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#EFCSupplyChain

Introducing Electro-Federation Canada's

2019 Supply Chain Conference

Shorter | Faster | Smarter

November 25-26, 2019

Pearson Convention Center - Toronto

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CANADA **EFC**

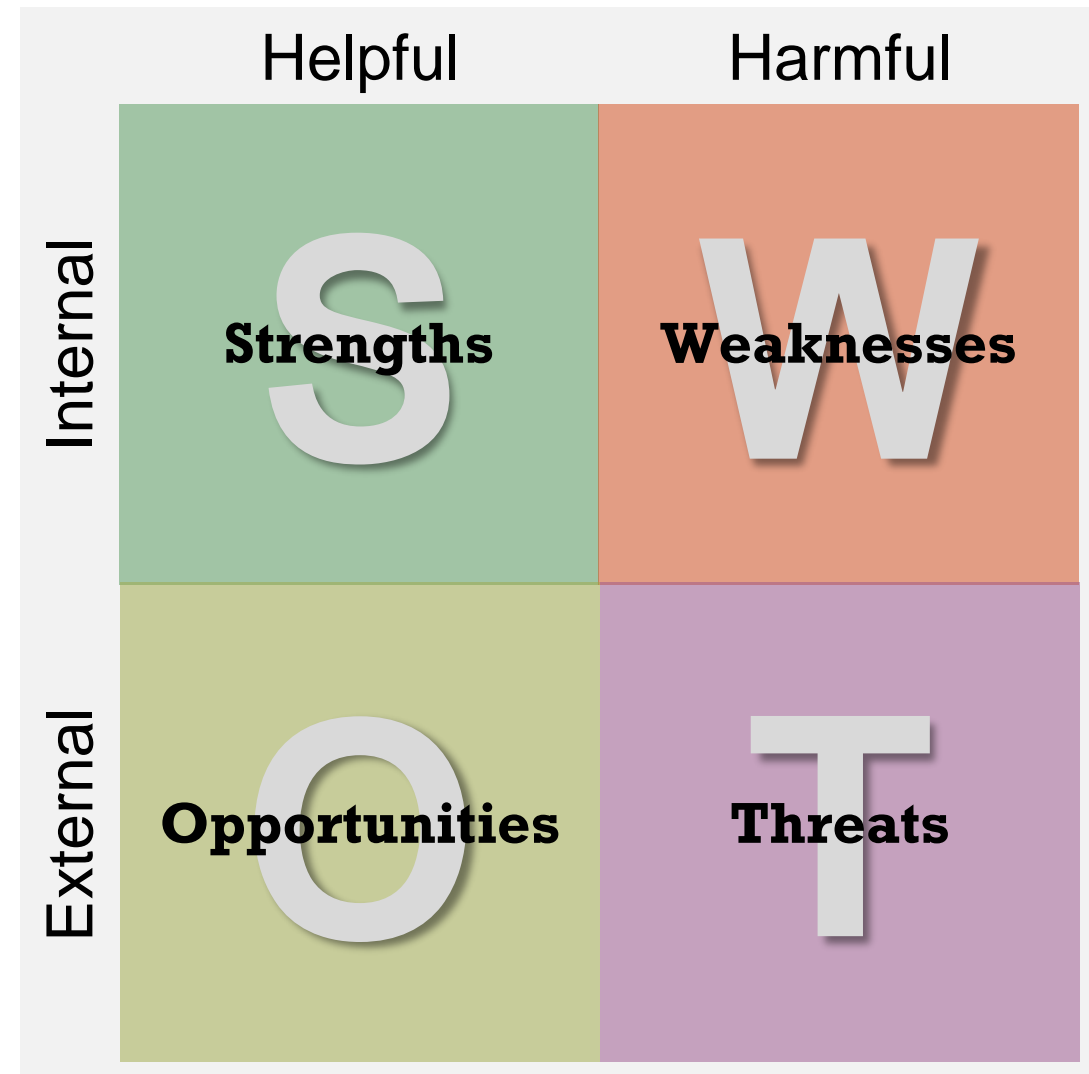
Electronic Commerce The Digital Branch Office

