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## You CAN Do This: An In-Depth Look at the Digital Marketing Essentials Necessary for Distributors to Remain Competitive and Well-Positioned for the Future

By Susan M. Merlo

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. Wholesale distribution companies will find themselves at a serious disadvantage if they don't have the correct digital marketing essentials in place. In today's market of instant gratification and instant delivery of information, if you cannot provide the information that your customer needs, or answers to questions that a prospect is asking, expect to find yourself left in the dust. Whether someone is looking to purchase your product, or would like to learn more about your company, or perhaps they need some industry-specific information that doesn't relate directly to your product or your company, the leading distributors will be those who can anticipate what their ideal customers need, sometimes before that customer knows it himself, and give it to them. Whatever it is, the distributors who understand their customers' problems and needs and can resolve them without being salesy will be the distributors who will lead the pack. For many distributors, a powerful digital marketing strategy is already a driver of revenue. As more millennials enter the workforce, there's no question that that number of distributors who harness the power of...



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