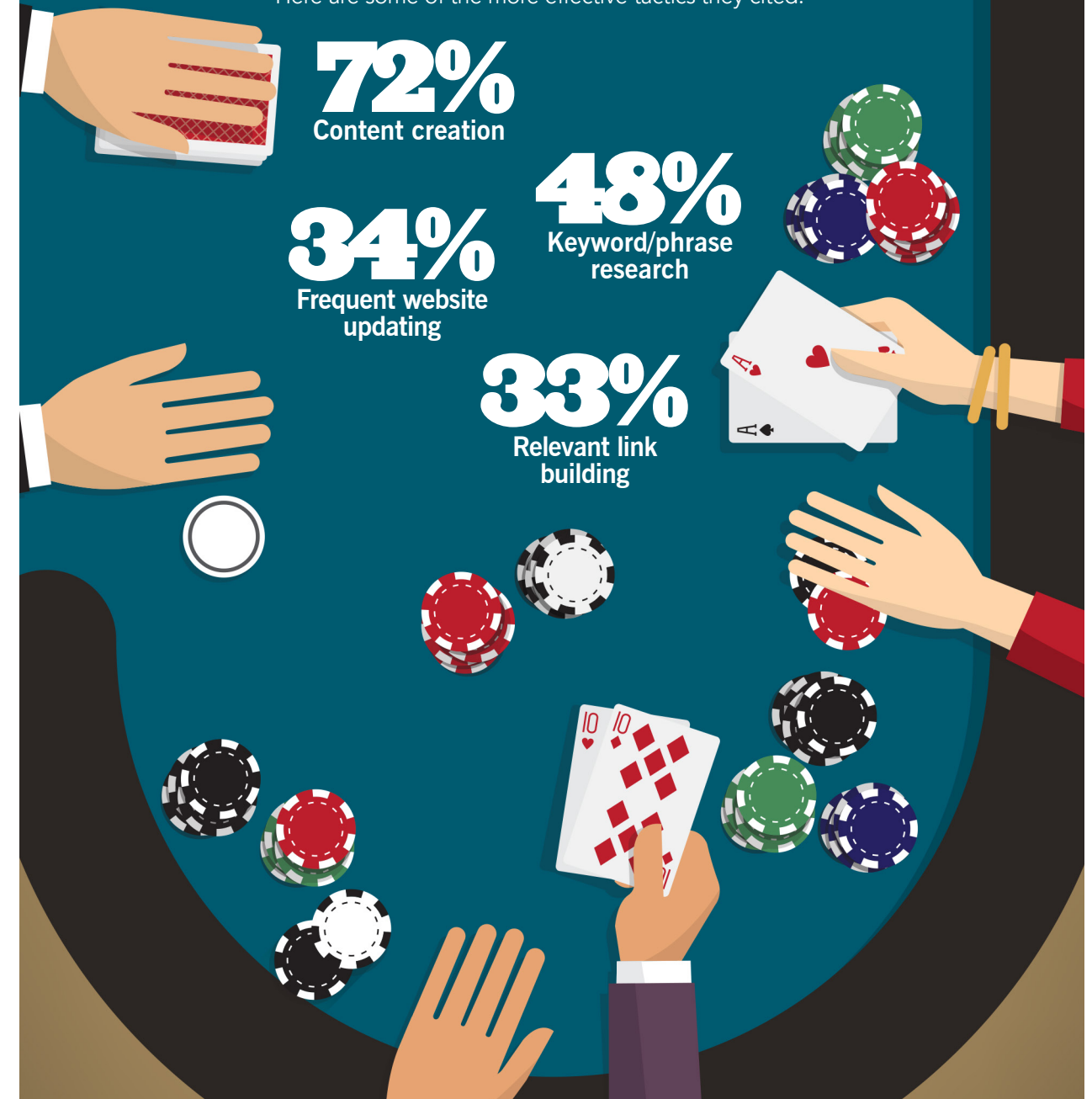
When it comes to SEO strategies, creating relevant content is the most effective tactic. According to Ascend2's "Marketing Technology Strategy Survey," content continues to be the tool of choice. The report was based on data from a survey of 286 marketing, sales and business professionals from around the world (71 percent, B2B-focused; 29 percent, B2C-focused). Here are some of the more effective tactics they cited:

**72%**  
Content creation

**34%**  
Frequent website updating

**48%**  
Keyword/phrase research

**33%**  
Relevant link building





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# RISING ABOVE THE NOISE

Seven ways to convert warm leads into customers





**L**ook around. What do you see? It's a lot different these days, isn't it? It's a whole new world out there today for marketers who are looking for ways to connect with consumers. Potential buyers have more tools than ever before to find out about your company – and your competitors.

