

Independent Suppliers Group offers its members an innovative, full-service digital marketing program called **IntelliWeb**. This digital marketing solution provides dealers with access to a professional, customized website homepage that generates leads, corresponding email marketing with designs that engage customers, and creative blogging on your social networks. Best of all, these market leading digital solutions are very affordable.

Program Key Components



COMPETITIVE WEBSITE

Dealer's New homepage

- Customizable dealer homepage components - header, graphics, messaging, links and more
- Features monthly product promotions
- Hosting included



EMAIL MARKETING

- Weekly branded promotional and blog email sent on behalf of dealer to dealer's distribution list
- Promotions include click through to dealer sales site
- Constant Contact software utilization and use



SOCIAL NETWORKING

- Set up of dealer business pages on Facebook and LinkedIn
- Branding to match website and emails
- 18 posts monthly



BLOGGING

- Monthly blog content provided - office/ workplace situations and more.
- Posted to dealer website, social networks and emails



LEAD GENERATION – SEO CONTENT

- SEO optimized content to generate leads for your dealership
- Homepage nudge to encourage new email subscriptions



REPORTING & ANALYTICS

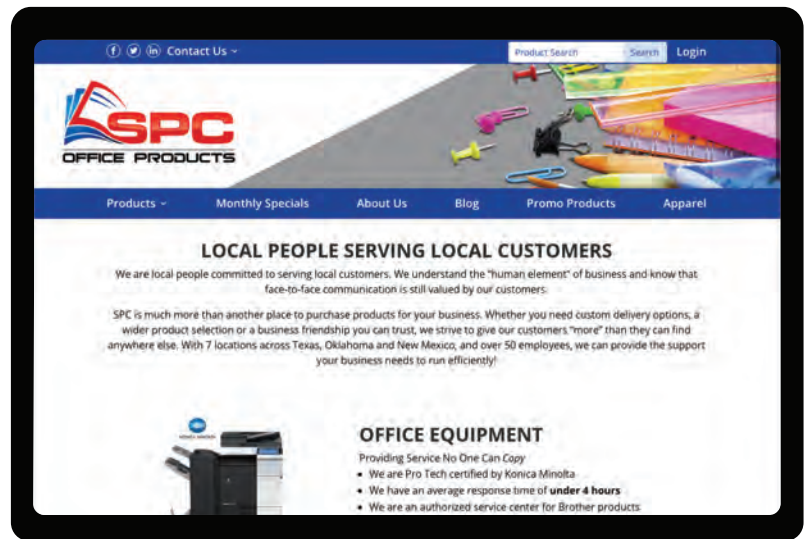
- Email and website traffic reporting provided - open rates, clicks and more
- 2019 Results
 - Total emails sent: 1.2 million
 - Website traffic: over 1 million-page views



INTELLIWEB LITE

Already have a robust website?

- IntelliWeb Lite may be for you
- Add the IntelliWeb elements to your existing website



Dealer's New Website Homepage
Each custom site will differ

Key Benefits

- Customization allows for consistent branding through all aspects of program - Website homepage, blogs, email marketing and social media.
- SEO enabled homepage drives business to your new homepage and easy to find online.
- Homepage linked through to dealer sales site to drive sales.
- Blog content and social media posts developed to create natural engagement with potential new customers.
- Analytics provide insight into the effectiveness of your homepage traffic and email campaigns.
- Minimal time and resources required of dealer - we do the heavy lifting!
- Low cost - supplier sponsorship makes this robust program extremely affordable!

What Dealers are Saying...

"IntelliWeb enables Regency to have an affordable, relevant website. It allows us to attract, inform and convert website visitors into sales by utilizing customizable content and interesting social media posts."

- Dallas Owen, Regency Office and Promotional Products

"We have been using IntelliWeb since 2015 and feel our landing page was dramatically improved. Regular email, promotions and social media posts, along with regular blogs keeps our business in front of our customers. The cost benefit, including Constant Contact, is a significant value for the program provided. I would encourage any ISG members to consider this digital marketing tool."

- Charles Haynsworth, Office Plus Business Centre

"We really appreciate the IntelliWeb program because it takes a lot of the daily stress off of us to keep our website current and send customer email campaigns. It's a good value for the money and customers appreciate the regular contact they receive from us."

- Robin King, Schwegmans Storehouse

IntelliWeb Participating Suppliers:

