

# OptiChannel Social Marketing & Sales Series



**David Rosendahl**  
*President @ MindFire*



# About This Series

Focused on how to market, sell, and lead through this time of crisis

Learn how to use OptiChannel Social Marketing & Sales from people who do it

Who's it for?

- Agencies
- Printers
- B2B & B2C Orgs
- Leaders, Sales, Marketing People

**How to  
Generate  
Leads & Sales  
on LinkedIn ...**

**Without Cold  
Calling, Buying  
Expensive  
Traffic or  
Advertising**



**HOW SUMMIT DIRECT  
MAIL GREW TO \$40+  
MILLION BY BLENDING  
PRINT & OPTICHANNEL  
MARKETING**



**THE  
UNDERGROUND 'SOCIAL SELLING' PLAYBOOK  
HOW THE TOP 1% UNLEASH LEADS & SALES  
USING A LITTLE-KNOWN SOCIAL STRATEGY  
AND HOW YOU CAN TOO**



# Miss An Episode?

→ **“Recordings”**



# Resources:

Connect w/me on LinkedIn

Join the COVID-19 Print Group

Text: 1 (949) 506-5835





**HOW TOOLBOX STUDIOS**

**HARNESSES THE POWER OF  
PRINT AND 'OPTICHANNEL'  
TO HELP CLIENTS ACHIEVE  
GROWTH**

**LIVE**

FRIDAY 8 AM PT | 11 AM ET



# Today's Format

First, meet Cece!

Understand her story & see some examples

Answer your top questions in Marketing, Sales, and Campaign Execution

As we go through the material, more questions will arise

Ask those in chat (*Zoom, Facebook, LinkedIn*)

Cece has agreed to stick around for an additional 30 minutes to do real-time Q&A!

