



How To Create Awareness & Track-able Demand In Today's Internet Driven Market



Take the Lead.





Xerox Partnering for Excellence
Expand. Connect. Simplify.

#XeroxPFE



HOW HAS THE SHIFTING DIGITAL
LANDSCAPE IMPACTED OUR
BUSINESSES?

Partners Face Many Marketing Challenges

Rely heavily on **word of mouth** from past clients & customers.

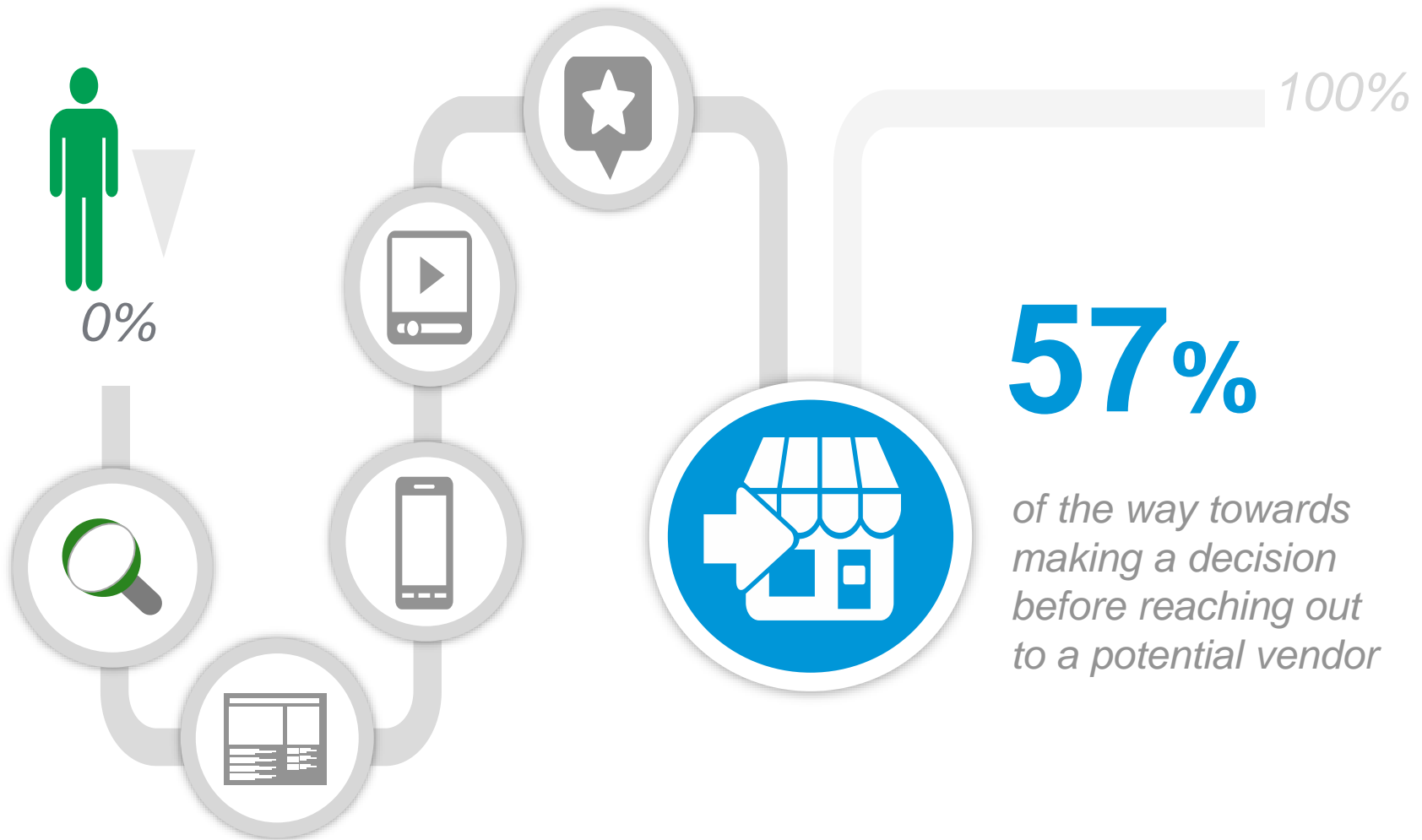
Keeping up with all the **new trends** & the best way to reach my customer.

Hard to find **time** to manage it all.

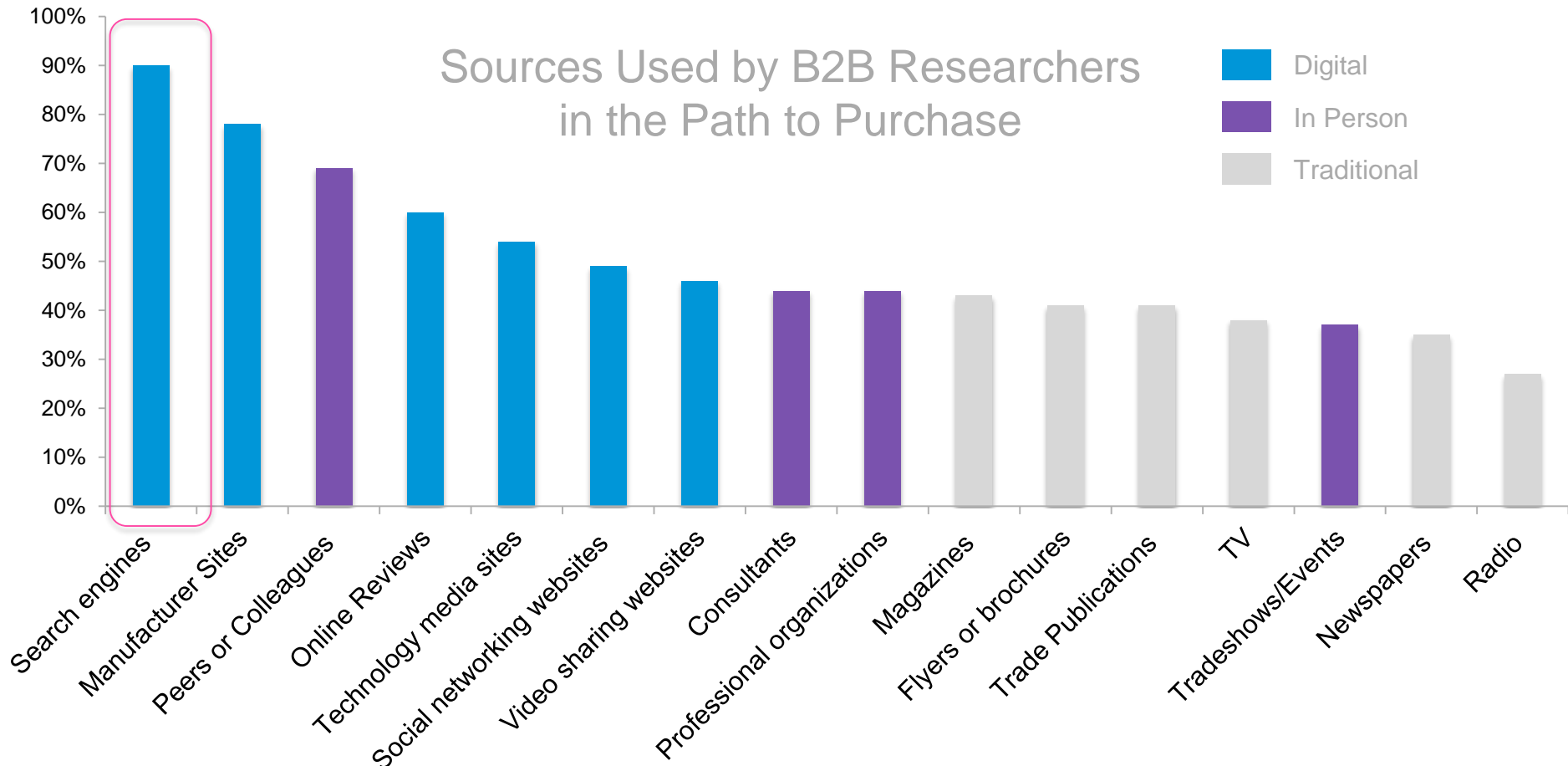
Difficult to **measure** ROI based on marketing efforts