**Since today's consumers tend to trust friends' recommendations, encouraging prospects to share information on social media can be an incredibly effective tactic.**

They typically conduct more product research before buying. There also are more communication venues, so it's more of a challenge to make your marketing message heard above the noise.

That means you'll have to be more creative and focused if you want to generate and effectively manage a reliable stream of leads. The key is to manage potential customer groups appropriately. For example, the marketing strategy you use for existing customers to expand the relationship should be different from the approach you use to reach out to prospects who haven't yet expressed an interest in your company.

You'll also need an effective way to convert warm leads into customers. That's the real key. Warm leads are a distinct group with specific requirements. To succeed with this group, you'll need to confirm their interest, build trust and provide a sense of urgency. Here are seven tips that can help you turn interested prospects into customers.

## 1 Use email effectively

Marketers don't want to get flagged as spammers, but that doesn't mean they shouldn't use email at all. It's actually a great way to confirm interest. When a prospect responds to an ad, nurture the developing relationship by sending an email that confirms their interest and provides additional relevant information. Don't forget to include an unsubscribe link so prospects can opt-out.

## 2 Provide an offer tailor-made for a warm lead

When you have a warm lead in the sales pipeline, take the opportunity to create a limited-time offer that lets the prospect try your product or service. This will create a sense of urgency with the prospect and demonstrate that you value their business and want to start a relationship.

## 3 Work on building the relationship before making the sale

Obviously, closing sales is your ultimate objective, but if you're looking to create a long-term relationship and capture business beyond the first sale, it pays to focus on building a relationship with the prospect. Share your brand story (one of the most exciting and effective marketing trends happening today) while you're telling your prospects how you can help. Hint at future buying opportunities beyond the initial promotion.

## 4 Become a familiar presence

The first step in building a long-term relationship with a prospect is becoming familiar with them and their business. It's important not to overdo it, but try communicating frequently for the first week, and then dial it back while maintaining a presence so they don't forget you. The optimal timing of the communication depends on the sales cycle and customer preferences, but starting off strong is a plus.





A man in a dark suit is seen from behind, standing on a wooden ledge and looking out a large window at a dense city skyline. The text is overlaid on the right side of the image.

**Share your brand  
story while you're  
telling your prospects  
how you can help.  
Hint at future buying  
opportunities beyond  
the initial promotion.**

## 5 Roll out a referral program

Customers love to get a great deal for themselves, but they also like to be able to offer friends or family members an insider's discount. A referral program offered via email or social media is a great way to underscore the value you can deliver to customers while giving them a way to share discounts, coupons or other benefits.

## 6 Inspire leads to generate additional business

If you handle prospective customer communication effectively, you can inspire warm leads to share your company and product information more widely to generate even more leads. This is especially true when you use social media promotions, which enable instant sharing. Since today's consumers tend to trust friends' recommendations, encouraging prospects to share information on social media can be an incredibly effective tactic.

## 7 Make sure you follow up on warm leads

If your marketing program produces a steady stream of leads, it's tempting to focus on the most recent activity. But patience is a virtue, particularly if your product or service has a longer sales cycle. Process new leads, but don't forget to follow up on customers who have shown an interest in your product or service in the past.

Today's consumers are increasingly sophisticated about online marketing – and wary of privacy invasions. If they've shared contact information with your company, you should take it as a sign that they are truly interested in your product or service.

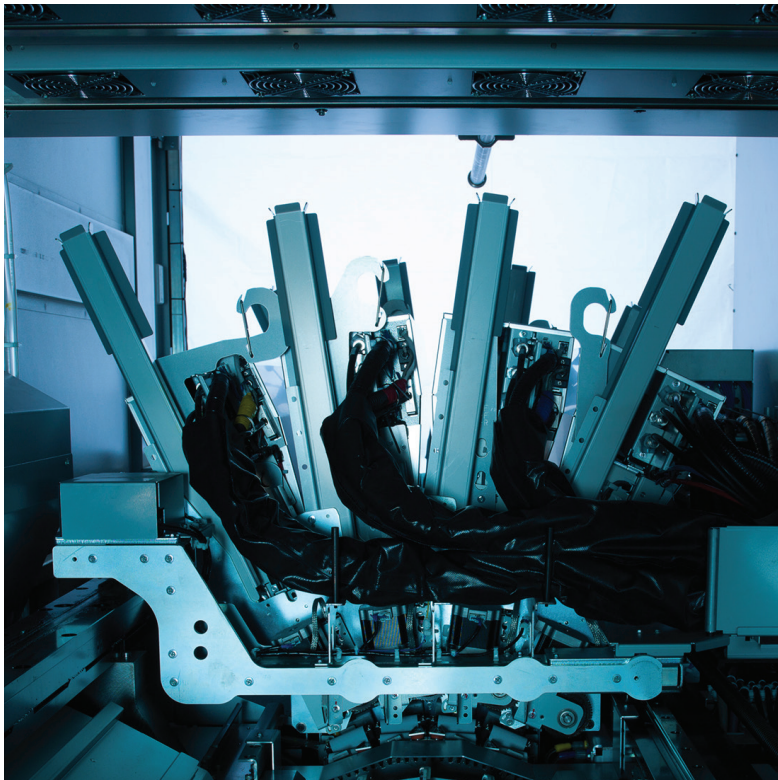
That interest deserves some respect, and warm leads warrant a different approach than the one you use for existing customers and consumers who haven't made a connection. By following these tips, you can begin to transform your warm leads into customers. ■

