

A man in a dark grey suit, white shirt, and blue tie stands confidently, holding a black umbrella. He is surrounded by numerous US dollar bills of various denominations (including \$100, \$20, and \$10) that appear to be falling from the sky. The background is a dramatic, cloudy sky. The overall image conveys a sense of financial success and protection.

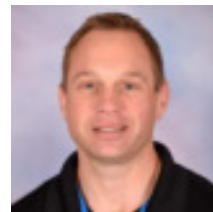
# 25 Innovative Sales & Marketing Ideas for your Business



PRESENTED BY

**BRAD SMITH**

CEO & Founder



**TONY WIECHEC**

Director of Marketing

# What will we talk about today?

- Ideas
- More Ideas
- Even More Ideas!



# Use Google Adwords to target customers!

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Google

french lessons

About 22,000,000 results (0.37 seconds)

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Show map of 40 Fitzwilliam Street Upper, Dublin 2, Co. Dublin

**French Classes Dublin**  
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**Videos for french lessons**

**Basic French Lesson 1: Learn basic French**  
7 min - 19 Aug 2008  
[www.youtube.com](http://www.youtube.com)

**French lessons on numbers**  
2 min 59 sec - 13 Jan 2008  
[www.youtube.com](http://www.youtube.com)

**skool.ie :: junior cycle** ☆  
Welcome to skoolville - skool.ie's new Junior Cycle French where we have exciting and ...  
[skool.ie/junior.asp?hd=2562](http://skool.ie/junior.asp?hd=2562) - Cached - Similar

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**The French & Surf Acad**  
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**Your Ad Appears Here**  
When potential customers search on Google.

**Search Results**

Use remarketing to stay  
top-of-mind and bring  
people back to your site!



# Understand what you CAN (& CANNOT) accomplish with SEO





**If you want serious  
results from SEO  
and Social Media,  
get serious about  
blogging!**

#### LinkedIn Traffic

**455**

% of Total: 1.25% (36,402)



#### Lnkd.in Traffic

**213**

% of Total: 0.59% (36,402)



#### Twitter Traffic

**217**

% of Total: 0.60% (36,402)



#### t.co Traffic

**305**

% of Total: 0.84% (36,402)



#### Facebook Traffic

**1,718**

% of Total: 4.72% (36,402)



#### What Services Are People Interested In?

Page		Pageviews
/services/websites/		1,161
/services/		746
/services/websites/staffing-website-design/		638
/services/websites/job-board-software/		471
/services/blogging-social-media/		377

#### What Articles Are People Reading?

Page		Sessions
/2015/01/16/how-to-get-staffing-business-reviews/		1,017
/2011/05/18/staffing-sales-cold-call-alternatives/		380
/2016/02/12/holidays-social-sharing-calendar/		275
/2016/07/12/pokemon-go-staffing-agencies/		231
/2015/11/17/verify-your-facebook-page/		204

#### Organic Search Traffic

**19,301**

% of Total: 53.02% (36,402)



#### Lead Generation | Contact Us

**63**

% of Total: 0.10% (61,316)



#### Lead Generation | Get An Estimate

**86**

% of Total: 0.14% (61,316)

