

Building Brand to Build Revenue

Michele Carroll
President, Carrollco
Marketing Services



CARROLLCO
Marketing Services

Engage. Connect. Grow.

Top Priority: Current Customers.

Your Value Proposition –exercise.

Build Your Brand. Build Your
Business.

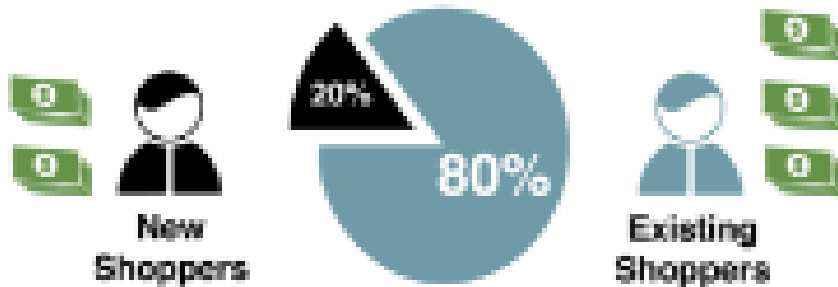
Q&A

Overview



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How Much Are Your Existing Customers Contributing to Your Current Sales?



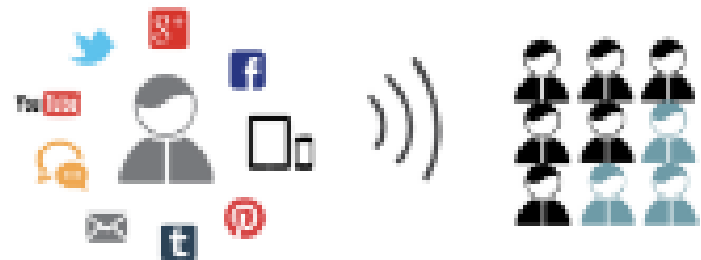
80% of your future profits will come from just **20%** of your existing customers.

It Is More Critical Than Ever To Focus On Your Existing Customers

Repeat customers spend **33%** more than existing ones

10% increase in customer retention yields a **30% rise** in the value of the company

Customer Retention Can Have A Positive Impact On Acquisition



Satisfied customers tell **9** other people about their positive experiences.

Rule #1: Current Customers Are Top Priority

5X more costly to attract new vs retain existing customers *(Lee Resources 2010)*

Selling to existing customers more efficient, more profitable

The probability of converting an existing customer is

60-70%

vs. 5-20% for a new prospect

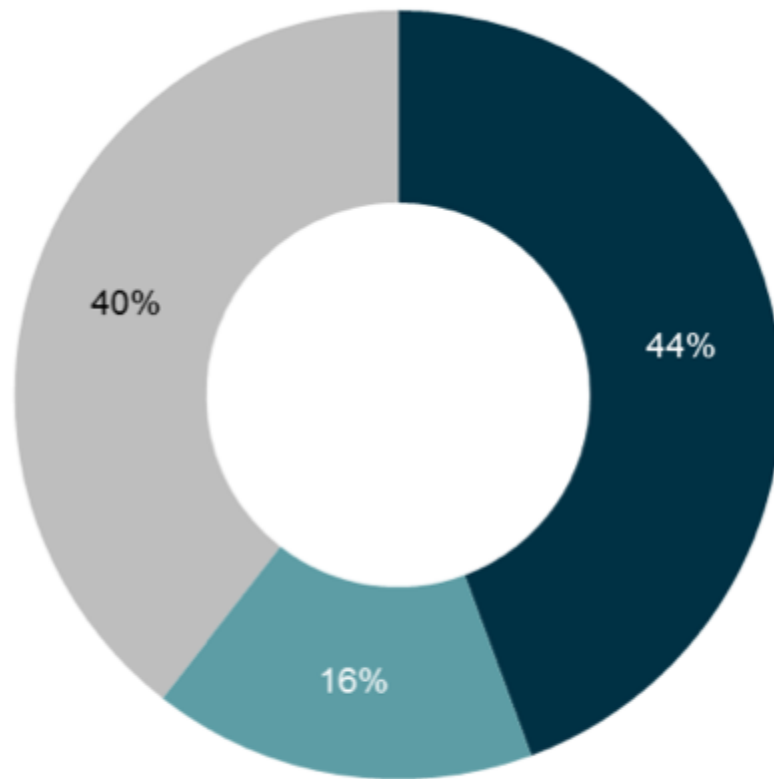
Increasing customer retention rates by 5% increases profits by

25-95%

vs. 5-20% probability to prospect

Rule #1:
Current Customers Are Top Priority

BUT ... More Common to Seek New vs. Strengthen Existing Customer Relationships



- More focused on acquisition
- More focused on retention
- Equal focus on acquisition and retention

- Companies are significantly more likely to focus on acquisition vs retention (44% vs. 16% for companies and **58% vs. 12%** for agency clients).
- Substantial number have equal focus on acquisition and retention: 40% of company respondents and 30% of agency clients.



Top Priority: Current Customers

5X more costly to attract new vs retain
existing customers *(Lee Resources 2010)*

Selling to
existing
customers
more
efficient,
more
profitable

60-70% probability

vs. 15-20% probability to prospect

Rule #1:
Current Customers Are Top Priority

Engage. Communicate. Don't 'Message.'

- 2 Way Process: listen. Engage your customer in healthy dialogue
- Understand customer values, priorities and requirements
- Versus one-way blasting of information which may or may not resonate.



Delighting customers
doesn't yield loyalty

Service does.

