



joanne gore
communications

**YOUR
FULL-SERVICE
B2B MARKETING
TEAM**





HELP YOUR LEAN MARKETING TEAM THRIVE

The hats corporate/in-house marketers wear change frequently.

At any given point, your company's marketing team is managing your events, creating buzz, generating leads, building your brand, talking to your community and managing your website.

Sometimes, something as simple as a social media post can cripple even the most seasoned marketer.

WHO WE HELP



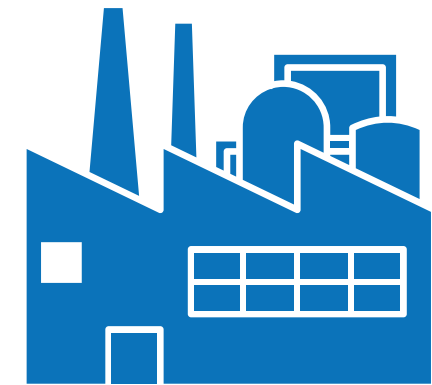
Hardware



Software



Printers



Manufacturers

We help companies around the world stretch their marketing dollars and attract a new generation of business - with programs that generate awareness, customer engagement and growth.

BLINK...

**AND
THEY'RE
GONE**



**If website visitors can't
tell what you do and
why it matters to them
in under 5 Seconds ...**

... they will leave.



CHANGE

**IT'S ALL
AROUND US**



WE GET IT:



NEW BUYERS



NEW EXPERIENCES



NEW WAYS TO ENGAGE



NEW BRANDS



NEW WAYS TO SELL



WE GET IT...

**WE'VE SAT IN THE HOTSEAT
WE'VE WORN ALL THE HATS**



YOUR **GOAL:**

Target and attract new audiences,
revenue streams, and repeat business

WHAT CAN JGC

DO FOR YOU?



