



**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



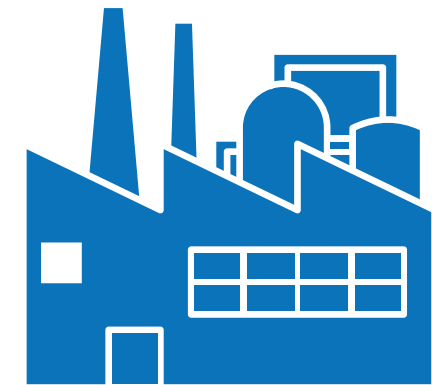
Hardware



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.



WHY IT MATTERS



Who we are “at work” and how we make business buying decisions is very often quite different from how we shop online when we’re not. At least that used to be the case.

When working from home became the new normal, these worlds collided. Even if you were used to working from home, complete with a dedicated home-office, you were impacted. Suddenly it was ok (almost expected) to be on zoom calls in a t-shirt, hair a mess with kids and pets running around.

As the consumer hat continued to encroach upon its business counterpart, buyer expectation morphed as well.



OVER A THIRD OF BUYERS EXPECT THE INTERNET TO BE THEIR MOST HELPFUL RESOURCE

They search, connect, collaborate and challenge. Most don't even consider dealing with a salesperson until the later phases of their buying journey.



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



Today's oldest millennials are in their 40s, while the new Gen Z workforce are 25 and under.

Gen-X/Baby Boomer business owners and executives are wringing their hands, shaking their heads, and thinking:

I have no clue how to deal with today's buyers.

They don't think like we do. They don't behave like we do.

They don't work like we do. And they don't buy like we do.

[Read: Lead gen strategies that attract a new generation of business buyers](#)



WE GET IT: NEW BRANDS



A hiatus from the show floor, new competitors, plus a shift in buyer and business behavior and values, has led companies to re-think ways to showcase their brand – with booth signage, graphics, merch, and new interactive solutions that can generate engagement, traffic and business.

[Read: QR Codes - Teleporting your brand into the metaverse](#)

WE GET IT: NEW EXPERIENCES



As humans, we like and need to touch things. It affects emotions and is proven to provide the strongest sensory recall. Simply put, when you see it, you want to touch it. And when you touch it, you're more likely to buy it.



When you incorporate physical, interactive print into the buying journey, not only are you driving prospects to their online destination, you're creating a subconscious memory of that experience (and brand).

Simply by adding the power of touch.

[Read: Digital Embellishments: How to add value – and profitability – to ink on paper](#)



WE GET IT: NEW WAYS TO SELL



Social Selling is not about pitching your products/services. It's about helping your prospect transition from “I’m just looking” to “I’m ready to talk to a salesperson”.

Chances are your target audience already engages in social buying, and at least some of your competitors engage in social selling.

[Read: Social Selling Tips that Reel in Business](#)

WE GET IT: NEW WAYS TO ENGAGE



Existing Customers
29%



New customer acquisition
27%



Advocacy/
Referrals
22%



Dormant/
Churn winback
21%

Source: LOB's 2023 State of Direct Mail report

74% of marketers surveyed indicated that Direct Mail delivers the best ROI of any channel used for their communication efforts.

- Nearly three quarters of marketers use direct mail with email - about half with paid social and SMS/MMS.
- Retention campaigns are the most popular with the highest response rates
- 25% of responding marketers said the average campaign response rate is more than 10%.