**When you have a warm lead in the sales pipeline, take the opportunity to create a limited-time offer that lets the prospect try your product or service.**



Neil Rosen is founder and CEO of Certain Source. The privately funded company, which has operations in Connecticut and North Carolina, is one of the marketing industry's only B2C funnel acquisition management and email retargeting solution/platforms.



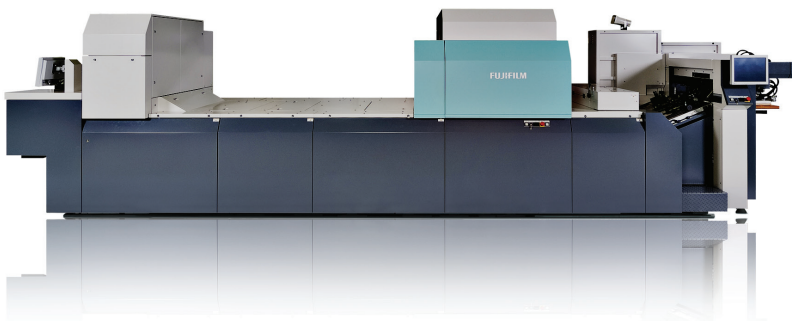


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## Awards & Recognition



The **Printing Industry Midwest (PIM)** received a Bronze award in the Annual Gold Ink Awards Competition (Philadelphia), for its "2015 PIM Buyers Guide/Membership Directory." The directory is mailed to more than 10,000 printers, print buyers and suppliers throughout the United States. PIM members involved in the production of the directory include: **Omaha Print** (Omaha, Neb.), **Kenning Outsource/Sweetened Reality** (St. Cloud, Minn.), **The Coghlan Group** (St. Paul, Minn.), **Benson Design** (Maple Grove, Minn.), **Carlson Print Group** (Eden Prairie, Minn.), **Bang Printing** (Brainerd, Minn.), **Streamworks** (Arden Hills, Minn.), **Veritiv** (Brooklyn Park, Minn.) and the PIM staff. This year's "Gold Ink Award" winners were chosen from more than 1,000 entries submitted within 50 different categories, including Best Directories.

## RR DONNELLEY

**R. R. Donnelley & Sons Co.'s** Lynchburg, Va. facility has been recertified to Voluntary Protection Program (VPP) Star Status by the **Occupational Safety & Health Administration** (OSHA). VPP certification is attained only after an organization undergoes a rigorous onsite evaluation conducted by a team of health and safety professionals. Star Status certification is the highest certification level granted by OSHA. RR Donnelley maintains five OSHA VPP Star Status-certified facilities.



**Canon U.S.A. Inc.'s** Océ VarioPrint i300 sheet-fed color inkjet press has received the prestigious "2015 InterTech Technology Award" from the Printing Industries of America. The digital high-speed, sheetfed inkjet press offers integrated end-to-end digital workflows built atop the PRISMAsync digital front end and PRISMA software platform, along with robust feeding, and output, managed by full process quality controls for overall increased productivity.

