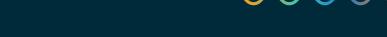
### Marketing for

# **Manufacturers**

## The Industry Problem



#### **Experience 55%**

of organizations provide customers with a consistent experience across their engagement journey.

#### **Resources 75**%

of content teams have been asked to do more with the same resources.

#### **Bandwidth 59%**

of organizations have a small (or one-person) marketing/content marketing team serving the entire organization.

# **Know-How**

of organizations say it's a challenge finding partners who understand/ can empathize with their audience. 1

## The OneTouchPoint Solution



- → Multichannel marketing, brand management & production efficiencies - all on a single platform, U.Connect - creating an elevated customer experience across any channel.
- → OTP streamlines back-office processes on average clients see a 10-12% YOY spend reduction in direct materials costs & productivity.
- > Simplify the marketing, brand management, production and distribution of your marketing assets, kits, premiums and more - then analyze your business - all with a single vendor.

#### Minimize vendor management, leverage local marketing services

Annually, we helped 489 accounts run 9,214 ads that generated **34,596,811** impressions

> One client saw a 20% growth in revenue



#### **Easily manage** your brand

Centralize your content & assets More than 850K assets are managed by OTP



#### **Reduce obsolescence with** print-on-demand

We manage, produce & fulfill 550,000 digital on demand orders annually



# **Data-driven decision making**

Deep-dive into your business intelligence. Easily monitor your business with transparent reporting packages and digital campaign dashboards.

# **Smart supply management**

Fill accuracy rates exceed

99%

On-time delivery rate is

98%

Correct order rates are

99.9%

- approved users can access, order and localize materials with modular templates. → Empower local dealers with access to co-branded
- print and digital marketing campaigns they can easily execute on at the local level. → Ensure brand consistency with access
- to prescriptive marketing programs, materials, training updates and more. → Simplify new product roll-outs arming both your sales team
- → Monitor your business with transparent reporting packages and digital campaign

and local dealers with the tools

→ Control and manage local budgets & marketing development funds set budgets at any level.



dashboards.



\* OneTouchPoint

they need.

Your brand + content.

Anytime. Anywhere. Anyway.



<sup>1</sup>https://www.salesforce.com/content/dam/web/en\_us/www/documents/ research/salesforce-state-of-the-connected-customer-fifth-ed.pdf

- One Touch Point

Kitting &

**Fulfillment** 

BI &

Analytics