

# Sell More Product

Leveraging Traditional Marketing Strategies  
to Boost E-Commerce Sales

Tom Gatti presenter



# Marketing Outcomes

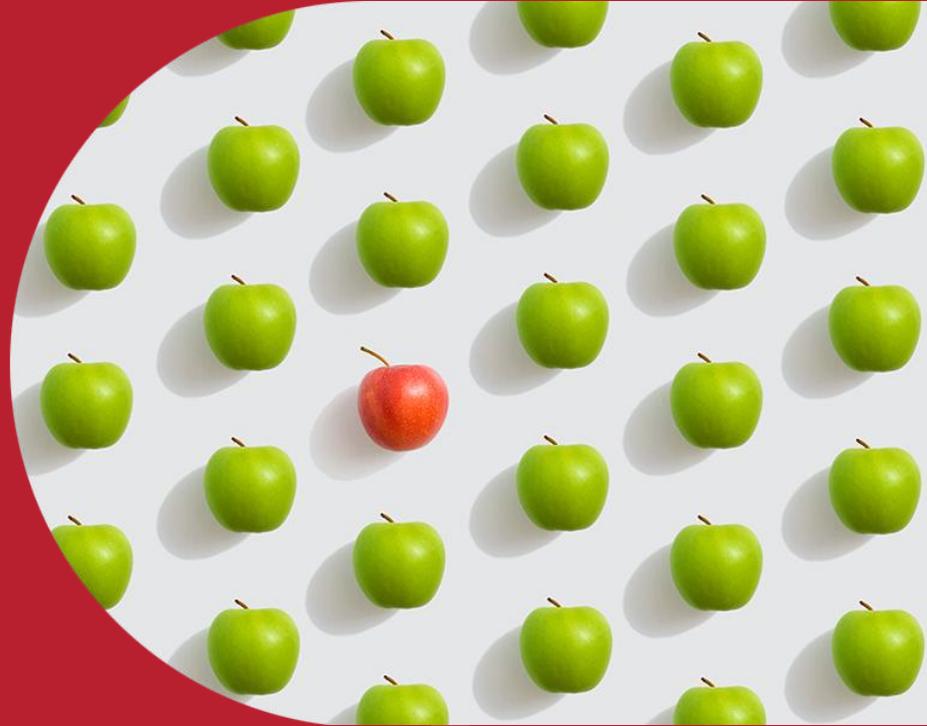
# Enhanced Credibility and Trust



# Increased Brand Visibility



# Differentiation in a Crowded Market

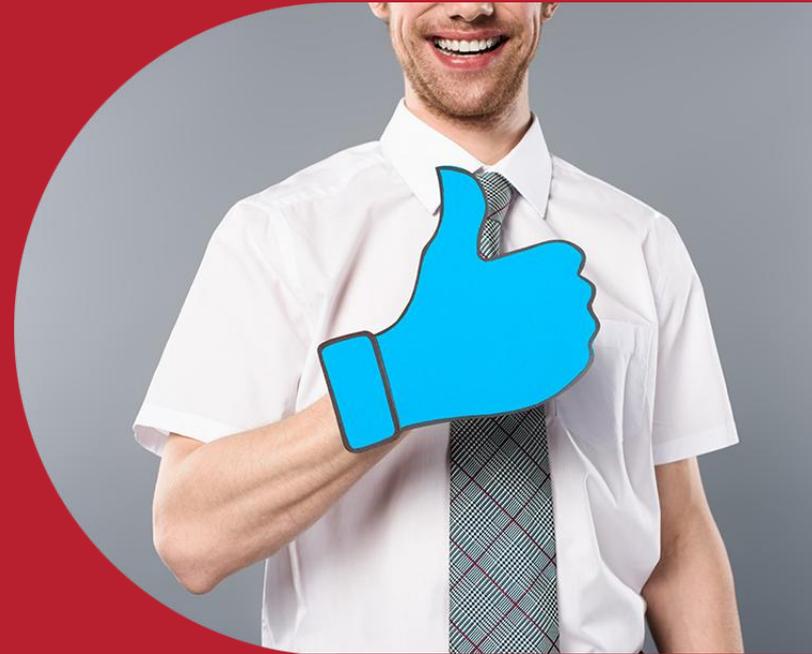


# Traditional Marketing Strategies

# Endorsements/ Validation

## Articles/Interviews in Traditional Media

- Increase Brand Awareness
- Boosts Credibility
- Enhance Brand Trust



# Case Studies

## Success Stories/Project Profiles

- Demonstration of Product/Service Value
- Expected Results
- Comfort in Understanding Process



# Announcements

## Press Releases

- Tout Company Achievements
- Show Growth  
(new hires/acquisitions)
- Demonstrate Business Success



# Awards

- Recognition within the Industry
- Improved Consumer Perception
- Differentiate from Competition



# Outcomes

- Enhanced Credibility and Trust
- Increased Brand Visibility
- Differentiation in a Crowded Market



# How Do I Measure The Impact?

Engagement

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Conversions

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Brand Sentiment

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Media Reach

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ROI



The Marketing Philosophies and  
Principles Haven't Changed  
Just the Technology and Tools!

Thank you so much.

Questions?