Use your DIGITAL STRATEGY

to leverage a STRENGTH
of your business

to create a COMPELLING
SOLUTION

to a customer PROBLEM



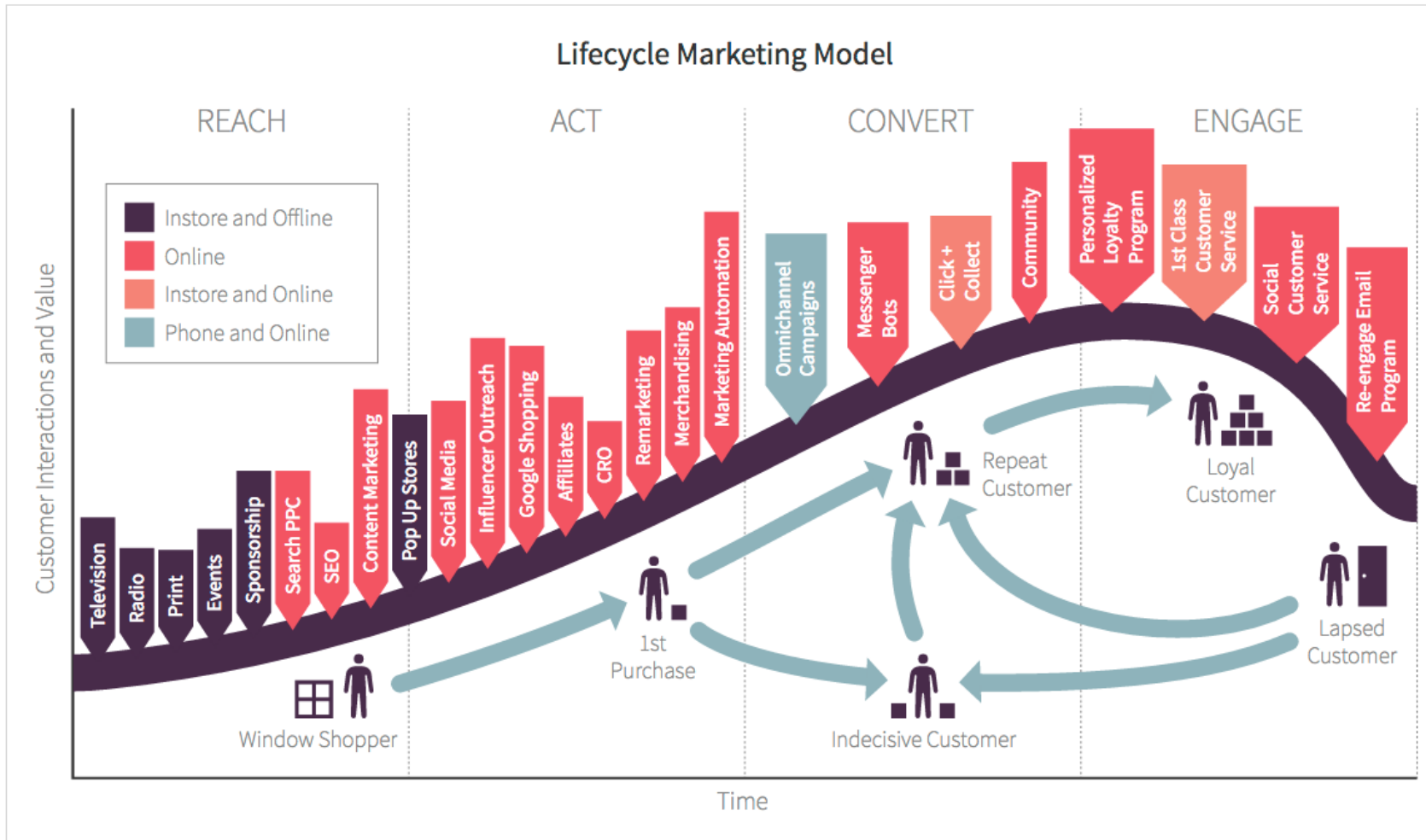
Stats, Stats, and more Stats

94% of business buyers do some form of online research

- 77 percent use Google search
- 84.3 percent check business websites
- 34 percent visit 3rd party websites
- 41 percent read user reviews



Customer Lifecycle Perspective



Reach
Act
Convert
Engage

Product Decision Making

What problem does the customer have?

