



Imagine. Innovate. Integrate

Specialty Graphics

Inbound Marketing

Inbound Marketing

Inbound marketing is a strategy and associated tools & processes focused on content creation, search engines and social media, engineered to drive awareness and attraction of our business and feed our sales funnel with the best prospects.

- **Get found** online by more qualified visitors
- **Convert** more visitors into leads
- **Nurture** leads with discipline and consistency
- **Close** leads efficiently
- **Make smart marketing investments** guided by analytics

What's Involved

- SEO (Search Engine Optimization) strategy for the right keywords
- Blog development and postings – 3x a week
- Offer development based on where our prospects are in the funnel

Top – Educational

Tip sheets, presentations

Middle

Case studies, white papers

Bottom

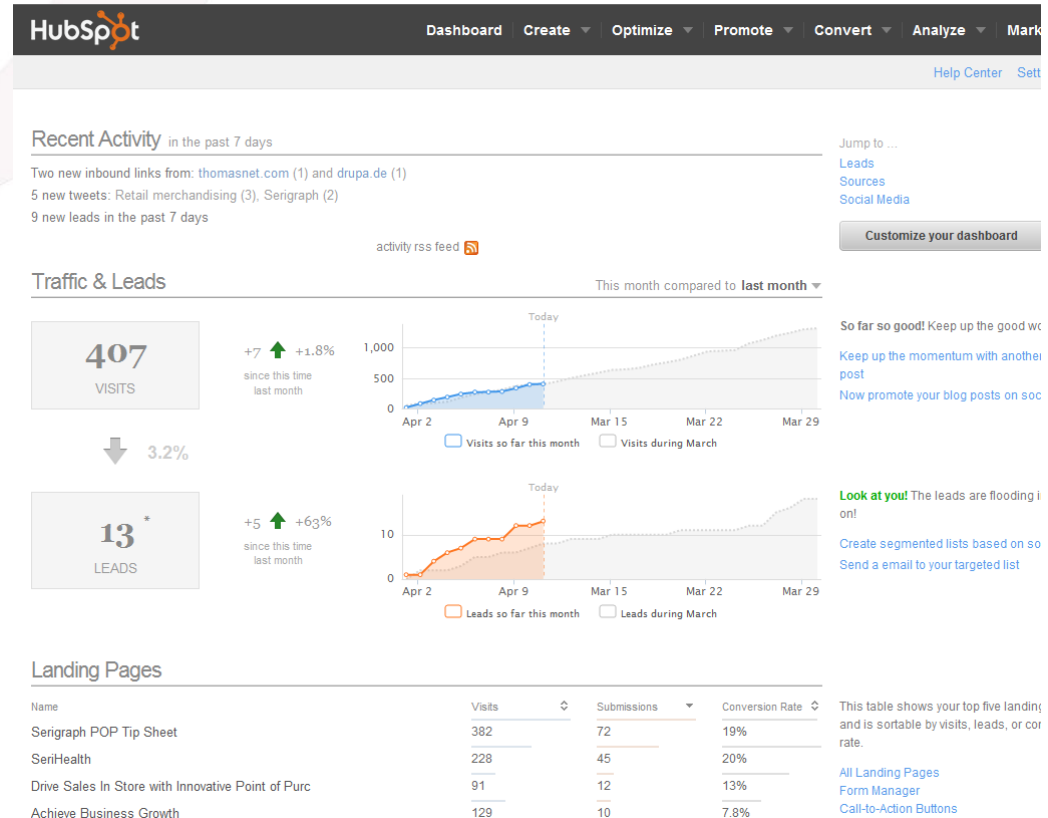
Prototypes, samples, activity analysis

- Landing Page creation and links on homepage
- Regular HTML email distributions based on where our prospect is in the sales funnel
- Social media interaction
- Metrics analysis and activity adjustments

Hubspot

Our on-line tool used to coordinate:

- Blogging
- Offer development
- Landing pages
- Social media interaction
- SEO keywords
- Analysis of activities



Hubspot Analysis Tools

Hubspot lets us view our traffic:

- Who's viewed our site (company, pages, how long)
- Source (Google, Bing, direct)
- Social media interaction
- Keywords/Blog response
- Versus our competitors

Can tie activity to web search

- Meetings/Tech showcases
- Tradeshows
- Samples
- Calls/VM/Emails

Prospects

BOSCH-SIEMENS Activity summary

Summary Content People Timeline

4/3/2012 4/5/2012

A session began at April 5, 1:32p.m.		
Campaign LeadNurturing_Nurturing Campaign 1_Email2		
Page Seen	Time on Page	Time Seen
Serigraph Specialty Graphics QSR Retail CPG In Store Promotions	end of session	1:32p.m.

