

Warm & fuzzies provide unparalleled digital engagement results.

Brands consistently feel let down with their web meetings, conference calls, and digital event results over face-to-face interactions.

Learn why relationship intentionality should be your differentiator.

by Jacqueline Rizo & Andrew Rice

Contents

Section #1

4

Say what?! You mean this relational biz dev thing has merit?

Around six months ago our world, as we knew it, changed. We are all intimately familiar with the reasons our corporate communication landscape has been indefinitely altered.

Section #2

6

Whether Face-to-Face or Zoom'n it Up, Successful Meetings are Built on Intentionality.

The shift towards less physical touch to more digital communication will not wait on one's comfortability level. It will be the early adopters who are prepared to pivot by investing in digital transformation.

Section #3

8

From Dog and Pony Trade Shows to Intentionally Planned Webinars & Digital Conferences.

Traditionally, trade shows have been the most popular vehicle for companies to market their products, build relationships with new customers, and strengthen them with existing ones.

Section #4

13

Represent with the intent to leave a dent.

It's clear, in this highly competitive, and increasingly tumultuous market, relationship intentionality will be the one remaining sustainable, differentiator.

NOTICE: While the information contained herein ("Information") is presented in good faith and believed to be correct as of Sept. 2020 here of, ESM Technologies, LLC ("ESM") does not guarantee satisfactory results from reliance upon such Information, disclaims all liability for any loss or damage arising out of any use of this Information or the products to which said Information refers and MAKES NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR OF ANY OTHER NATURE WITH RESPECT TO THE INFORMATION OR PRODUCTS, except as set forth in ESM's standard conditions of sale. Nothing contained herein is to be construed as a recommendation to use any product or process in conflict with any patent, and ESM makes no representation or warranty, express or implied, that the use thereof will not infringe any patent.

STRATUM NUTRITION® is a trademark of ESM Technologies, LLC and is registered in the United States and other countries. ©2020 ESM Technologies, LLC. All rights reserved. Sept 20

*These statements have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. The material included in this email is intended for informational and educational purposes only and does not supersede the requirement for submitting claims to the FDA.