Source: Borrell Associates Inc, SMB Survey Aug-Sept 2014

B2B Research is Self-Directed



B2B Researchers Use a Myriad of Sources, but Digital Sources Are Used Most



Source: Google/MBD Tech B2B Path to Purchase Study, June 2014
RT1. Which of the following sources, if any, did you use to look for information on [Category]?

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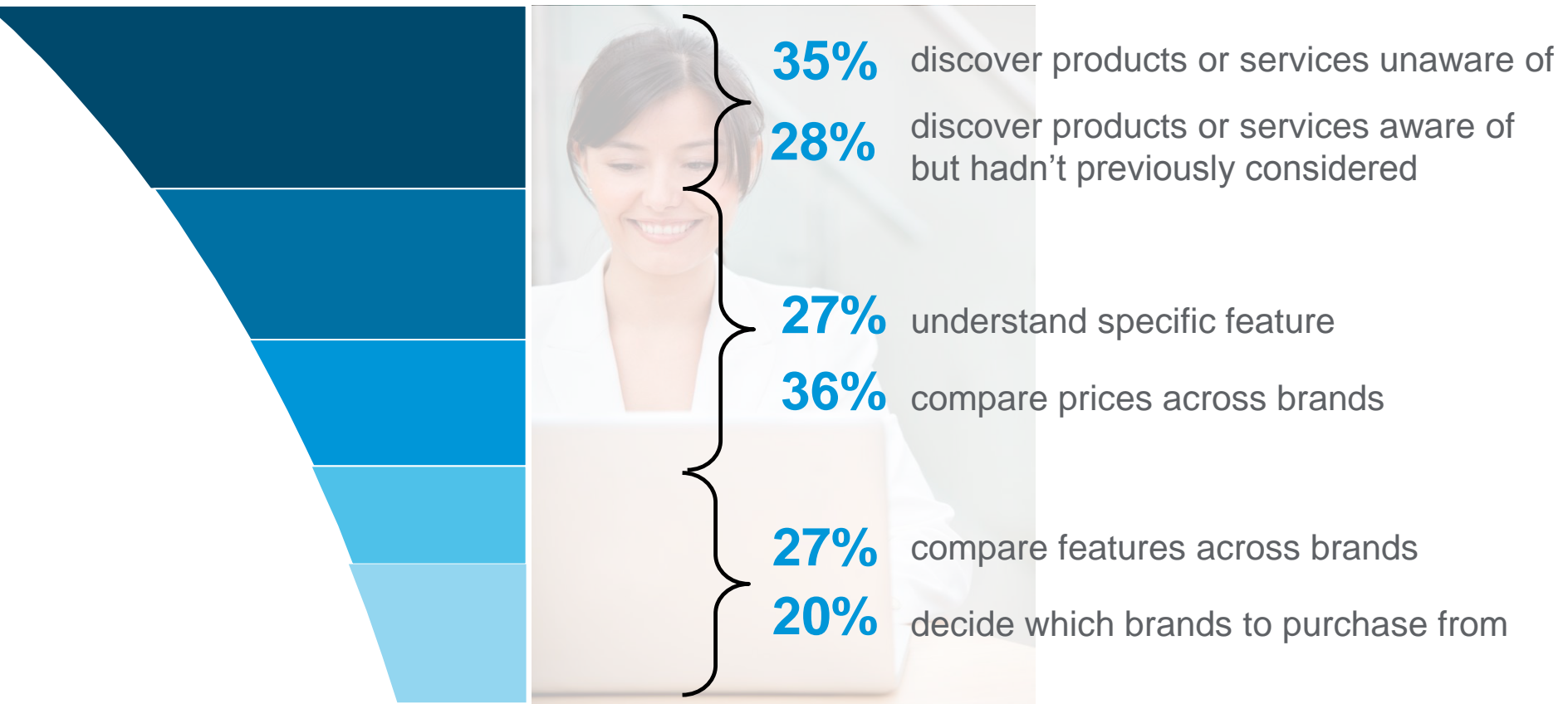




Search is a barometer
for interest & intent

Search is Used Throughout the Research Process

As they researched, B2B customers used search to...



Source: Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014
(Sample of N=who rate search engines useful when they shop for Tech products).