A session began at April 5, 1:32p.m.		
Campaign LeadNurturing_Nurturing Campaign 1_Email2		
Page Seen	Time on Page	Time Seen
Serigraph Our creative POP technologies drive traffic in-store	23 seconds	1:32p.m.
Serigraph Build POP motion displays with Micromotion technology	60+ seconds	1:33p.m.
Serigraph POP Tip Sheet	end of session	1:34p.m.

Why Blog?

- Grow the Stream of Organic Search Traffic
 - Search engines look for fresh content (Search Engine Optimization)
 - People search via keywords not typically companies by name
- Position Serigraph as an Expert
 - Educate prospects and customers on key processes/products
- Demonstrate Creativity
- Build trust by demonstrating we “walk the talk”
- Initiate conversations with readers and customers
- Drive traffic through links

New Trends - QSR and Fast Casual POP Promotion in 2012

Posted by [Jennifer Reichert](#) on Thu, Jan 26, 2012 @ 03:25 PM



Email Article



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Where will the QSR or Fast Casual industry be one year from now?

That's not the easiest question to answer, especially given the flux of our economy in the last few years. With 2012 in full swing, businesses are evaluating the effectiveness last year's marketing agendas and planning new products and services that will attract and retain customers.

[QSR magazine](#) has a great article highlighting the top seven QSR trends for 2012. Their list includes creating double-sided menus, premium item spending, embracing new family definitions, emphasis on clean, organic and hand made products, bargain hunting and on-line ordering.



The overall message is that QSR and Fast Casual concepts will be adapting to an environment of segmented individuals. While the concept of marketing different products to different segments is not a new concept, creating products and services to meet almost all segments is. In the last few years, QSR's have focused the majority of their efforts on creating value through lower prices to their customers. Hence the creation and evolution of dollar menus.

Going forward, restaurant chains will need to meet the needs of the price conscious, the health driven, and those individuals that are looking for indulgence in their life. In order to do so, chains will need to not only create new products but also market them in different ways. At the store level, chains will need to display point of purchase marketing all different audiences in a clean, clear and concise manner.

Not only will QSR and Fast Casual chains need to address the evolutionary change in audience needs and learn to market in a different way, they will also need to figure out how to comply with new federal labeling regulations. It is expected that in 2012, Fast Casual and QSR chains with more than 20 outlets will need to follow guidelines put in place by the FDA for transparency of nutrition. Menu boards, drive thru elements and hand held menus will need to be updated with nutritional information.

With all of these elements of change in the air, how does a chain implement new promotions in an efficient and effective manner? Chains already have their hands full juggling new stores, new products, and new marketing efforts with a reduced staff. Moving forward, chains will need to find ways to make the POP Promotion process more efficient. They will be leaning on suppliers like Serigraph to ensure all point of purchase meets their needs and gets to the right stores, at the right time, in the

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Tips and Offers

Free

Tip Sheet:
6 Steps to Increase
Promotional Precision

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Free ideas to drive sales

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FREE Whitepaper:
Streamline Promotions
and deliver savings

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Fast Casual POP Promotion - Google Search - Windows Internet Explorer

http://www.google.com/search?hl=en&sugexp=frgbld&gs_nf=1&cp=26&gs_id=4&xhr=t&q=Fast+Casual+POP+Promotion&pf=p&client=psy-ab&...

File Edit View Favorites Tools Help

★ Favorites ★ SeriNet S Suggested Sites Upgrade Your Browser

Fast Casual POP Promotion - Google Search

Search Images Videos Maps News Shopping Gmail More Sign in

Google

Fast Casual POP Promotion

Search About 1,470,000 results (0.12 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Oakland, CA 94604

Change location

All results

Related searches

More search tools


[New Trends - QSR and Fast Casual POP Promotion in 2012](#) ★
blog.specialtygraphics.serigraph.com/.../New-Trends-QSR-and-Fast-...
Jan 26, 2012 - Where will QSR POP Promotion be in the coming year. New trends for QSR during 2012.

[Considerations and Benefits for Streamlining POP ... - Fast Casual](#) ★
www.fastcasual.com/.../Considerations-and-Benefits-for-Streamlining-...
Managing a promotional launch from start to finish can be a daunting task for any operator. This white ... Digital Merchandising Solutions: POP Digital Signage ...

[POP Design | Serigraph, Inc. | FastCasual.com](#) ★
www.fastcasual.com/showcase/product/4801/POP-Design
POP Fulfillment at Serigraph is more than just shipping; it is using the experience necessary to ensure all promotions are shipped with the right elements in the ...

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[Digital Merchandising Solutions: POP Digital Signage | FastCasual ...](#) ★
www.fastcasual.com/.../Digital-Merchandising-Solutions-POP-Digital-...
Considerations and Benefits for Streamlining POP Fulfillment - Webinar/Webcast
Webinar: Seven ways to ... Top results from Marketing / Branding / Promotion ...