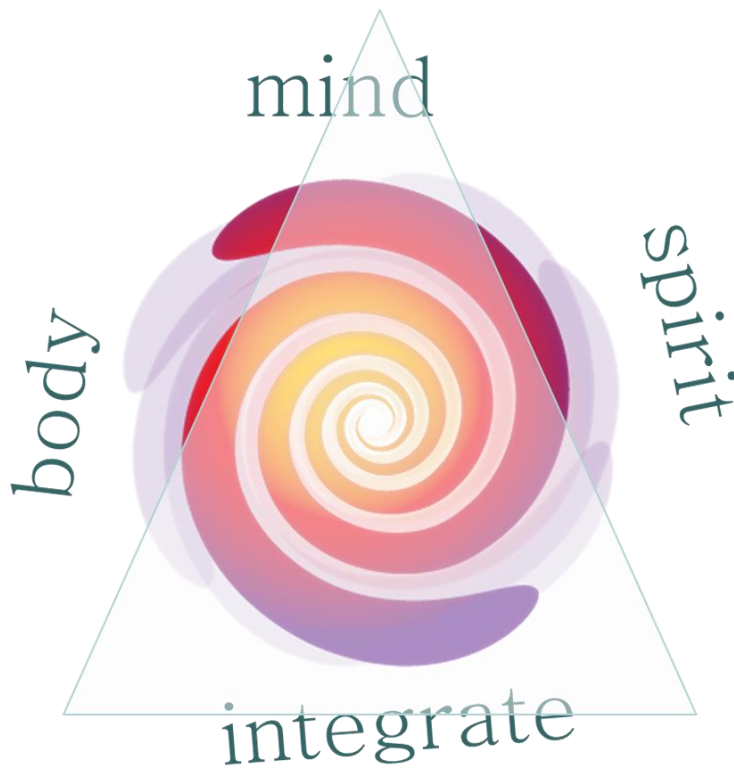
Make it easy. Remove
obstacles. Train and
develop your people.

Engage to Understand

Connect. Engage. H2H.

People seek purpose, meaning

No more B2B, B2C. Only H2H.



“We do things for reasons other than profit”

Tim Cook, CEO Apple, March 2014 Shareholder's Meeting



Diversity IS good.

- Diversity IS good. Helps business performance.
 - Women and men. Gay and straight. CIS, trans, other. Millennial to Boomer. All shades of brown.



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Marketing Services



Generation of Log



Scott Thornton
*Chairman,
Shareholder*



Tom Lyons
Shareholder



Cliff Otto
CEO



Mark Cabrera
COO



Mike DelBovo
*Saddle Creek
Transportation
President*



Tom Patterson
*Senior VP
Warehouse
Operations*



Doug Johnston
*Senior VP of
Warehouse
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Duane Sizemore
*Senior VP
Marketing and
Business
Development*



Robert Pericht
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Customer Solutions
& Operations
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Donna Slyster
CIO



Perry Belcastro
*VP Fulfillment
Services*

FedEx Executive Leadership



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Robert B. Carter ▶
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Mark Allen ▶
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Donald F. Coleran ▶
*Executive Vice President, Chief
Sales Officer*



Colin Peel
Founder and CEO



Steve Willis
VP & General Mgr.



Wayne Billings
Site Mgr



Ron Smiley
Site Mgr



Cameron Peel
Business Dev. Mgr



Lisa Carter
Office Manager



Melissa Dempsey
HR, Safety, Project Mgr.

Major 3PL Leadership, Boards



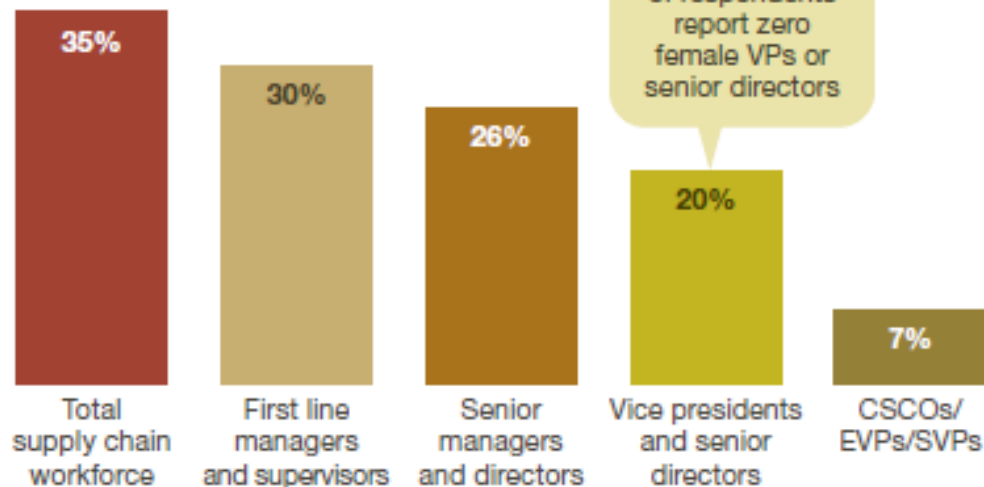
Fresh Truth #2: Diversity IS good.

- Diversity IS good. Helps business performance.

FIGURE 1

Proportion of women leaders in supply chain declines

Average percentage of women in roles



Source: Gartner



Do you have a unique selling proposition? (USP)



WHAT WE DO: LOGISTICS SERVICES ▾ SOLUTIONS ▾ LOCATIONS RESOURCE CENTER ▾ CONTACT JOIN OUR TEAM ▾

LOGIN



Discover The Value of An Experienced 3PL Partner



Warehousing



Omnichannel Fulfillment



Transportation



Packaging

Do you have a unique selling proposition? (USP)



We Are Third Party Logistics Solutions

Established as a single warehouse in 1941, Barrett has grown to over 400 employees and a network of more than 3 million square feet of state-of-the-art warehousing capacity, strategically located across the US. Our high performance teams serve more than one hundred and fifty customers in an array of industries, from fast-moving consumer goods to the highly demanding automotive parts and online retail markets.

Barrett has invested in technology and systems, developed our people, and created a proprietary process methodology we call the **Barrett Blueprint®**, to strengthen our ability to design and deliver supply chain solutions responsive to the needs of customers, ranging from Fortune 500 companies to hot new leaders of online retail and fast-moving consumer goods that we successfully serve.



Warehouse

A sophisticated Warehouse Management System (WMS) offers flexibility, savings, accuracy, and improved customer satisfaction



Fulfillment

An experienced fulfillment center will provide a customer-specific supply chain solution.