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Easy, Fast & Relevant

About **19,800,000** results for
outsourcing services in
(0.37 seconds)

Query  outsourcing services

Web Images News Videos Maps More Search tools

About 20,000,000 results (0.43 seconds)

85%
of paid clicks go to top
placement ads

Paid Search Results (SEM)

Organic/Natural Search Results (SEO)

Cut Costs, Inc Efficiency - wns.com
wns.com/businessprocess-outsourcing/...
Business process outsourcing can transform your business processes.

Outsourcing IT Services - Learn Benefits of IT Outsourcing
www.outsourcingit.com/...
Download Free White Paper Today!
IT Services - IT Outsourcing

Outsourcing Company - AcquireBPO.com
www.acquirebpo.com/...
Leading BPO w/ Proven Track Record. Cut-down Your Operating Costs Now!

Global Outsourcing Services: Outsourcing Management ...
www.accenture.com/us-en/outsourcing/Pages/index.aspx
Accenture's global outsourcing services touch every industry and business process. We transform our clients' business operations, making them smarter, faster ...
Operations - Infrastructure Outsourcing - Work We Do - Outsourcing Services in US

Outsourcing - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Outsourcing
Jump to Communications and customer service - [edit]. In the area of call centers end-user-experience is deemed to be of lower quality when a service is ...
Contract - Business process outsourcing - Insourcing - Legal outsourcing

How to Build a Better Business with Outsourcing
www.entrepreneur.com/article/204652
But they should investigate all opportunities for outsourcing tangential processes like payroll services, IT and so on." The types of tasks that are best outsourced ...

Managed Services & Outsourcing | CSC
www.csc.com/outsourcing
Depending on your needs, CSC can offer BPO, managed services, outsourcing, or simply additional trained and skilled staff. We offer flexible solutions that ...

Full Service Outsourcing
www.eqod.com/
Large Scale Data, Great Attitudes!
Low Philippines Pricing.

TaskUs
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Ridiculously Good Outsourcing.
Premium Business Process Management


Xerox Business Services
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Discover Innovative and Scalable Solutions. Made Simple by Xerox®.

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Delivering a Safer, More Secure, Connected World. Learn More Now.

Outsource Services
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Want to Cut Your Document Processing Costs? Call Now.

Outsourcing Solutions
www.blurgroup.com/
Buy Services Online With Confidence
Find Out How You Could Save Today!

Outsourcing Services
www.deloitte.com/us/servicedelivery



Paid Search Basics

Highly Targeted

Pay What You Want

Relevancy Matters

Real Time Results

HOW WILL YOU ENSURE YOU
REACH YOUR CUSTOMERS
THROUGH DIGITAL?



Xerox A3 color laser multifunction printer



Web

Shopping

Images

Videos

News

More ▾

Search tools

About 672,000 results (0.57 seconds)

xerox.com - Xerox® Official Site

Ad www.xerox.com/ ▾

Transform Your Business with Xerox Business and Technology Solutions.
A+ Rating, Accredited Business Since 2008 - Better Business Bureau
Xerox has 2,185 followers on Google+

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Office Printers and MFPs

Production Equipment

Business Services

Limited Time Offers

Production Printing - canon.com

Ad csa.canon.com/ ▾ (800) 815-4000

Expand Your Print Capabilities With Canon Solutions America

View Brochure - Request a Quote

Contact Us - Download Brochure - View Video Demo

Konica Minolta™ - Multi-Function-Printing Solutions

Ad www.kmbs.konicaminolta.us/ ▾

Save Time & Money, Contact Us Now!

Case Studies - Production Printing - Wide Format Printing - IT Services

Digital Printing Solutions and Services - Xerox

www.xerox.com/digitalprinting/e-us.html ▾ Xerox

Jump to Xerox Nuvera™ 2017/2/8/3/4 Entry. Xerox®

D95A/D110/D125 Copier/Printer and D110/D125 ...

Ads

Business & Office Copiers

www.b2b-exchange.com/Office_Copiers ▾

Free Quotes - Multiple Dealers.

Compare Brand Copiers & Save

Xerox 100 machines

www.cartrx.com/ ▾

Low cost toner and drum cartridges
for your Xerox Machine. Free Ship.

Xerox Production Printers

www.cheapr.com/Xerox-Production ▾

See CheapR's Lowest Possible Price!

Xerox Production Printers for Sale

Xerox at Amazon.com

www.amazon.com/ ▾

Buy xerox at Amazon!

Free Shipping on Qualified Orders.

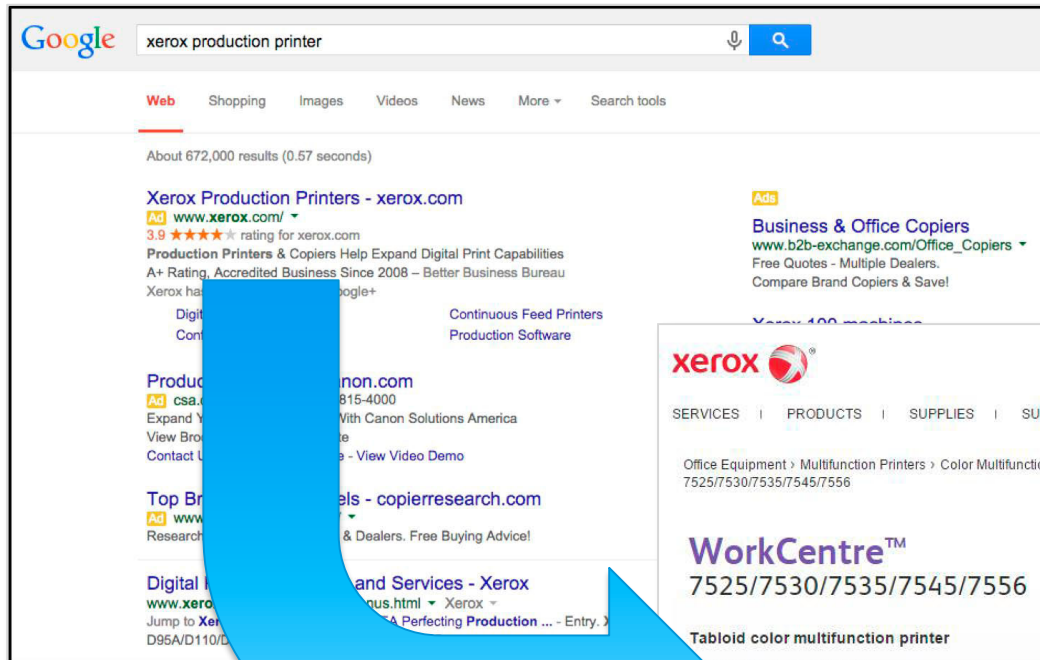
See your ad here »

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Xerox Ads Educate Customers On Products & Provide A Way to Find You



The Xerox website screenshot displays the product page for the WorkCentre 7525/7530/7535/7545/7556. The page features the Xerox logo, navigation links (SERVICES, PRODUCTS, SUPPLIES, SUPPORT & DRIVERS, ABOUT XEROX), and a detailed description of the "Tabloid color multifunction printer". A large image of the printer is shown, along with smaller images of other models. The page also includes a "Call for Pricing" button, a "Find a sales location" button, and a "Request a quote" button. The footer contains the Xerox logo and the text "Xerox Partnering for Excellence Expand. Connect. Simplify."