SHARING IS THE NEW SELLING

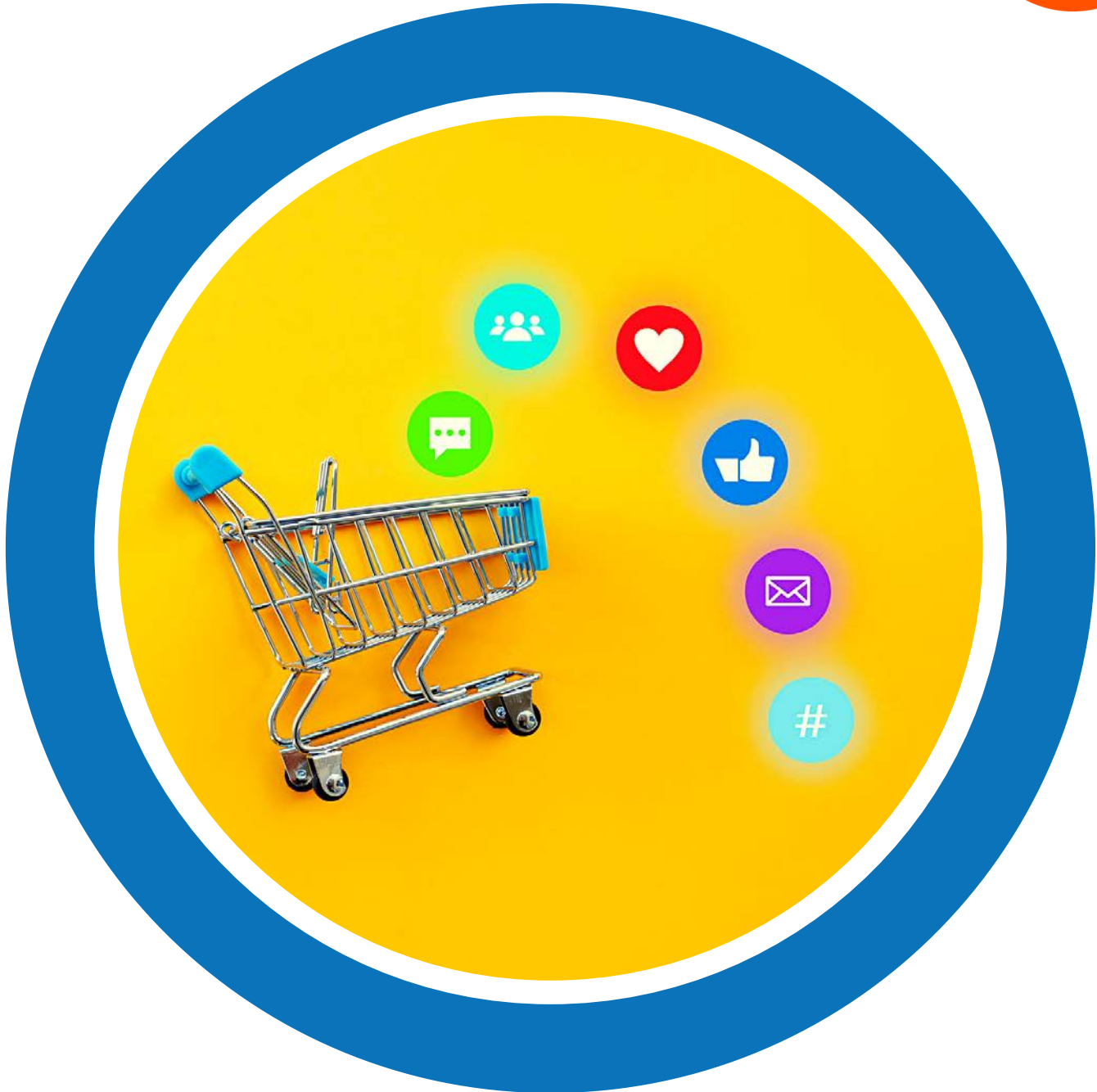
THE 2 KEYS TO GETTING IT RIGHT

PINPOINT WHO YOU HELP AND HOW

- Clean up your CRM
- Re-connect with your customers
- Engage via social media
- Find your quickest time to money
- Adapt your solutions to meet new buyer needs
- Test new messages and calls to action

GET YOUR MESSAGE TO THEM

- | | |
|-------------------|---------------|
| Success stories | Virtual tours |
| Blogs | Testimonials |
| Whitepapers | Videos |
| How-to guides | Reels |
| Industry research | Podcasts |
| Webinars | Infographics |



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**



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” - and helps 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

SHARING IS THE NEW SELLING



JGC'S BUSINESS CONNECTOR

MORE CONNECTIONS | MORE CONVERSATIONS | MORE CONVERSIONS

Fully-managed service that streamlines the outreach process to help meet your business goals.