STRETCH

YOUR

MARKETING

DOLLARS



BOOST YOUR ONLINE PRESENCE



**CAPITALISE ON TIMING
WITH STRUCTURED AND
TARGETED CAMPAIGNS**



**WRING EVERY LAST DROP OF
ROI FROM EVERY PIECE OF
CONTENT YOU PRODUCE**



**BE BOTH PROACTIVE
AND REACTIVE –
ON AND OFFLINE**

**PINPOINT
YOUR
QUICKEST
TIME
TO MONEY**



PINPOINT

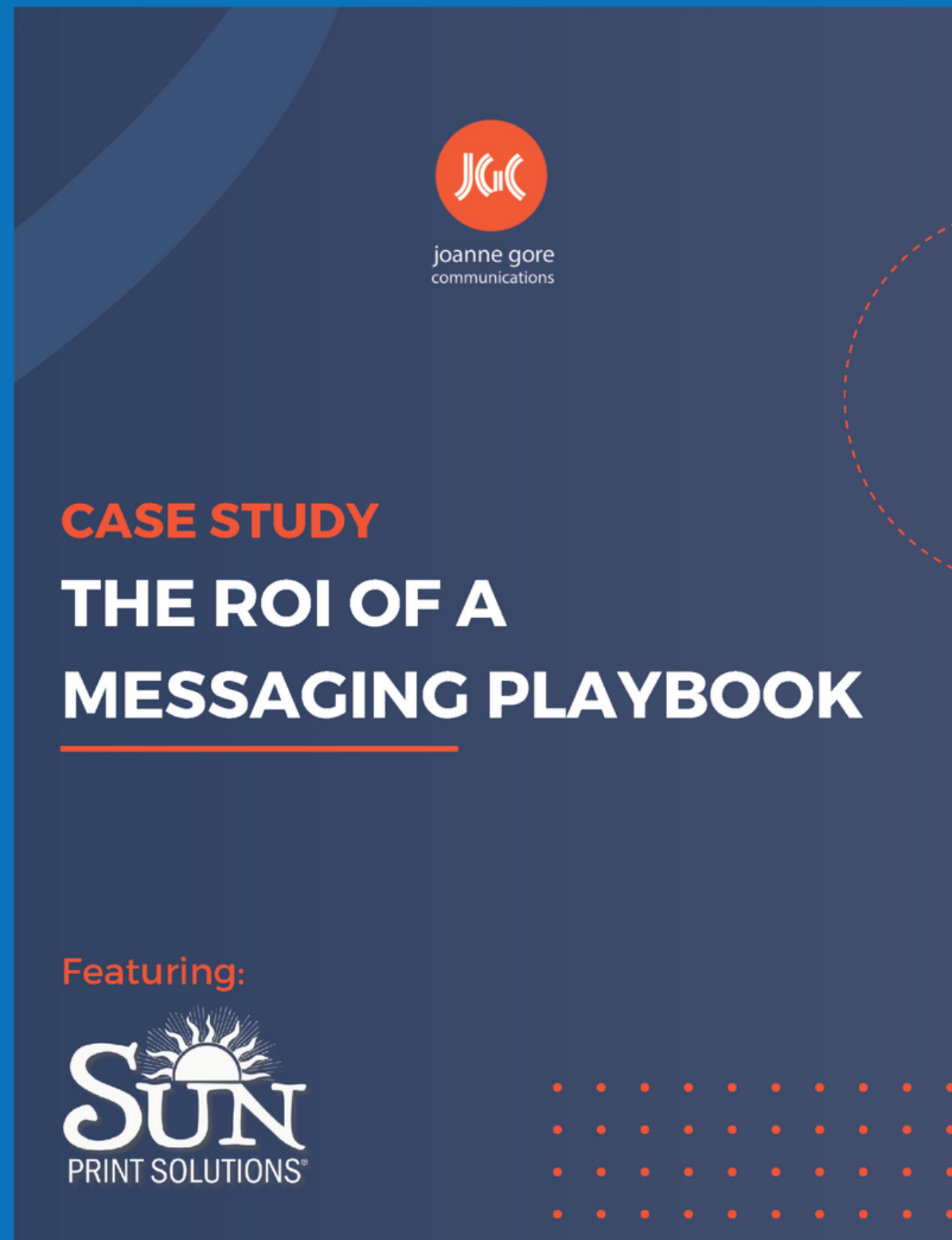
Your Quickest Time to Money

Increase Sales
Decrease Busy Work

And always focus on
how you help your customer

Who do you help?
How do you help?
Why does it matter?

[Download](#)
[The ROI of a Messaging Playbook](#)



Click image or scan QR to access case study



BUSINESS CONNECTOR

Connecting you to a new generation of business



“Since we signed up for JGC’s Business Connector, the team has initiated over 600 conversations and booked 35 appointments.

My LinkedIn network has nearly tripled!”

RJ Deneau, Business Development Manager
Sun Print Solutions

**GO FROM
COLD CALLING**

**TO WARM
CONVERSATIONS**





USE LINKEDIN TO ENGAGE AND STAY TOP OF MIND

Social media allows you to be present during the critical first half of the buyer journey – as you position who you help, how you help and why it matters.

This helps your prospect transition from “I’m just looking” to “I’m ready to talk to a salesperson” - while you go from cold calling to warm conversations

LINKEDIN IS YOUR **VALUE-ADD**



75% of B2B buyers embrace social media networks as the key to their purchasing process.

4 out of 5 people on LinkedIn “drive business decisions”