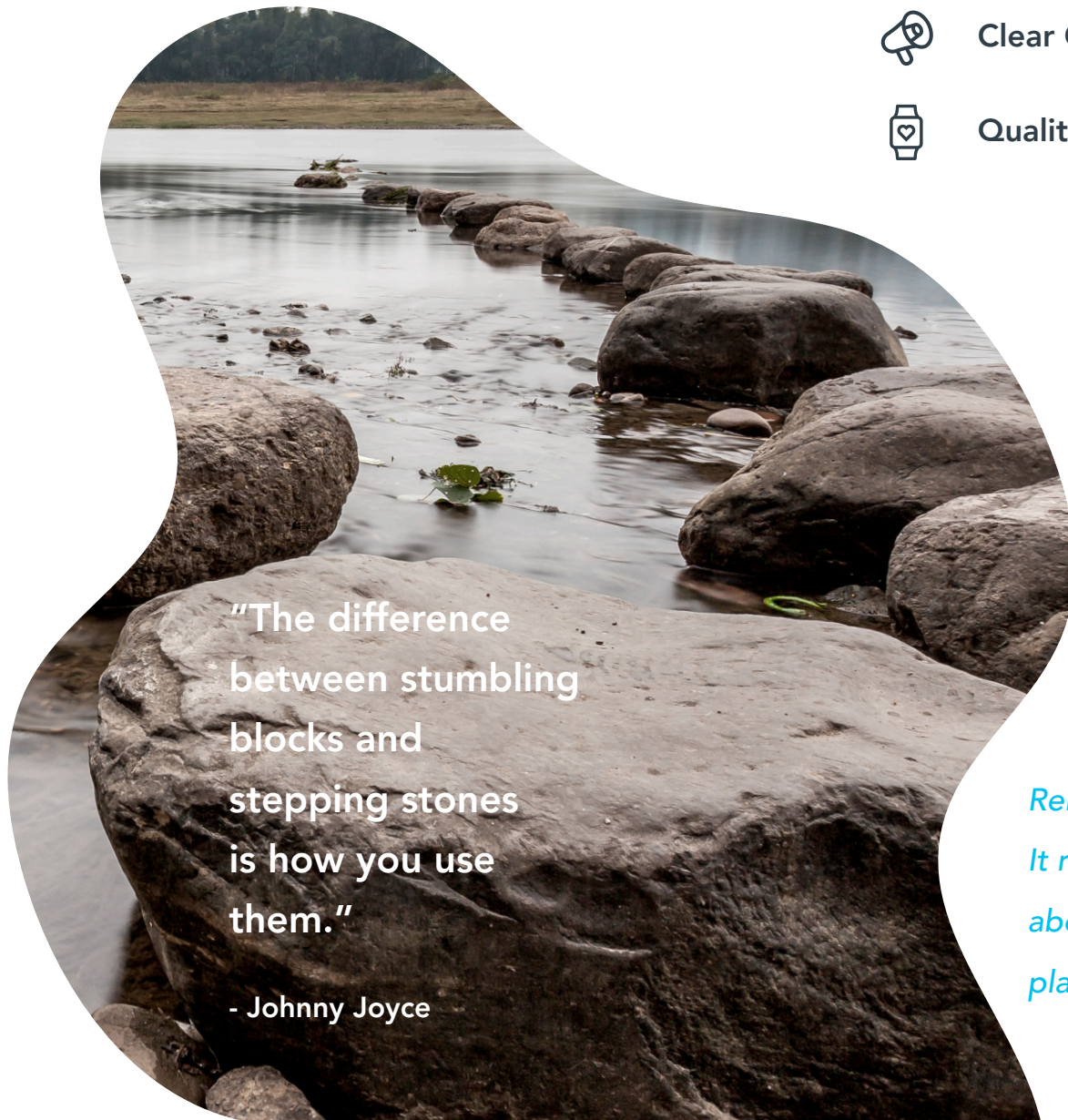
Section #1

Say what?! You mean this relational biz dev thing has merit?

Around six months ago our world, as we knew it, changed. We are all intimately familiar with the reasons our corporate communication landscape has been indefinitely altered. A digital first communication approach has always been inevitable, but these unprecedented times have forced an expedited adoption, kind of like when g-ma had to get on "the Facebook" to catch up with her grandkids. The early adopters, who intentionally develop ways to digitally communicate while still maintaining a relational focus, will stand out from those hesitant to do so. Carpe Diem.

When we look at how companies grow, ultimately their success depends on the emphasis put on how relationships are developed and cultivated. This principle isn't new, in fact, it's always been the cornerstone for business development. If a genuine relationship exists, the probability of a transactional exchange is drastically increased.

Whether it's networking through events or meeting with new prospects and current customers through other avenues of in-person mingling, ultimately these are merely platforms used to create, foster and build relationships. As networking has shifted into digital conferences and meetings, brands will need to be more intentional leading up to each one. Spending more time prepping beforehand may take a bit to get used to, it's definitely not like the old school, cold calling days. Those were the days of simply picking up the phone hoping to nail the sale right off the backs of winging it. Putting in the time upfront to cultivate a relationship is worth it in the long run. It's about the relationship today, the sale tomorrow.








"The difference between stumbling blocks and stepping stones is how you use them."






- Johnny Joyce

When it comes to the customer relationship, treating people the way they want to be treated matters. It comes down to the fact that good human relation skills equals good customer relations. The way you treat your current customers, as well as your prospective ones, may be the key to differentiating your business from the competition. Staying in touch and communicating with customers is an important action that ought not to be taken lightly. From the moment a customer makes contact, to "the all-important follow-ups," having a relational and on-target conversation can go a long way in creating a new business BFF and make an impact in retaining customers.

At the center of every healthy relationship are 5 key areas shared between the parties involved:

-  **Honesty**
-  **Respect**
-  **Clear Communication**
-  **Consistency**
-  **Quality Time**

When the above exist within a relationship the following 5 key traits are created:

-  **Trust**
-  **Support**
-  **Empathy**
-  **Loyalty**
-  **Value**

Relationship building is both a science and an art. It requires focus. It requires being genuine. It requires an understanding of people, but above all, it requires a true desire to help others. It's not about the platforms we use, but rather the why and how we use them.



Section #2

Whether Face-to-Face or Zoom'n it Up, Successful Meetings are Built on Intentionality.

The shift towards less physical touch to more digital communication will not wait on one's comfortability level. It will be the early adopters, who are prepared to pivot by investing in digital transformation, and more importantly, who understand a seamless relational digital experience in order to thrive in this new reality.