**Meet Cece ...**







# Today's Interview:

Your  
Story

Marketing  
& Sales

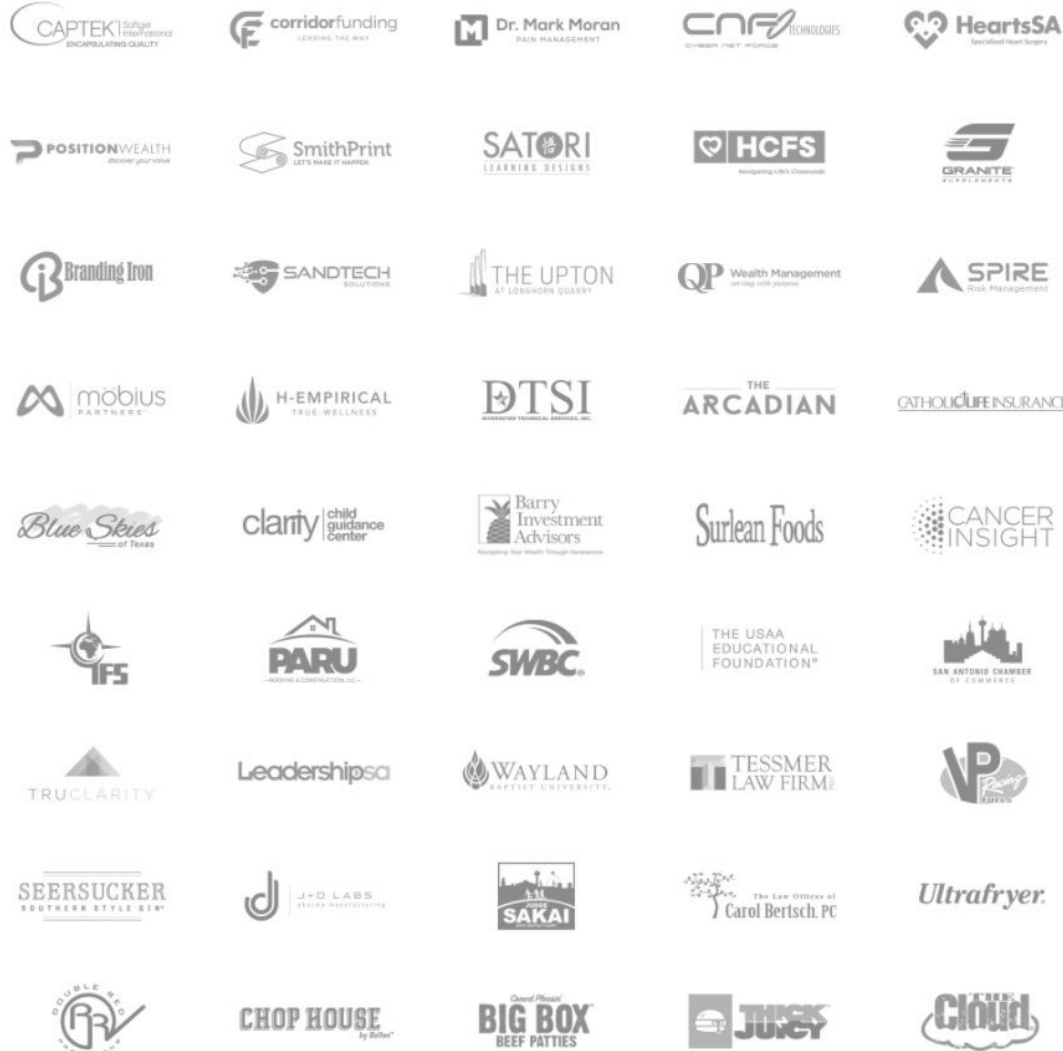
Campaign  
Execution

# Cece's Story & Examples

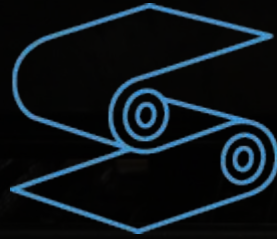






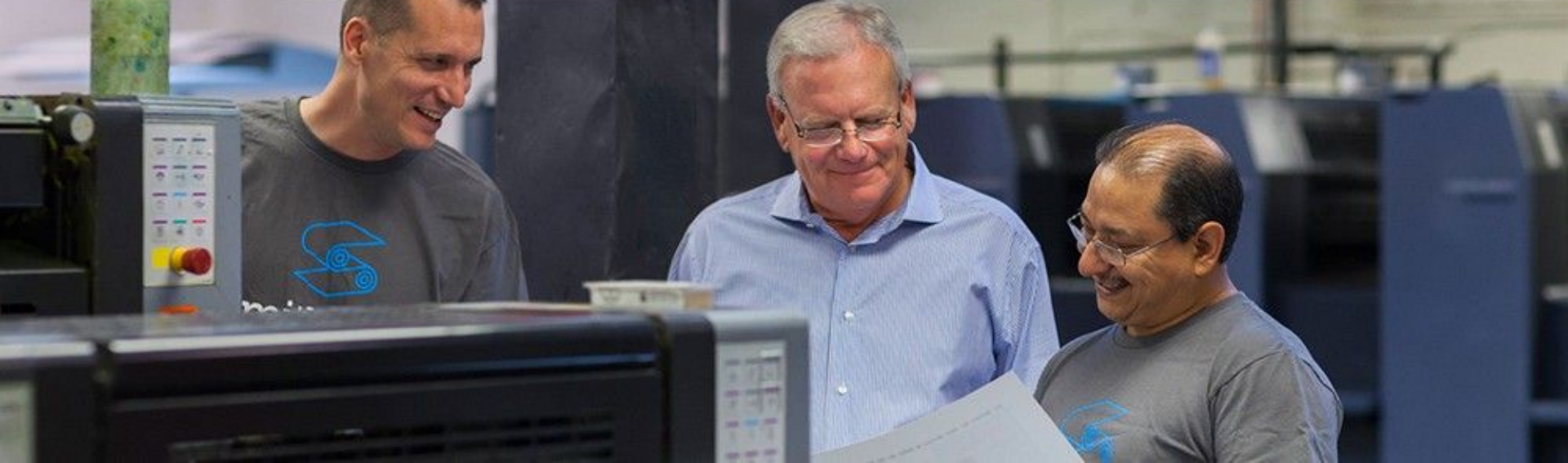


A DATA-DRIVEN,  
CREATIVE MARKETING  
COMPANY.



**SmithPrint**  
LET'S MAKE IT HAPPEN

# SmithPrint Is San Antonio's Commercial Printing Firm



## THE SMITHS IN SMITHPRINT



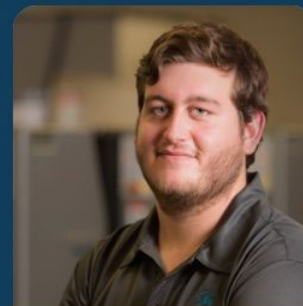
BARNEY SMITH  
CEO



MATT SMITH  
PRODUCTION MANAGER



RYAN SMITH  
GENERAL MANAGER



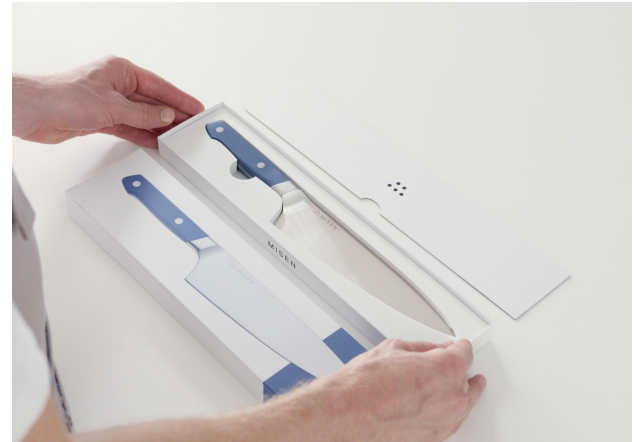
ANDREW SMITH  
CONTROLLER



# Case Study: Custom Food Manufacturer

- Custom Food Manufacturer, serving chain large restaurants
- Privately held, 40-year old company
- They do not have a marketing person on staff

# Touch 1: Knife





## Touch 2: Box





## PASTA

### SPINACH AND ARTICHOKE CARBONARA

Tender fettuccine pasta sautéed with smoky bacon, fresh spinach, and artichoke hearts all tossed in a silky rich carbonara sauce studded with even more bacon. Garnished with grated parmesan cheese and black pepper.

### ZESTY BOLOGNESE

A robust Italian meat sauce studded with zesty peppers tossed with tender fettuccine. Finished with grated parmesan, dollops of ricotta cheese, and fresh basil & parsley.

### SUMMER PENNE PESTO

Al dente penne pasta smothered in a creamy garlic pesto sauce and topped with smokey bacon bits, grilled corn, charred peppers, and blistered cherry tomatoes. Finished with a sprinkle of crispy golden panko breadcrumbs.

## SIDES

### LOADED GAME-DAY MAC & CHEESE

A beer cheese mac & cheese is piled high with, crispy chicken tenders, smokey bacon crumbles, jalapenos, and a dollop of sour cream. Finished with a drizzle of Texas BBQ Sauce and sliced scallions.

### BUFFALO RANCH MAC & CHEESE

A rich and zesty buffalo mac & cheese is loaded with crispy chicken pieces, shredded carrot, diced celery, blue cheese crumbles, and a drizzle of creamy ranch. Finished with sliced green onions.

### SWEET CORN CAKE

Soft sweet corn cake studded with fresh corn and chopped jalapeños.

Dear Johnny,

Our culinary experts have identified a few innovative, on-trend concepts that may fit your menu. We provide custom solutions based on your menu and operational parameters—while improving your margins by keeping in mind preparation simplicity, flavor consistency, and minimal waste.

Below you will find recommendations we can provide Applebee's Grill & Bar.

If you see anything that piques your interest, email me at

I am looking forward to hearing from you.

Sincerely,



## BURGERS

### CHORIZO FUNDIDO BURGER

A hand-crafted all-beef patty topped with a juicy chorizo patty smothered in queso fundido studded with roasted and diced poblano peppers. Served with lettuce, onions, and pickled jalapeños on a brioche bun.