[SerigraphSGG](#) ★ 
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[PDF] [Market Force | On-Site QSR/Fast Casual Audits](#) ★
www.marketforce.com/.../market-force-onsite-audits-restaurant-data-...
File Format: PDF/Adobe Acrobat - Quick View
You spend millions on your promotional programs and pricing strategies. But even

Social Media Pages



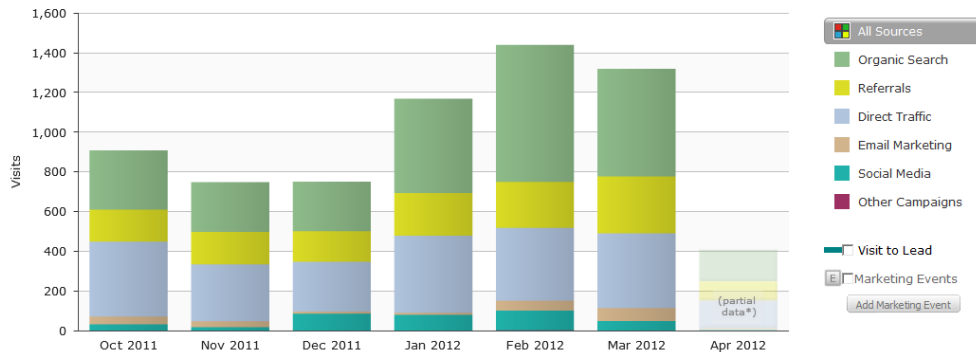
Results: Website Visits

Visits for All Sources

See how different sources have driven visits, leads, and customers to your site

Select date range: 1w 2w 1m 3m 6m 1y custom Oct 1, 2011 - Apr 11, 2012

Visits



1,318 Visits in March
66% from Organic Search/SM
vs. 33% Direct

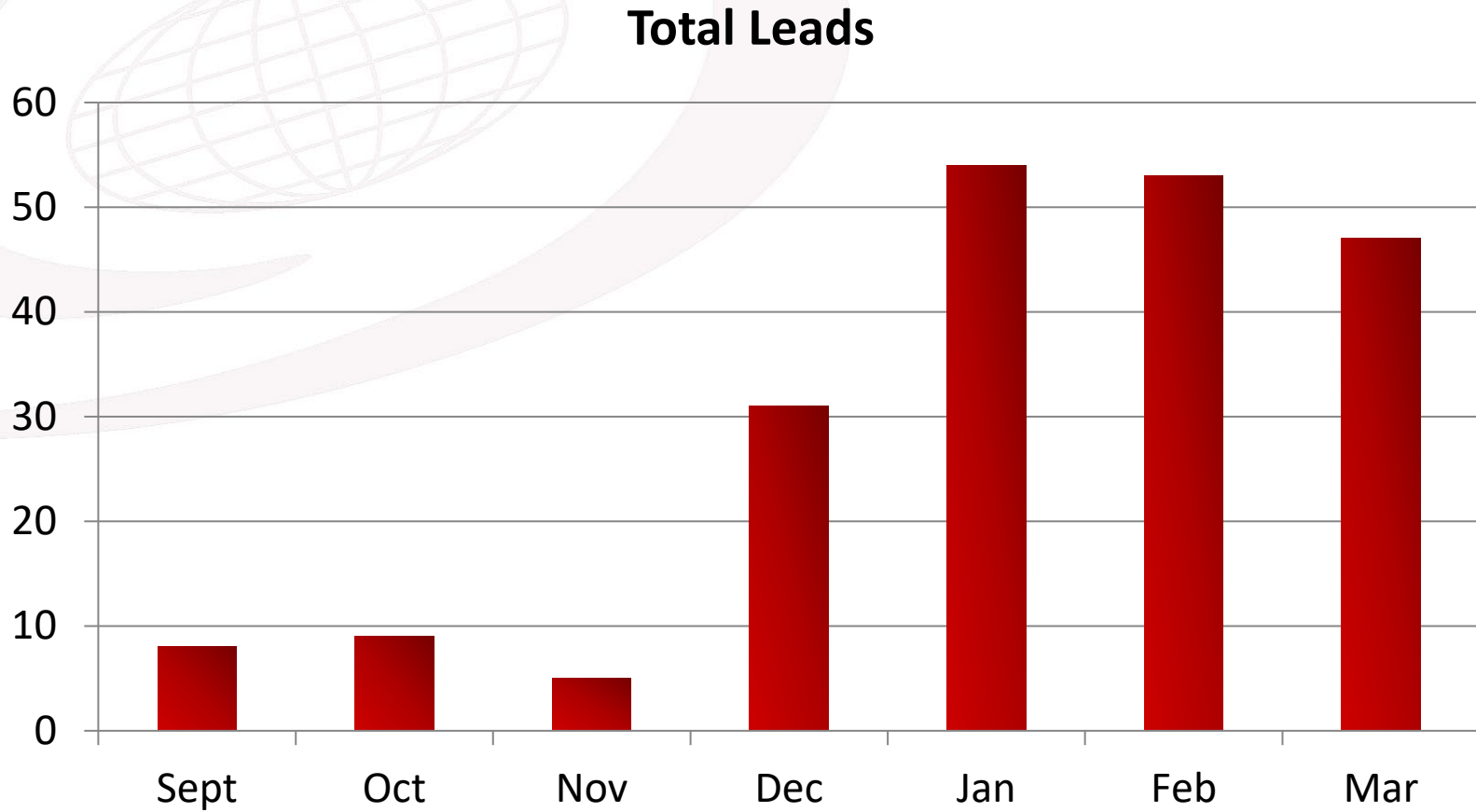
Totals for Oct 1, 2011 - Apr 11, 2012

SOURCES	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER
Organic Search	2,666	0.68%	18	0%	0	0%
Referrals	1,307	1.6%	21	0%	0	0%
Direct Traffic	2,184	1.7%	37	0%	0	0%
Email Marketing	214	3.3%	7	0%	0	0%