Xerox Partnering for Excellence
Expand. Connect. Simplify.

#XeroxPFE



Users Enter Zip Code and Find Partners

xerox

UNITED STATES | ACCOUNT | LOG IN

SERVICES | PRODUCTS | SUPPLIES | SUPPORT & DRIVERS | ABOUT XEROX

Search Xerox

Find a sales location

Zip Code:

What are you looking for?:
Please Select

Submit

PRODUCTION SALES

For product information and pricing call:
1-800-275-9376 ext. 774
Hours: Mon - Fri, 8am - 7pm ET

sales assistant

(chat with sales agent)

PRODUCTION PRODUCTS

Production Equipment

Digital Presses

Production Printers & Copiers

Continuous Feed Printers

Wide Format

Workflow software

APPLICATIONS

Books & Manuals

Collateral

Direct Mail

Packaging

Photo Publishing

Transactional Promotional

OWN

Support

MySup

Security

Account

Supplier

Results 1-10 of 10

- Docugraphics, LLC**
1201 MAIN ST, STE 1100
COLUMBIA, SC 29201
Phone: (888) 573-0303
Specialties: Managed Print Services, Preferred Partners, Authorized Sales Agent for All Xerox Products and Services
- CAROLINA OFFICE SYSTEMS**
820 GRACERN ROAD
COLUMBIA, SC 29210
Phone: 803-798-8081
Specialties: Managed Print Services, Office, Production Print and Wide Format Solutions, Managed Print & IT Services, Workflow Software Solutions, AV Presentation Services
- PREMIER TECHNOLOGY GROUP LLC**
SUITE 59
1332 MAIN STREET
COLUMBIA, SC 29201
Phone: 803-343-3400
Specialties: Managed Print Services, Preferred Partners
- TOTAL OFFICE SOLUTIONS INC**
1227 BLUFF ROAD
COLUMBIA, SC 29201
Phone: 803-776-1315
Specialties: Managed Print Services, Preferred Partners
- COMPLETE COPIER CENTER INC**
3200 TWO NOTCH RD
SUITE 1
COLUMBIA, SC 29204-2874

Results 1-10 of 10

Map

Satellite

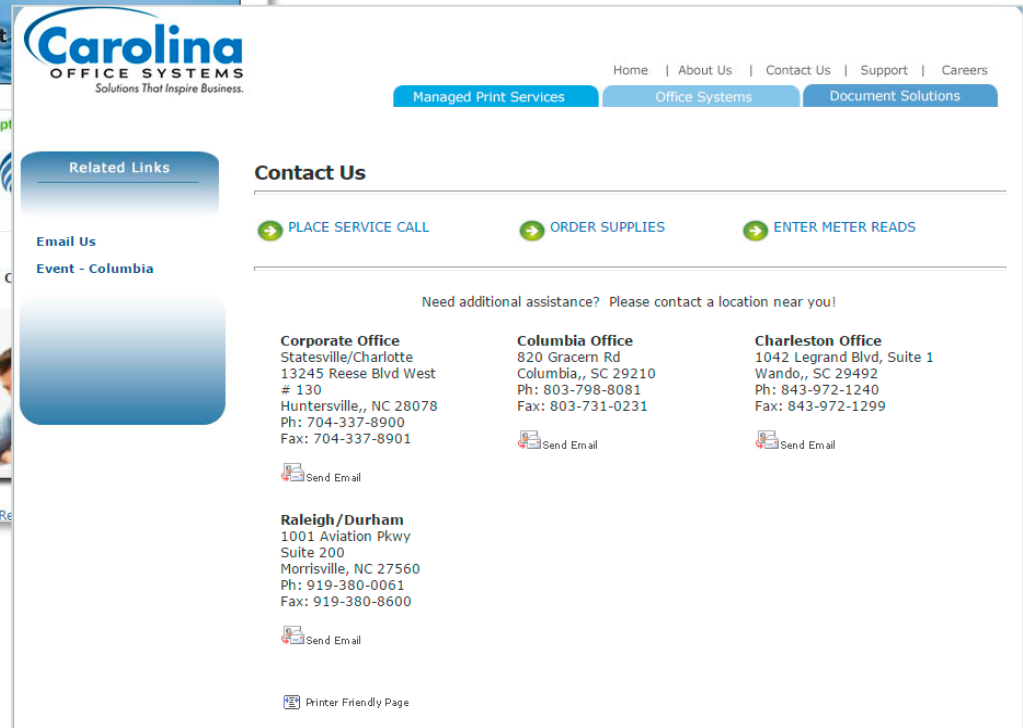
Map data ©2015 Google 20 km Terms of Use Report a map error

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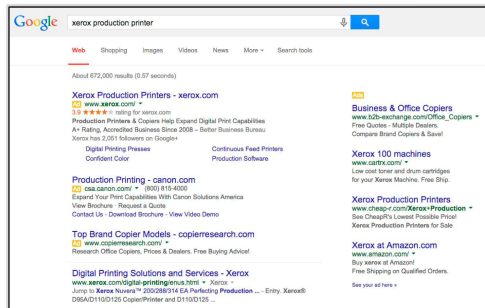
#XeroxPFE



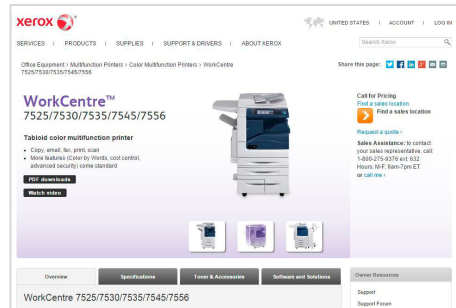
Visit to Partner Site & Navigate to Contact You