Transportation

Complete managed transportation services, as well as parcel, supply chain engineering and freight solutions

Do you have a unique selling proposition? (USP)



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High-tech solutions and responsive service.

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Customized facility storage options.

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ORDER FULFILLMENT

From small parts to massive systems.

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TRANSPORTATION

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Do you have a unique selling proposition? (USP)



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YOUR FLORIDA 3PL SOLUTION

There are a number of powerful reasons why so many successful, forward-thinking companies turn to Star Distribution Systems. We are Florida's premier third party logistics provider and the only 3PL to offer *guaranteed next day delivery* from our Central Florida distribution center to any Florida location. Additionally, our brokerage services guarantee U.S. Southeast regional LTL and truckload freight management solutions from coast-to-coast.

Located between Tampa and Lakeland, Star offers state-

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Do you have a unique selling proposition? (USP)



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SUPPLY CHAIN
CONSULTING

REQUEST A QUOTE

1

We _____ (verb/s) for
_____ (who?) which matters
because _____.

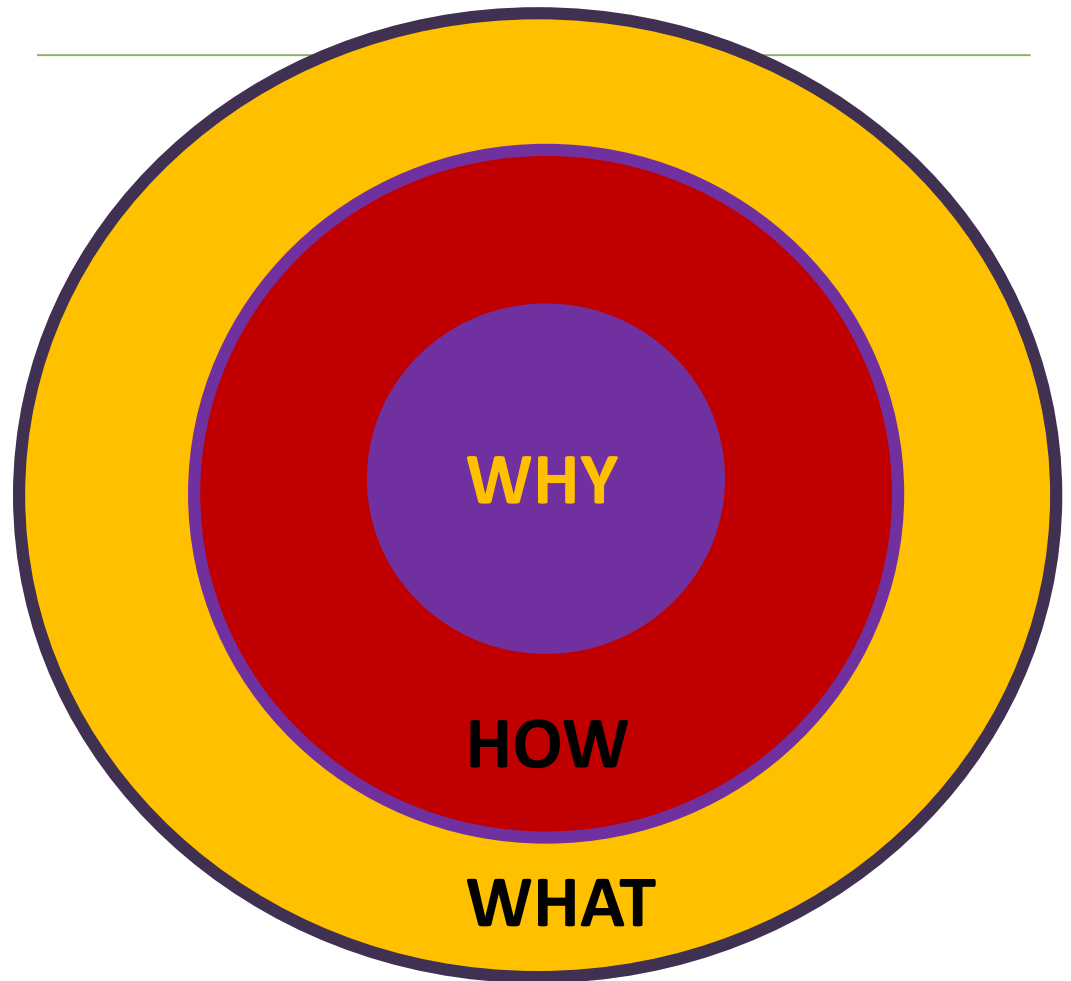
2

My company We _____ (verb/your
service) for _____
(noun/customers). Working with us,
you can/will
_____. (benefit).

Mad Lib Missions: What do you do?



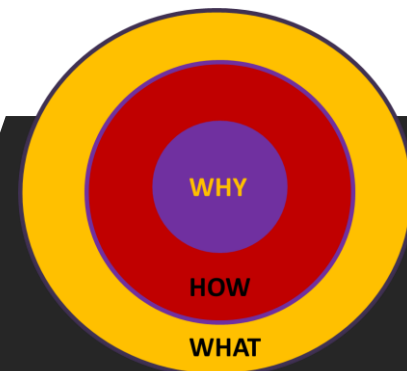
Start with Why



My company _____ (verb)
or _____ (verb) for
_____ (noun),
which matters because
_____.

My company (or my work)
_____ (purpose,
meaning; why you go each day!)

Golden Circle: Start with Why



We're a minority owned 3PL bringing the power of diversity to high tech and med device supply chains.

The Reshoring Institute helps companies bring manufacturing back to America.

We're an employee owned business that succeeds only when our customers succeed. Every one of us is invested in making it right for you.

We help Irish companies gain traction in the Americas by opening doors to marquis customers, securing funding and powering communications.

Doing What Matters helps community colleges develop the right talent needed by 21st century global trade and logistics companies.

Start with Why



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WHY:

We help innovators accelerate revenue in the Americas.

