

SECURITY CONNECTED.

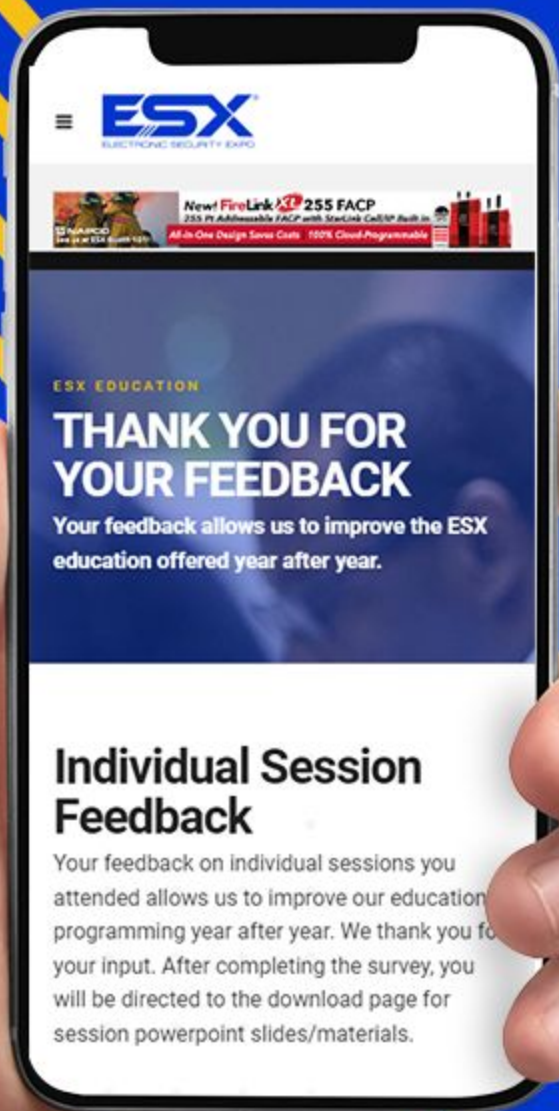


ELECTRONIC SECURITY EXPO

SALES TRACK

**THE STATE OF MARKETING AND DIGITAL
TOOLS FOR THE MODERN COMPANY**

ESX FEEDBACK



1

**ANSWER 5
QUESTIONS
ABOUT THIS
SESSION**

2

**GAIN
ACCESS
TO THE PPT
SLIDES**

3

**BE ENTERED
TO WIN A
\$100 GIFT
CARD**

3 GIFT CARDS (\$100 EACH) AVAILABLE FOR SURVEY RESPONDENT RAFFLES

WINNERS WILL BE NOTIFIED THROUGH THE ESX APP



**THE ELECTRONIC
SECURITY EXPO IS
OWNED BY:**

ESA ELECTRONIC
SECURITY
ASSOCIATION®



prima

by NAPCO

Anti-Trust

Neither ESA nor any committee, product group, conference or activity of ESA shall be used for the purpose of bringing about, or attempting to bring about, any understanding or agreement, whether written or oral, formal or informal, express or implied, among competitors with regard to prices, terms or conditions of sale, discounts, distribution, volume of production, territories or customers.

#ESX2023
SECURITY CONNECTED.

COURSE OBJECTIVES:

The State of Marketing and Digital Tools for the Modern Company

- Why the new normal isn't so normal anymore when it comes to legacy business practices
- The latest marketing and digital tools that help you become more agile and relevant
- How to properly introduce and implement these strategies – processes and people
- The benefits of adopting new marketing and digital tools