The belief that face-to-face interactions are required for building stronger, more meaningful business relationships has been a common misbelief across all industries, including ours. Although in some cases, face-to-face may come easier, the fact of the matter is that whether conversations are done in-person or digitally should not matter.

Both require planning and developing a strategy that immediately shows people you care more about the relationship than the temporary sale. If they truly feel this to be true of you, you'll acquire long-lasting relationships built on trust, and when in need, they'll reach out and even refer others to your company. Why? Your relationship matters more to them than your 50-slide animated PowerPoint jammed full of Getty image clipart.

We understand digital-centric communication is easier for some than it is for others. Take individuals that have little to no memory of the world as it existed before smartphones. For them, digital communication has always been their primary way of communication. In fact, they feel more comfortable Tweet'n, Snap'n, DM'n, Tok'n, Reel'n Twitch'n and even live Tube'n. Soon these Gen Z-ers will be the next business executives leading the nutraceutical industry.

Regardless of what generation you were born into, the goal ought to be on developing a genuine desire to meet people where they are - digitally and online.

Time will tell how this shift will completely play out in our industry, we simply hope your company adopts a digital approach before meetings are held in virtual reality meeting rooms with VR headsets and avatars. If not, it'll be a much bigger system shock than the immediate force into digital-centric communication has been for many this year.

Here are 5 ways to effectively connect with customers for digital communication success:



Check in with customers frequently – by email, phone and Zoom. Ask them how things are going. Offer a helpful article or helpful tip.



Acknowledge career milestones – on social email and in a follow-up message/call. Set up Google Alerts for contacts. Follow them on LinkedIn & other socials.



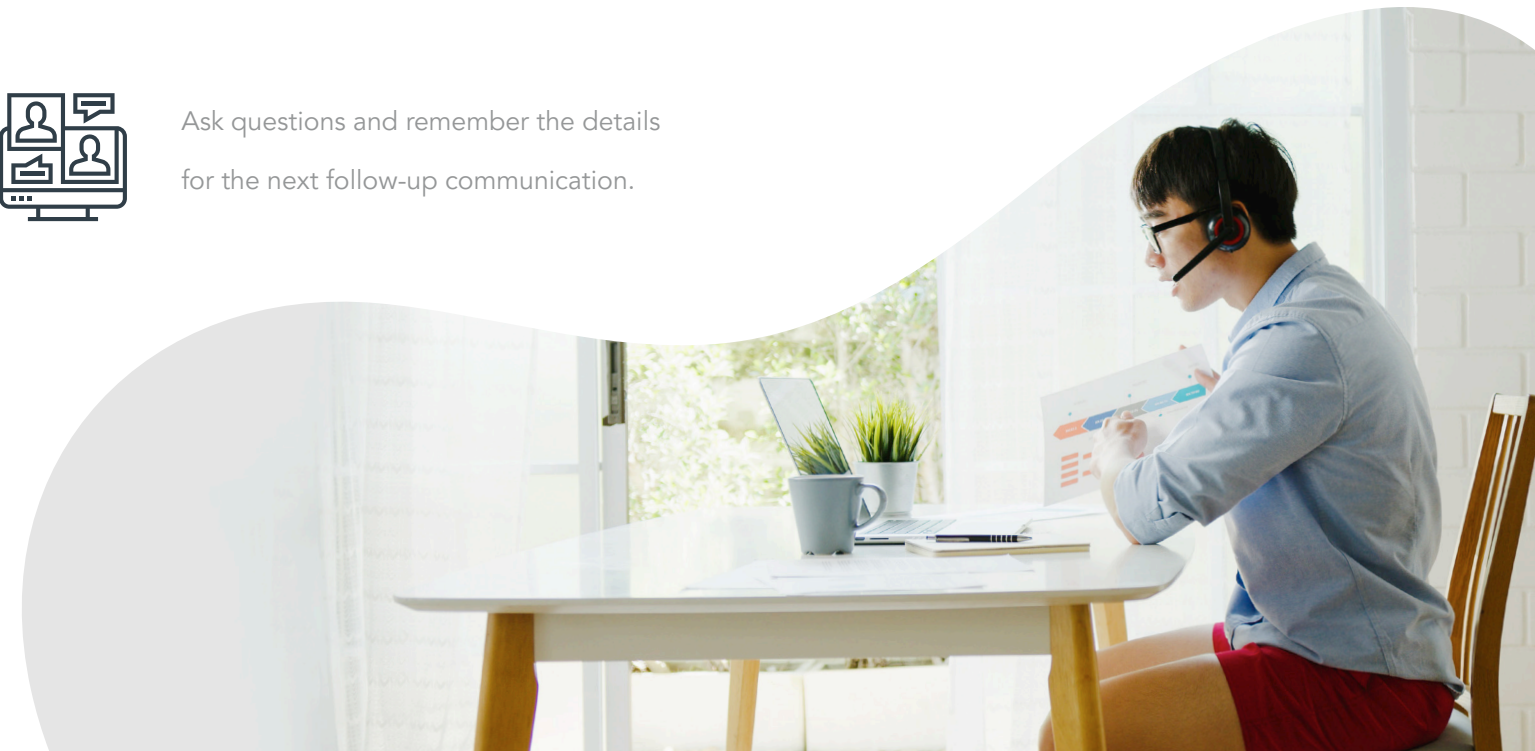
Show up, show interest and contribute. Contribute ideas, help and encourage as needs arise and posts are shared on their social media accounts.