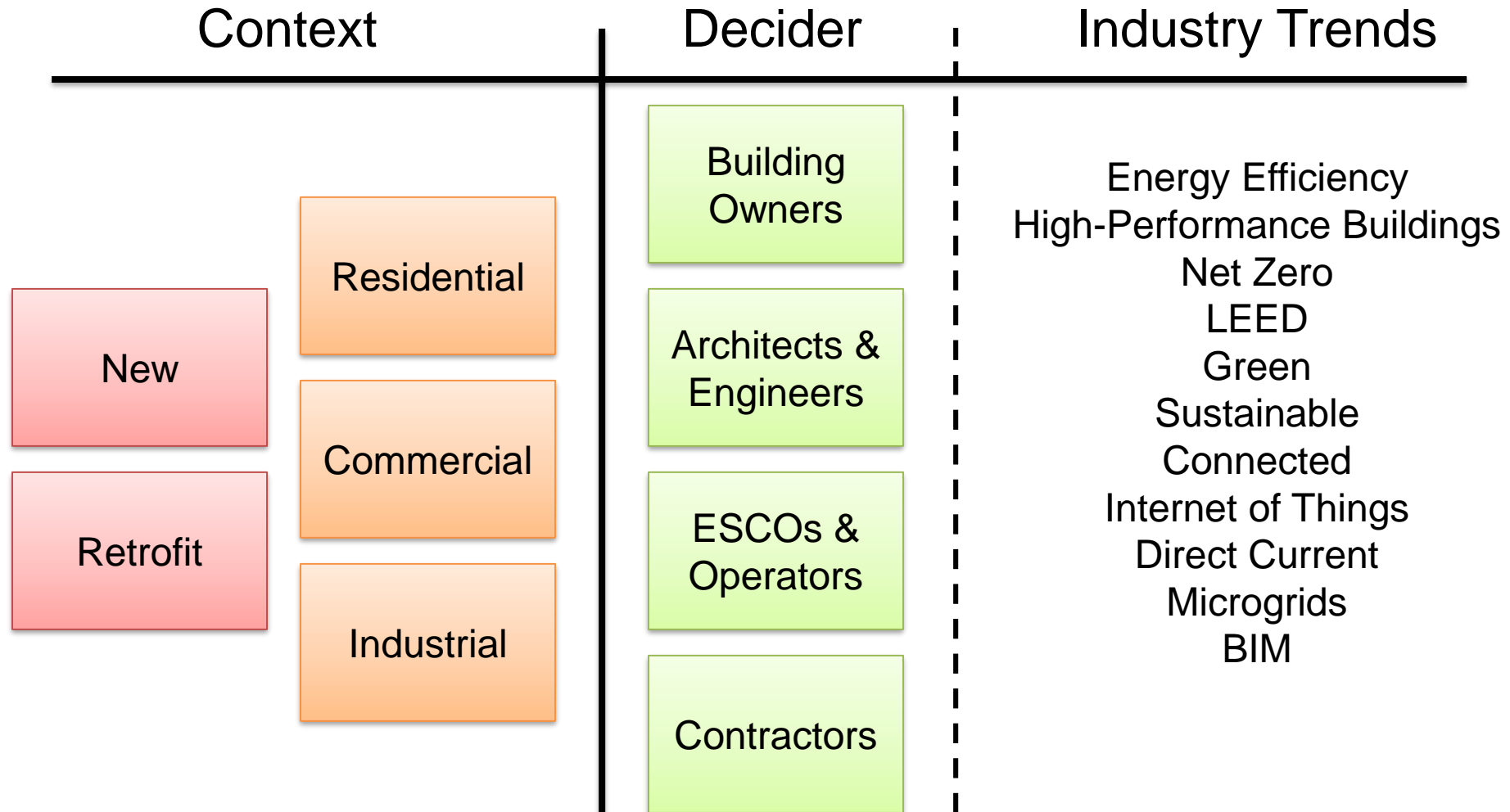
How will they make this purchasing decision?

What is the compelling reason they NEED to choose me?

