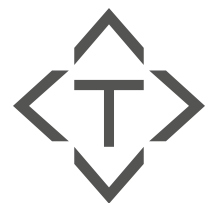
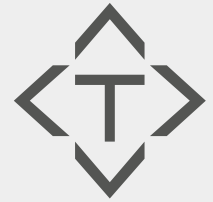


GET THE WORD OUT WITH TREKK

SMART CHANGE STARTS HERE.



GET THE WORD OUT WITH TREKK



Put your new press to work with a marketing program geared to get you leads — and turn those leads into customers.

Your purchase of a Canon Solutions America production print system is a substantial investment in the future of your business. To help you see a return on your investment, Canon Solutions America provides you with resources and tools to promote your services. We also connect you with relevant partner organizations to deliver their valuable services to you at a preferred price.

Canon Solutions America has partnered with Trekk, a tech-driven creative services agency, to provide our customers access to Trekk's capabilities. Trekk handles the strategy and execution so that you can focus on what's important — happy customers.

Trekk marketing programs can be added to your Canon Solutions America purchase as add-on à la carte services. This keeps things simple; you receive one invoice while gaining both cutting-edge Canon Solutions American technology and the digital marketing expertise of a powerhouse agency.

If you're not sure where to start, Trekk can help you evaluate which package will best meet your business needs and marketing objectives.



SERVICES OFFERED THROUGH CANON SOLUTIONS AMERICA

Inbound Marketing Program

Inbound marketing, also known as content marketing, employs valuable, relevant content to create brand awareness, engage your target audience, and convert leads to customers.

This program includes:

- Discovery and definition of your buyer personas.
- An inbound content strategy and calendar of activity.
- A marketing automation platform and dashboard that allows you to manage your inbound campaigns, track your leads through the sales process, and view campaign analytics.
- Setup and training on your marketing automation platform.
- One email campaign of six-to-eight emails per quarter (four campaigns, or 24-32 emails, per year).
- One lead-generating custom content offer per quarter (4 content offers per year) — possibilities include:
 - Blog posts
 - Infographics
 - Case studies
 - White papers
 - E-books
- Custom landing pages, thank you pages, and follow-up emails for each content offer.
- Distribution, management, and reporting for all campaigns and content offers.



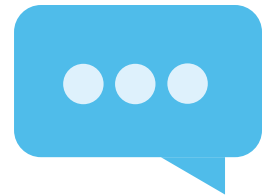
SERVICES OFFERED THROUGH CANON SOLUTIONS AMERICA

Door Opener Program

This program is designed to jumpstart your marketing efforts by identifying decision makers within your target audience. Trekk will work with you to define new target markets and ideal buyers and collect and build a database of contacts, including name, title, company, and mailing address. Trekk will develop content for, design, build, and execute a multi-channel campaign aimed at “opening the door” to assist your Sales team in securing meetings with target audience members.

This program includes:

- Discovery and definition of your outbound content strategy, including any upfront market research and data mining necessary to generate leads.
- One “lumpy” (dimensional mail piece or package).
- One personalized landing page.
- Two follow-up direct mail pieces.
- One Sales script for follow-up phone call.
- Series of five lead nurturing emails, designed to transform contacts into warm leads.
- Management and reporting for all campaigns.



Social Media Program

Social media is a powerful tool for connecting with customers, but keeping up the conversation takes commitment and time. Trekk can help you excel on social media by developing your social voice and content strategy, managing your posts, and monitoring interactions across platforms. They'll also provide regular reporting to ensure your social marketing programs are delivering on your overall marketing and customer service goals.

This program includes:

- Discovery and definition of your social media content strategy.
- Setup of three social media channels.
- Development of your year-long social media editorial calendar.
- Content management for four to five posts per week for one year (208-260 posts per year).
- Monitoring and engagement in social conversations in real time.

Custom Product Video

A third of our time online is spent watching video, and customers use video to make their buying decisions more than ever before.

Trekk's Interactive team creates videos using special effects and motion graphics to tell your story, promote your services, and — most importantly — inspire action. Trekk handles everything in house, from videography, graphic design, and animation to video editing and post-production.