HOW:

We do that by warm introductions to the right people and businesses; Sometimes as a retained partner or ad hoc by project, with associates in the Southeast, Northeast, Mid-Atlantic and mostly SF / Silicon Valley.

WHAT:

For 400+ companies that's ranged from strategic research, planning, investments secured to full spectrum marketing support from building websites to managing PR.

Start with Why



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Engage. Communicate. Part deux.

- Now, you've listened. Engaged.
- Reflected on who you are.
- How to stand apart from the 'noise.'
- Build your brand. Build your business.



Focus. Plan. Execute.



FOCUS
On the right markets



Plan
Effectively as a team



Execute
For high impact results

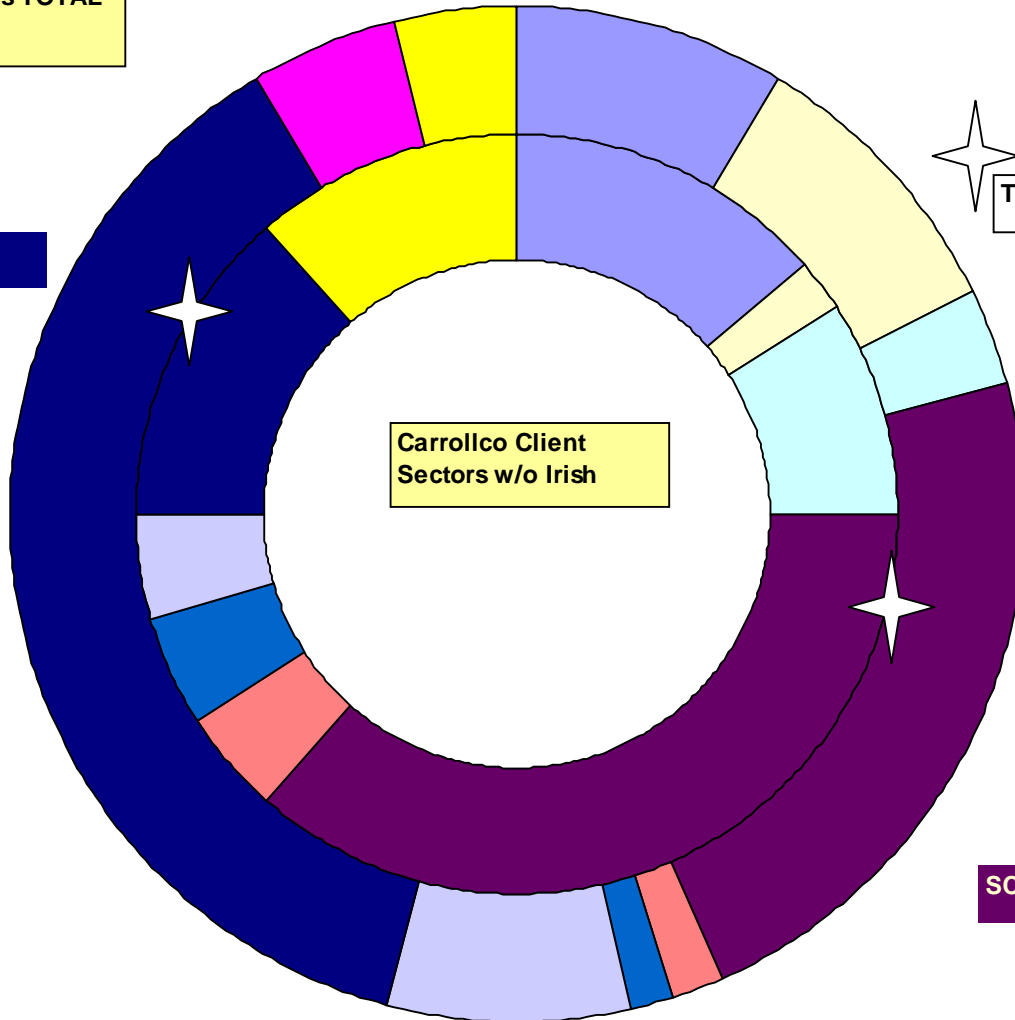


Target Sectors Where You Bring Strength

Carrollco Client Sectors TOTAL
(Including EI/INI)

Software/Apps

Telco / Mobility



SCM/Services

- Fin'l/Srvcs
- Hi-Tech/Mobility
- RFID
- SCM/Logistics
- Retail
- Non-Profit
- Media/Ent
- SW/Apps
- Manufacturing
- government

Connect. Engage. Accelerate Growth!

Since 1993, Carrollco teams have helped more than 400 companies with US market entry, global business and international market growth.

BUILD YOUR BRAND

BUILD YOUR BUSINESS



Your Target Should POP on Your Website

EXACTING STANDARDS.
FLEXIBLE SOLUTIONS.



Technology Leaders |



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Transportation



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Global Trade and Logistics
and what it means for you.