CREDIBILITY
PEOPLE EXPECT
AND SEEK YOU OUT



ENGAGEMENT
WHAT TYPE
AND HOW MUCH



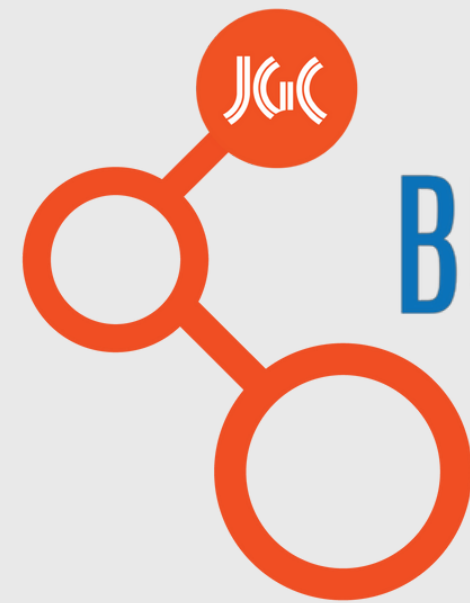
COMMUNITY
WHO IS ENGAGING
WITH YOU



EXPERTISE
WHY ARE THEY
ENGAGING



PERSONALITY
HOW DO YOU
BEHAVE



BUSINESS CONNECTOR

LET US HELP YOU GROW - AND DO BUSINESS WITH - YOUR LINKEDIN NETWORK

because you have better things to do all day



OPTIMIZE

YOUR LINKEDIN
PROFILE



TARGET

THE RIGHT
PROSPECTS



CONNECT/ENGAGE

USING CRAFTED CONTENT,
YOUR STORY AND PERSONALITY



BOOK MEETINGS

WATCH YOUR
CALENDAR FILL UP

MORE CONNECTIONS | MORE CONVERSATIONS | MORE CONVERSIONS

ATTRACT

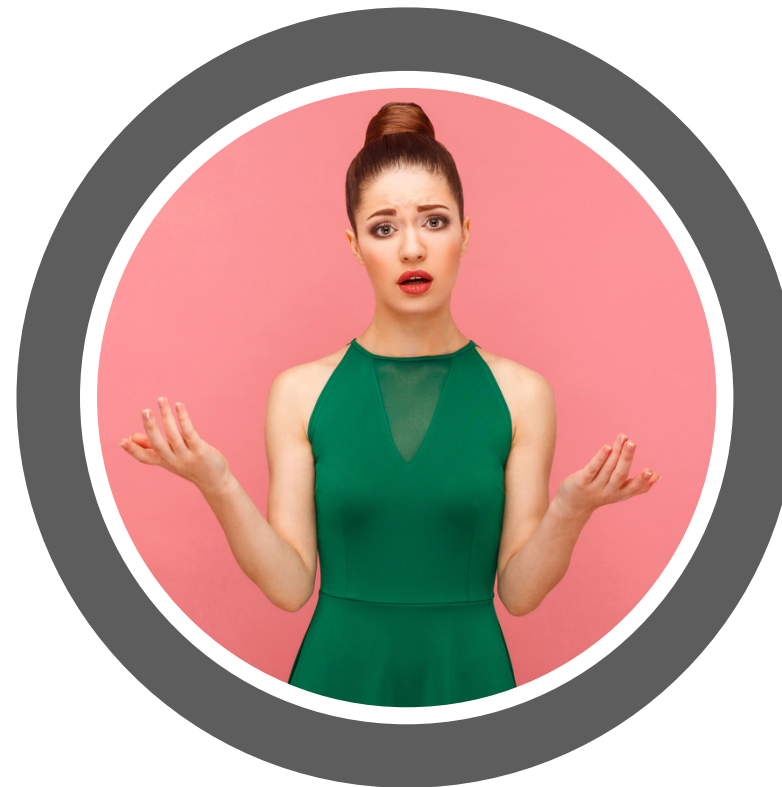
**A NEW
GENERATION
OF BUSINESS**



IT ALL STARTS BY KNOWING



WHO
DO YOU HELP?



HOW
DO YOU HELP?



WHY
DOES IT MATTER?





ABOUT THE **JGC** TEAM

When you work with JGC, you gain access to a Rolodex of like-minded B2B professionals – spanning zoomers to boomers.

