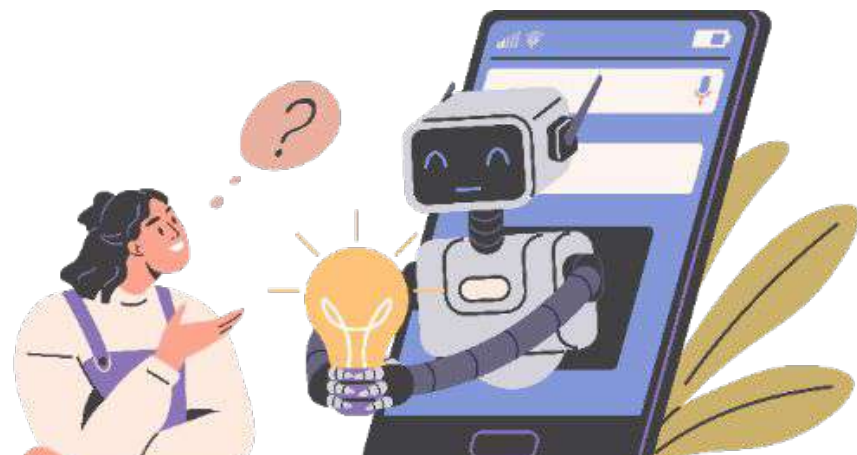




VIA Sales Lunch & Learn

Innovative Marketing for Manufacturers:
Tips and Trends





Amy Anderson
VP of Client Services



Bill Skowronski
Content Director



Parker Lee
Senior Art Director



Kathy Steele
Chief Executive Officer



we build badass brands
that people want to
work with and for

e-commerce



What is your
B2C E-commerce
experience today?

How do B2B companies
experience E-commerce?

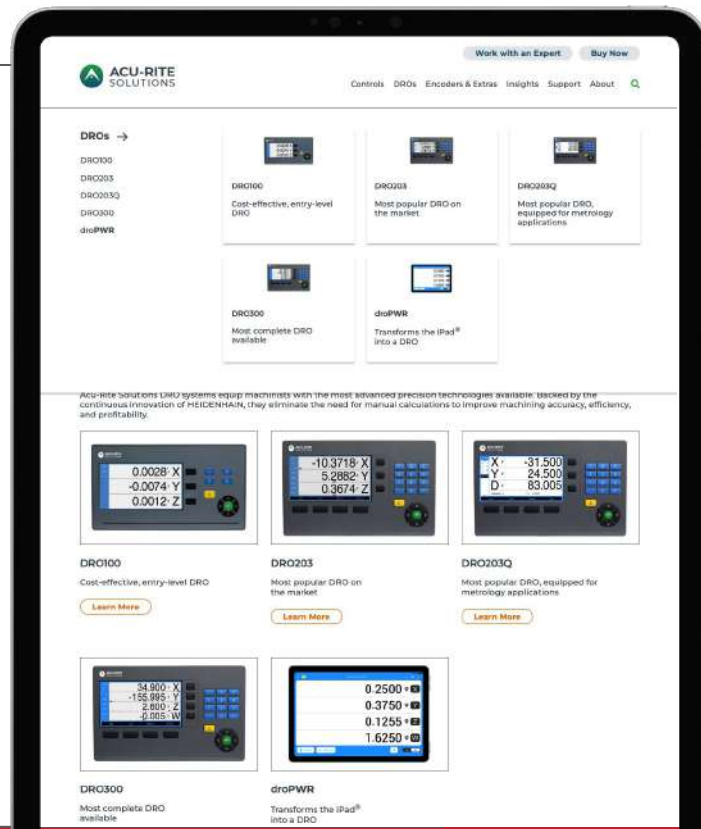
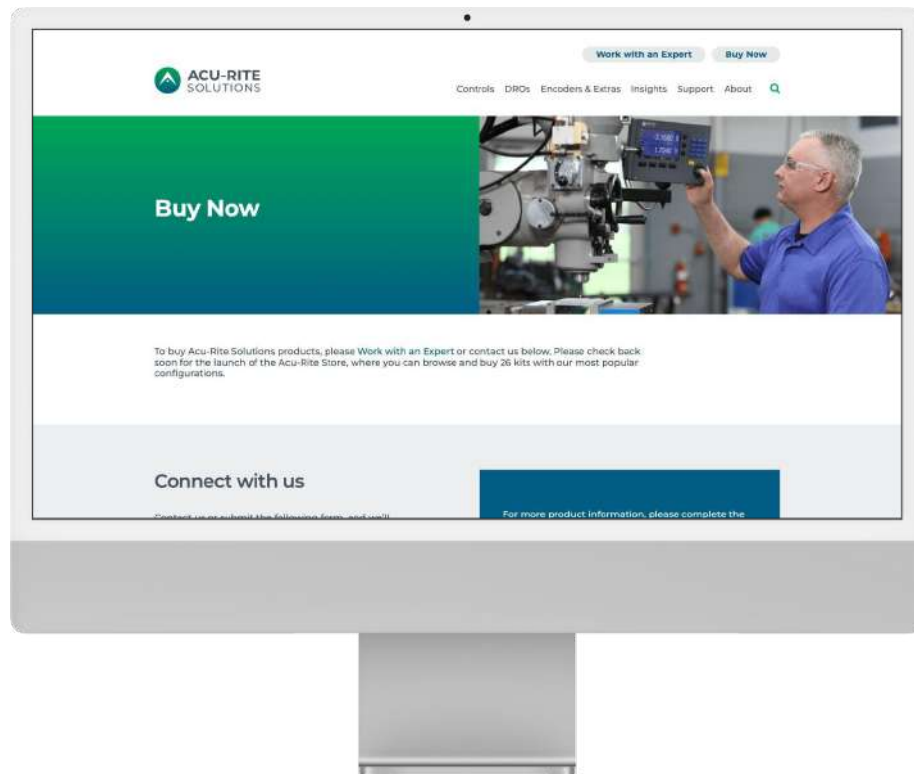