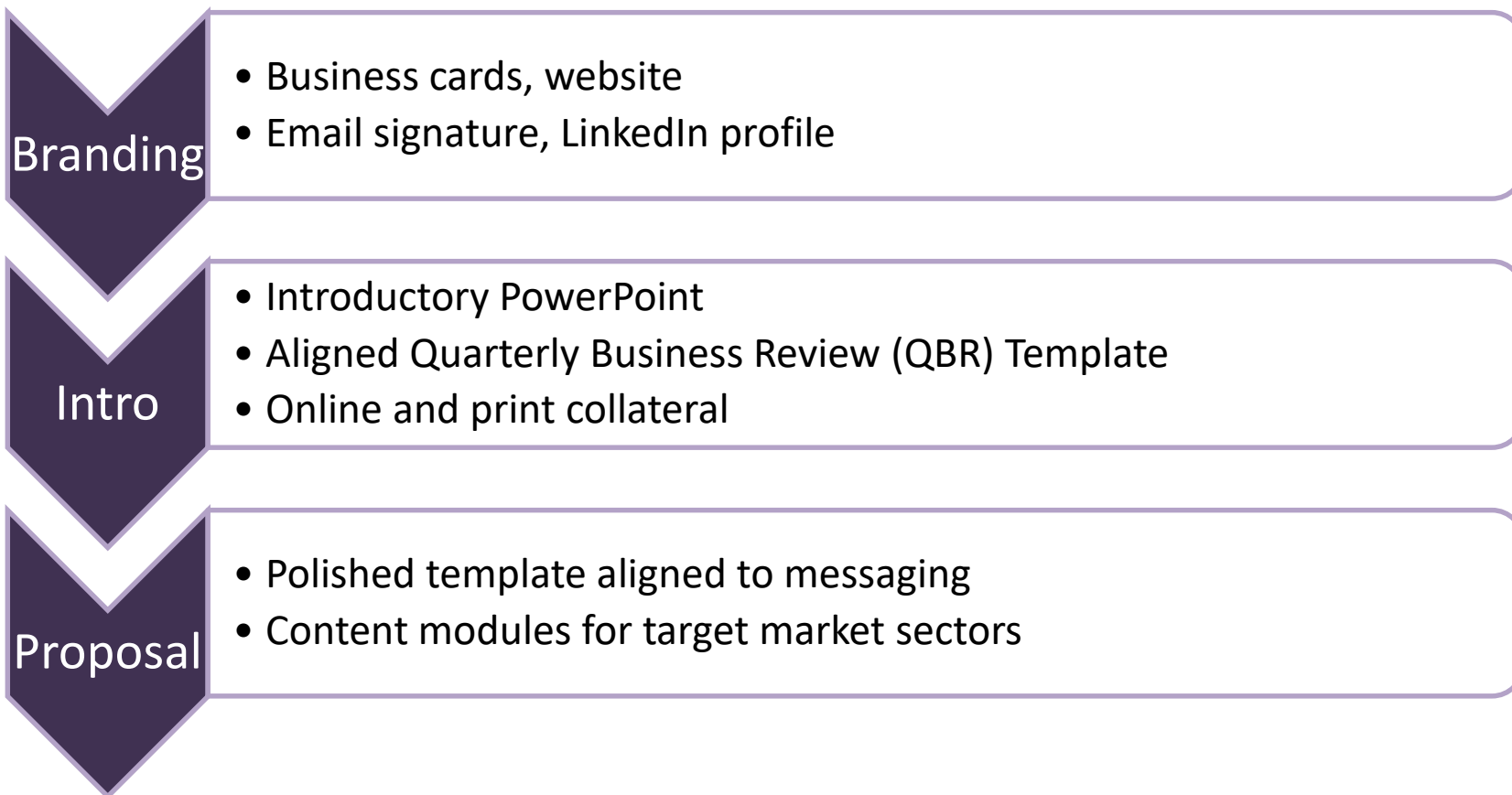


Connecting Industry with Top-Notch New Hires

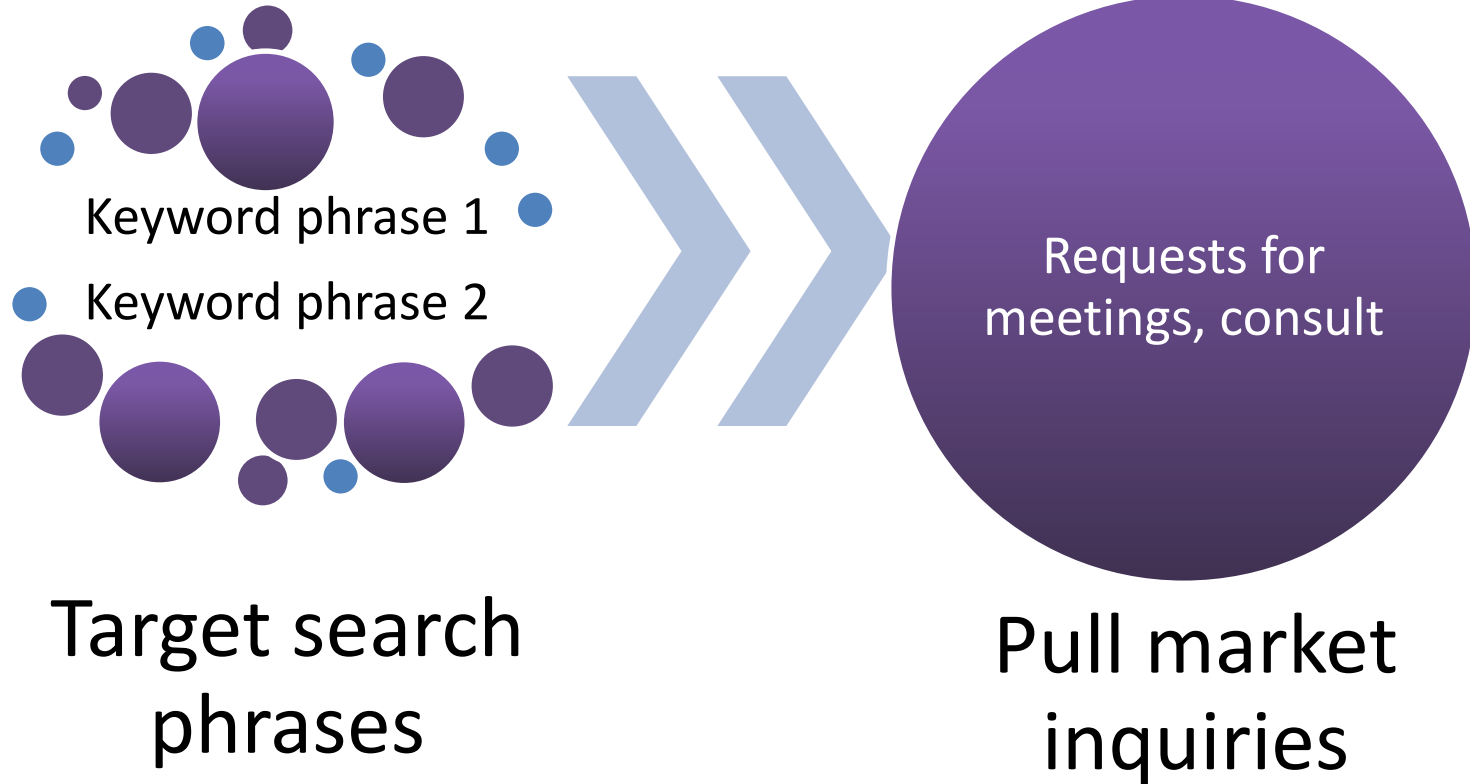
We work with leaders from global trade and logistics and San Francisco's East Bay Community Colleges to create programs and curricula that prepare students for today's dynamic, working world. Global Trade & Logistics is all about making connections. Let us connect YOU!