In addition to a passion for marketing and communications, is expertise in vertical markets and technology solutions including:

Print
Digital Embellishments
Labels & Packaging
Highly regulated comms
Direct Mail
eCommerce
Web-to-Print/Web-to-Pack
Interactive Print
Omni/Opti-channel
MIS/ERP/CRM/MAP

Social Selling
Trade Shows/Events
FinTech/InsureTech
Health and Wellness
Telco
Workforce Management
Professional Services
Software/SaaS
Hardware
Cannabis





ABOUT JOANNE

Industry Influencer | Corporate Marketer | Print & Tech Geek | Amazon Author

- B2B marketer who's passionate about print
- President - Joanne Gore Communications
- Author - Thriving in Chaos: Lessons Learned as a Corporate Marketer
- Advisor - Taktiful, Workaletta, Xplor
- Corporate marketer for some of the largest brands in technology and print:
 - Delrina – makers of WinFax PRO (acquired by Symantec)
 - Compaq Canada (acquired by HP)
 - BorderWare Technologies (acquired by WatchGuard Technologies)
 - Xebec (acquired by DST Output; acquired by Broadridge)
 - Xenos (acquired by Actuate; acquired by OpenText)
 - Avanti (acquired by Ricoh)
- Top 5 LinkedIn Print Mover and Shaker 🏆
- Industry Speaker
 - MarketEdge | RSA | Print/Graph Expo | Graphics Canada | APTech | Xplor
- Regular Contributor
 - WhatTheyThink | Graphic Arts Magazine
- Xplor ABOD Vice-Chair and Past-President, Xplor Canada
- Mentor
 - Ontario Summer Company Government initiative for youth entrepreneurship/employment
- Other hats I've worn:
 - Graphic Designer | Typesetter | Calligrapher | Art Director | Fitness Instructor | Health & Wellness Coach





HOW WE WORK



**PROJECT
BASED
SOLUTIONS**



**RETAINER
BASED
SERVICES**



**HOURLY
BASED
CONSULTING**



**VIRTUAL
TEAM WARRIORS**



**HAND-PICKED
TEAM**



HOW WE **HELP**



SHOW YOU
HOW TO DO IT



DO IT
WITH YOU



DO IT
FOR YOU



SUCCESS STATS



CLIENT: ON-DEMAND PRINTER IN NEW YORK



AFTER OUR ACCOUNT AUDIT, WE FOUND MANY AREAS OF WASTED SPEND.

OUR FIRST TASK WAS ELIMINATING ANY LOW PERFORMERS (KEYWORDS, AD COPY, ETC) AND BUILDING ON WHAT HAS WORKED BEST IN THE PAST, IN ADDITION TO INSIGHTS FOUND DURING KEYWORD RESEARCH

RESULTS:

426% INCREASE IN PPC CLICKS & 154% IN PPC CONVERSIONS

- INCREASED CONVERSION RATE BY 40%
- DECREASED CPC BY 71%
- INCREASED CTR BY 27%
- DECREASED CPA BY 40%

SAME MONTHLY SPEND



WE TOLD THEIR STORIES AND ENGAGED NEW BUYERS

Engineering ● Print and Publishing ● Residential HVAC Insurance ● Workforce Management

IN ONE MONTH

Grew Adwords conversions by 840% (5 to 47)

IN THREE MONTHS

Increased social media traffic 44%
Increased Twitter followers 42%
Twitter engagement +433%
Improved all website metrics
Increased organic search 30%



WEBSITE TRAFFIC

200%

more website traffic in 4 months

ADWORDS IMPACT

342%

Increased Adwords conversions over 6 months

In one month--

Increased conversions 112%

increased conversions 840%



WEBSITE CONVERSIONS

2X Total Conversions

LIKES/RETWEETS +2400%

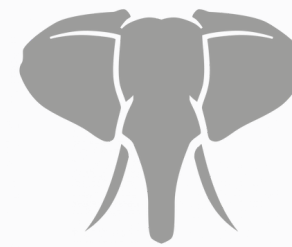
+200% Facebook Impressions

433% Increased Twitter Engagement





OUR CLIENTS





YOUR FULL-SERVICE B2B MARKETING TEAM

Helping the print industry - and the brands it serves - stretch marketing dollars, attract a new generation of business, pinpoint the quickest time to money, and go from cold calling to warm conversations - with programs that generate awareness, engagement and growth.

LET'S MOVE THE NEEDLE TOGETHER

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-  [@JGC_B2BMktg](https://twitter.com/JGC_B2BMktg)

#JGC4B2B #Marketing