MEET THE SPEAKERS



**JESSICA
PING**

**MARKETING &
COMMUNICATIONS MANAGER**
BATES SECURITY

Scan for LinkedIn



MEET THE SPEAKERS



**LINDSAY
MAHL**

CO-OWNER
ABC FIRE AND
BURGLAR ALARM

Scan for LinkedIn



MEET THE SPEAKERS



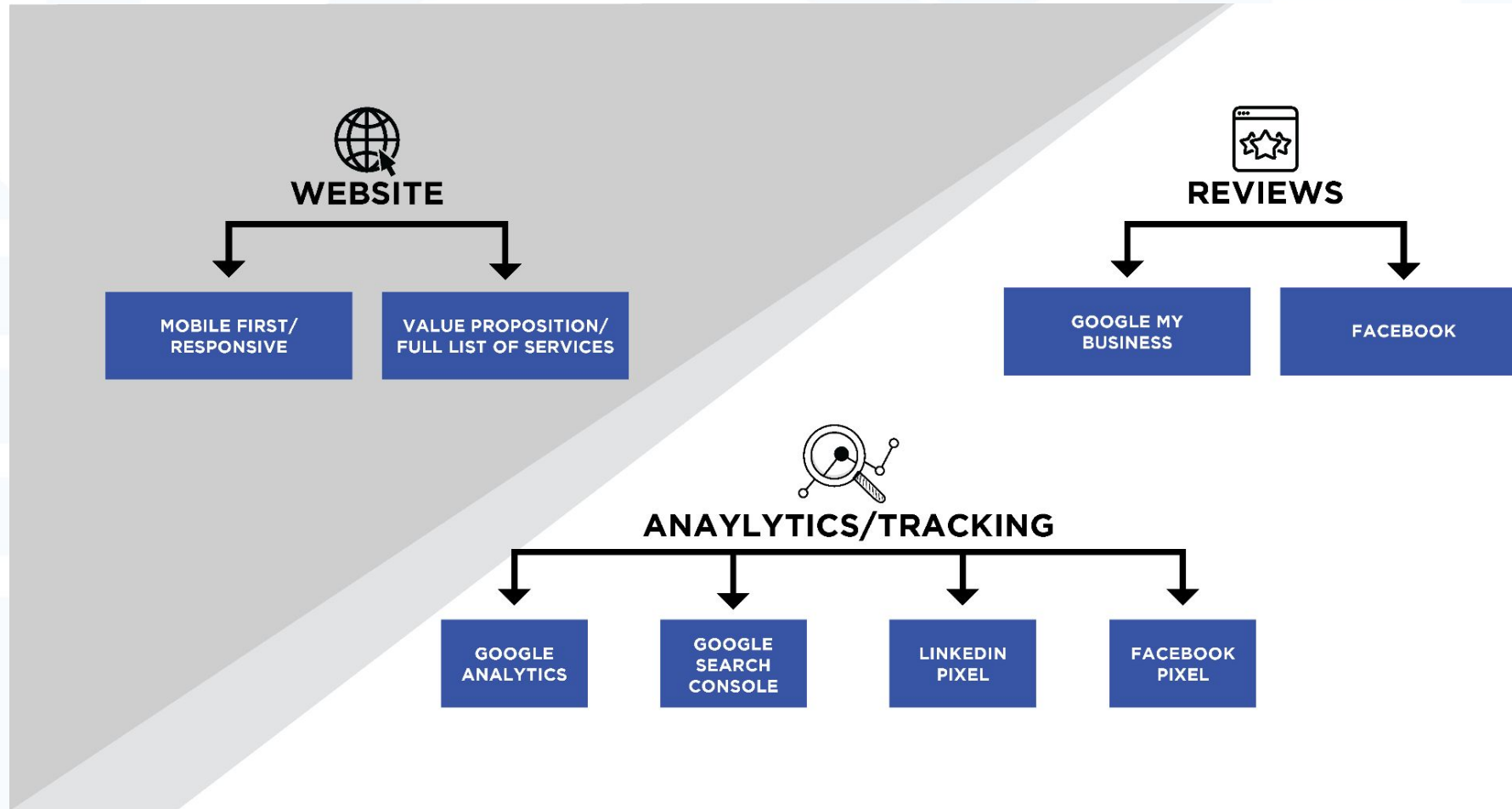
**DAVID
MORGAN**

CO-FOUNDER
SECURITY DEALER
MARKETING

Scan for LinkedIn

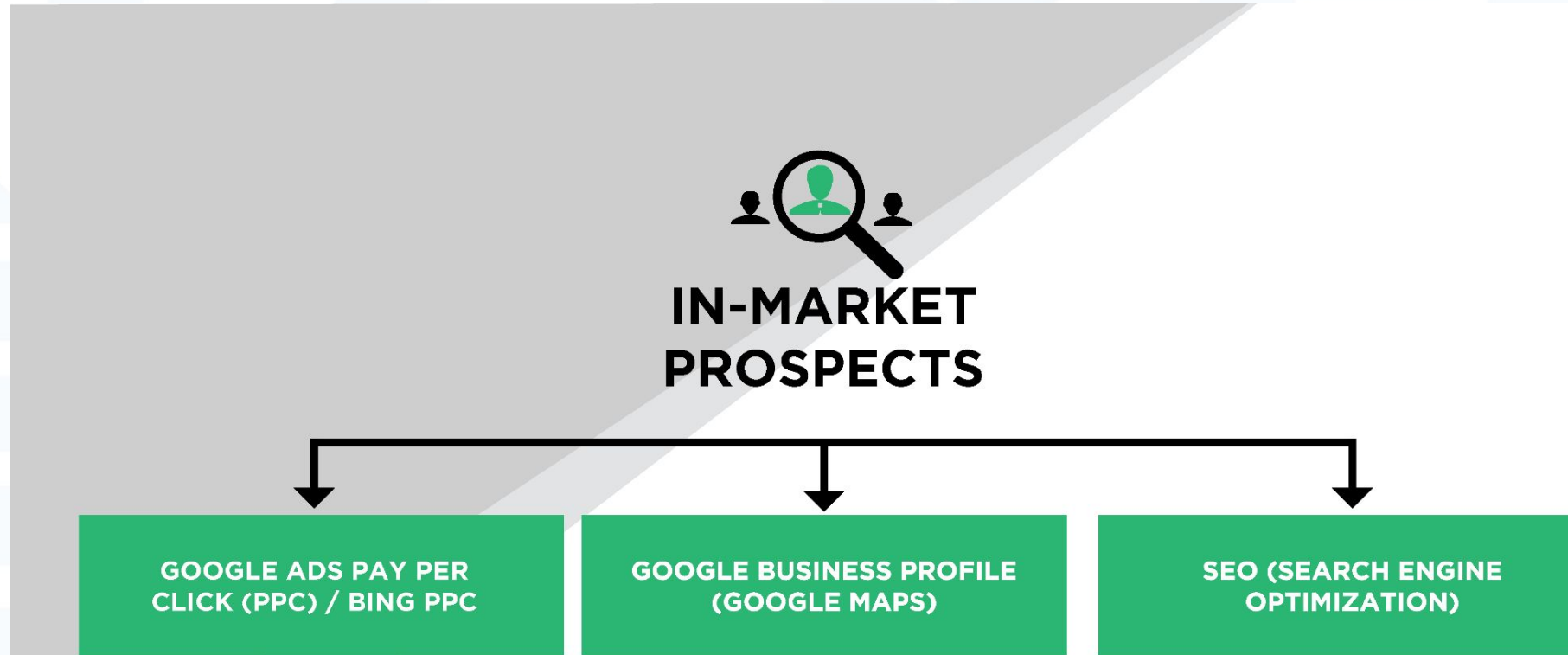


CAPITAL MARKETING INVESTMENTS



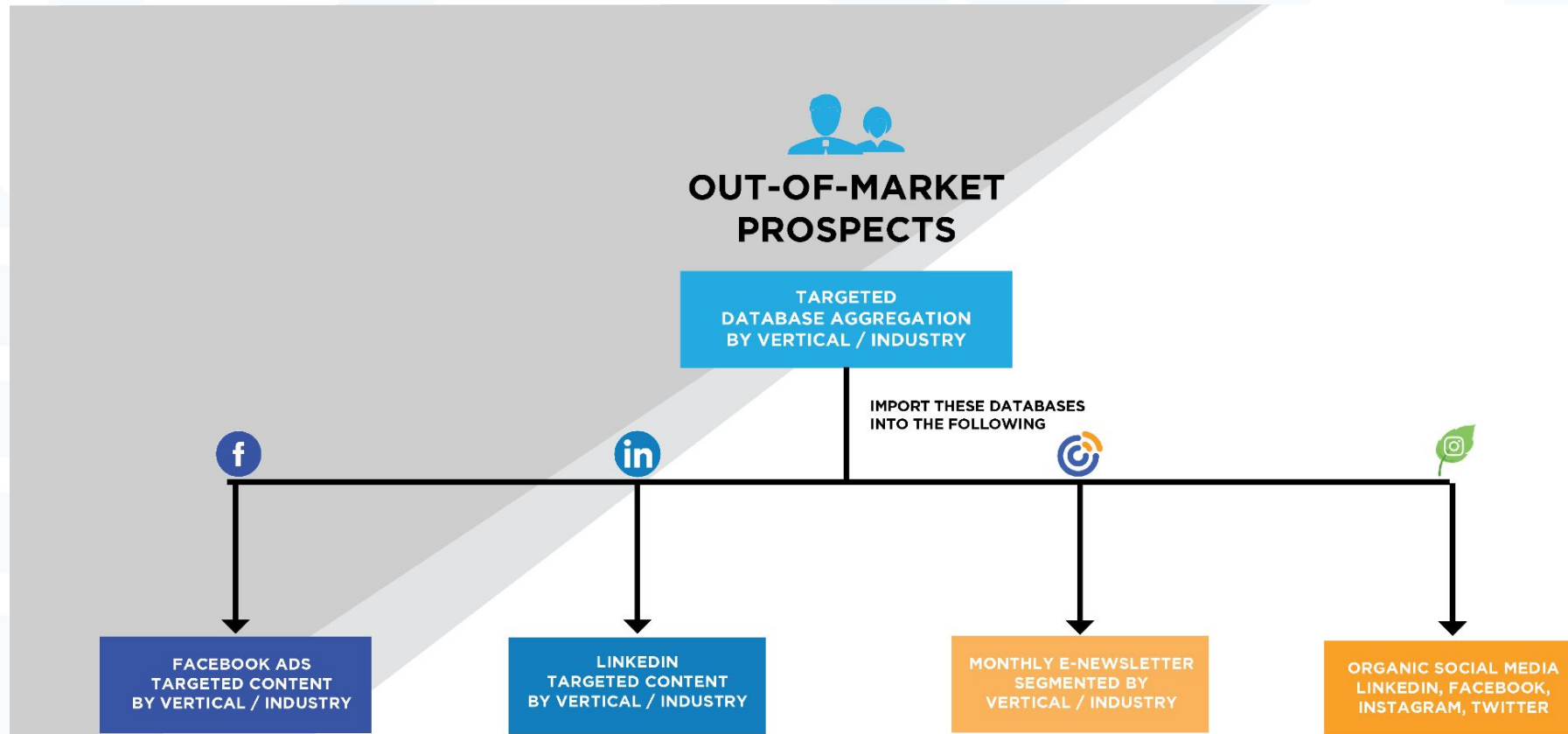
#ESX2023