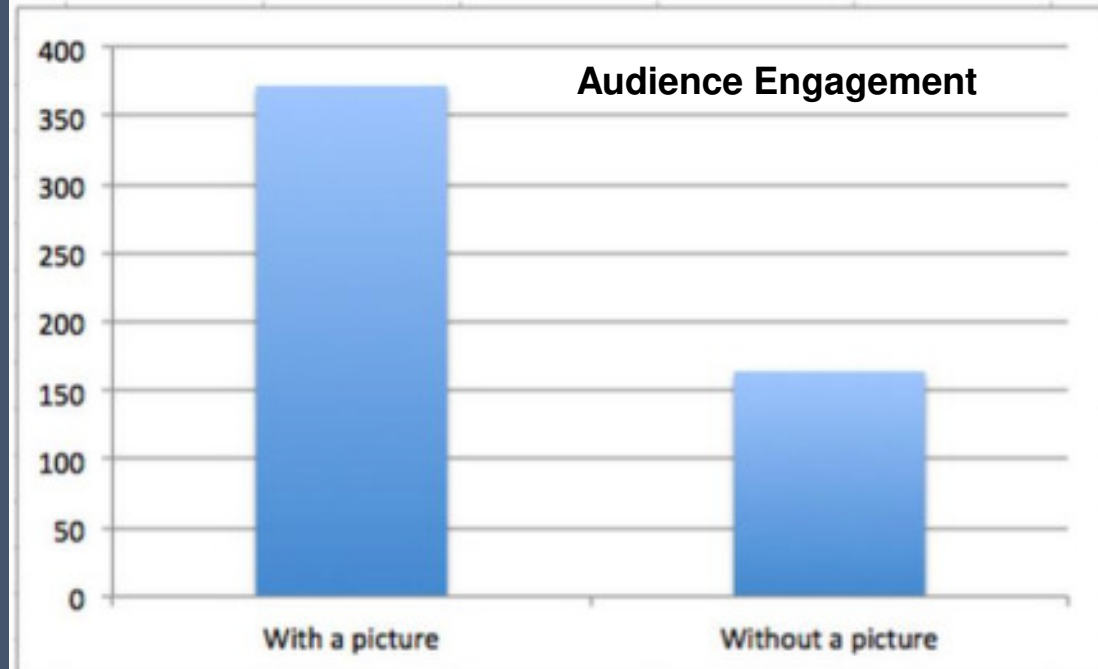


**Want better social marketing results?  
Get a better social marketing strategy!**



**Visual content  
is more than  
40 times  
more likely  
to get shared  
on social media.**

# Get Visual!



# Use trackable links to make your marketing more measurable.

<https://ga-dev-tools.appspot.com/campaign-url-builder/>



# Google

## My Business

A man with a beard and short hair is sitting at a desk in a modern office, looking at a large computer monitor. The monitor displays a dashboard with various charts and graphs, including a line chart and a pie chart. The office has large windows in the background, and other people are visible working at desks. The text "Use Google Analytics to make smarter decisions" is overlaid on the left side of the image.

Use  
Google  
Analytics  
to make  
smarter decisions

CREATING



+



SHARING

Information that  
Customers WANT



CONTENT

ATTRACTING and RETAINING CUSTOMERS



Various FORMATS



Q&A

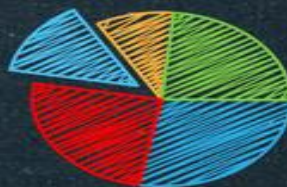
White Paper

e-books

VIDEO



INFOGRAPHICS



digital

online

mobile



# Create infographic-based campaigns. Turn case studies & other data into powerful visual content.



A close-up photograph of a goldfish swimming in clear blue water. The goldfish is positioned on the left side of the frame, facing left. It has a bright orange-gold body with visible scales, a large eye, and long, flowing fins. The background is a deep blue, suggesting an aquarium or pond setting.

Take a “less is more” approach to your blog content

Ask yourself  
“who cares?”  
before you write  
or publish  
anything.







# Make your website the hub of your online activity!

But don't forget all the access points!



# Mobile Responsive Design

# Proactively manage your online rep!

*Awesome!!*



**EXCELLENT**

☐

**GOOD**

☐

**AVERAGE**

☐

**POOR**

☐

Longevity breeds confidence!  
Make the most of your big events.



Thank You



**BARQAR**  
DON'T BE PART OF THE HERD.

#19

Want your sales team to be  
more effective?  
Add direct mail to your sales process.





Use inbound  
marketing...

...to complement  
direct sales efforts.



Specialty print  
jobs can have a  
big impact!



# Get more response from your website:

- Double the # of calls-to-action on your site
- Use social to drive people you don't know to your site
- Use email to drive people you do know to your site

*Calls to Action*



# UNDERCOVER BOSS

Take a lesson from the TV show and shop your company...or pretend to be a first time visitor to your website.

# Strive for top marks in all customer touchpoints!





Represent  
Your  
Company

Brad Smith  
brad.smith@barqar.com

Tony Wiechec  
Tony.wiechec@barqar.com

1.888.576.6100  
1.716.204.3514



You Tube



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