Connect, learn and add value. Don't meet people with the expectation of gaining a customer, meet people on the basis of honing a connection.



Ask questions and remember the details for the next follow-up communication.

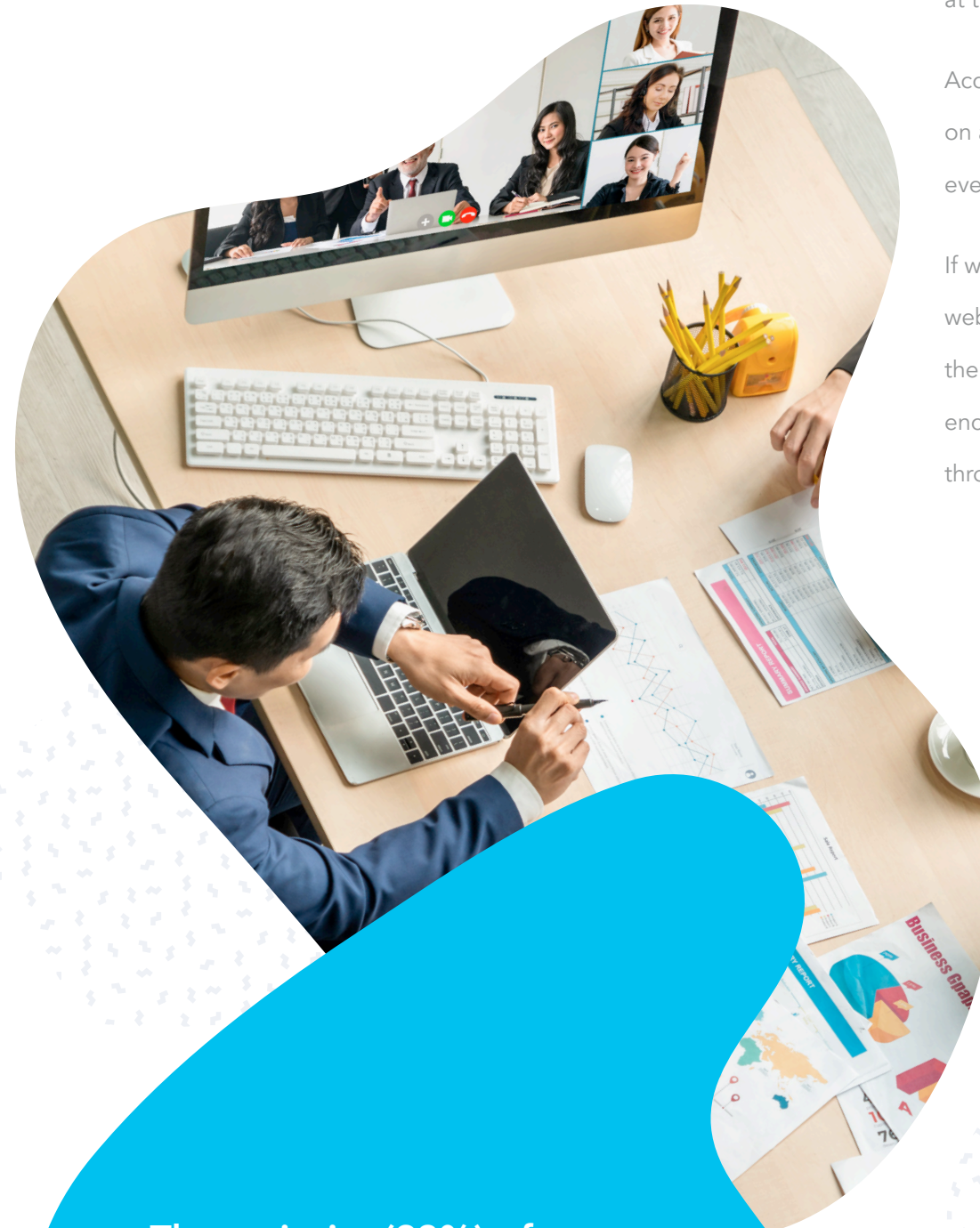


Section #3

From Dog and Pony Trade Shows to Intentionally Planned Webinars & Digital Conferences.

Traditionally, trade shows have been the most popular vehicle for companies to market their products, build relationships with new customers, and strengthen them with existing ones. Within the natural product space, attending live events and gathering leads has seemed like a crucial piece of a successful sales and marketing strategy for years – it also represents a large investment from most organizations. Many feel obligated to attend in order to network for the growth of their business.

However, in recent years, brands have increasingly decided that trade shows may no longer be worth the cost. Combine the time commitment with the cost of traveling great distances, many brands are scaling back or completely forgoing trade show exhibits.



The majority (93%) of event marketers plan to invest in virtual events moving forward.

Brands that have proven this approach to be successful have intentionally focused on the importance of building relationships; and with technology today, there are more channels and strategies provided at their fingertips for a fraction of the cost.

According to Bizzabo 2019, 97% of marketers still believe in-person events have a significant impact on achieving primary business goals over digital. Why do this many professionals believe in-person events have such high impact? The answer is simple. It's what they know and are comfortable with.

If we take a step back and really look at why results from trade shows vs. digital conferences or webinars may differ, it's generally more tied to personal engagement. It's more natural to laugh with them, share stories, talk life, explain background, showcase products, and share a memorable experience. Although it may be more challenging, with the right strategy in place this can still be achieved through digital platforms. The bonus is - pants are optional.

In the future, travel and mass gatherings will likely be scaled back for most brands. This will continue to directly impact the natural products industry trade show events by accelerating towards a fully, virtual marketplace. From there, accompanied with the importance placed on developing long-lasting relationships, fruit can be produced through this new strategy.