“E-commerce has taken the lead as the most effective B2B sales channel, ahead of in-person sales and video conferences.”

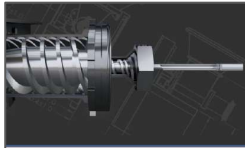
The Multiplier Effect - McKinsey

E-commerce Is More Than Transactions



E-commerce Is More Than Transactions





THE ROME REGAL M SYSTEM (RRS)

Customize your grinder in 10 minutes with the Rome Regal M System. Its revolutionary new dust-collective beam collection and mobile solution. Its flexible design ensures quick installation and no extra power sources, helping you manage waste and boost your bottom line confidence.

[View The Rome System](#)

WHICH GRINDER IS RIGHT FOR YOU?

Discover the ideal grinder for your specific needs with our easy-to-use online grinder selector. By entering your product state, state, and equipment, you'll receive tailored recommendations that ensure optimal performance and efficiency. Simplify your decision-making process and achieve the best results with the right grinder for your operation.

[View Our Features](#)

1 WHAT IS YOUR PRODUCT'S APPLICATION?

Understand your product's application in the first step of selecting the right grinder. This ensures the grinder is tailored to your specific processing needs.

[Select Your Product State](#)

2 WHAT STATE IS YOUR PRODUCT IN?

Choose the state of your product to set your grinder's initial settings. This selection helps optimize processing based on texture and temperature differences.

[Select Your Product Industry](#)

3 DOES YOUR PRODUCT CONTAIN BONE OR FAT?

Identify whether your product contains any bone or fat. This helps customize your grinder's functions to meet specific processing requirements.

[Select Your Product Requirements](#)

WHEN IT'S ALL ON THE LINE, BE SURE YOU'VE BUILT THE RIGHT LINE.

[View Our Features](#)



INNOVATIVE SOLUTIONS FOR EVERY INDUSTRY

At RC, we're not just grinders. We're innovators in your product's life cycle. From initial design to final product, we ensure your grinder is tailored to your specific needs. From initial design to final product, we ensure your grinder is tailored to your specific needs.



