

# nexus

MANUFACTURERS REPRESENTATIVES

*"Connecting Partnerships"*

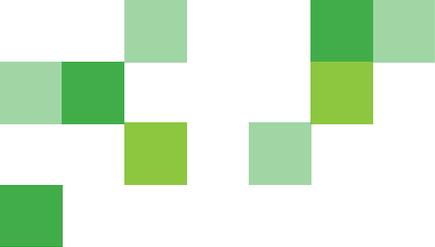
DIGITAL MARKETING  
2024



NEXUS CORPORATE HEADQUARTERS

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DIGITAL MARKETING  
"Connecting Partnerships"

## COMPANY PROFILE

Nexus started out, in 1985, as a small family owned Manufacturer's Representative Agency in Northern California and today we are proud to say that we have grown and expanded into 11 Western states. We specialize in promoting and marketing foodservice and janitorial disposables as well as chemicals and a variety of equipment into the distribution community. We have found that in order to be successful we have to be actively engaged with not only our partner distributors but with the largest key operators in all of our regions. This strategy has helped us find new sales growth year after year for our client manufacturers. Our valued operator and distributor customers are the key channels to entry into any given marketplace. As a result Nexus provides our customers with a variety of sales tools and services that

have proven over the past 30+ years to be critical in assisting both distributors and operators in properly choosing the right products for their needs. We are experts in technical product training, onsite product demonstrations, logistical order tracking, online digital marketing, cost control analysis, merchandising, menu innovation, product sourcing along with custom operational application consulting. We pride ourselves in responding quickly with answers and providing a high level of service to meet our customers' needs. It's a challenge every day to meet the growing demand within our industry but because of who we have become, how we have evolved and what we have learned we believe that we can be the link or the "nexus" to bridge the gap in any opportunity.

## WHAT WE DO

- Sales - Foodservice & Paper Distribution
- Sales - Janitorial Distribution
- Operator Product Placement
- Consulting & Product Training
- Merchandising
- Digital Marketing & Product Promotion
- International Product Sourcing
- Customer Service - Order Processing
- Administrative Marketing Support

## HOW WE DO IT

- **EXPERIENCE** - Over 250 years of combined industry experience and training among our employees in 11 states.
- **SALES STRATEGIES** - In all of our regions we spend 50% of our time with distributors and 50% with large key operators.
- **ADMINISTRATIVE EFFICIENCIES** - Our Inside Sales Support staff alleviates administrative workload that allows our Account Executives to dedicate more of their time to their customers in the marketplace.
- **TECHNOLOGY** - Our unique CRM and cloud-based enterprise technologies give us the capability to digitally promote new products to customers through email, online newsletters and social media campaigns.
- **RELATIONSHIPS** - Our sales executives maintain hundreds of customer relationships that give us quick entry into markets for our partner factories.

## WHERE WE ARE

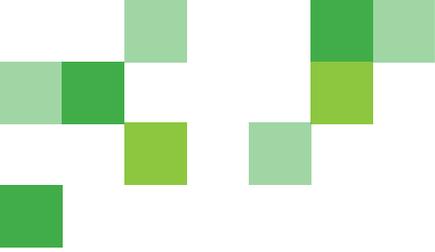


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## INTRODUCTION

It is no doubt that we are now in the digital age. Consumers don't call up a restaurant much anymore and place a takeout order for pick up. Instead they go on an app and order food from a restaurant of choice and it is delivered to them by a Food on Demand Delivery Service. Shopping malls are losing customers to those who choose to shop online and have it delivered to their home. Manufacturers and marketing companies love this trend because the analytical data that stems from all of the online purchases can be bought and then those lists can be sorted and segregated into targeted demographic audiences who are then pitched product advertisements on social media and on websites. Our marketplace has changed and the digital age is here to stay not only in the retail segment but it is also now common throughout the wholesale pipeline channels as well. Nexus has embraced this strategy through engagement on a variety of social media platforms and through e-commerce digital marketing promotions. Inside of this Digital Marketing brochure is our strategy in how we go about marketing and promoting our manufacturers products online and the features and services that we offer to help create a brand, promote it and market it to literally thousands of contacts throughout the Western Region. If your product categories and digital marketing platforms need attention perhaps Nexus can help.