70%

have moved their face-to-face events partially or fully to a virtual platform, and many don't see that as a short-term fix.

- Event Marketer, 2020



Here are 10 benefits of a successful, highly intentional virtual event:

- 1. Visitors' Behaviors Tracked:** This provides useful insights about where visitors are from, who is interacting and how long they stayed at the event.
- 2. Wide Reach:** Anyone can attend a virtual event at their respective location.
- 3. Cost-Effectiveness:** They come with a smaller laundry list of cost expenses.
- 4. Low Carbon Footprint:** Virtual events are "greener" and lower environmental impact, which is a goal for many brands and customers.
- 5. Intelligent Lead Generation:** Data collected through built-in lead management software.
- 6. Opportunities to Connect with Next Generation Buyers:** Gaining experience within the virtual world will give brands an edge in marketing to the digital generation.
- 7. Productivity:** No booths to set up and tear down, no need to search for an employee who is out of pocket, and the attendees don't have to physically move from space to space.
- 8. Chat Window Capabilities:** People are more comfortable engaging and asking difficult questions on digital platforms than in-person.
- 9. Audience Control:** Have the ability to see who's coming before going live and who's attended, allowing for more targeted follow-up communication (minimize sneaky competitor spies).
- 10. Virtual Event Recordings:** Interactions are recorded and can be provided to all parties and shared with others who did not attend. Reviewing the recordings can also provide valuable insight to make the next event that much better.

We get it - strategizing, building, implementing and gaining attendees is no small task.

As the number of webinars continues to increase, most are used for the single purpose of selling a product. In general, this approach tends to lead to suspicion and low engagement with participants. Brands who want to rise above the noise need to be different. The trick to gaining attendees is through on-target creative marketing done consistently.

Here are 6 proven ways to attract your ideal webinar attendee personas:



Distinguish your Webinar Creatively:

By doing so, your brand can be seen as current, fresh, authoritative and a leader in the industry.



Offer Incentives:

Yep, giving something for free and with little effort still is one of the best ways to get people's attention.