### TEXAS RIB BURGER

Smoky tender boneless beef in a tangy Kansas City Style BBQ sauce is tossed in a rich and tangy BBQ sauce then served atop a juicy all-beef burger. Topped with two slices of melted Cheddar Cheese, pickles, and crispy onions on a toasted brioche bun.

### KOREAN BBQ BURGER

Tender beef braised in Korean BBQ sauce is stacked on top of an all-beef patty with American cheese, lettuce, tomatoes, and crispy onions on a toasted brioche bun.

## BOWLS

### KOREAN HARVEST BOWL

Fluffy cilantro rice is topped with a fresh edamame and sweet corn succotash, Korean BBQ braised beef, grilled broccoli, and crunchy wonton strings.

### THE BAJA BOWL

Tender braised pork is topped with shredded cheese, house-made pico de gallo, sour cream, crispy onions, and pickled jalapeños over a bed of Mexican rice. Finished with a squeeze of fresh lime juice.

### HAWAIIAN LUAU BOWL

Succulent pineapple marinated pork is shredded then served over a bed of fluffy cilantro-lime rice. Served with a fresh grilled pineapple salsa, fried onions and finished with a drizzle of tangy Mexi-ranch.



















# Touch 3: Email

Dear ##firstname##,

We understand many people are working remotely, so we hope the gift we sent you recently landed on your desk. It was signed for by ##nameofsigner## on ##fedex\_deliverydate##.

Surlean Foods partners with our clients to provide custom proteins, soups, sides, and sauces. Our team spent some time recently working on some menu ideas for ##company##. We recently shipped a package full of our ideas to your attention.

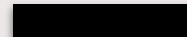


The tracking number for the FedEx Shipment is ##fedex\_code\_wave2##.

When you see what is inside the package we hope you are excited about discussing the possibilities. If so, click on the button to schedule a call, and I will be in touch very soon.

[Schedule A Call](#)

Sincerely,



[Unsubscribe](#)

©2020 Surlean Foods

## Touch 4: Landing Page

Dear Feria

Thanks for taking the time to learn more about [REDACTED].

We partner with our clients to provide custom proteins, soups, sides, and sauces. Let us know which category you are interested then we will be in touch shortly.

Sincerely,



What categories are of interest to you? (Check all that apply)\*

- ☐ **Proteins** - IQF frozen & fresh burger patties, Raw or cooked chorizo & sausage, Fully cooked taco meats, Carnitas, Shredded Chicken, Shredded Beef or similar products
- ☐ **Soups** - Traditional Chili, White Chicken Chili, Broccoli Cheddar, Chicken & Wild Rice, Cream Based Soups (Mushroom, Tomato, Onion); Chowders or Bisques, Chicken Tortilla, Vegetable Soups or similar products
- ☐ **Sides** - Black Beans, BBQ Beans, Macaroni & Cheese, Hummus, Sweet Corn Cakes or similar products
- ☐ **Sauces** - Enchilada Sauce, Marinara, White Sauce, Hollandaise, Ranchero Sauce, Queso & Cheese Sauces, Salsas, Pizza Sauce or similar products

Can I contact you to schedule an appointment?

☐ Yes ☐ No

Submit

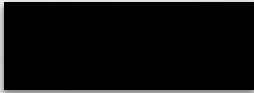
\* Denotes a required field.

Dear Feria,

I'm glad you are interested in learning more about [REDACTED].  
[REDACTED] I am emailing you more information on the items you requested.

In the meantime, please visit our website at [REDACTED] and check us out on [LinkedIn](#).

If you have any questions or decide you would like to contact me directly, you can reach me at the following:



Dear Feria,

Thanks for wanting to learn more about [REDACTED]. I have several pieces of information based on your request.

1. [Click here](#) to download the [REDACTED] corporate brochure.
2. [Watch this video](#) about our assured supply.
3. [Learn more](#) about [REDACTED] products and our company.
4. You can find us on social media on [Facebook](#) and [LinkedIn](#).

If you have any questions or decide you would like to connect with me, you can reach me at the following email or phone number.

I look forward to hearing from you!



[Unsubscribe](#)


©2020 Surban Foods

# Case Study: Website Check-up

9-12 wave campaign

Keeps us top-of-mind

Dynamic & personalized



## Free Analysis of your website.

Hi **##firstname##**,


The last few months have shown all of us just how important a well-functioning, secure, and easily updateable website truly is. As the world continues to transition to work-from-home operations—your website is one of your most important assets.

Toolbox Studios is offering a **FREE AUDIT** of your website. Simply go to our website check-up page to start the process.

**GET STARTED**


We'll also share with you a **downloadable self-evaluation website Toolkit** so you can see the level of audit we're ready to implement for you.

We look forward to talking with you soon.







### WHERE **IDEAS** WORK



We help clients with launches, turnarounds and innovation, generating extraordinary results for over 25 years. As much a business consultancy as we are a full-service advertising, media, and social content agency. Toolbox Studios is a proven partner for those with an aggressive growth objective. We act as an extension of your team versus a rigid vendor, leveraging an approach that favors strategic insights and compelling marketing.



1000 BROADWAY STREET | SAN ANTONIO, TEXAS 78201 | 214.416.8128

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[View the Site](#)





**TOOLBOX**  
STUDIOS\*



## Free Analysis of your website.

Hi Feria

A well-functioning, secure, and easily updateable website is more important to businesses than ever before. It's the #1 means for potential customers to find you. It's also your best tool for getting messages out quickly to your customers.

Toolbox Studios is offering a **FREE AUDIT** of your website. We'll also share with you a downloadable self-evaluation website Toolkit so you can see the level of audit we're ready to implement for you.

- ☒ Yes, please send me the results of my Free Website Audit.

[DOWNLOAD YOUR WEBSITE TOOLKIT](#)



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EXPERIENCED DESIGN AND INTELLIGENT MARKETING FOR GROWING BRANDS.



TOOLBOX  
STUDIOS®



## WEBSITE CHECKUP

# TOOLKIT

Feria,

We've received your request for a free website audit, and our team is starting the audit.