AJU	HJI	WWE	PLD	EER	GRF	WVY
1,822	20,369	890	6,350	10,985	665	6,800
(-36)	(+360)	(-20)	(-200)	(+500)	(-15)	(-115)
MBC	LJI	MJB	PON	NFR	UGH	OMJ
3,605	9,542	2,609	7,654	6,522	1,632	3,652
(+210)	(-128)	(+35)	(+169)	(+122)	(-34)	(+184)
YBV	GMN	MMJ	IIT	KLM	CCX	BMH
3,204	5,211	7,100	7,150	782	1,901	3,280
(+32)	(+156)	(-60)	(-150)	(-74)	(+101)	(-120)
MFB	WFF	HJM	QLC	LSD	SDH	WIS
3,500	112	134	2,022	631	6,267	12,630
(+25)	(+12)	(+5)	(-18)	(+40)	(-57)	(+23)



## SOCIAL MEDIA & E-NEWSLETTERS

In the late 1990's social media started out as a fun way to connect with old friends, share personal pictures and have fun online. As social media grew exponentially online manufacturers began to buy advertising on these platforms to pay for product placement, discount coupons, advertising slogans and even video commercials. Social media is now a much faster way to promote a new product than even paying for a time slot on television or on the radio. The younger generation is now spending more time on social media than they are playing video games or even watching TV. The new era of product advertising starts with social media. Manufacturers who have struggled with understanding how social media can help them promote their product line have utilized Nexus in the past where we offer the following services:

- Brand and logo placement and promotion.
- Social media pictures of your product being used in a variety of applications.
- Catalogs, brochures and promotions placed online among all social media platforms.
- Email blasts among thousands of operators to bring attention to your brand and to entice new followers to follow your company.

Social media has changed the way we interact with each other and manufacturers have caught on to that and have begun to put more and more advertising resources towards channeling their marketing efforts on social media and capturing a new and younger audience that they would not have connected with through other channels. Nexus can help you get to this level by helping you pick out which social media

platforms would work the best for your line and then help you design and create a digital marketing strategy that elevates your company to another level on the web.

Social media has become the new medium to promote and advertise a company's brand and products. The millennials and generation Z utilize social media enterprise platforms more than ever where they learn about world news, sports, cultural social updates and industry trends. Advertisers love it because their brand and products can be promoted among a variety of social media platforms very easily and quickly to reach these demographics who spend money. Companies like Meta (Facebook), Linked In, You Tube, Instagram, Pinterest, Twitter and Tik Tok elevated companies images, brands and products and accelerated sales for manufacturers like never seen before. The reason is that most ads can be linked directly to the company's website where an order can be placed. It was not long before even small businesses began to sign up and promote their brand and product lines to the same audiences. However, the question of "How do you measure the ROI on social media?"

remains for most companies. In other words, there is a significant cost to promote a brand and products on social media especially if you are doing it right with highly skilled digital marketers. It is hard to measure precisely what the return on investment is based on what is being spent. Spending time and money on all of these social media platforms can be expensive and confusing. As a result most smaller businesses utilize Linked In and You Tube the most given that Linked In is not really a social platform but more of a business platform. You Tube is utilized as well so that manufacturers can upload their





# MARKET INTELLIGENCE

It's been said before that "In the world of business information is the most valuable commodity of all." Information can change the entire direction of a company if it's utilized properly. Information is essential to success in so many ways: information can put a stop to a project, it can open up dialogue about new opportunities and markets, it can get people fired or hired and most of all it can change the behavior of it's people that can make a company more efficient and productive. Nexus is the proud owner of 14,000 contacts (companies and contacts) in our cloud-based CRM platform. We utilize this information on a daily basis to send out e-mail blasts about new products, promotions and even new state and federal regulations on how they may or may not impact our industry. Manufacturers who don't collect and manage industry data and contact information carefully and strategically can be impacted severely when they need it and it's outdated or unavailable. Nexus has pent 20+ years managing a master database of information that consists of market reports on municipal bans and ordinances as well as changing trends and finally thousands of companies and decision makers that are organized by market segments like: bakeries, grocery stores, processors, universities, building and maintenance contractors, hospitals and restaurant chains.