Tie in a Social Connection:

Send a percentage of the webinar cost to support a cause your brand believes in and that attendees can stand behind.



Teaser Video:

Give a bit of insight to increase interest in your webinar. Teaser videos can be on the registration page and shared on various social channels to draw in more traffic.



Promotional Emails:

Weeks in advance, tell your audience to save the date. The week before, send another that whets the audience's appetite for learning. This could be through a teaser video or an outline of the deliciousness that awaits them. Lastly, and since most wait until the last minute to register, don't be shy to send an email up to the day of the event. It never hurts to provoke a bit of FOMO (fear of missing out) in your audience.



Social, Social, Social:

It's the lowest cost per conversion you can get. Capitalize on your different personas on the social channels they frequent.

OK, you've enticed your audience. Will they stay or will they go now?

Simply pushing the mute button or zoning out during a webinar are common amongst an online audience. In order to avoid the dreaded "tune out," you'll have to up your engagement game during the session.

Captivate your audience by providing:



Current Trends:

Present cutting-edge insights about what is happening in the nutraceutical industry and how it will affect the industry. This keeps your audience ahead of the game and creates authority within your space.



Video or Breakout Panel Discussion:

Create a livelier and more spirited webinar experience by including a panel discussion.



Stellar Slide Deck:

On target vibrant visuals are very important for maintaining engagement and attention.



Promo Box:

Send a box filled with webinar branded promotional goodies that correlate with your theme to registered viewers beforehand.



Be Spontaneous:

Surprising the audience will keep them glued to the webinar. Show live comments, bring on a surprise guest or influencer and throw out random giveaways.



Gamification:

Add fun and addicting elements found in games and apply them in non-gaming contexts. No need to go over-the-top.



Incentives:

Make sure you are clever with what incentives are offered, i.e. tied to a social cause that your audience can stand behind and have a sense of giving back for the greater good.

The old school way of running webinars where the presenter talks and the audience listens (or doesn't ... Beuller ...) is disappearing fast. Staying ahead of the curve and ahead of webinar fatigue means thinking creatively, implementing strategies that the audience will appreciate, and sharing content that will stick with the audience long after your webinar has ended.

Section #4

Represent with the intent to leave a dent.

It's clear, in this highly competitive, and increasingly tumultuous market, relationship intentionality will be the one remaining sustainable differentiator. Brands that focus on the digital communication and experience of their customers through all channels will thrive, while those that continue with the status quo or look to avoid change, will struggle. If there's one thing that's certain in a time of such uncertainty, it's that digital transformation is expected and inevitable; an engaging and meaningful digital experience is the required norm today, and in our post-pandemic business relationships.



Don't waste your time on us.

If you're not looking for unique, science-backed ingredients with a story, or a proactive ingredient partner, we might not be a fit. However, if you are, we can also save you time, resources, headache, and even a few Benji's as we walk along side your product launch journey.

We supply human and companion animal eco-conscious, science-driven, unique ingredients with purpose.



Want more ingredient details?
Click on an ingredient above to learn more.

A midwest small town man began what is now Stratum Nutrition, selling eggs out of the back of a family station wagon purchased after his tour in the Korean war.

Due to the founder's vision, tenacity and innovative mindset, 40 years later he had built the midwest's largest vertically-integrated chicken operation.

Realizing the massive amounts of eggshells being trucked out as fertilizer or waste, he recognized an opportunity and immediately began working on a solution.

Upon discovering the historically documented health benefits of eggshell calcium and membrane, he built the patented technology and all-natural process we use today. This process separates the calcium and membrane from eggshells while also decreasing eggshell waste in landfills and improving the lives of millions around the world.



A company from humble midwestern roots, built on innovation and sustainability.



NEM & ESC help divert 2 million lbs of eggshell waste from landfills each year.



We uphold a low carbon footprint and the only byproduct of the NEM & ESC manufacturing process is steam.



We supply unique, sustainable, eco-conscious ingredients with an emphasis on science and claims that create marketability.



Our roots remain steadfast and continue to guide our values. We pride ourselves on being proactive and understand our growth relies on relationships we build.

We don't expect you to take our word for it.

"NEM has surpassed our expectations and has allowed our product to quickly become one of our best sellers by helping a wide array of customers."



Patrick Toledano, *President*

"Stratum's support was great, Ahiflower is a powerful vegan omega alternative and sales have been amazing!"

- Caroline Beckman, *CEO*