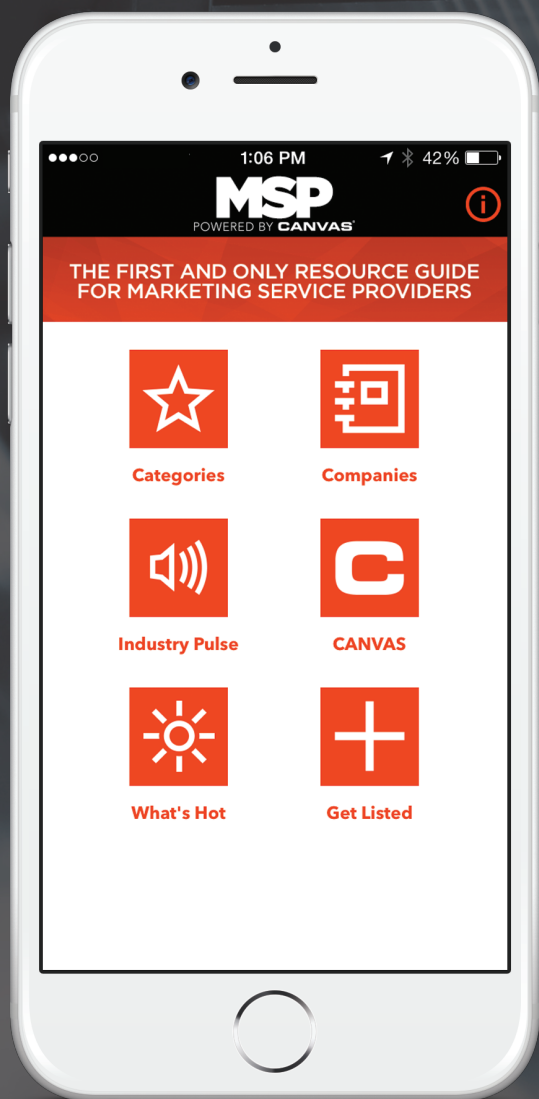


**Mohawk's** Saybrook, Ohio facility has been recognized by the Pulp and Paper Safety Association (PPSA) for a number of safety awards for safe manufacturing operations. The converting and distribution center, located in Ashtabula, has logged 11 years without a lost time injury. That's the equivalent of 3 million work hours (or more than 4,000 days) by nearly 200 employees. The Voluntary Protection Program (VPP) is an **Occupational Safety and Health Administration** (OSHA) initiative that encourages private industries to prevent workplace injuries through hazard prevention and control, worksite analysis and training. VPP offers two levels of certification, with Star Certification being the highest level. Star Certification recognizes employers and employees for developing and implementing continuous improvement workplace safety management programs that result in injury/illness rates that are below the national averages for their industries.



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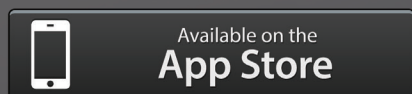
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CHANNELING CONTENT AND CONNECTIONS

## Awards & Recognition



**BRINGING THE INDUSTRY HOME SAFE**

The **Pulp and Paper Safety Association (PPSA)** also recognized Mohawk for a number of safety awards for safe manufacturing operations throughout many of its locations, including Most Improved (Paper Mill, Small) – Waterford, N.Y.; Best Record (Paper Mill, Small) – Cohoes, N.Y.; No OSHA Recordables (Specialty Operations) – Cohoes, N.Y.; and No OSHA Recordables (Paper Distribution) – Albany, NY.

## Around the industry



**Dscoop** (Digital Solutions Cooperative) has tabbed **Kathy Popovich** as its North American Director. Along with leading the organization's North American operations and activities, Popovich will take the lead in building Dscoop's global partner program by developing a value proposition that will ensure its integral participation with Dscoop in the years to come.

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On point with...

# BRIAN RAY

In today's up-and-down, ever-changing business landscape, it takes a true team effort from every side of your business to win. Nobody knows that better than Brian Ray. For the past 20 years, the business and management consultant has been working with companies to help foster the kind of positive environment that breeds success. Over the years, he has worked with the likes of General Motors (GM), Hewlett-Packard (HP), Delphi, among others. Along with heading his own consulting company, he is author of "Revelations Incorporated – The Disturbing Truth of the Business World & Workplace Culture."



## Why is the team approach best when building your culture?

One of the best ways to build a team culture is to ensure that all the members know that they and their contributions are valued. Fostering an "attitude of gratitude" goes a long way toward creating a positive and energized work environment. That said, the flipside of this is that if someone is continually underperforming on purpose and/or just riding on the coattails of others, they must be reminded that they need to tow the line just as much as everyone else involved. Otherwise, if this is not done, those who are actually doing the work will feel like they are being taken advantage of, which can seriously affect morale.

## Is that where leadership steps in?

Yes. Leaders and their respective teams must be prepared to deal with these kinds of situations as soon as they appear. Waiting only allows them to fester and become more difficult to resolve later on.

## What is the best way to help your team deal with obstacles and setbacks?

Don't view them as negatives. Look at them as opportunities to improve and turn things to your advantage. Ultimately, learning what doesn't work is just as important as finding what does work.

