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CHOOSING CHANGE

PROSPERING FROM FOCUSED REINVENTION

Palace Business Solutions has faced a steady stream of changes head on, and it has come through stronger than ever. Continual innovation has enabled Palace to evolve and successfully meet ongoing challenges.

CONTENT IS KING
BEST-IN-CLASS WEB CONTENT BUILDS A FOUNDATION OF TRUST

BUILDING YOUR BRAND

YOUR BRAND COMMUNICATES WHAT CUSTOMERS CAN EXPECT FROM YOU





“Everyone sells widgets. Our brand is how we go to market. It’s about being proactive with customers.”

—Doug Parsons, CEO, Tallgrass Business Resources

Carly Kleppe, director of brand experience,
Tallgrass Business Resources

Stationers used the resources of local marketing agencies to help with branding. A new concept some resellers are exploring is OfficeZilla, a Kennesaw, Georgia, company that provides a complete branded online solution. (See OfficeZilla sidebar on this page).

Another option is Essendant’s Marketopia program. Marketopia can help resellers with a complete rebranding—including identifying a value proposition and creating a logo, tagline, messaging platform, and brand guidelines—or a less-extensive refresh to keep your brand current. Resellers that choose Marketopia often cite the time saved compared with researching and vetting outside agencies, and the fact that they know they’ll be working with a team that already understands the office products industry. For more information, contact your Essendant Marketing Concierge.

Regardless of how you solve the branding puzzle, it’s vital that you continue to nurture your brand assets to stay relevant in the current environment.

“Mobile presence isn’t going away,” says Bond. “Research shows that 70 percent of executives who are under 40 consider mobile their primary communications method.”

Google changed its algorithm in April to give preference to websites that are responsive to various devices, including mobile phones. This means that website usability needs to be evaluated for how colors, type styles, and other formatting works on smaller screens. Then the website must be updated as necessary.

In addition to optimizing your website for mobile use, Bond offers several other tips for growing your brand assets in this digital age. These include: evaluating your content and editing it for shorter, quicker reading; employing visuals or videos that make the story more engaging; and providing savings calculators or other tools that help customers make purchasing decisions.

Your brand may not teach the world to sing. But by clearly communicating what your customers can expect from you, your brand will grow the bottom line. O|L

OFFICEZILLA® OFFERS AN ALTERNATIVE BRANDED SOLUTION

Independent office products resellers know they have to change and adapt to meet the challenges of a rapidly evolving industry. Changes in customer demographics, the rise of e-commerce, and changes in customer expectations are all having an influence on how resellers go to market.

But some resellers might not have the time, money, or expertise to effectively keep up with the deluge of new requirements. One solution is OfficeZilla, a franchise concept that provides a branded, online storefront for everything from taking customer orders to billing, delivery, and responsive customer service.

“We provide a front-end brand that connects with customers emotionally, along with a state-of-the-art back-end system,” says Darin Kraetsch, CEO of OfficeZilla. “Plus, we provide a cohesive marketing program, including personalized email campaigns, engaging social media content, custom website sliders, search engine optimization, search engine marketing, and branded Google AdWords campaigns, all targeted to a franchisee’s market. Franchisees also have access to IBM analytics to better understand their customers’ buying patterns. We provide the ‘high-tech,’ and you have more time to provide the ‘high-touch’ that independent dealers are known for.”

The OfficeZilla website can be co-branded for independent resellers. The operation supports both stocking and stockless dealers with delivery from Essendant’s distribution centers.



For more information, visit officezilla.com, or visit the OfficeZilla blog at blog.officezilla.com.