Here's your downloadable self-evaluation Website Toolkit so you can see the level of audit we're ready to implement for you. It includes the evaluation of

- ✓ Content Basics
- ✓ Design and User Experience
- ✓ Lead Generation Capabilities
- ✓ Search Engine Optimization Basics
- ✓ and Website Security and Programming Basics

Follow the instructions, give yourself a score, see where you are excelling or where you have opportunities to improve.

[DOWNLOAD IT NOW!](#)



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We help clients with launches, turnarounds and innovation, generating extraordinary results for over 25 years. As much a business consultancy as we are a full-service advertising, media, and social content agency. Toolbox Studios is a proven partner for those with an aggressive growth objective. We act as an extension of your team versus a rigid vendor, leveraging an approach that favors strategic insights and compelling marketing.

EXPERIENCED DESIGN AND INTELLIGENT MARKETING FOR GROWING BRANDS

# Christmas Card

Convertible Solutions substrate

HP Indigo 7900

White ink

# Marketing & Sales







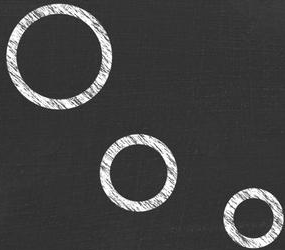
How do you find clients?

How do you manage your pipeline?

*(And what does 'FU' mean?)*

**“How do you reassure clients & prospects that they should not slow (or stop) their advertising?”**

**~ Rodrigo De L.**




**“How do you persuade a prospective client to take a meeting when they say they are very happy with their current printer?”**

**~ Jesse C.**







How do you build a track record of success in this space that creates trust your ability to help clients in multi-channel?

~ John A.

Sales??

Where do you start with a client who is interested in OptiChannel Marketing but doesn't know where to begin?

~ Debbie C.

During the pandemic, what method for reaching exec working at home has been most successful?

~ Justin P.

Sales??



"Not since *Who Moved My Cheese?* have I enjoyed a parable as much as this. You owe it to yourself to read *The Go-Giver* and share its message with those who matter most to you. It is a beautiful book that will touch your soul and inspire your heart."

—DAVID BACH, #1 New York Times bestselling author,  
*The Automatic Millionaire*

NATIONAL  
BESTSELLER

# The GO-GIVER



A LITTLE STORY ABOUT A  
POWERFUL BUSINESS IDEA

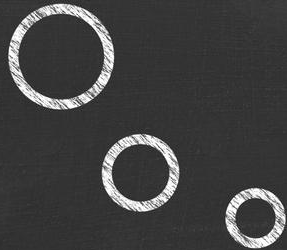
Bob Burg *and* John David Mann

# Campaign Execution



**“Do you lean on an outsourced digital solutions platform? How do you execute these campaigns?”**

**~ George P.**





**“How do you price print to  
make cost a non-issue?”**

~ Blair H.



**“Best way to transition from  
print supplier to print marketing  
service? What team members  
are needed most to do this  
smoothly?”**

~ Fran G.



**Would You Like to  
Learn More?**







## HOW WE CAN HELP:

We've set aside time in the next week to speak with you, and discuss how you can use **OptiChannel Marketing & Sales** to grow your business.

*Spaces are very limited*

**SIGN UP NOW AT:**

**MindFireMarketing.Com/Yes**



## WHO IS THIS FOR:

Leaders, marketing, sales pros  
who want to:

- Run an OptiChannel marketing program
- Sell OptiChannel to Clients



# OptiChannel Workflow



Email, Facebook, LinkedIn

## Webinar Registration Page

*"How You Can X Without ..."*



Email, Facebook, LinkedIn

## Lead Magnet Welcome Page

*"Download The Top 5 Reasons..."*

## Lead Magnet Thank-You Page

*"If you're looking for ... then you'll want to attend this webinar ..."*

## Webinar Confirmation Page

*"You're signed up!"*

Email:

Zoom Info

Email:

"What caught your eye?"

Email:

1 day, 1 hour, 15 min

**Sales Ops:** Engage High-Value Targets

**LIVE EVENT**

Broadcast to Zoom, Facebook Live, LinkedIn Live, etc.

Email:

"Wow! What would you like?"

**Sales Ops:** Follow-up with High Value Opps

Email:

"Video, Audio, Slides are here →"

## Corporate Website

Hello Bar  
Johnson Box  
Proof

We'll give you an overview of what you need to get **the BEST results in the shortest possible time.**



*Spaces are very limited*

**SIGN UP NOW AT:**

**MindFireMarketing.Com/Yes**



**Why is This More Important Than  
Ever Before?**



# QUESTIONS?

If you have any questions about whether this is right for you, please type in the chat.