OPTIMIZE

YOUR LINKEDIN
PROFILE



TARGET

THE RIGHT
PROSPECTS



CONNECT/ENGAGE

WITH CRAFTED CONTENT
PERSONALIZED TO YOUR
APPROACH AND PERSONALITY



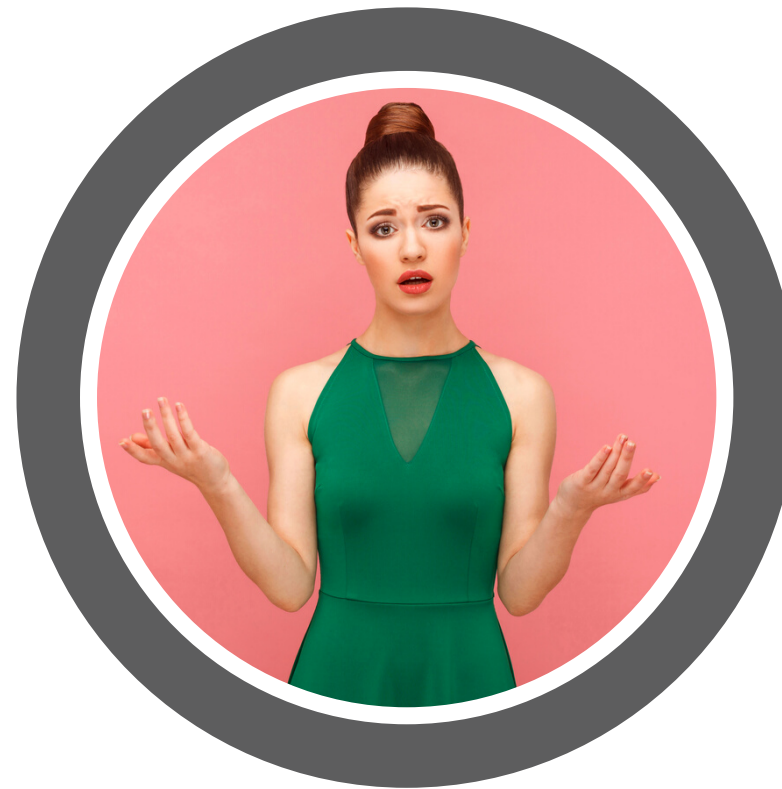
BOOK MEETINGS

WATCH YOUR
CALENDAR FILL UP

IT ALL STARTS BY KNOWING



WHO
DO YOU HELP?



HOW
DO YOU HELP?



WHY
DOES IT MATTER?



PINPOINT

Your Quickest Time to Money

Increase Sales

Decrease Busy Work

And always focus on
how you help your customer

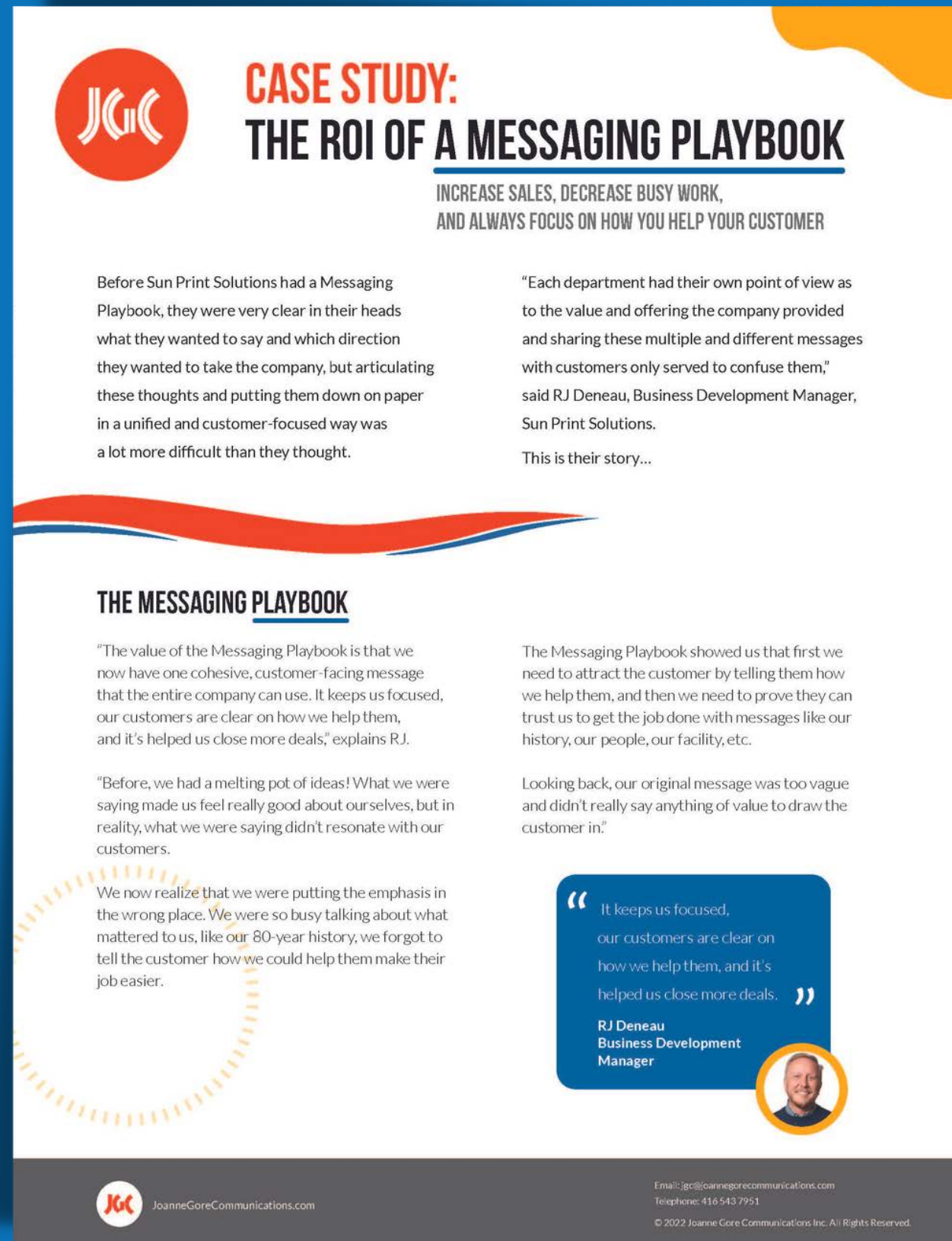
Who do you help?