What this really tells us is that the majority of traffic is coming from those using search engines based on their needs. Our blog/social media is driving the traffic. Before this initiative, only 15-20% of our traffic came from search engines.

Before program – average visits/month were 350
Current average visits/month are 1,055

Results: Leads



Results: Leads/Visits

- Hooters
- BSH Home Appliances
- Global Franchise Group
- Kimberly Clark
- JoAnn Stores
- Do it Best
- Cold Stone Creamery
- Sony PlayStation
- Panera Bread
- Temple Island
- Fuddruckers
- Coca-Cola
- Rent a Center
- L'Oreal
- Rock Tenn
- Alcone Marketing
- T-Mobile
- Robert Bosch Tools
- Yankee Candle
- Red Square Agency
- Microsoft
- RaceTrac/Raceway

How we compare to competitors

Competitors

How are your competitors doing on key marketing metrics?

1M

3M

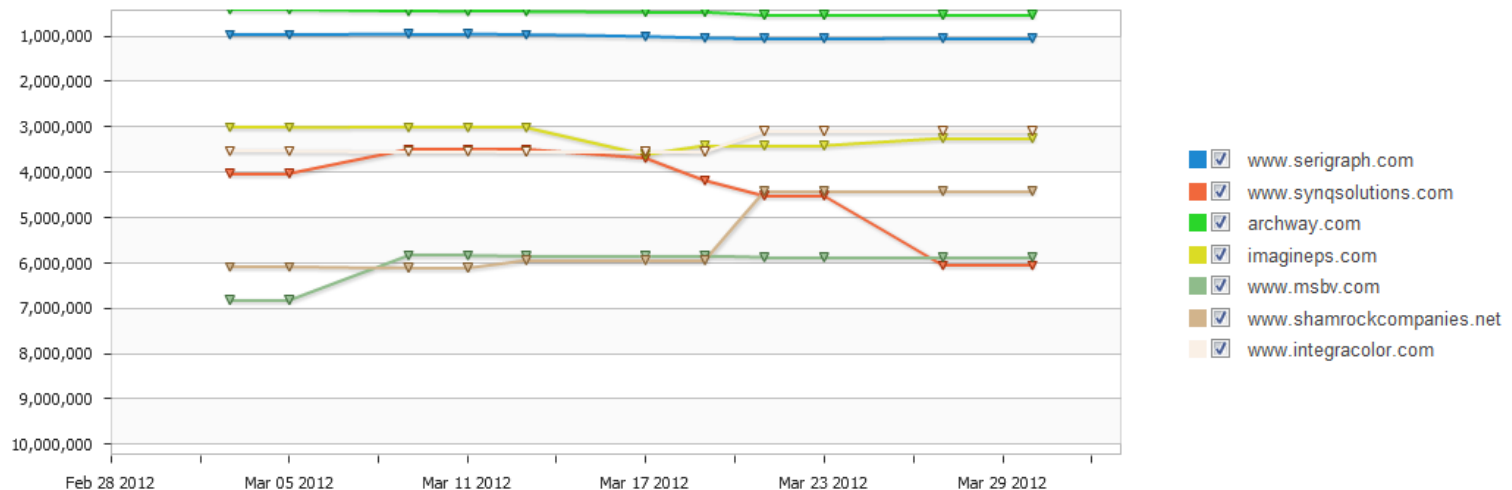
6M

1Y

03/01/12 - 03/31/12

View: Traffic Rank

View Competitors Table



Traffic Rank: Compared to millions of sites on the internet
Lower number is better