



GIATEC

Marketing Tips For Partners

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Design

Strategy Tips:

- Map out your strategy, what do you want to achieve with your design? More sales? More blog readers? More demo requests?
- Evaluate your design through the eyes of your customers, what would they like or dislike about it? Do the images and text flow?
- Add buttons on your webpages for people to visit your social media channels
- Avoid stock images and use images depicting people using your product
- On every webpage, make the first image they see more appealing, so prospective customers will want to scroll down the page and read more
- Use white space in your design so your readers are not overwhelmed by text and images
- Make sure your design looks nice on mobile devices
- Stay on brand – use the same fonts and colors on every page
- Keep testing different designs to see what appeals to your customers

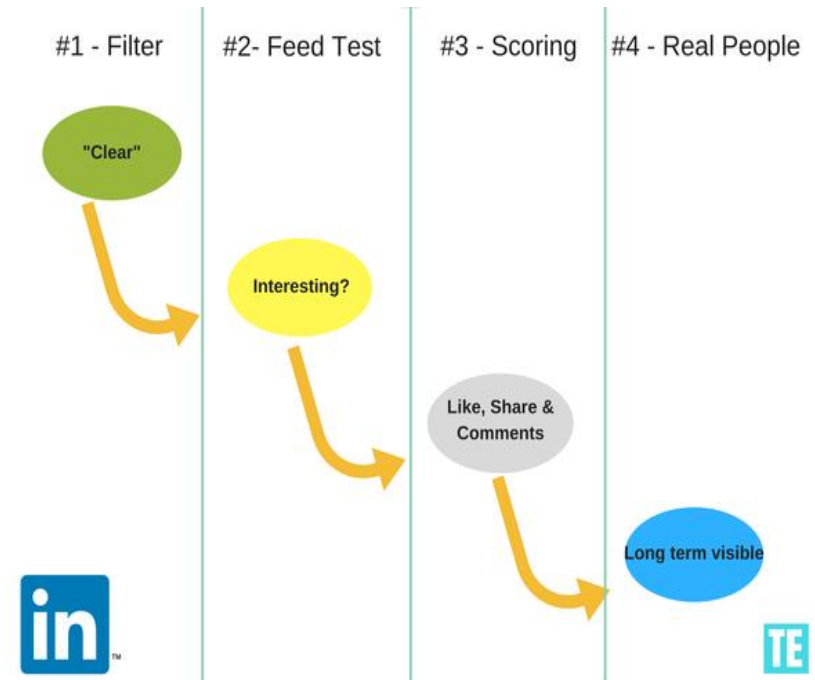
Social Media

Strategy Tips:

- Post on twice a day on most important social account, once on other accounts
 - Once between 6-7 a.m., once between 6-7 p.m. or test what works best for your audience
 - Use casual language in posts rather than professional
- On LinkedIn
 - Only use 3 hashtags in a post to discourage being viewed as spam
 - Encourage employees to comment and share posts within the first hour
- Tag Giatec and other individuals and companies involved in the post
- Don't just share your own content, share content from influencers and other industry associations

LinkedIn Algorithm

1. When you post it assigns a 'quality' score to your content before anyone sees it. By judging the text it tries to predict how well it will be received by your intended audience (new connections, connections, followers, mutual hashtag followers, group members).
2. It then pushes your post to a small sample of your audience (mainly connections, followers, fellow group members) and waits to see if they engage.
3. Depending on how that first 'test' goes, it will then decide whether to push it to more people and continue testing, or to stop showing it in the feed.



Source: <https://thomaseccel.com/2018/03/06/linkedin-algorithm-how-does-it-work-for-posts/>

Earliest engagement within the hour of posting determines whether post is sent to trending or top of followers feed

Social Media Recommended Hashtags

Broad Hashtags – LinkedIn Followers

- **#innovation** - 38,586,036 followers
- **#construction** - 4,549,586 followers
- **#ArtificialIntelligence** - 2,300,445 followers
- **#internetofthings** - 723,448 followers
- **#embeddedsystems** - 127,682 followers
- **#tech** - 99,907 followers
- **#iot** - 94,129 followers

Niche Hashtags – LinkedIn Followers

- **#concrete** - 40,131 followers
- **#cement** - 8,632 followers
- **#maturity** - 8,632 followers
- **#sensors** - 3,804 followers
- **#strength** - 3,174 followers
- **#temperature** - 258 followers
- **#smartconstruction** – 129 followers

Using Social Media to Sell Giatec Products

- [LinkedIn](#) is Giatec's most active social media channel
 - Every day, we post on LinkedIn twice; between 6-7 a.m. and between 6-7 p.m.
- We also have an [Instagram](#), [Facebook](#), and [Twitter](#) account
 - We post on these channels about 1-3 times a week
 - On all our social media accounts you can set up notifications for our posts
- How can this help you?
 - If you follow Giatec on our social media channels and "Like" and "Share" our posts, potential customers will begin to associate Giatec with your company
 - By "tagging" Giatec in posts about our products we can, in turn, like and share your social media posts as well, helping you gain visibility to our customers and followers in your market

Email Marketing

Strategy Tips:

- Segment your contact list by product of interest
- Don't email your contact list more than 2 times a month
- Send an email to your customer list every 3 months
- If someone unsubscribes, send a follow up 'opt-out' email
- Share both promotional and educational information
- Attach a URL to every image and CTA buttons
- Use buttons, images, and a consistent design template
- Ensure your email design is on brand
- A/B test to find out what works
- Keep it short!

The Benefits of Giatec's Email Marketing

- Did you know? Giatec sends two emails every month where we feature products, videos, blogs, guest posts, and more!
 - 1 promotional email (the 1st Tuesday of every month)
 - 1 newsletter email (the 3rd Tuesday of every month)
- We also send out a customer newsletter every 3 months with product updates, new product features, and any other important information
- How can this help you?
 - Subscribe to our emails at <https://www.giatecscientific.com/concrete-hub/> to stay up-to-date
 - See something in the emails you want to send to your own customers? Speak to your account manager and they will help make this happen!

Search Engine Optimization (SEO)

Strategy Tips:

- Do not duplicate your own content or someone else's, it hurts SEO
- Add keywords and CTAs throughout every page – but don't overstuff!
- Give your image files a descriptive name (including an alt tag)
- Use at least one internal or external link for every 150 words
- Every page must have a minimum of 350 words to be indexed by Google
- Add your sources at the end of blogs – this improves your authority score
- Follow Google's EAT Method - Expertise, Authoritativeness and Trustworthiness – Include blog author with biography and headshot on blogs to improve website authority
- Ask publications if you can write articles for them – for free

SEO Do's and Don'ts

Do's	Don'ts
Reword blogs, webpages, other content before publishing on your own website	Directly copy, verbatim, the content from a website you do not own
Give credit and the source for all images and content borrowed, including a URL to the website where it was obtained	Use an image or idea from someone else without giving proper credit
Frequently create new and interesting content for your customers	Duplicate your own content on any webpage or blog
Ask industry publications if you can write articles for them for free	Target industry publications with a customer base that would not buy your products
Share content written by other people and industry experts	Share content written by your competitors, customers may leave your website in favor of them



Revolutionizing the Concrete Industry

More info at www.giatec.ca