

# 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**  
**47%**

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

## 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

### Smart supply management

Fill accuracy rates exceed

**99%**

On-time delivery rate is

**98%**

Correct order rates are

**99.9%**



### Data-driven decision making

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

## Local and National Scale powered by U.Connect

### Manufacturing Companies, Dealers, Vendors, Sales Reps



- Provide access to a web-based asset library that 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 and local dealers with the tools they need.
- Monitor your business with transparent reporting packages and digital campaign dashboards.
- Control and manage local budgets & marketing development funds — set budgets at any level.



OneTouchPoint

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](https://www.salesforce.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-fifth-ed.pdf)