This program includes:

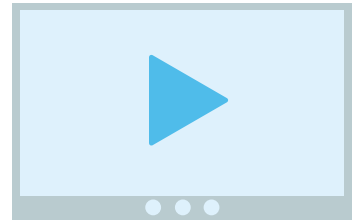
- Discovery and script development.
- One 30-60 second featured product video for use on your website and social channels.

Comprehensive Marketing Package

Invest in your business with Trekk's full suite of marketing services.

This program includes:

- Inbound Marketing Program (Setup and One Year).
- Door Opener Program (One Year).
- Social Media Program (Setup and One Year).
- One Custom Product Video.



ADDITIONAL SERVICES

Trekk's services also include custom website development, search engine optimization, and interactive experiences. After an upfront needs analysis, Trekk will provide you with a proposal and quote and work with you to develop a strategy unique to your goals.

Web Design and Development

Whether you need a new company website, a promotional microsite, or a robust e-commerce site, Trekk's mobile-first, content-managed approach ensures it will deliver on your objectives.

The ability to store content and assets and deliver them to web, mobile, social, and print channels enables you to optimize your web development dollars and streamline your marketing operations. A content management system (CMS) also empowers you and your staff to easily update your site, keep it relevant, and take advantage of market opportunities.



Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

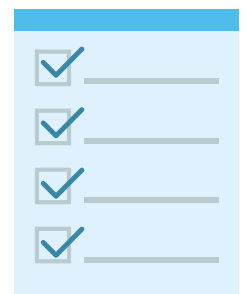
Search engines like Google are continually changing their algorithms to deliver the most relevant results to searchers. Trekk's SEO experts create relevant content strategies, topic clusters, and linking strategies to help you attract the right audiences to your site organically.

To drive additional traffic and further improve organic search, Trekk develops SEM campaign content, offers (whitepapers, case studies, education guides, and more), and landing pages to engage audiences. Trekk tracks performance and optimizes continually to improve results.

Reputation Monitoring and Management

Trekk's online reputation management services are designed to help you take control of your brand's online presence. Trekk scours dozens of review sites, alerting you to new reviews so that you can respond quickly. They also monitor company mentions; when someone talks about your brand on social media, a website, blog post, or other online source, you'll know about it.

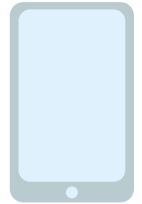
Trekk monitors your business citations on sites like the yellow pages, business associations, and online directories to ensure that people searching for your business can find you. Because search engines continually scrape the Internet for new data, Trekk checks your business citations for accuracy and makes necessary corrections daily.



Custom Augmented Reality (AR) Experience

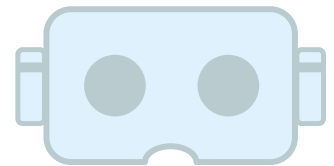
Augmented reality adds a digital layer to your customer's communications, allowing them to easily move their audience from print to digital. AR experiences can include images, video, or even click-to-call phone numbers.

Offer your customers a whole new channel of communication. You handle the print and let Trekk take care of the AR technology.



Custom Virtual Reality (VR) Experience

Virtual reality has the ability to transport an audience to a completely new space. This immersive technology surrounds the viewer with 360 degrees of video and audio, allowing for a more sensory experience of storytelling. VR experiences can easily be included in direct mail campaigns, helping your customers connect with their audiences through print — then move them seamlessly to digital.



Offer your customers cutting-edge immersive technology.

To get started with Trekk's marketing services, simply contact your Canon Solutions America representative. We'll pair you with a Trekk account manager that will work closely with you through discovery, planning, and execution.

LOOK TO CANON SOLUTIONS AMERICA FOR ALL YOUR PRODUCTION NEEDS:

- Enterprise Printing in the office and corporate print room.
- Large Format Printing of technical documentation, signage, and display graphics.
- Production Printing for marketing service bureaus and graphic arts.
- Business Services for document process outsourcing.

Visit our Production Print Resource Center at: csa.canon.com/ProductionPrint

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