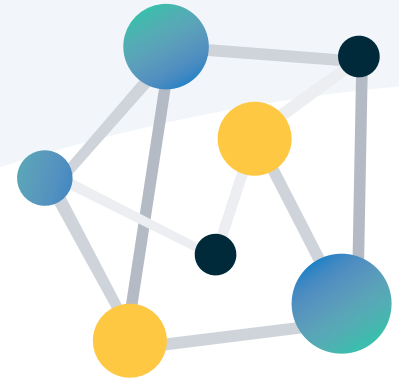


Tip Sheet:

How to Make Your Dealers Your Top Marketers



If we subscribe to the common wisdom that 80 percent of consumer budgets are spent within 50 miles from home—or that proximity is a primary consideration for consumers deciding which businesses to patronize—that makes local marketing the key to commercial success.¹ And yet, research has also shown that, in the manufacturing world, one of the biggest marketing struggles is creating and distributing content that truly meets the audience’s needs.² When marketing efforts are distributed among internal sales teams, local dealerships, vendors and distributors, that struggle becomes even bigger as individual marketers create and produce their own brand assets while the central marketing team strives to maintain consistent quality and manage spend.

Here are four ways you can help your dealers become your top marketers

1. Keep Marketing Assets at Users’ Fingertips

The first key to empowering brand representatives across the country to be top-notch CMOs in their local markets is giving them easy access to all the assets they’ll need to reach their target audiences, from buyer personas to ready-made, preapproved collateral.

OneTouchPoint’s U.Connect platform empowers brands to keep all of that material in one, centralized location so every local rep, dealer, vendor and distributor can access and order assets whenever they need, with minimal oversight from headquarters and with no risk to brand integrity.

Consistency is Key

Maintaining brand integrity across every distributor, vendor and representative is critical to local marketing success. Today’s customers expect to interact with brands in a wide variety of channels, both online and off, and their expectations for these interactions are higher than ever.

- 76% of customers look for consistent experiences across every channel
- 88% of customers expective companies to accelerate digital initiatives due to COVID-19
- 79% say the experience a company provides is as important as its products and services³

2. Customize Content for Every Buyer

Of course, no two markets are exactly the same, and your local marketers need to be able to customize content for their particular audiences. Within OneTouchPoint's asset hub, users can update details like event dates and locations as needed, tailoring and personalizing content—from flyers to floor stickers—without having to reinvent the wheel or compromise quality.

Collateral at Your Fingertips

- No quantity minimums
- Variable printing for customized content
- Grand format signage
- Custom packaging
- Product swatches & samples

3. Leave the Assembly and Shipping to Us

Whether local reps are ordering materials for themselves or headquarters is shipping new assets to all of its distributors, OneTouchPoint manages printing, kitting, assembly and shipping, saving time and costs by minimizing waste through just-in-time printing, mailing from any of our seven facilities across the country and leveraging deep postal discounts. Our team handles the grunt work of assembling, labeling and tracking to ensure your local representatives receive the collateral they need, when they need it.

4. Maximize Value through In-Depth Reporting

Centralizing marketing supply chain operations with OneTouchPoint not only turns local reps into powerhouse marketers, but it helps the team at headquarters manage spend, track what's working and what's not and maintain inventory. We provide access to real-time production status and inventory levels, track costs at every account level and offer off-the-shelf and custom reporting—and we integrate with other third-party platforms so you can see all your critical data in one place.

OneTouchPoint helps manufacturing companies streamline their marketing processes, saving cost, time, and logistical headaches. We take the legwork out of print marketing campaigns and the guesswork out of analytics, empowering teams to spend more of their time and resources on developing powerful strategies to connect with potential customers.

We'll handle the medium, so you can focus on the message.

¹http://ww2.accesdevelopment.com/consumer_proximity_study

²https://contentmarketinginstitute.com/wp-content/uploads/2018/11/2019_Manufacturing_Research.pdf

³https://www.salesforce.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-fifth-ed.pdf