How do you help?

Why does it matter?

[Download](#)

[The ROI of a Messaging Playbook](#)



The image shows a preview of a case study document titled "CASE STUDY: THE ROI OF A MESSAGING PLAYBOOK". The document features the JGC logo, a sub-headline "INCREASE SALES, DECREASE BUSY WORK, AND ALWAYS FOCUS ON HOW YOU HELP YOUR CUSTOMER", and several paragraphs of text. A quote from RJ Deneau, Business Development Manager, is highlighted in a blue box. The document also includes a QR code and contact information for JoanneGoreCommunications.com.

JGC **CASE STUDY:**
THE ROI OF A MESSAGING PLAYBOOK
INCREASE SALES, DECREASE BUSY WORK,
AND ALWAYS FOCUS ON HOW YOU HELP YOUR CUSTOMER

Before Sun Print Solutions had a Messaging Playbook, they were very clear in their heads what they wanted to say and which direction they wanted to take the company, but articulating these thoughts and putting them down on paper in a unified and customer-focused way was a lot more difficult than they thought.

"Each department had their own point of view as to the value and offering the company provided and sharing these multiple and different messages with customers only served to confuse them," said RJ Deneau, Business Development Manager, Sun Print Solutions.

This is their story...

THE MESSAGING PLAYBOOK

"The value of the Messaging Playbook is that we now have one cohesive, customer-facing message that the entire company can use. It keeps us focused, our customers are clear on how we help them, and it's helped us close more deals," explains R.J.

"Before, we had a melting pot of ideas! What we were saying made us feel really good about ourselves, but in reality, what we were saying didn't resonate with our customers.

We now realize that we were putting the emphasis in the wrong place. We were so busy talking about what mattered to us, like our 80-year history, we forgot to tell the customer how we could help them make their job easier.

"It keeps us focused, our customers are clear on how we help them, and it's helped us close more deals."

RJ Deneau
Business Development
Manager

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Click image or scan QR to access case study



STRETCH

YOUR

MARKETING

DOLLARS



**PINPOINT
YOUR
QUICKEST
TIME
TO MONEY**



ATTRACT

**A NEW
GENERATION
OF BUSINESS**



**GO FROM
COLD CALLING**

**TO WARM
CONVERSATIONS**





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 and Tech Geek

- B2B marketer who's passionate about print
- President - Joanne Gore Communications
- Advisor - Taktiful, Workaletta
- Corporate marketer for some of the largest brands in the technology and print industry including:
 - Delrina – makers of WinFax PRO (acquired by Symantec)
 - Compaq Canada (acquired by HP)
 - BorderWare Technologies (acquired by WatchGuard Technologies)
 - DST Output (acquired by Broadridge)
 - Xenos (acquired by Actuate/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
- Former Graphic Designer | Typesetter | Art Director
- 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





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%

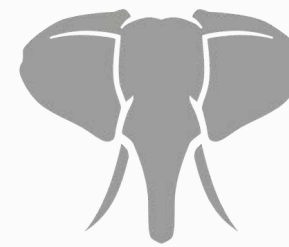
+200% Facebook Impressions

433% Increased Twitter Engagement





OUR CLIENTS






YOUR FULL-SERVICE B2B MARKETING TEAM

Helping companies stretch their marketing dollars, attract a new generation of business, and pinpoint the quickest time to money - with programs that generate awareness, customer engagement and growth

REACH OUT - WE'D LOVE TO HELP YOU

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#JGC4B2B #Marketing