**One of the best ways to build a team culture is to ensure that all the members know that they and their contributions are valued.**

## How should a brand today approach the obstacles put in front of it?

You should look at them as opportunities to improve the existing brand. Remember that the competition never stops, so you always have to stay one step ahead.

## What are the advantages of being underestimated in today's competitive landscape?

When no one believes you can achieve a certain objective, competitors can become lulled into a false sense of security thinking that no one can topple them. That mindset on their part then creates the opportunity for the underestimated person to fly under the radar, take care of business, and emerge triumphantly at the appropriate time. ■





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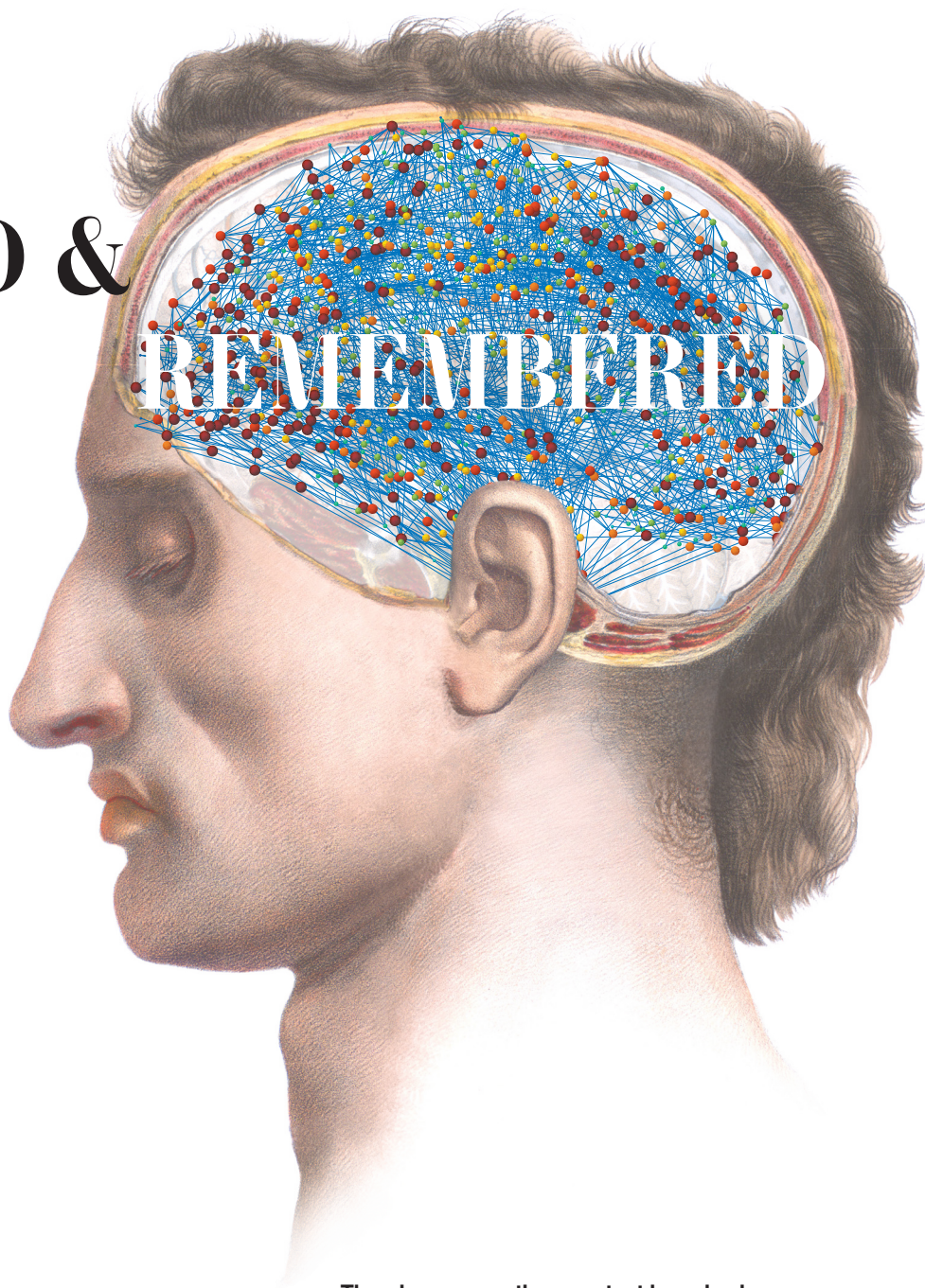
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# TOUCH IS THE FINE LINE BETWEEN

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# REMEMBERED



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