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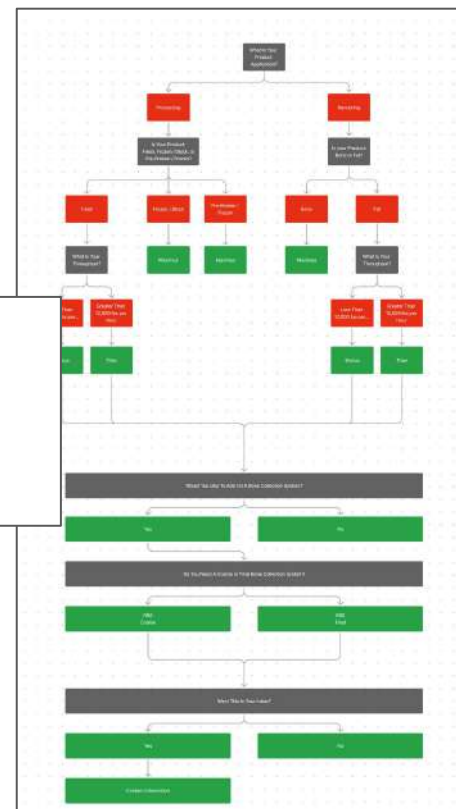
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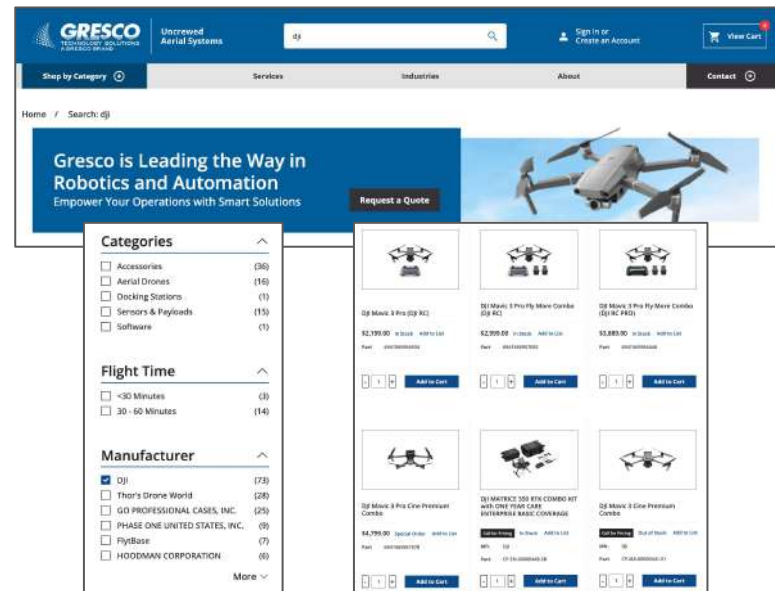
[Select Your Product Industry](#)

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[Select Your Product Requirements](#)





sales automation

What is Sales Automation?



The use of technology to streamline and automate sales-related tasks, processes, and workflows.

**1/3 of all sales tasks
CAN be automated!**



Increase Efficiency



Boost Productivity



Improve Sales Performance

Sales Automation at EVERY Stage of the Funnel



Awareness &
Interest

Lead Generation & Content Distribution

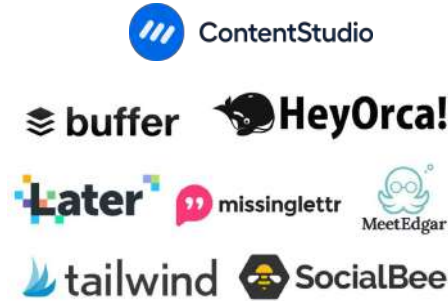
Lead Nurture & CRM

Examples of Sales Automation Tools



Email Marketing

Automation allows for personalized and timely email campaigns, triggered by specific actions or events, which can help nurture leads and keep existing customers engaged.



Social Media Management

Automate the scheduling and posting of content consistently across multiple social media platforms at once.



Customer Relationship Management

Sales automation often integrates with CRM systems to centralize customer data, track interactions, and manage customer relationships more effectively.

