

How to increase your visibility as an Odoo partner.

And get more customers

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Website



References



Mass Mailing



Webinars



Referrals



Events



Website

Get right the basics

Importance of your website

- Your website will be your first contact with your potential customer
- It's accessible 24/7/365
- It increases your credibility
- Will potentially provide you your most leads
- Don't invest in PPC if your website is not good

How to make it better

- Make your website as SEO friendly as possible
- Plan it right, understand what people are looking for, address the right audience and plan the navigation
- Make sure it is responsive, all of it

What to do with it ?

SEO is probably the most important thing to do. Make sure all your pages are well referenced. By being ranked up high in the search engines you will have to spend less on marketing.

PPC (Pay Per Click) campaign, use the different systems to buy some online visibility. But make sure to only spend money for people visiting your website.

A blog with articles addressing your audience is a nice way to get people coming back to your website.



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References

The trustbuilder



64% of IT B2B decision makers use search engines to find white papers/case histories in preparation for their purchase.

The Role of Digital Media in the IT Purchase Process, Google

A references ensures your prospect that the whole process will work out ! To be sure he is not the first nor the last one to do this journey with you.

Odoo Websites gives you the opportunity to put some references under your name ! Use it. Only condition is that the customer is under an enterprise contract.

More than 40% of end customers told us it was the main trigger to call one of our partners.

Some Tips & Tricks to good references

- Avoid complex wordings
- Be objective
- Use quotes
- Give background information
- Be specific
- Be transparent
- Be accurate
- Address Budget and ROI
- Reward your customer
- Ask Odoo to help you promote your best stories



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Mass Mailings

Low cost but efficient

Mass mailing is a very good marketing tool. It can improve your image and bring in some business.

But be careful, it can also give you a very negative image !

Don't spam and make sure your content is interesting. A good way to get inspired is to subscribe to your competitors newsletters.

Use links to your website, so that you will be able to track the effectiveness of your campaign.

Make sure to **identify properly your target audience** so you can send interesting messages to your audience. Sending unsolicited mails will harm your image.

Make it visual, not too long and make sure it is responsive.



Webinars

Why you should use them

- Strong Intent
- You get more information than a generic lead
- Less geographical boundaries
- They are free for the customer
- Partner up with another company / product
- Access to their customer base
- Word of mouth

How to make them better

- Show registrant count
- Create urgency
- Make a calendar of upcoming webinars
- Share free content
- Follow-up
- Use a good structure : Main benefits / Additional information / Our offer, about the company



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Referrals

Use your customer base

What makes referral marketing so powerful ?

People you will interact with thanks to referral marketing already know someone convinced by your services. People tend to trust their relatives more than “normal” marketing.

With today’s medias and ways to communicate the referrals are not only limited to the people your customer interacts daily with. You will access their whole contact database directly.

How to use it ?

- Provide exceptional customer service and buying experience
- Pay attention to your analytics
- Make it easy for your customers to refer to you
- Implement a real referral program
- Capitalize on influencers
- Get good reviews, everywhere



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Events

Target your local audience

What events to attend ?

Get into your local fairs. You will meet people from your region, try to make sure the attending people are in your target group.

Use the Odoo roadshow opportunity, especially if your country hasn't hosted an Odoo event in the last 2 years. Odoo takes care of everything and you will benefit from our marketing power.

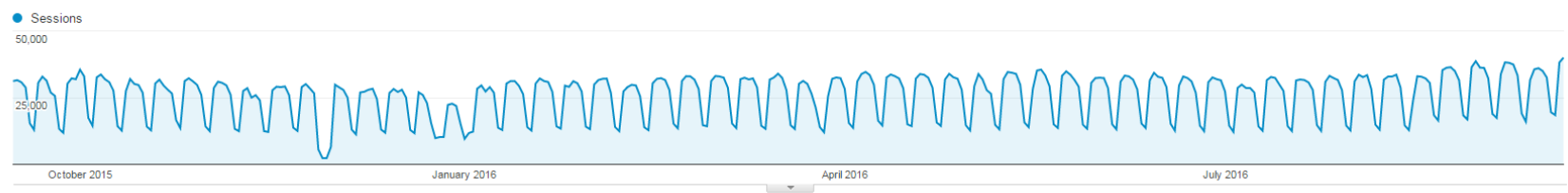
🔍 Search reports & help

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions vs. Select a metric

Day Week Month 📊 👤



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

🔍 advanced 🏠 🔄 📄 🗑️ 📊

	Sessions	Sessions	Contribution to total:
<input type="checkbox"/> Default Channel Grouping	9,496,335 % of Total: 100.00% (9,496,335)	9,496,335 % of Total: 100.00% (9,496,335)	Sessions
<input type="checkbox"/> 1. Organic Search	6,268,421	66.01%	
<input type="checkbox"/> 2. Referral	1,449,512	15.26%	
<input type="checkbox"/> 3. Direct	1,249,305	13.16%	
<input type="checkbox"/> 4. Social	228,246	2.40%	
<input type="checkbox"/> 5. Display	136,138	1.43%	
<input type="checkbox"/> 6. Email	81,755	0.86%	
<input type="checkbox"/> 7. Paid Search	44,495	0.47%	
<input type="checkbox"/> 8. (Other)	38,463	0.41%	

- Audience
 - Overview
 - Active Users
 - Cohort Analysis **BETA**
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Benchmarking
 - Users Flow
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - AdWords
 - Search Console **NEW**

🔍 Search reports & help

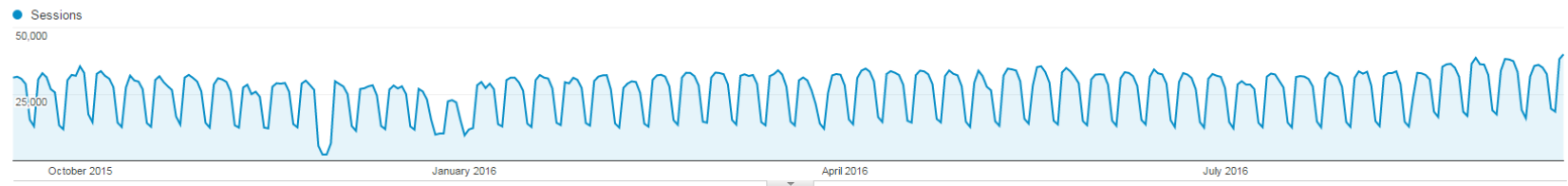
👤 All Users
100.00% Sessions

⊕ + Add Segment

Overview

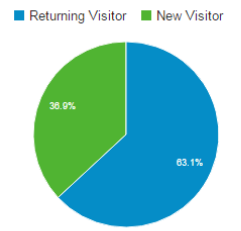
Sessions vs. Select a metric

Hourly Day Week Month



Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
9,496,335	3,568,273	34,516,258	3.63	00:04:50	48.68%

% New Sessions
36.84%



Demographics

- Language
- Country
- City
- System**
- Browser
- Operating System
- Service Provider

Language

Language	Sessions	% Sessions
1. en-us	4,702,568	49.52%
2. fr	937,912	9.88%
3. es	632,071	6.66%
4. en-gb	456,827	4.81%
5. es-es	265,079	2.79%
6. de	263,623	2.78%
7. zh-cn	257,455	2.71%
8. pt-br	209,204	2.21%

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
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Thank you for your time !



#odoo