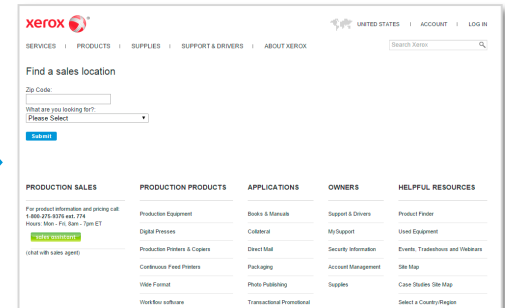
The Journey Is Effective, Yet Long



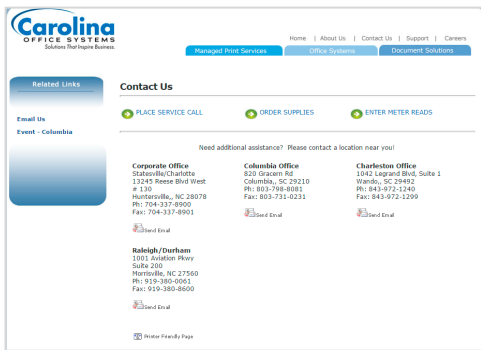
Search go to product page



Find a sales location



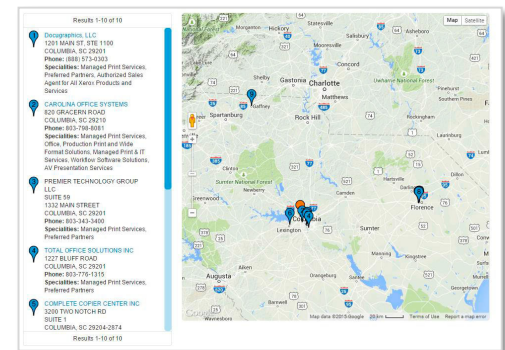
Enter Zip choose Color Multifunction



Contact channel partner

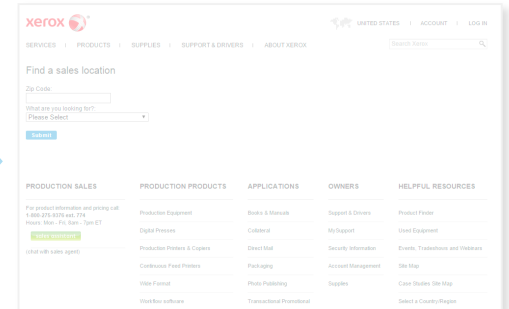
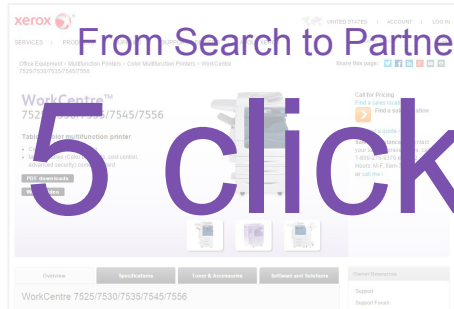
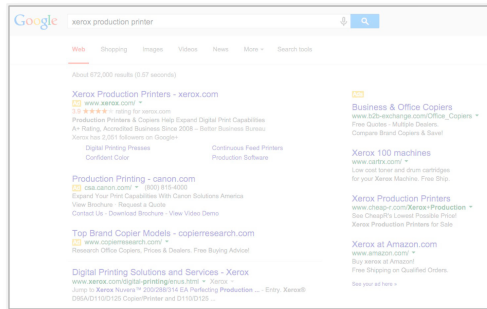


channel partner home page



Select channel partner

The Journey Is Effective, Yet Long



From Search to Partner...
5 clicks

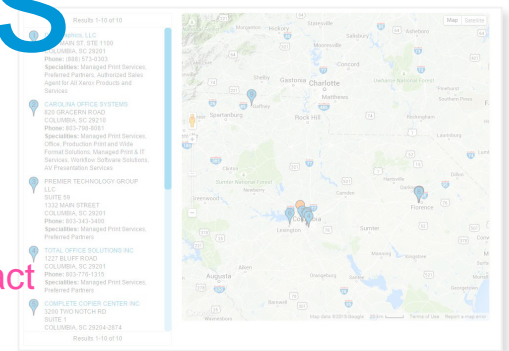
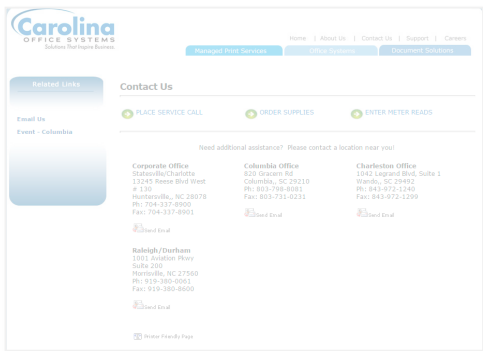
Search go to product page

go to product family page

Enter Zip choose Color Multifunction

From Partner Page to Contact Me about this...

In 2 clicks



Total Journey From Search to Contact

7 clicks

Contact channel partner

channel partner home page

Select channel partner

WOULDN'T IT BE GREAT IF YOU
COULD...

Reach Your Customers Quicker & With Your Own Message

The image is a screenshot of a Google search results page for the query "Xerox A3 color laser multifunction printer". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, navigation links for "Web", "Shopping", "Images", "Videos", "News", "More", and "Search tools" are visible. The search results indicate "About 672,000 results (0.57 seconds)".

The results are divided into two main sections: "Organic" and "Paid".