Sales Automation at EVERY Stage of the Funnel



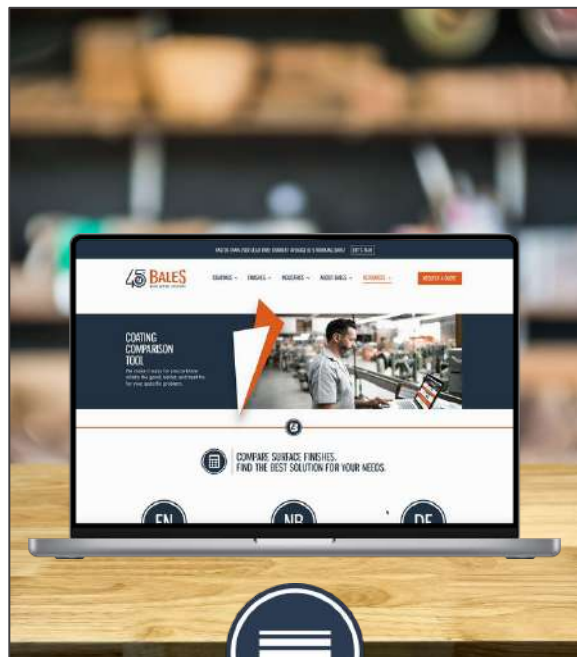
Lead Generation & Content Distribution

Lead Nurture & CRM

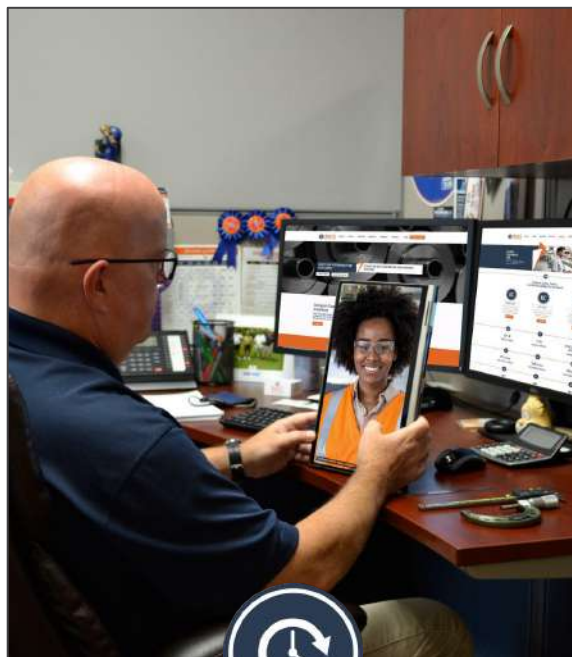
Sales Enablement & Proposal Generation

Sales Workflow

Bales Metal Surface Solutions | Sales Enablement Toolbox on Website



**COATINGS
COMPARISON TOOL**

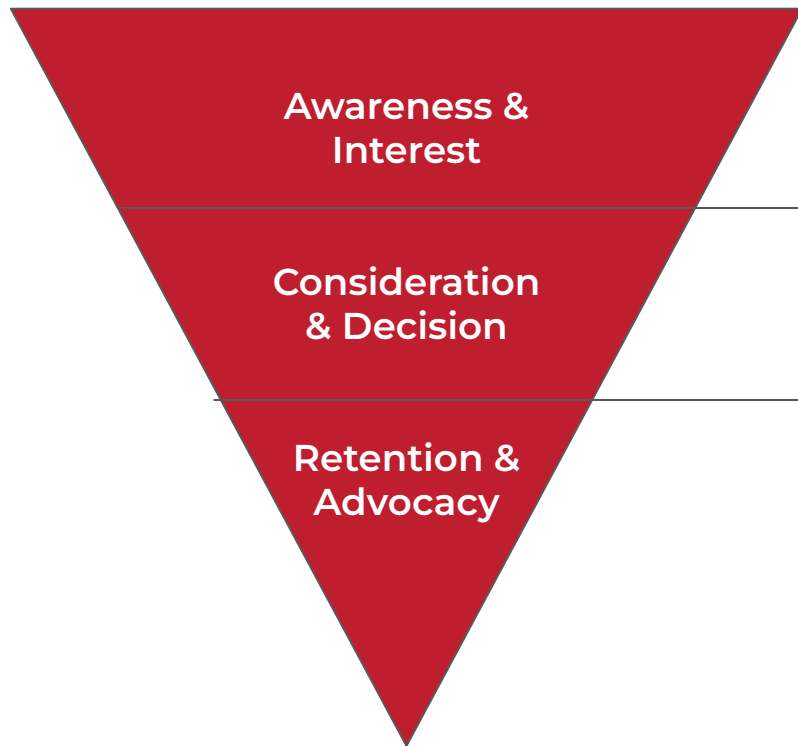


**ON-CALL
SUPPORT**



**CYCLE SAVINGS
CALCULATOR**

Sales Automation at EVERY Stage of the Funnel



Lead Generation & Content Distribution

Lead Nurture & CRM

Sales Enablement & Proposal Generation

Sales Workflow

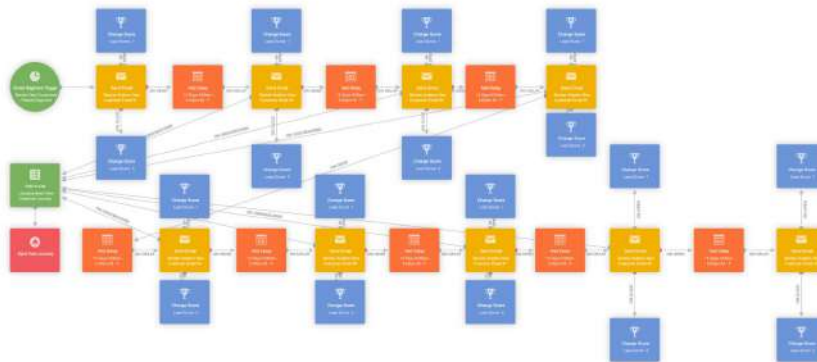
Customer Onboarding & Customer Support

Referral Programs & Customer Feedback



Topics Include:

- Personal Thanks
- Empathy
- Education
- Thought Leadership
- Differentiation
- Offer/Invitation



You CAN Automate Without Losing Your Personal Touch



1. Segment & Personalize
2. Humanize & Connect
3. Monitor & Adjust

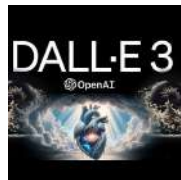
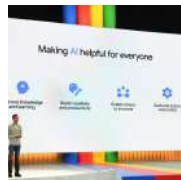
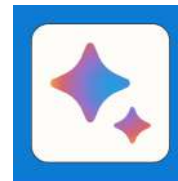
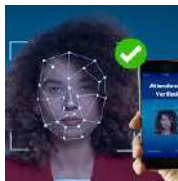


artificial intelligence

Artificial Intelligence Isn't What You Think



Select all of the squares with **artificial intelligence** can you find the outlier?



Types of Artificial Intelligence

rc



Artificial Intelligence (AI):

Tools that automate and optimize tasks like customer segmentation and campaign analysis to enhance decision-making and efficiency.



Language Models:

Systems that generate engaging content, craft personalized email responses, and analyze customer sentiment from social media or reviews.



Algorithms:

The logic behind software solutions that predict consumer behavior, optimize ad placements, and personalize user experiences on websites.



Machine Learning:

Technologies that refine marketing strategies over time by analyzing data trends, customer interactions, and campaign performance.



Deep Learning:

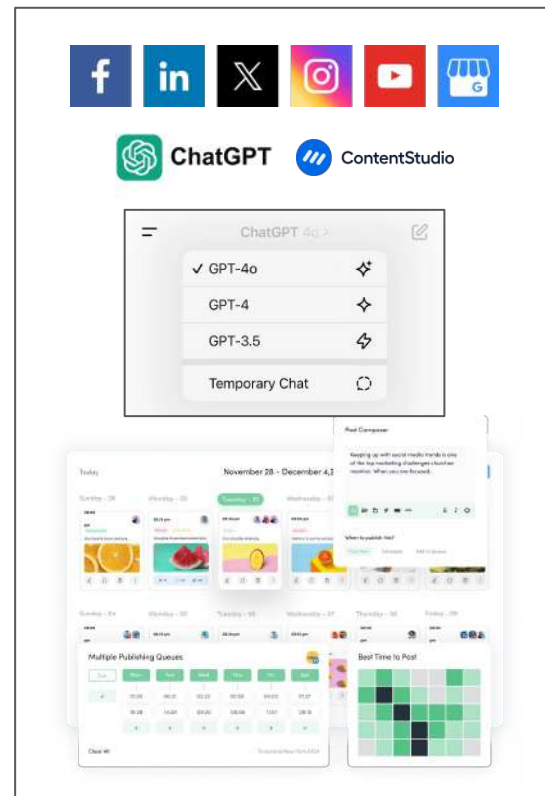
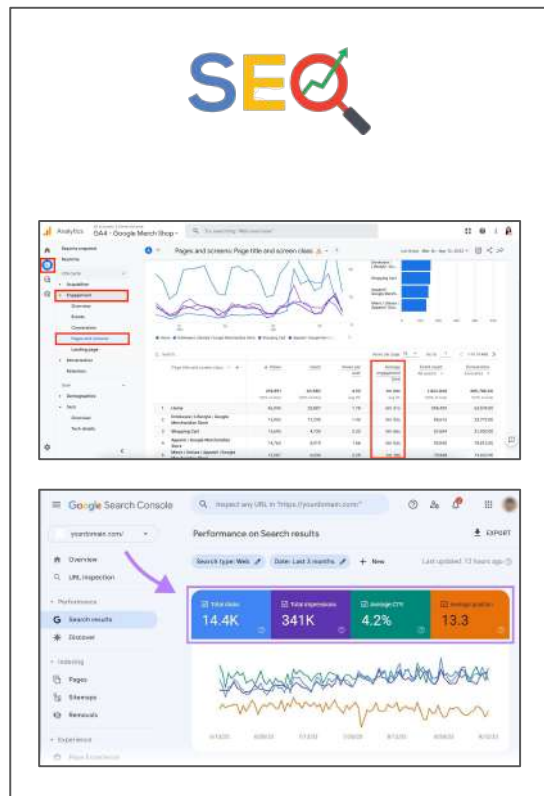
Advanced analysis of visual content and user data to create highly targeted advertising and improve creative content recognition.