→ **MindFireMarketing.com/Yes** ←

# **Resources**

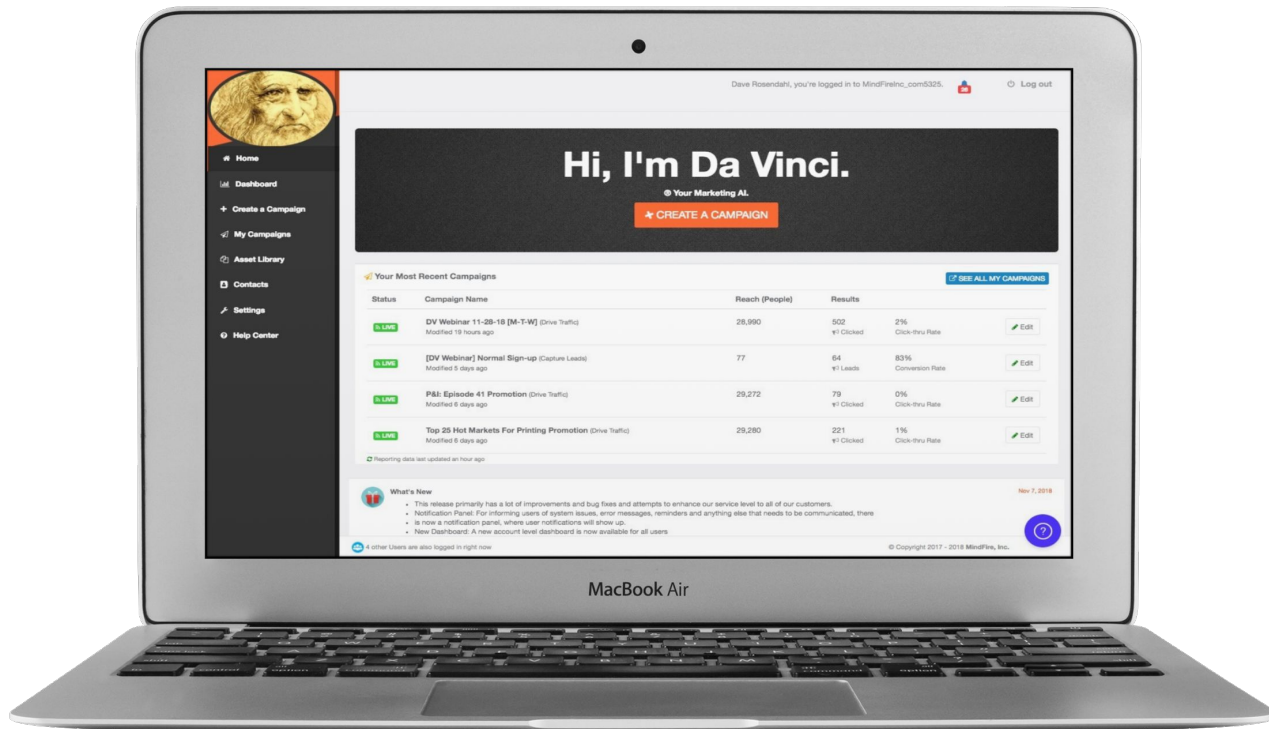
Connect w/me on LinkedIn

Join the COVID-19 Print Group

Text me at 1 (949) 506-5835

SOFTWARE





→ **MindFireMarketing.com/Yes** ←



Dave R, you're logged in to MindFireInc\_com5325.

182

Log out

## What's Your Marketing Objective?



Home



Dashboard



My Markets



Create a Campaign



My Campaigns



Asset Library



Contacts



Settings



Notifications

182



Help Center



Training Videos



Awareness

Average CTR: 1.49%

### Drive Traffic

Send more people to a destination like a website, blog post, or landing page.

Launch →



Lead Gen

Average # of Downloads: 323

### Capture Leads

Drive more sales leads from people interested in your business via a landing page and email auto-responder.

Launch →



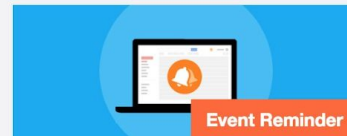
Nurture

Average # of Touches: 6

### Build Awareness

Drive people towards a common goal by sending each person a perfect series of emails based on their unique behavior.

Launch →



Event Reminder

### Event Reminder

Send a note and an offer based on a scheduled or a life event.

Launch →

→ [MindFireMarketing.com/Yes](https://MindFireMarketing.com/Yes) ←



Home

Dashboard

My Markets

Create a Campaign

My Campaigns

Asset Library

Contacts

Settings

Notifications 182

Help Center

Training Videos



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182

Log out



Drive Traffic

## 8-10-2020 Masterclass Promo

Your Campaign Settings

Toggle distraction-free mode

DUPLICATE CAMPAIGN

Campaign Status: on

The Call to Action

http://www.optichannelmasterclass.com/##pur##?utm\_medium=email&utm\_source=Davinci&utm\_campaign=8-10-2020-Masterclass-Promo

Configure Your Outbound Messages

Sent to everyone in your audience: "re: "social-selling" and COVID-19 ##firstname##"

Save

Day 1: Sent to Your Audience

+ Add Another Message



E-mail

on

f Post

on

in Post

on

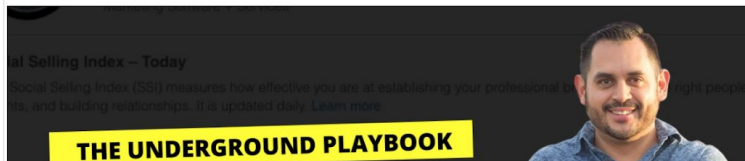
Subject: re: "social-selling" and COVID-19 ##firstname##?

Pre-header: Hey ##firstname##, is helpful for you? Only 200 seats let me know if I should save one for you?

New Email from: "David Rosendahl @ MindFire" <david.rosendahl@mindfireinc.com>



Email not displaying correctly? View it in your browser.



→ MindFireMarketing.com/Yes ←



This page is hosted at: <http://www.optichannelmasterclass.com/Welcome.html>

🔗 Copy URL

🔗 Open this page in a new window

eBook Page

ATTENTION SALES & MARKETING PROFESSIONALS:

# "The Underground Playbook for Growing Your Leads & Sales..."

Using a Social Selling Strategy Less Than 1% Know"




MASTERCLASS STARTS IN:

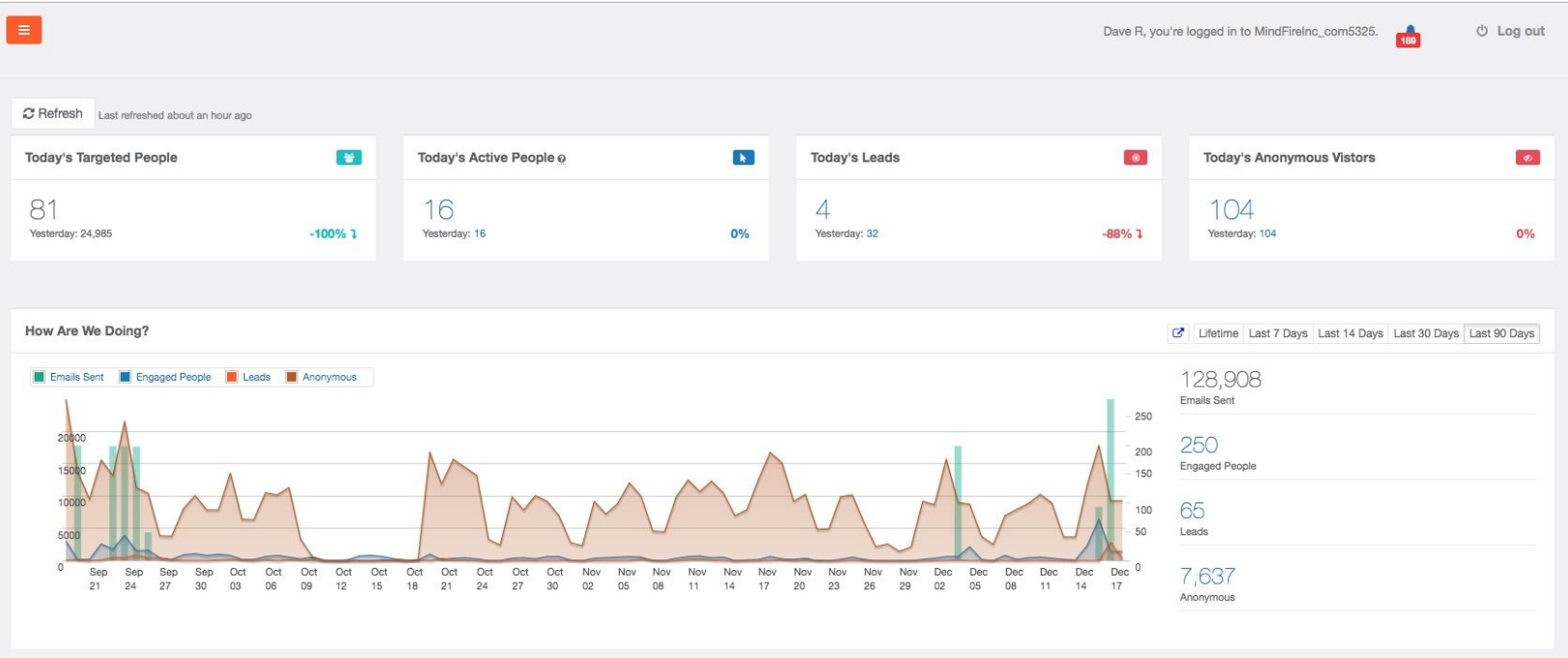
1

Save

→ [MindFireMarketing.com/Yes](http://MindFireMarketing.com/Yes) ←



- Home
- Dashboard
- My Markets NEW
- Create a Campaign
- My Campaigns
- Asset Library
- Contacts
- Settings
- Notifications 199
- Help Center
- Training Videos



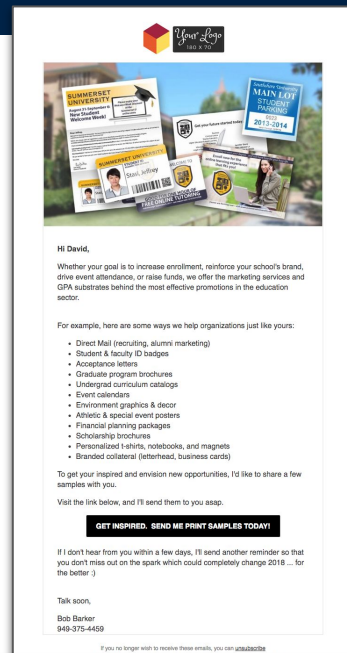
→ **MindFireMarketing.com/Yes** ←





CONTENT

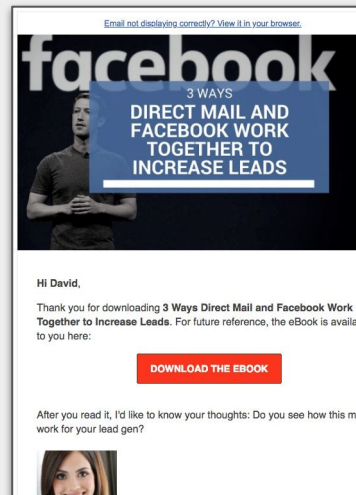
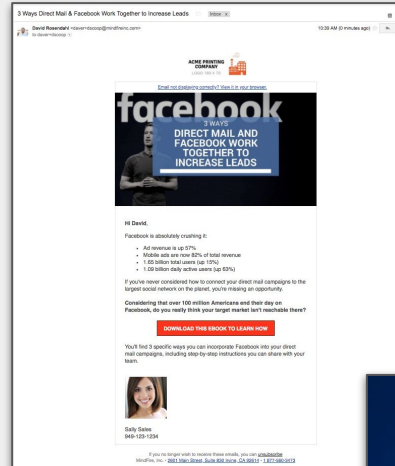
# Content Pack: 5 QuickStarts AND My Markets Unlimited