SECURITY CONNECTED.

MARKETING CHANNELS BY PROSPECT TYPE



#ESX2023
SECURITY CONNECTED.

MARKETING CHANNELS BY PROSPECT TYPE



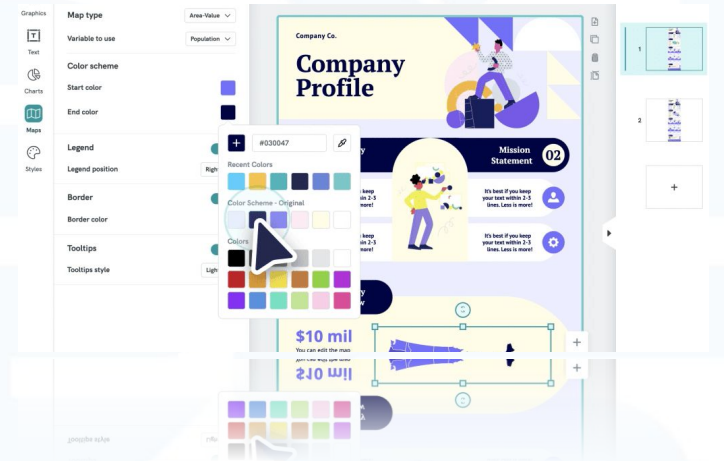
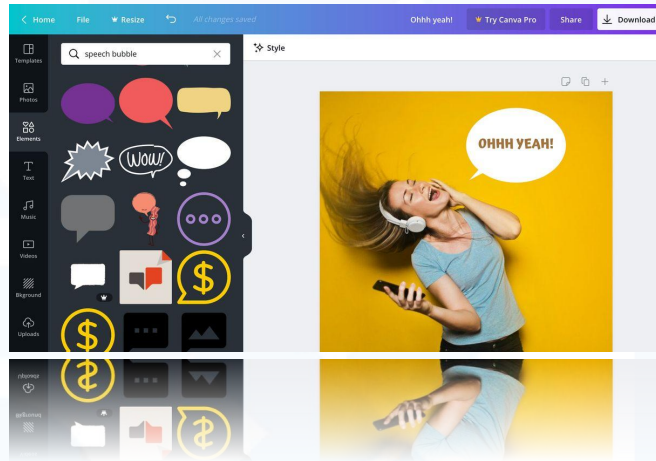
#ESX2023
SECURITY CONNECTED.