Organic Results:

- xerox.com - Xerox® Official Site**
Ad www.xerox.com/ ▾
Transform Your Business with Xerox Business and Technology Solutions. A+ Rating, Accredited Business Since 2008 - Better Business Bureau
Xerox has 2,185 followers on Google+
Supplies | Production Equipment
Contact Us | Business Services
Office Printers and MFPs | Limited Time Offers
- XEROX® Printers at Carolina Office Systems**
Ad www.carolinaos.com/xerox ▾ (880)219-5000
Experts Standing By To Get Your Next Big Digital Print Project Delivered.
Download White Paper - Why Xerox - Schedule Demo - Contact Us
- XEROX® Multifunction Printing - DUPLO**
Ad www.fusionstorm.com/xerox ▾ (407)973-0276
XEROX Partner with 25 Years Experience. See How We Can Help You.
Schedule Consultation - Speak to An Expert - Get Started Now
- Digital Printing Solutions and Services - Xerox**
www.xerox.com/digital-printing-services.html ▾ Xerox
Jump to Xerox Nuvera™ 2100 261314 EA Perfect Image Production ... - Entry. Xerox®
D95A/D110/D125 Copier, Printer and D140/D115 ...

Paid Results (Ads):

- Business & Office Copiers**
www.b2b-exchange.com/Office_Copiers ▾
Free Quotes - Multiple Dealers.
Compare Brand Copiers & Save!
- Xerox 100 machines**
www.cartrx.com/ ▾
Low cost toner and drum cartridges for your Xerox Machine. Free Ship.
- Xerox Production Printers**
www.cheapr.com/Xerox_Production ▾
See CheapR's Lowest Possible Price!
Xerox Production Printers for Sale
- Xerox at Amazon.com**
www.amazon.com/ ▾
Buy xerox at Amazon!
Free Shipping on Qualified Orders.
See your ad here »

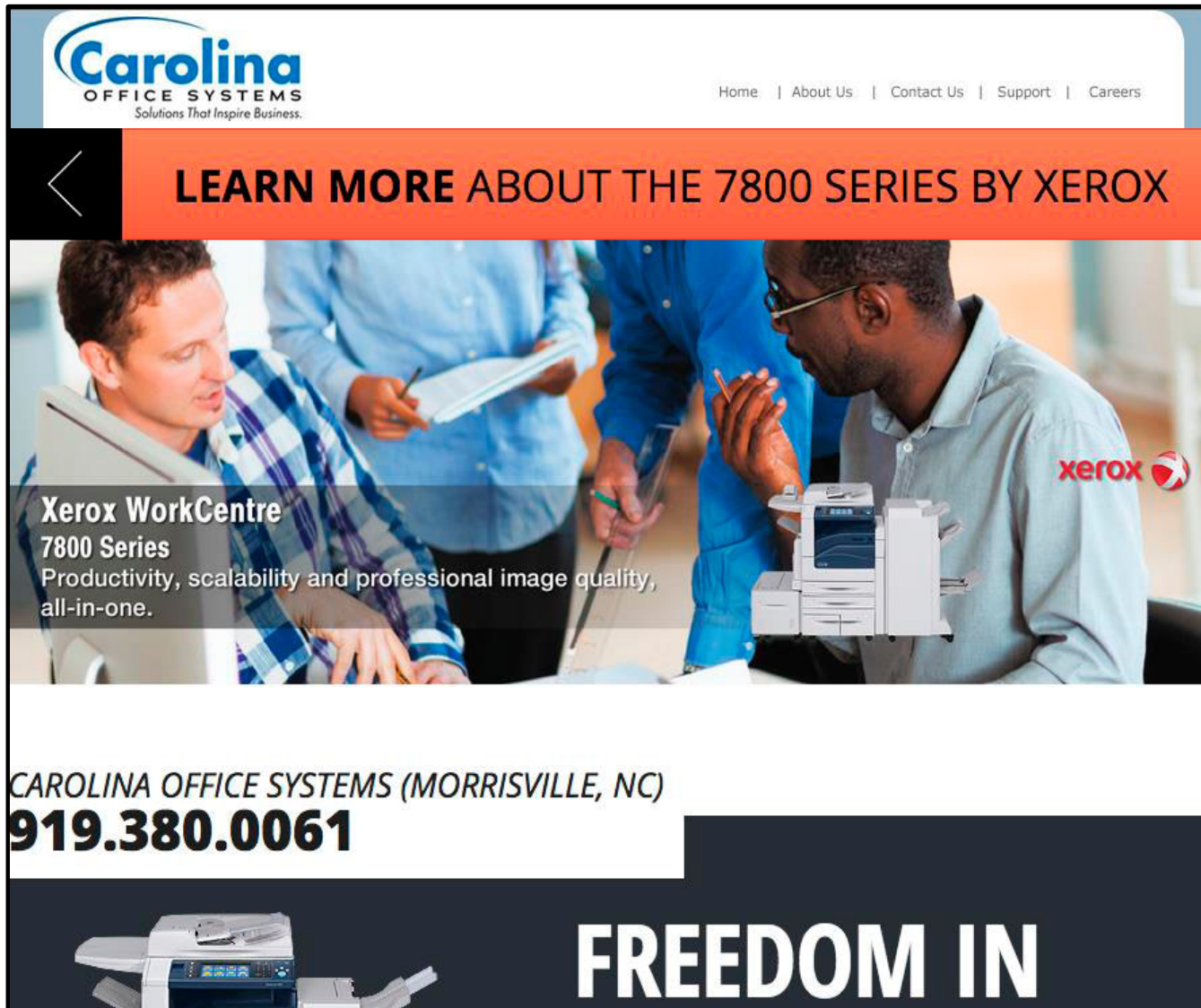
A large purple arrow points from the left towards the organic results. The word "ORGANIC" is written vertically in large white letters across the organic results section. The word "PAID" is written vertically in large white letters across the paid results section. The word "PARTNERS" is written horizontally in large white letters across the middle of the organic results section.

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Customers Engage Directly with Your Site



The screenshot shows the Carolina Office Systems website. The header includes the company logo and a navigation menu. A prominent orange banner highlights the Xerox 7800 Series. Below this, a photo of three business professionals is shown, with a semi-transparent text box providing details about the Xerox WorkCentre 7800 Series. The bottom of the page features a dark blue section with the text 'FREEDOM IN' and a small image of the Xerox machine.

Carolina
OFFICE SYSTEMS
Solutions That Inspire Business.

Home | About Us | Contact Us | Support | Careers

< **LEARN MORE ABOUT THE 7800 SERIES BY XEROX**

Xerox WorkCentre 7800 Series
Productivity, scalability and professional image quality, all-in-one.

xerox

CAROLINA OFFICE SYSTEMS (MORRISVILLE, NC)
919.380.0061


FREEDOM IN

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Easily Fill in A Form To Learn More




Home | About Us | Contact Us | Support | Careers

←

LEARN MORE ABOUT THE 7800 SERIES BY XEROX

→



**Xerox WorkCentre
7800 Series**
Productivity, scalability and professional all-in-one.

**LEARN MORE ABOUT
THE WORKCENTRE
AND RECEIVE PRICING
INFO**

Please provide your information below and a Xerox representative will contact you within one business day.