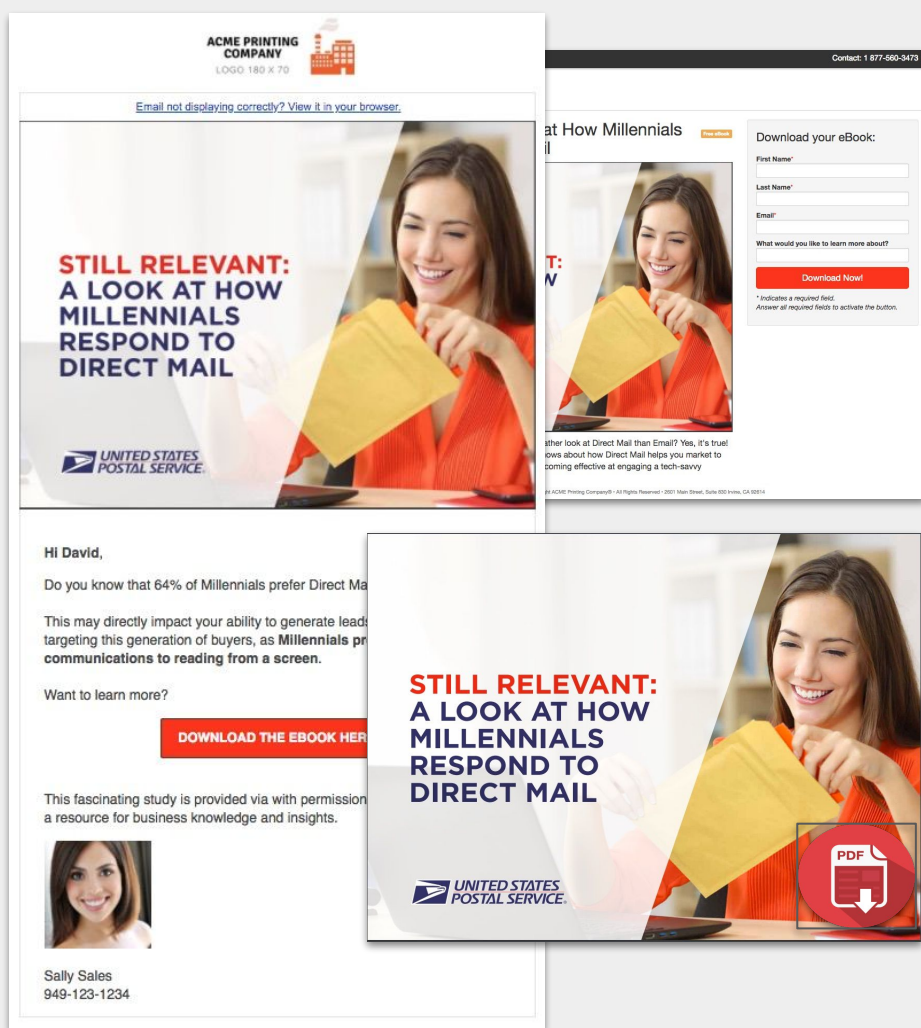
→ [MindFireMarketing.com/Yes](https://MindFireMarketing.com/Yes) ←

# “3 Ways Direct Mail and Facebook Work Together to Increase Leads”

*Includes: Emails, Landing Page, eBook (PDF), Thank-You Nurture Sequence*




*Includes: Emails, Landing Page,  
eBook (PDF), Thank-You  
Nurture Sequence*






# My Markets



- Home
- Dashboard
- My Markets NEW
- Create a Campaign
- My Campaigns
- Asset Library
- Contacts
- Settings
- Notifications 100
- Help Center
- Training Videos

☰

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Marketing Intelligence  
This is where Da Vinci finds Companies, People, and Content you can use to generate more leads and accelerate your sales pipeline.



Target Markets 1 SELECTED

Content for 1 Target Market

Content Analyzer

[Add my own article](#)

Show me articles that are: Launched CTA Blocked

| Status                | Content   | Published Date / Selected CTA   | Facebook Engagements | Twitter Shares | Pinterest Shares | Youtube Views | Total Engagements | What are these?                                   |
|-----------------------|---|---|----------------------|----------------|------------------|---------------|-------------------|---|
| <span>LAUNCHED</span> | <a href="#">Orange County Register</a><br>By www.ocregister.com -- on www.ocregister.com  |  Uses "The Future of Direct Mail" Call-to-Action Overlay<br>Sent to an audience on Nov 1, 2019 | 0                    | 0              | 0                | 0             | 0                 | <a href="#">Share</a>                             |
| <span>NEW</span>      | <a href="#">FAQ -- IgnitePost - Handwritten Direct Mail Service</a><br>By ignitepost.com -- Aug, 2019 on ignitepost.com   | Aug 29, 2019  | 3                    | 1              | 0                | 0             | 4                 | <a href="#">Add a CTA</a><br><a href="#">Hide</a> |
| <span>LAUNCHED</span> | <a href="#">[Direct Mail Pro] X-Dishwasher goes from \$10/hr to SIX FIGURES (2019)</a><br>By youtube.com -- Aug, 2019 on youtube.com  |  Uses "The Future of Direct Mail" Call-to-Action Overlay<br>Sent to an audience on Nov 1, 2019 | 4                    | 0              | 0                | 168           | 4                 | <a href="#">Share</a>                             |
| <span>NEW</span>      | <a href="#">#ABM 2: How to Use Direct Mail to Quadruple Engagement</a><br>By sweetfishmedia.com -- Aug, 2019 on sweetfishmedia.com  | Aug 27, 2019  | 0                    | 5              | 0                | 0             | 5                 | <a href="#">Add a CTA</a><br><a href="#">Hide</a> |
| <span>NEW</span>      | <a href="#">Nordstrom Cuts Direct Mail Program, Loses Sales</a><br>By liprinters.com -- Sep, 2019 on liprinters.com   | Sep 2, 2019   | 4                    | 1              | 0                | 0             | 5                 | <a href="#">Add a CTA</a><br><a href="#">Hide</a> |
| <span>NEW</span>      | <a href="#">How Millennials View Direct Mail</a><br>By united-mail.com -- Aug, 2019 on united-mail.com  | Aug 28, 2019  | 4                    | 1              | 0                | 0             | 5                 | <a href="#">Add a CTA</a><br><a href="#">Hide</a> |
| <span>NEW</span>      | <a href="#">When Direct Mail Fails, Try These 3 Marketing Alternatives   Podcast</a> <span>CTA</span> <span>What's this?</span><br>By biggerpockets.com -- Sep, 2019 on biggerpockets.com | Sep 3, 2019   | 4                    | 1              | 1                | 0             | 6                 | <a href="#">Launch</a><br><a href="#">Hide</a>    |
| <span>NEW</span>      | <a href="#">Year-End Giving: 5 Direct Mail Strategies That Work</a><br>By rkdgroup.com -- Aug, 2019 on rkdgroup.com   | Aug 28, 2019  | 5                    | 1              | 0                | 0             | 6                 | <a href="#">Add a CTA</a><br><a href="#">Hide</a> |

12 other Users are also improving their marketing right now.© Copyright 2017 - 2019 MindFire, Inc.[View site information](#)