WEBSITE BUILDER TOOLS



#ESX2023
SECURITY CONNECTED.

VISUAL DESIGN TOOLS



#ESX2023
SECURITY CONNECTED.

SOCIAL MEDIA MANAGEMENT TOOLS



HootsuiteTM



buffer



sproutsocial

#ESX2023
SECURITY CONNECTED.

EMAIL MARKETING TOOLS



mailchimp



**Constant
Contact**



ConvertKit



#ESX2023
SECURITY CONNECTED.

ANALYTICS / TRACKING TOOLS

- Google Analytics
- Google Search Console
- LinkedIn Pixel
- Facebook Pixel
- Kiss Metrics



#ESX2023
SECURITY CONNECTED.

REVIEW PLATFORMS



Google My Business



Yelp



Facebook



TrustPilot



Social Media

#ESX2023
SECURITY CONNECTED.

CONTENT AND COPY TOOLS



#ESX2023
SECURITY CONNECTED.

PAY PER CLICK ADVERTISING (PPC)



#ESX2023
SECURITY CONNECTED.

GOOGLE BUSINESS PROFILE (GOOGLE MAPS)



Google  bing

- Use exact phrase match
- Long tail (commercial/transactional intent)
- Mention your city in ads
- Use words like affordable, local, scalable in ads
- Segment your keywords for segmented ads

#ESX2023
SECURITY CONNECTED.

TECHNOLOGY PARTNER PPC ADS

Ad · callsierra.com/axis-video/security-expert

[Axis Video Analytics | Certified Axis Integrator | Business Video Surveillance](#)

Contact Us Today and Learn More About Axis Cloud Video Surveillance Solutions. Integrated Axis Cloud Video Surveillance Security Systems. Design, Install, Service.

Ad · callsierra.com/axis-video/security-expert

[Axis Cloud Video Experts | Axis Video Analytics | Cloud Managed Video Security](#)

Certified Axis Integrator with in-house technicians. Enterprise Security Solutions. Contact Us Today and Learn More About Axis Cloud Video Surveillance Solutions.

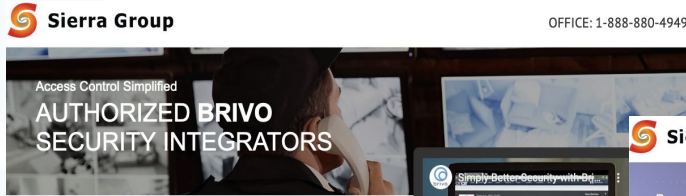
Ad · callsierra.com/axis-video/security-expert

[Axis Video Analytics | Axis Cloud Video Experts | Business Video Surveillance](#)

Contact Us Today and Learn More About Axis Cloud Video Surveillance Solutions. Integrated Axis Cloud Video Surveillance Security Systems. Design, Install, Service.

#ESX2023
SECURITY CONNECTED.

BUILD SEPARATE TECHNOLOGY PARTNER LANDING PAGES



Sierra Group OFFICE: 1-888-880-4949

Access Control Simplified
**AUTHORIZED BRIVO
SECURITY INTEGRATORS**

Simply Better Security with Brivo

Manage Your Access Control Anytime, Anywhere

Automate the security and management of your building access control systems with Brivo's scalable cloud-based physical security platform. Since 2012, Sierra Group has partnered with Brivo OnAir to bring cloud-based access control to our customers.

Gain total control of your facility's access control system anytime, anywhere and experience what true mobility can do for your security system.



Sierra Group OFFICE: 1-888-880-4949

Powerful Commercial Security
**AUTHORIZED DMP
SECURITY INTEGRATORS**

Simply Better Security with DMP

We Set The Standard of Excellence in Commercial Security.