Nexus offers the following data collection services:

- Market segment E-Blasts and analytics
- Market segment company and contact lists.
- State and City product regulations and ordinances.
- Strategic business plans designed and created for specific product segments.

- Competitor product information.
- Regional market data analysis.

By doing the right research, within any given marketplace, a manufacturer can adapt their market strategy to a pinpoint approach rather than waste time and money on pursuing a segment that may inevitably not be accessible to or for them at that time. Nexus understands the Western regional marketplace and we harbor an extensive database that can help manufacturers with their market intelligence needs.

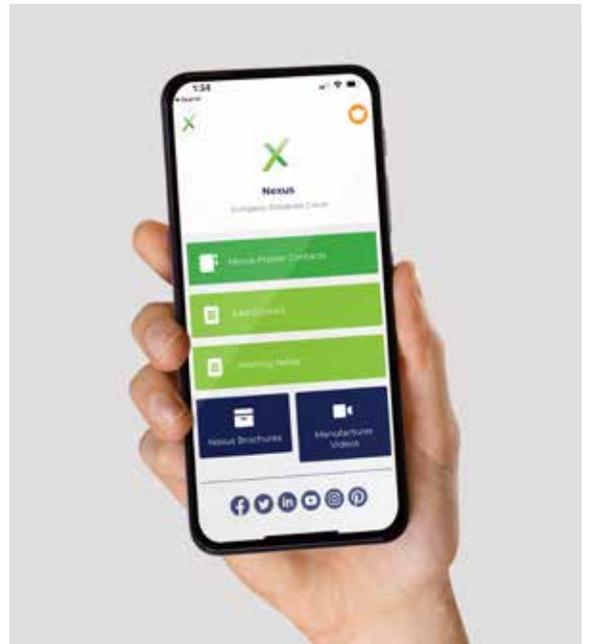
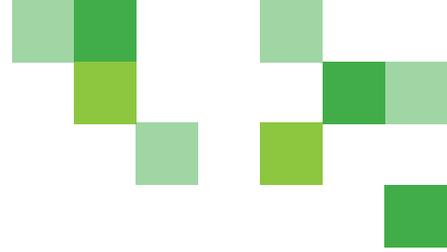
Nexus utilizes a state of the art CRM that hosts over 14,000 customer contacts among our four sales regions in the eleven western states. We use this data to digitally e-market to them by introducing new factory products, and or factory promotions as well as general Nexus newsletter information.

Our digital marketing efforts yield results each month in two forms. One, we receive back, within a day or two, leads from our eblasts and social media posts that trigger a sales call that sometimes results in a closed deal. Our close rate is about 4% on all eblasts we send out.

Most direct mail marketing averages about 2%. The reason that we are higher is because the contacts we digitally market to already know us and most of them already buy from us. The second digital marketing results, that we benefit from, is the analytics reports that we share and study among our Executive Team. These analytics teach us what we're doing right and wrong and from that data we can make adjustments to our digital marketing campaigns and or perhaps change how we are posting information. It is difficult to measure the ROI on digital marketing but we are learning every month on what our ROI is and so far we are pleased with the results.



# CUSTOM CDC APP



At Nexus we like to lead not follow and so paying for an expensive CRM each month, that did not meet our sales data needs, had to go. In it's place we designed a custom CDC (Company Data Cloud) that has all 14,000 of our customer contacts and has all of our manufacturer's brochures and training videos inside of it to assist with new hire training.

In addition, we have all of our social media icons at touch screen distance to connect to any Nexus social media page for easy posting. This custom CDC APP has been a game changer for Nexus which has made our sales teams more efficient and productive.

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