# TRAINING

# 6 Weeks OptiChannel Secrets Training



→ [MindFireMarketing.com/Yes](https://MindFireMarketing.com/Yes) ←

# 6 Weeks OptiChannel Secrets Training

## What You'll Learn:

- ❑ Week 1: How to Find Engaging Content & Use It Yourself
- ❑ Week 2: How to Distribute That Content To Create Leads
- ❑ Week 3: How to Craft a Magnetic LinkedIn Profile
- ❑ Week 4: Learn The Secrets to Writing Posts on LinkedIn
- ❑ Week 5: How to Write Copy That Motivates Action
- ❑ Week 6: The Power of OptiChannel "Custom Audiences"



→ **MindFireMarketing.com/Yes** ←



# Who Does This Work For?

- Printers
- Agencies
- B2B Marketers
- Marketing people
- Sales people
- Leadership teams
- Anyone with a message who realizes the old ways are obsolete (now you know why)

→ **MindFireMarketing.com/Yes** ←

**Sell**  
**OptiChannel**



# Partner Program FastLaunch™



# Experience First-Hand How OptiChannel Works



MindFire's OptiChannel Platform and services help you build 1:1 relationships at scale using Email, Direct Mail, Voice, SMS, and more. This **interactive experience** gives you a small taste of how MindFire can help you drive leads, grow sales, and get results. **To start, enter your information into the form** -- and have your phone close at hand!

## ENTER YOUR INFORMATION:

First Name

Last Name

Email

Cell\*

Download Now!

*\* Indicates a required field.*

*Answer all required fields to activate the button.*

OptiChannels:

Email


Direct Mail

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... More.






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Dave R, you're logged in to MindFireInc\_com5325.  176 Log out



Manage options for MindFireInc\_com5325 and Dave R

# Settings

- Company Settings
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- Plans & Billing**

## Plans & Billing

Questions about plans and pricing?

The MindFire Da Vinci team is available to answer your questions. [Get help here.](#)


MindFire also offers enterprise-grade service packages for high volume marketers. Contact our [Customer Success team](#) for a no obligations consultation or demo.

## Your Renewals



You don't have any offers now

## Your Sub-Accounts

+ Add a Sub-Account



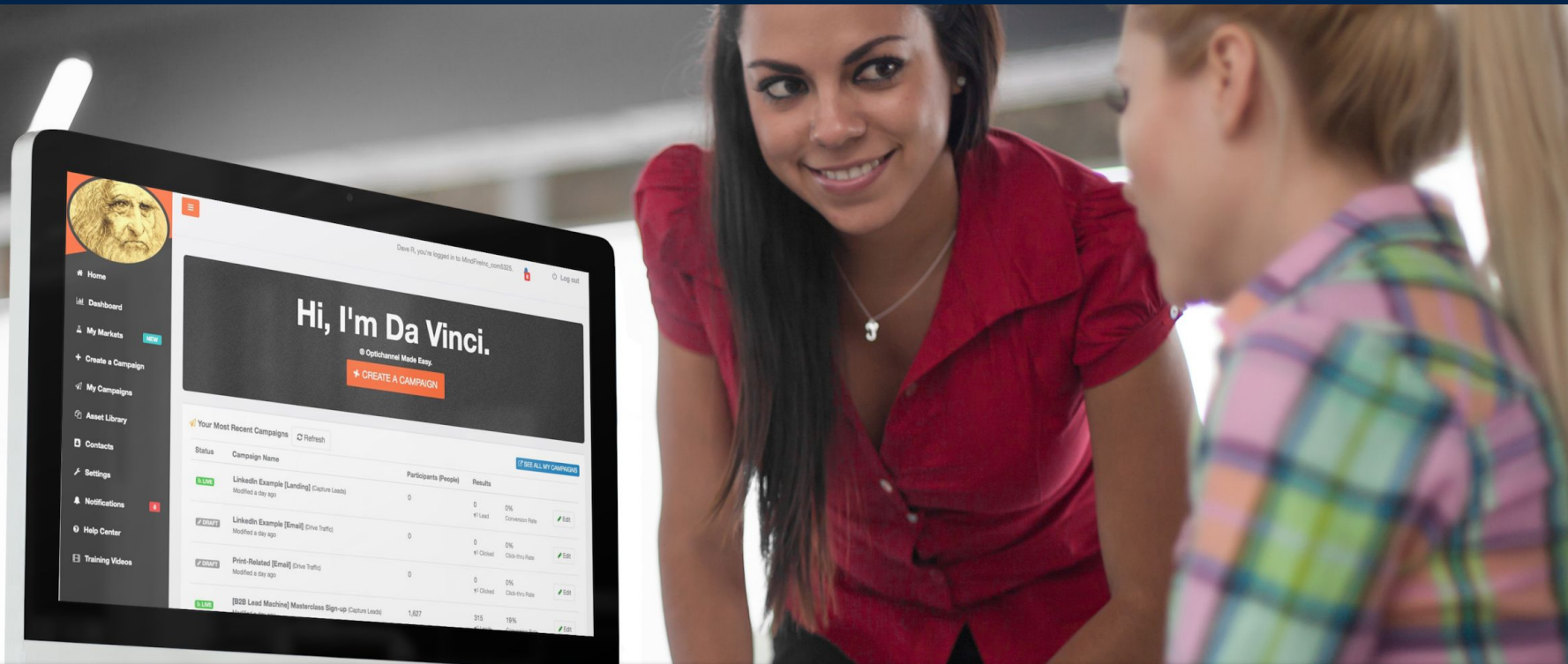
**Brian Golod**  
Added 1/24/2020

 Edit Settings 

→ **MindFireMarketing.com/Yes** ←

SERVICES

# DWY & DFY Campaign Execution



→ [MindFireMarketing.com/Yes](https://MindFireMarketing.com/Yes) ←



*Spaces are very limited*

**SIGN UP NOW AT:**

**MindFireMarketing.Com/Yes**



# QUESTIONS?

If you have any questions about whether this is right for you, please type in the chat.

**‘Experience It’:**

[www.marketingsmissinglink.com](http://www.marketingsmissinglink.com)



→ **MindFireMarketing.com/Yes** ←

# THANK YOU!



**David Rosendahl**  
*President @ MindFire*