Backed by DMP's comprehensive portfolio of security products including access control, intrusion devices, cell and network communicators, keypads and more, Sierra Group's team of DMP authorized experts equip customers with network security solutions that integrate intrusion, video, and access control into a single, effective system that's scaled and configured precisely to their needs. Our integrated approach enables them to arm and disarm their systems, lock or unlock access-control doors, add or delete system users or change their access rights, change schedules and holiday dates, and run reports for analysis and evaluation. They can manage the system on-site or from any Internet-connected computer.



Sierra Group OFFICE: 1-888-880-4949

Virtual Keypad App Overview
Virtual Keypad

Access Control Simplified
**AUTHORIZED GENETEC
SECURITY INTEGRATORS**

Genetec Security Center - Com...

Your Full Security and Access Control Suite Under One Hub

With a comprehensive solutions portfolio that includes innovations in security, data analytics, and operations, Sierra Group's team of Genetec authorized experts can help you integrate your security and access control under one hub.

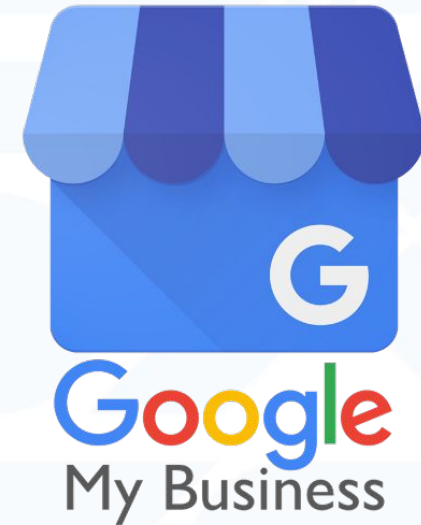


#ESX2023
SECURITY CONNECTED.

SEO (SEARCH ENGINE OPTIMIZATION)

Google

bing



#ESX2023
SECURITY CONNECTED.

END-USER DATABASES BY VERTICAL MARKET WITHIN YOUR SERVICE AREA



zoominfo

#ESX2023
SECURITY CONNECTED.

VERTICAL MARKET LANDING PAGES



Call: 1-888-540-0175 | sales@sspro.biz | Client Portal

SSP HOME SOLUTIONS VERTICAL MARKETS WHY SSP COMPANY SUPPORT CONTACT

Your Market / Healthcare

Healthcare Security Has Never Been More Critical

We care for your security so you can care for your patients.

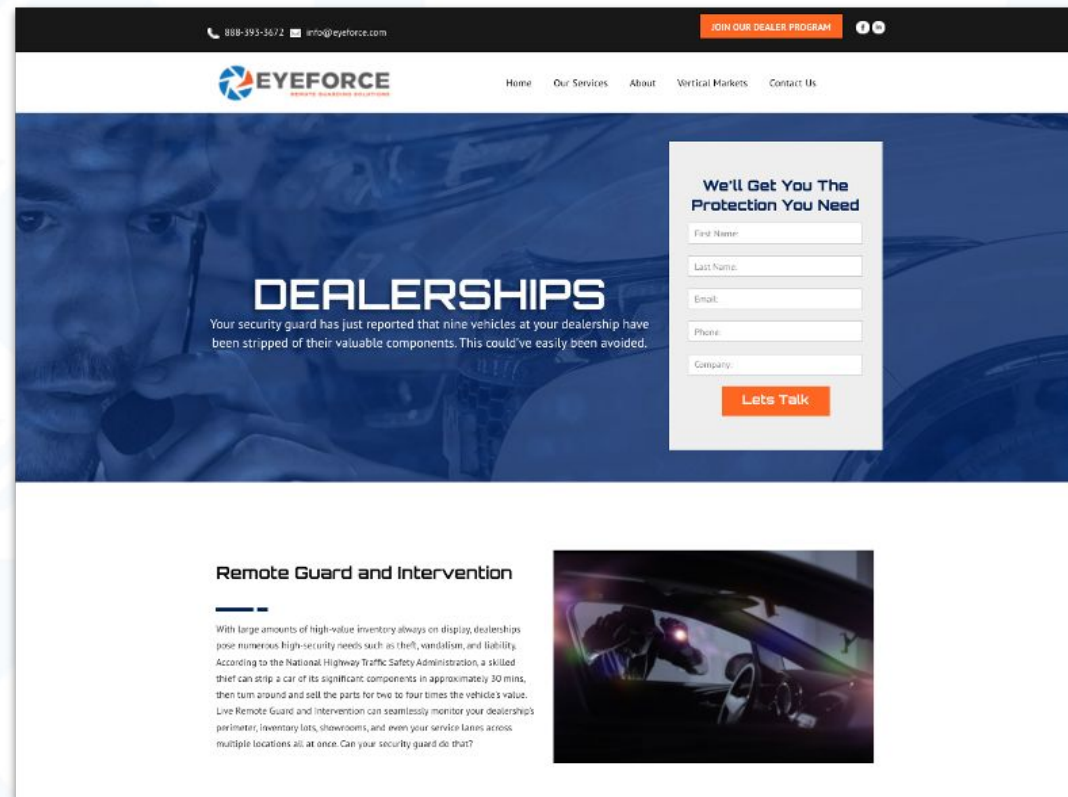
Do you need a Custom Security Solution? [Get Started Today](#)