Facilitating Industry, Academic Collaboration

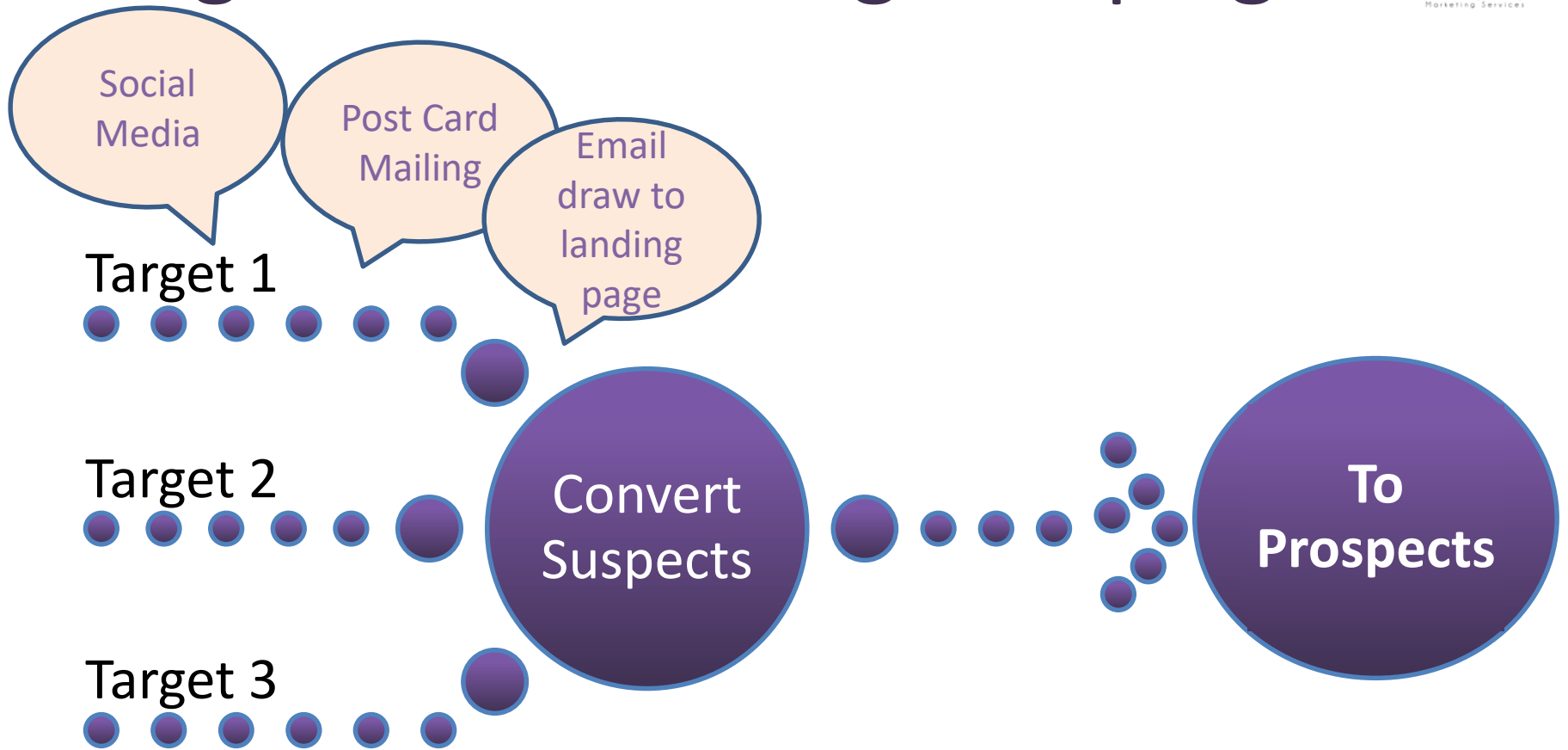


Face to Face BD: Align Branding,
Message on Everything Audience Sees

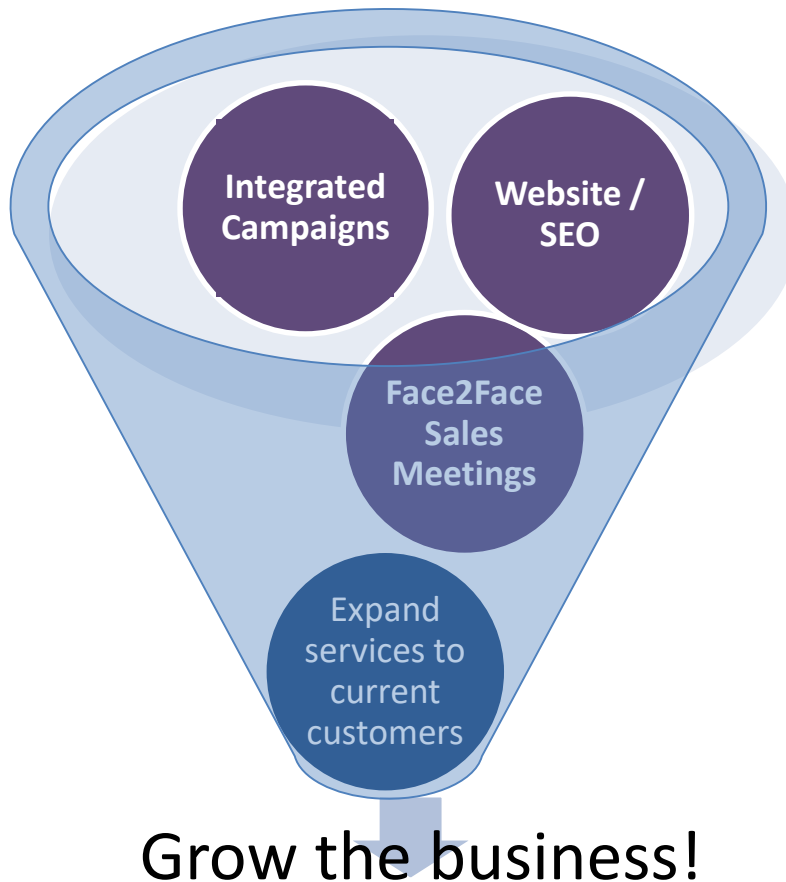


Website SEO

Integrated Marketing Campaigns



Business Development Funnel