- Prints up to 300,000 pages per month
- Scan up to 200 images per minute
- Customize your print settings


FIRST NAME

LAST NAME

EMAIL

GET YOUR FREE EVALUATION


CAROLINA OFFICE SYSTEMS (MORRISVILLE)
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FIRST NAME

LAST NAME

EMAIL

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CAROLINA OFFICE SYSTEMS (MORRISVILLE)
919.380.0061



Receive Lead Alerts in Real Time

New Lead Alert


Sponsored by XEROX for Carolina Office Systems



Great news! You've received a new lead from the **XEROX 7800 series** digital marketing campaign:

First Name: Mark
Last Name: Buyer
Email Address: shopper@interest.com

Log in to Netsertive

Your Digital Marketing Expert



Your Netsertive account manager is always available to answer questions and assist with your digital marketing strategy.

Andrew Sherland
asherland@netsertive.com
Direct 999.999.999

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Imagine If The Journey Was...

Google Xerox A3 color laser multifunction printer

Web Shopping Images Videos News More Search tools

About 672,000 results (0.57 seconds)

xerox.com - Xerox® Official Site

Ad www.xerox.com/

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Experts Standing By To Get Your Next Big Digital Print Project
Download Whitepaper – Why Xerox – Schedule Demo – Contact Us

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Schedule Consultation – Speak to An Expert – Get Started

Digital Printing Solutions and Services - Xerox

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Carolina Office Systems (MORRISVILLE)
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Solutions That Inspire Business

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LEARN MORE ABOUT THE WORKCENTRE AND RECEIVE PRICING INFO

Xerox WorkCentre 7800 Series
Productivity, scalability and professional all-in-one.

Please provide your information so a representative will contact you.

- Prints up to 300,000 pages per month
- Scan up to 200 images per minute
- Customize your print settings

FIRST NAME
LAST NAME
EMAIL
GET YOUR COPY

New Lead Alert
Sponsored by XEROX for Carolina Office Systems

netserve

Great news! You've received a new lead from the **XEROX Production Print** digital marketing campaign:

First Name: Mark
Last Name: Buyer
Email Address: shopper@interest.com

Log in to Netserve

Your Digital Marketing Expert

Your Netserve account manager is always available to answer questions and assist with your digital marketing strategy.

Andrew Sherland
asherland@netserve.com
Direct 999.999.9999

Shortening The Time From Search To Lead

Google Xerox A3 color laser multifunction printer

Web Shopping Images Videos News More Search tools

About 672,000 results (0.57 seconds)

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www.xerox.com/

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Digital Printing Solutions and Services - Xerox
www.xerox.com/digital-printing/enus.html Xerox - Jump to Xerox Nuvera™ 200/288/314 EA Perfecting Production D95A/D110/D125 Copier/Printer and D110/D125 ...

Carolina Office Systems
Solutions That Inspire Business

From Search to Form Fill...

LEARN MORE ABOUT THE 7800 SERIES BY XEROX

2 clicks

From Form Fill To Marketing-Qualified Lead in

1 click

New Lead Alert
Sponsored by XEROX for Carolina Office Systems

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Last Name: Buyer
Email Address: shopper@interest.com

Log in to Netserve

Your Digital Marketing Expert

Your Netserve account manager is always available to answer questions and assist with your digital marketing strategy.

Andrew Sherland
asherland@netserve.com
Direct 999-999-9999

Benefits of Partners In Search Results

Benefits To Customers

- Easily find a local trusted partner
- Get to information they want quicker

Benefits To Partners

- You are found quicker
- You get more visits
- You get more leads that you can track

BUT NOT EVERY CUSTOMER IS
READY TO FILL IN A FORM ON THEIR
FIRST VISIT



Amazing Flexibility and the Power to Do More.



Serving the Carolinas!

[Learn More About The 7830 Series](#)

Privacy Pitfalls as Education Apps Spread Haphazardly

By NATASHA SINGER



Ilana Perich-Linsman for The New York Times

Sixth graders in the Judson school system in San Antonio use Google Classroom to follow along in class.



A blog filled with news, insight and analysis on Silicon Valley and beyond.

[Continue to Bits »](#)

PERSONAL TECHNOLOGY



Minh Uong/The New York Times



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SCUTTLEBOT News from the web, annotated by our staff

Google Gets into the Retail Business | THE TELEGRAPH

The search engine plans to open The Google Shop, a retail outlet in London that will sell smartphones, tablets and other Google-

Re-Engage Visitors After They Visit Your Site



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Amazing Flexibility
the Power to Do More



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LEARN MORE ABOUT THE WORKCENTRE AND RECEIVE PRICING INFO

Please provide your information so a representative will contact you.

- Prints up to 300,000 pages
- Scan up to 200 images per hour
- Customize your print settings

FIRST NAME

LAST NAME

EMAIL

GET YOUR INFO

Xerox WorkCentre 7800 Series
Productivity, scalability and professional all-in-one.