With the healthcare industry's complex needs evolving at an exasperating rate, impeccable security solutions have never been more critical to ensure medical personnel, patients, and visitors' safety. For years, SSP has served our healthcare customers with special attention and expertise to address local, state, and other regulatory compliance, such as HIPPA and JCAHO, as well as address issues and mitigate risks with access control, integrated surveillance, visitor management, patient wandering, duress systems and more.

Featured Products/Services

Click on the icons for more info.

- Access Control
- Resident Wandering
- Fire and Life Safety
- Duress Panic Systems
- Alarm and Emergency Response
- Video Surveillance



888-993-5672 | info@eyeforce.com | JOIN OUR DEALER PROGRAM

EyeForce HOME Our Services About Vertical Markets Contact Us

DEALERSHIPS

Your security guard has just reported that nine vehicles at your dealership have been stripped of their valuable components. This could've easily been avoided.

We'll Get You The Protection You Need

First Name:

Last Name:

Email:


Phone:

Company:

[Let's Talk](#)

Remote Guard and Intervention

With large amounts of high-value inventory always on display, dealerships pose numerous high-security needs such as theft, vandalism, and liability. According to the National Highway Traffic Safety Administration, a skilled thief can strip a car of its significant components in approximately 30 mins, then turn around and sell the parts for two to four times the vehicle's value. Live Remote Guard and Intervention can seamlessly monitor your dealership's perimeter, inventory lots, showrooms, and even your service bays across multiple locations all at once. Can your security guard do that?



#ESX2023
SECURITY CONNECTED.

MONTHLY E-NEWSLETTER SEGMENTED BY VERTICAL / INDUSTRY



APL ACCESS & SECURITY
INTEGRATED SECURITY SOLUTIONS
1-866-873-XXXX

SSP
1-888-540-0175 | www.sspro.biz

Higher Stakes: Government Access Control
When a security breach occurs at a corporate office or retail store, the impact is only felt by those directly involved. But if a government office suffers a security breach, the result could be catastrophic, affecting more than just the individuals involved but also the greater community. Because of this, it's vitally important that government facilities have strict security protocols and a robust and comprehensive access control system installed.

IT'S TIME FOR A RENEWED FOCUS ON PREVENTING GUN VIOLENCE IN SCHOOLS

- Create Content that delivers value
- 1 Month Send Article, Next Month Send a More Direct Ad / Eblast

#ESX2023
SECURITY CONNECTED.

DIGITAL ADS



#ESX2023
SECURITY CONNECTED.



FACEBOOK ADS TARGETED CONTENT BY VERTICAL / INDUSTRY

- Create 15 & 30 SEC Video Ads
- Create Ads Specific to Verticals



LINKEDIN ADS TARGETED CONTENT BY VERTICAL INDUSTRY

- Create 15 & 30 SEC Video Ads
- Create Ads Specific to Verticals Additionally: Target Followers of Specific Companies + Associations

#ESX2023
SECURITY CONNECTED.



Q & A

THANK YOU FOR PARTICIPATING!

#ESX2023
SECURITY CONNECTED.

RATE THIS SESSION
ESXWEB.COM/FEEDBACK



KEYNOTE LUNCHEON

11:30AM

MAIN STAGE

Soundtracks: How the Best Teams Overcome Overthinking to Navigate Change, Increase Productivity and Win Consistently