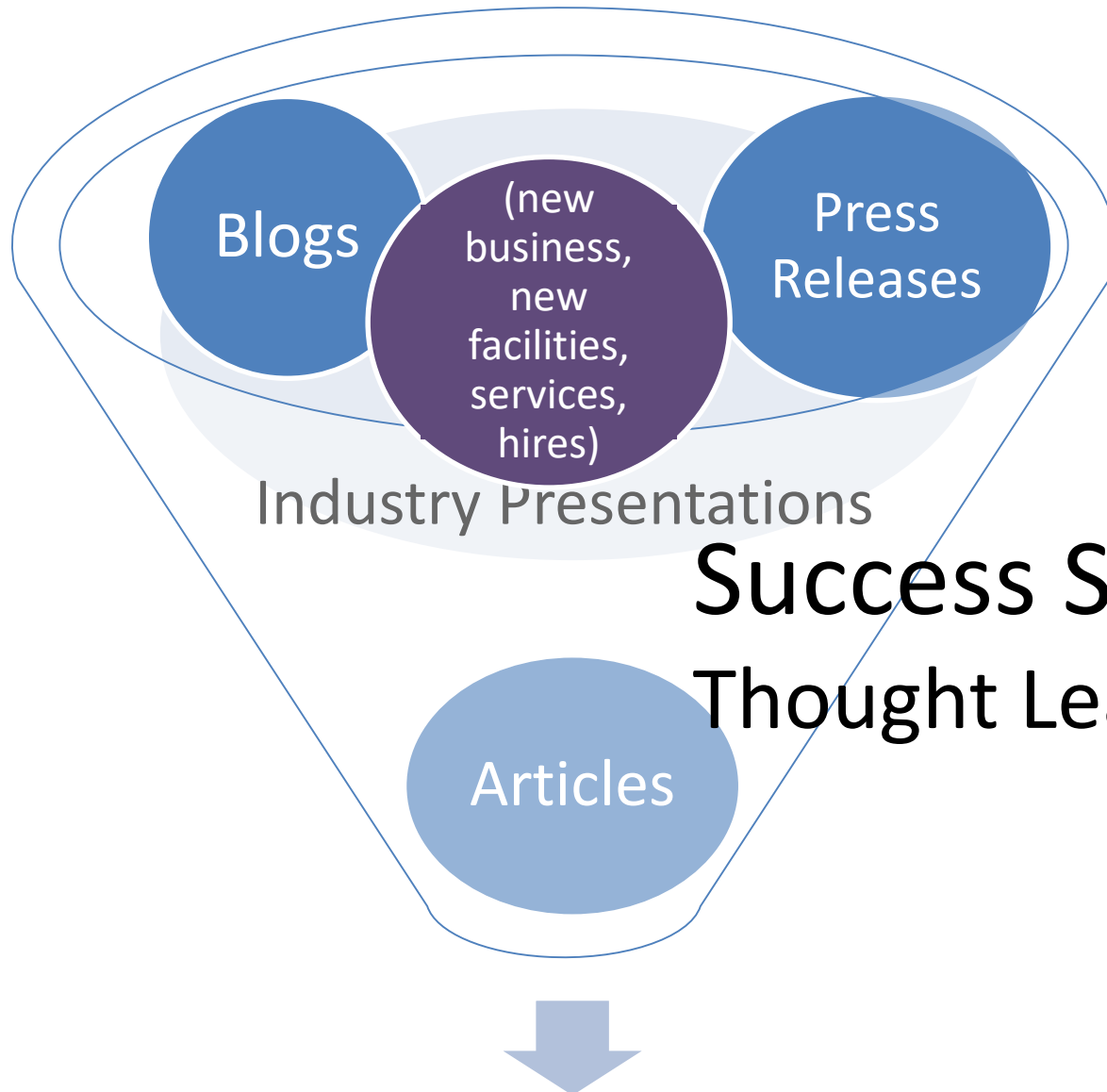
Branding IS the funnel:

- Holds all marketing efforts
- Consistent 'look and feel'
- Message content, tone
- Your corporate 'promise'

Taken together, these integrated marketing activities :

- Build Your Brand AND
- Grow the Business!