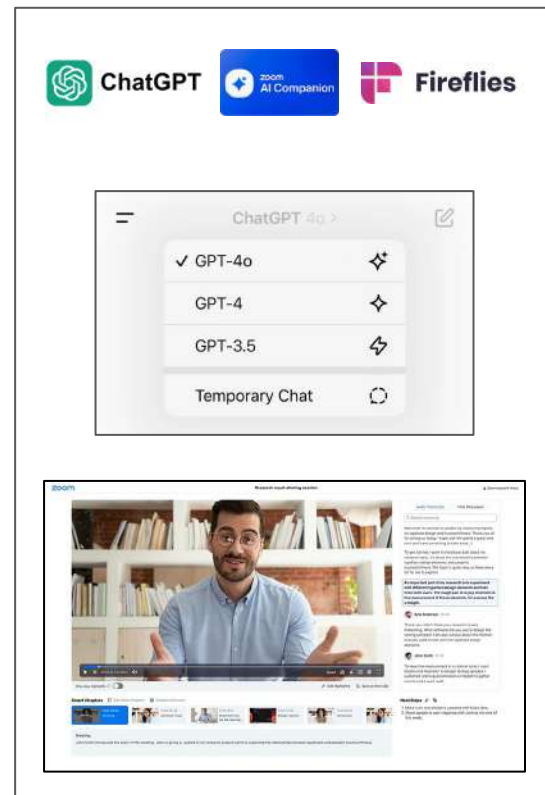
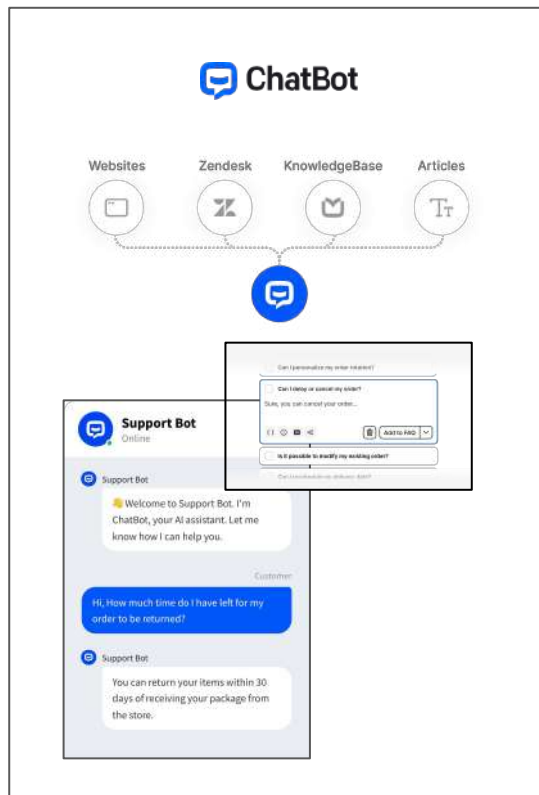
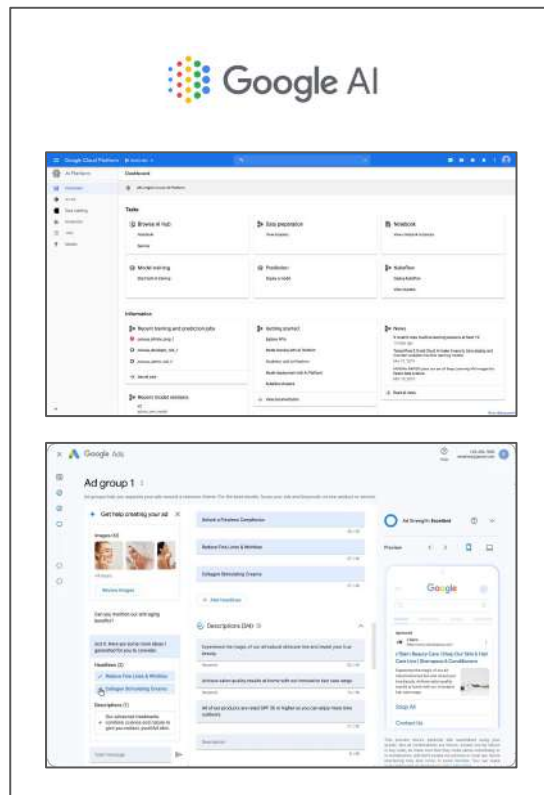
Natural Language Processing:

Tools for understanding and leveraging customer conversations, queries, and feedback to improve service and tailor marketing messages.

How Do Marketers Utilize AI in the Real World?



How Do Marketers Utilize AI in the Real World?



How Can YOU Start Using AI in the Real World?



- **Keep it Simple to Start**

- Sign up for sandbox programs that let you interact at your own speed some great examples are:
 - [OpenAI's - ChatGPT](#)
 - [Google's - Gemini](#)

- **Bring AI into Your Daily Workflow**

- Many of the programs you already use utilize AI. Enable those feature sets. Additionally, upgrade ChatGPT and feed it information on your prospects, your own clients, or your company to have an “employee” that’s connected to the cloud and is ready to help you brainstorm your next marketing win!
 - [Zoom's - AI Recap and Notetaking](#)
 - [Fireflies' - Notetaking](#)
 - [OpenAI's - ChatGPT Paid Subscription](#)

- **Take Your Business to the Next Level with AI**

- Work with a team of professionals that utilize artificial intelligence combined with marketing plans to create a growth plan. Having a growth plan that is tailored to your business that attracts, engages, and retains customers. Utilize programs like Dealfront to track prospect movements and engage them.
 - [Dealfront - Tracking](#)



more marketing trends

Wait There's More...



- Live Events & Experiences
- Training & SME Content
- Short Form Video
- Social Impact Campaigns
- Influencer Marketing & User Generated Content





growth is a choice.
are you ready for it?

connect@redcaffeine.com | 630.785.6903