Why Inbound Marketing Is A Game Changer For Your Business

By Kathleen Booth
@workmommywork
Living the MINIVAN DREAM
70%
• More than **80%** of all buying decisions begin online

• Purchasers review **10+** sources of data before buying

• **66%** of people who see an ad perform a mobile search

• **90%** of U.S. smartphone owners use their phone to access information on goods and services

• **87%** take action (make a purchase, call a business, etc.)
"80% of success is just showing up"
~80% of clicks

~20% of clicks
The average human attention span in 2000: 12 seconds

The average attention span of a Goldfish: 8 seconds

The average human attention span in 2013: 3-5 seconds

The average time you have to make an impression online:
What we want to know

• Answers to their questions
• Solutions to their problems
• Prices
• Reviews/best of
• Problems/challenges
• Comparison/versus
• How to

VS.

What most websites offer

• Contact us now!
• Sign up for a free trial
• Schedule an assessment
• Speak to a sales rep
• Schedule a demo
• Request pricing
• Request a proposal

(Why?)
“What is the special sauce made of”

MAURO B.
from Nepean, ON

OUR ANSWER:

We assume you’re asking about our Big Mac Sauce, Mauro. It’s made using a combination of ingredients, including relish, frozen egg yolk, garlic powder, vinegar and salt. To see the rest of the ingredients, check out page 7 of our Food Facts guide. Or if you’re in the mood for some home-style cooking, check out this video of McDonald’s executive chef Dan Coudreau making some special sauce from scratch!

24 Oct 2012
We are all in the same business...

TRUST
Attract
- Strangers
  - Blogs
  - Social Media
  - Keywords
  - Pages

Convert
- Visitors
  - Calls-to-Action
  - Landing Pages
  - Forms
  - Contacts

Close
- Leads
  - Email Workflows
  - Lead Scoring
  - CRM Integrations

Delight
- Customers
  - Social Media
  - Smart Calls-to-Action
  - Email Workflows

Promoters
MARMOT CORPORATE APPAREL

By John Booth Posted Nov 04, 2010 in

One of the biggest myths about promotional products - and branded apparel in particular - is that the quality of the products is poor. Maybe it’s because so many companies choose to put their brand on inexpensive (read: “cheap”) items in order to save money, or perhaps this belief can be attributed to the inherent value that many people place on name brands and labels. Either way, this notion is just - a myth.

As an authorized distributor of promotional products, I can tell you that there are plenty of options out there for clients looking to put their brand on high-quality items, including name brands. One great example of this is Marmot, the popular makers of high quality technical outerwear, clothing and equipment.

You’ve probably seen Marmot products at popular stores like REI, Cabela’s, Dick’s Sporting Goods, Hudson Trail Outfitters and Eastern Mountain Sports. Stores such as these carry the Marmot brand because of the quality it embodies. What you might not know is that Marmot sells to the promotional products industry through distributors like us - and that means that you can get Marmot gear with your brand on it at prices competitive with retail!

Whether you’re looking for a high-quality fleece jacket or vest, a technical rain shell, hiking pants or a

TOP 3 TECH PROMOTIONAL PRODUCT GIVEAWAYS

By John Booth Posted Jun 19, 2013 in ASI Summer tech gadgets GRID it Handstands promotional products

Just about every business we know gives away promotional products at one point or another. Whether you call them “swag”, “tchotchkes”, “trinkets and trash” or giveaways, you’ve probably handed something out a tradeshow, to thank your employees, as a customer giveaway, etc.

We’ve been selling promotional products for about 8 years, and in our experience, technology items are always the hottest giveaways. And for good reason - everyone loves a new tech gadget, and with technology constantly evolving, there is always something new with which to surprise and delight your audience.

To stay on top of the latest and greatest promotional products available, our staff attends several industry trade shows a year to scout the booths for new and unique items for our clients. Hot off the floor of the Javits Convention Center (the ASI Show) and Atlantic City (Expo East), we’re sharing our top three new technology promotional products for the summer of 2013.
# Tradeshow Staffing Schedule

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$175,582
Want to learn more?

Get tools, tips and tricks that will help you develop a killer inbound strategy.

Download our Toolkit:
• ABCs of Inbound Marketing
• Guide to Creating Mind Blowing Content
• Audience Persona Profile

Get it here: www.quintainmarketing.com/expoeast
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WEBSITE DESIGN

INBOUND MARKETING AND SALES

PROMOTIONAL PRODUCTS