PR Content Dev Funnel

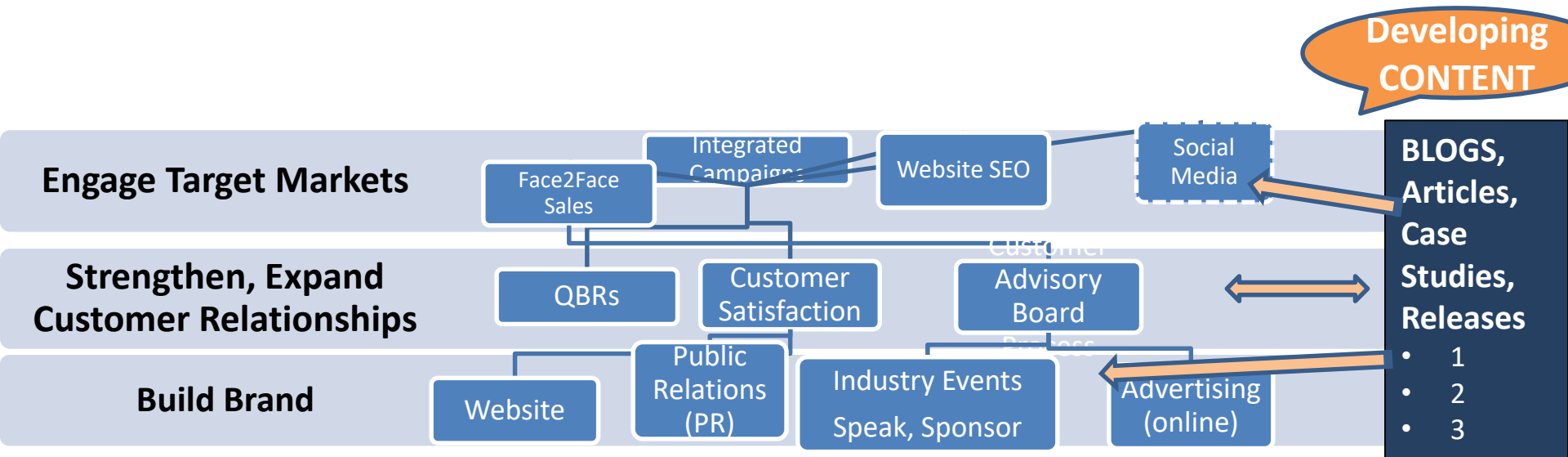


Success Stories
Thought Leadership

Communications Architecture



Build Your Brand. Strengthen Relationships. Engage New Customers.

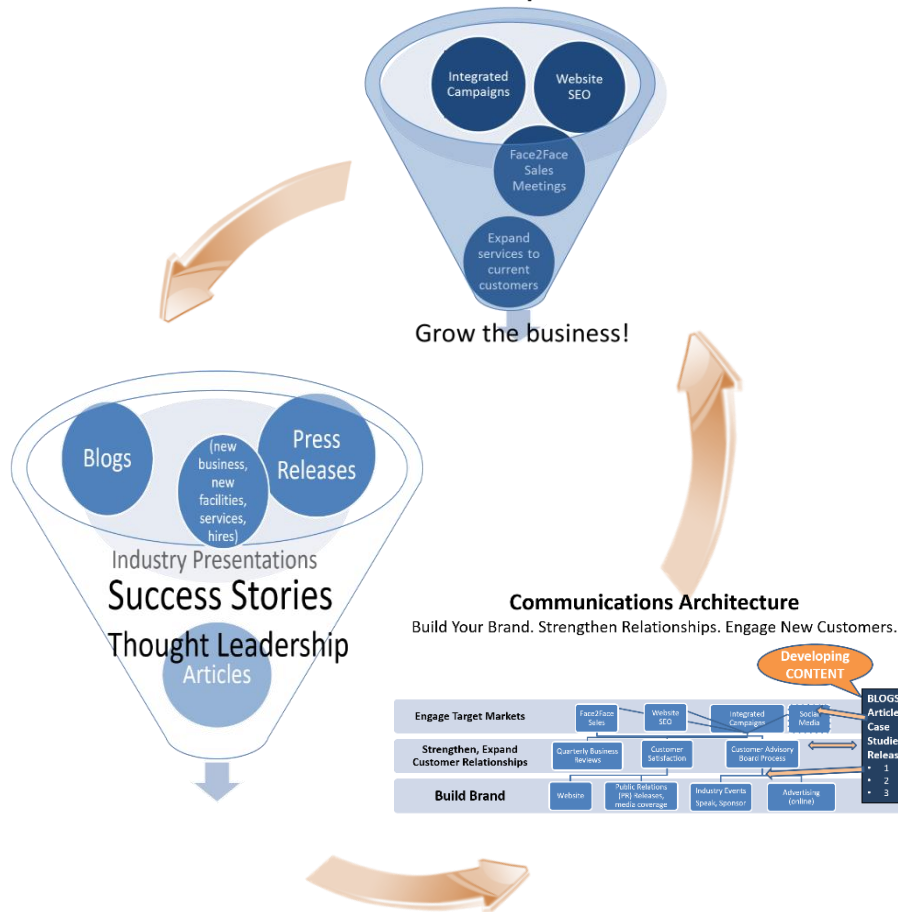


Integrated and Ongoing Process

Build Your Brand to Build Your Business!



Business Development Funnel



Business Development Funnel

- Strengthens customer relationships
- Generates new leads
- F2F, SEO + Campaigns

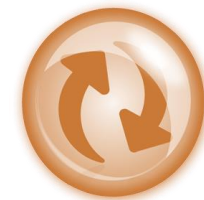
Feeds PR Content Development Funnel

- New contract releases
- Successes with Customers Feeds
- Case Studies, Articles, Fresh Content

Feeding Strategic and Tactical Marketing

- Updates to website core
- Industry presentations, media coverage

Use in integrated campaigns



Social Media can be Powerful



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USA TODAY Money  @USATODAYmoney

24 Sep

Mercedes makes a \$1B bet it can take down Tesla.
[@NathanBomey](#) reports [usat.ly/2wDhv2u](#)



Elon Musk 

@elonmusk

 **Follow**

That's not a lot of money for a giant like Daimler/Mercedes. Wish they'd do more. Off by a zero.

3:31 PM - Sep 24, 2017

 685  3,565  22,287





You're absolutely right [@elonmusk](#). Here the missing zero:
Investing >\$10bn in nxt gen EVs & >\$1bn in battery prod. 👉
[d.ai/prM61nYk](#)

12:15 PM · Sep 25, 2017 · Stuttgart, Germany



EQ: Electric Mobility & Electric Cars - CASE | Daimler

The future is electric. That is why we are setting the course for tomorrow today. We prove this with our brand for intelligent electric
[daimler.com](#)

129 799 3,655

But a Word of Caution ...

Engage. Connect. Grow.

Top Priority: Current Customers.

Your Value Proposition –exercise.

Build Your Brand. Build Your
Business.

Q&A

Wrap!



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Questions?

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