

Marketing Maverick

CIG's New Senior Vice President Aaron Dyck continues to encourage dealers to consider how they are marketing their businesses.

By Scott Cullen and CJ Cannata

In the five years since The Cannata Report profiled him for our Young Influencers issue, Aaron Dyck has continued to creatively and strategically market and promote the ever-changing services in our industry. We've watched him as he left his role at LMI Solutions as vice president of sales and marketing, making a couple of short stops at MWA Intelligence and Digitek Imaging Solutions, before landing at Clover Imaging Group in 2016.

Today, Dyck serves as Clover's senior vice president of services and marketing. Catching up with him recently, it is clear Dyck's passion for the industry hasn't waned over the past five years. He remains avidly enthusiastic, and increasingly knowledgeable about marketing and its essentiality for optimal dealer performance and success. Unfortunately, marketing either continues to allude a vast majority of dealers, or they outright choose to ignore it. As a result, these dealers are paying a heavy price, whether they are aware of it or not. Hence the importance of Clover and Dyck's marketing mission.

Fortunately for dealers, Dyck enthusiastically continues to educate the dealer channel about new and improved engagement opportunities with customers. Whether it's touting MPS, an ERP, consumables, or Clover's Amplify program, Dyck has an innate knack for marketing new initiatives and communicating with dealers.

He's particularly knowledgeable about digital marketing, something he's been evangelizing to dealers for nearly 10 years now. During our conversation, he recalled a 2011 Canon dealer meeting where he spoke about inbound marketing, social media, and how dealers can

and should be leveraging their websites to generate leads.

"I talked about how to bring LinkedIn, Twitter, and Facebook to the forefront for their businesses," said Dyck. "Honestly, when I had that meeting, 75% of the room were like, 'Are you crazy? We'll never let our employees on LinkedIn. We block all social channels on our business.'"

Dyck's main goal was to educate dealers on how to leverage different ways to connect and engage their customers beyond sales calls or mailing flyers to grow their businesses.

"At the time, I didn't know all the ins and outs of how Google indexes content, so I focused on creating static marketing materials and creating engaging videos for dealers to put on their websites to tell their stories," said Dyck. "Instead of having a bunch of written words, I said let's use video, let's use great engaging content, let's leverage your website and get engaged on social. I saw that as a great way to stand out from the pack."

Eight years after that Canon meeting, more of the dealers he speaks to today now have a totally different attitude about online marketing.

"Today, people are like, 'Yeah, I'm all in,'" said Dyck. "They're thirsty for education and understanding how all these things play together with their businesses to connect and engage more opportunities and drive sales, because they know that is the No. 1 way to find new opportunities today."

While Dyck acknowledges that sales calls are still important, online branding has emerged as one of the most influen-



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tial ways to attract customers. Without a good online brand, without a voice, without putting out content people want to consume and read, dealers are limiting themselves, not just on the sales side, but also on the recruiting side as well.

"They're not going to find the right talent," said Dyck. "And, if you don't have content or you don't stand out online, you'll never be part of the conversation."

Dyck estimates that 10% of dealers are doing a good job of online marketing. The rest are attempting and falling short, or avoiding it altogether because of the cost.

“The people that are doing it right partner,” said Dyck.

In his view, a successful online lead-generation strategy requires web developers, designers, writers, video people, and SEO specialists—people to drive the overall strategy of the business.

“Our industry is very sales heavy,” he added. “We’re very focused on outbound sales, but we aren’t investing in a team of 10 or even five marketing people.”

According to Dyck, the larger dealers who are getting it have marketing staff to assist with those online initiatives. For the expertise necessary for website development, design, video, scripts, etc., that’s where a partner comes in to play.

“It’s someone who can help them really amplify, so to speak, the things they are doing,” said Dyck.

Dyck is now seeing sales reps inside companies with a strong online market-

ing initiative use their websites as sales collateral, either showing or directing the customer or prospect to a video, blog post, or customer testimonials on their site.

Testing the waters, however, and going about this half-heartedly like posting one element or two, are a couple of blogs or social media posts to see what happens, rather than a consistent ongoing strategy, is a recipe for failure.

“That’s not how this strategy works,” said Dyck. “This is a marathon, not a sprint. This is a 12- to 18-month project before you start to see results.”

In less than two years, Dyck reported, Clover now has more than 30 dealers using Amplify, Clover’s sales and marketing services program.

As our industry continues to change shape, especially as the pace of acquisitions and consolidation increases, Dyck doesn’t believe there is a ceiling for what he’s marketing, particularly on the Amplify side of the business.

“When I look at the latest acquisitions, I see companies coming together,” said Dyck. “I see companies having brand

conflict in various geographic markets and looking for ways to streamline their voices, brands, and message. That’s exactly where we [Amplify] fit. We can come in and say, you just took over five dealerships. Why don’t we help you streamline your message? Why don’t we help you right-size your website and your content, so we can start driving sales leads in your respective markets and help overall grow your dealer acquisition strategy?”

Dyck has clearly found a home in this industry, and his enthusiasm for Clover, Amplify, and this industry are certainly one of the keys factors in his success.

“I’m having a blast,” said Dyck. “Clover is a fantastic company, awesome people to work with, and the level of engagement that I’m having with business owners throughout North America is great. To be involved with multiple businesses across North America and help them grow and see the return on investment is pretty awesome.”

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Questions About This Story?

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FAST FORWARD

By CJ Cannata

June is one of my favorite months for many reasons, the first of which is our annual Women Influencers photo shoot that we held in New York City last week. Can’t believe this is our sixth year! Next month’s cover and feature will be exceptional, as are our 2019 Women Influencers are exceptional, and so will be our cover and feature. The anticipation building for our reveal of this year’s honorees which we’ll do online about July 10th, so make sure to mark your calendar. And don’t miss the behind-the-scenes video showcasing the photo shoot. It allows viewers great perspective and insight into the entire production and features interviews with the in-

fluencers discussing a variety of topics relevant to the dealer channel.

Speaking of video, we’re busy working on our first video series that will delve into the burning questions dealers ponder as they navigate today’s changing SMB landscape. Sponsored by Clover Imaging Group, the series will be the first of many new video productions we have planned for the second half of the year.

Next up, we kick it into high style as we head to Barcelona to attend the ITMA 2019 Garment & Textile Exposition, a first for the The Cannata Report team. In recent years, we have partnered with EFI on creations designed by Carol Cannata, and our attendance at the expo and meetings with the EFI Reggiani team will give her a broader understanding of the technology and capabilities for future textile printed projects.

By the end of this busy month, look for a notice about our first ever podcast, produced in partnership with Panasonic. We are excited to bring our content to the podcast airwaves and will provide more details in the weeks ahead.

This month, we’ll close our Annual Dealer Survey. Thank you to all who have completed the Survey, and for those who haven’t yet, a scant few weeks remain to take part. In addition to feedback on your business, remember, participation allows you to cast your votes for the Frank Awards.

If you haven’t already, make your plans to attend our 34th Annual Awards & Charities Dinner, November 7, at The Madison Hotel in Morristown (details are on our website under “Events”). We hope to see you there, and we’ll see you on the road.