CAROLINA OFFICE SYSTEMS (MORRISVILLE)
919.380.0061



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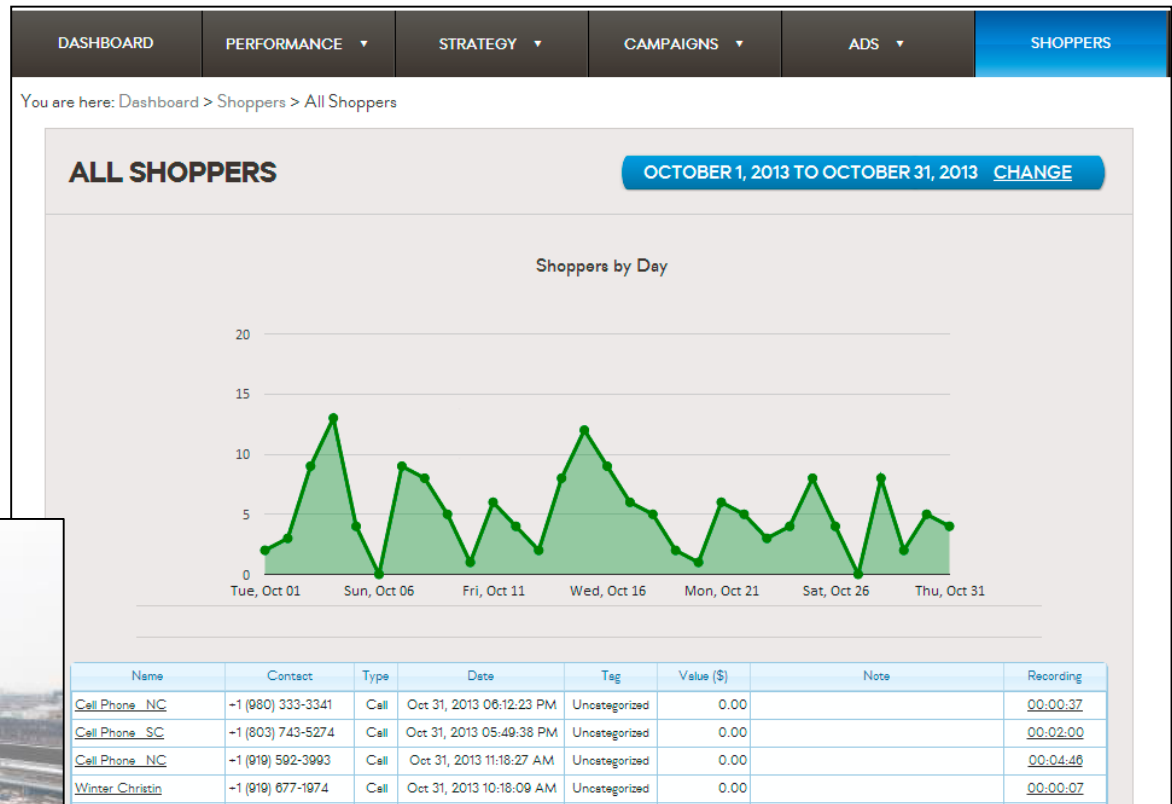
Andrew Sherland
asherland@netsertive.com
Direct 999.999.9999

HOW DO YOU MEASURE SUCCESS?

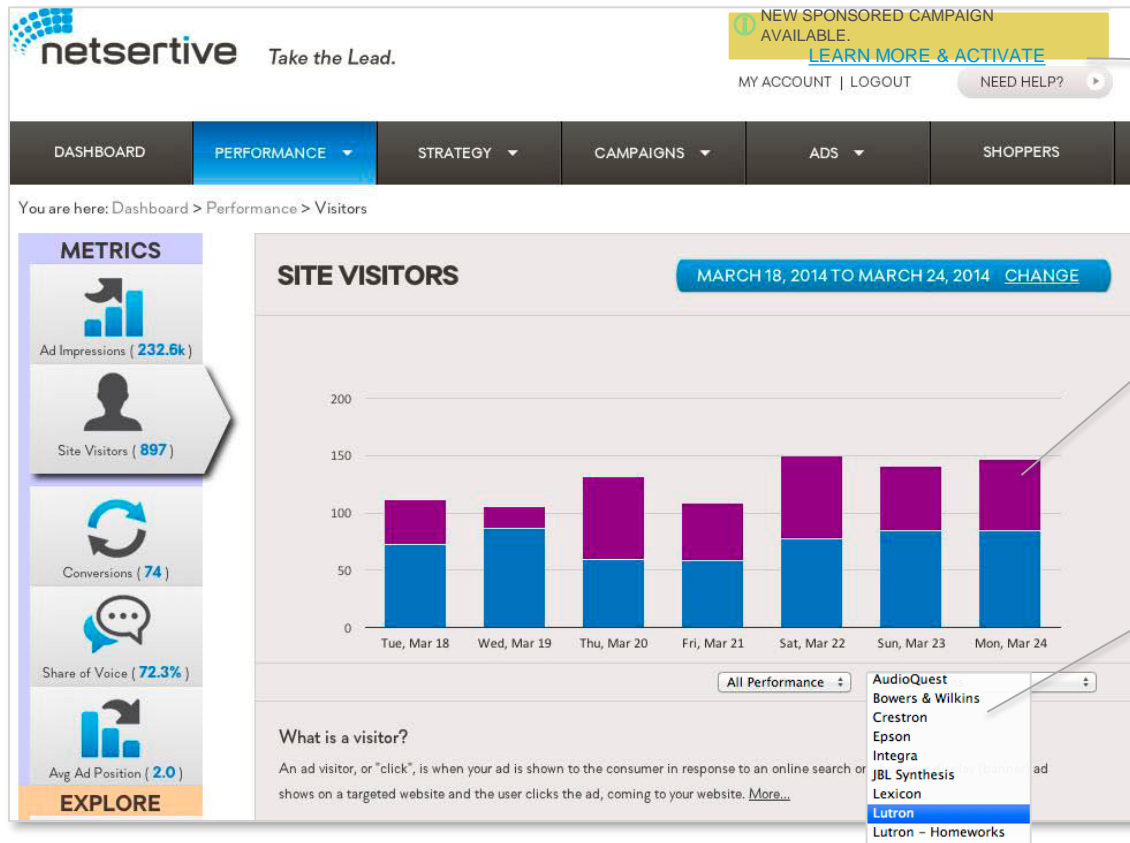
Call Tracking for Lead Attribution

Netsertive Platform

- View caller activity
- Listen to calls
- Measure results



Simplified Reporting



Alerts for new sponsored campaigns from product brands

See how sponsored campaigns & auto-reimbursement drive local marketing success.

Easily manage & analyze performance for each campaign

THE GOOD NEWS IS WE'VE MADE
THIS EASY FOR YOU

Partnering For Success

Digital Mastery Lead Program

Connect with your customers & drive business results

Benefits:

- ❖ Extend value of your brand through digital marketing
- ❖ Increase traffic to your website
- ❖ More qualified leads for your sales teams
- ❖ Grow your business by engaging new potential customers



Your Business

How Do We Deliver?

1



Determine best content and products to market for you

2



Builds website landing pages and directs traffic to your site

3



Provides reporting so you can follow up on leads quickly and easily

Full customer support if you have questions or concerns



How Does This Interest You?