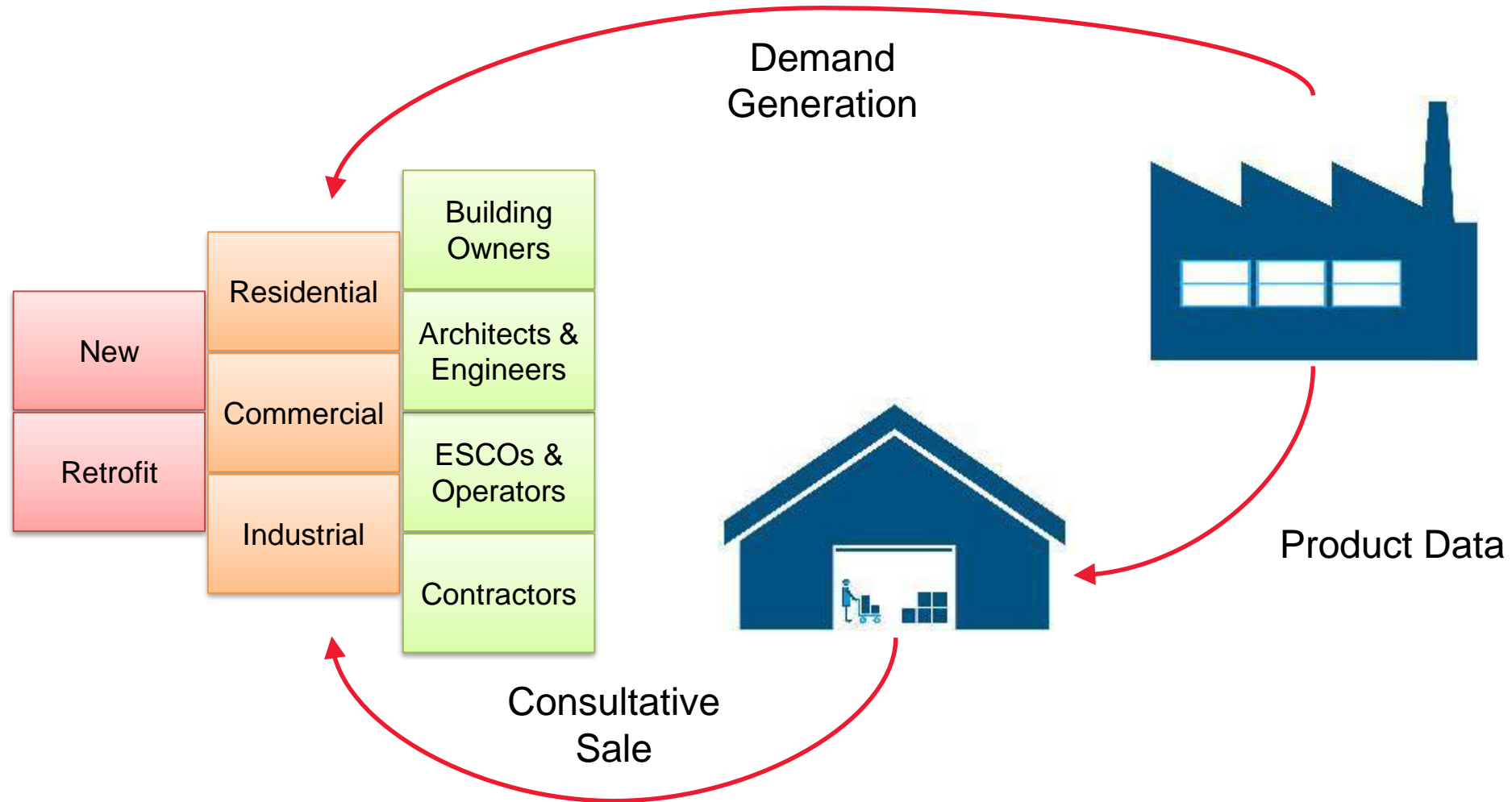
How do you support your claim?



Product Decision Making



Product Decision Making



Wagner Report on Advertising

‘Who you are is not nearly as important as what you do.’



Ad Test

It's the middle of the night and a water pipe breaks in your house. You need a plumber now! Who do you call?





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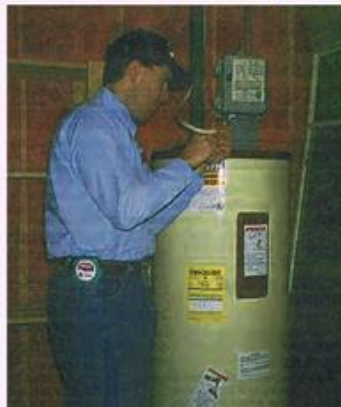
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