

Tuff Shed Scales a National Sales Machine with OneTouchPoint

Manufacturing

Overview.

Tuff Shed builds things that last, and they needed a marketing partner that could do the same. Since 2020, OneTouchPoint has grown from a print and fulfillment vendor into Tuff Shed's connected brand operating partner — managing everything from large-format signage and branded apparel to a fully orchestrated digital marketing program that puts local sales reps in command of their own demand generation.

The result? Today, more than 600 Tuff Shed users across the country order marketing materials, activate local campaigns, and drive foot traffic to sales locations — all from a single platform, with the guardrails that keep spend and brand in check.

About the organization.

Tuff Shed is a leading manufacturer and installer of storage buildings and garages, sold through a network of sales professionals at retail locations including its own store fronts and Home Depot stores throughout the country. With locations across the country and a distributed sales force driving local demand, Tuff Shed requires marketing execution that is both locally relevant and nationally consistent.

"The OTP platform allowed us to streamline and automate. Rather than having our 450+ sales team members contacting the marketing department to request paid social campaigns, these same individuals could order up a campaign through the platform, choosing the date and precise store location. Billing also became easier, using existing logic set up by OTP. This freed up many hours for the marketing team, made campaign execution better, and increased excitement around these selling events."

Phillip Worth,
VP of Marketing

Business Challenges.

Tuff Shed's sales model is fundamentally local. Thousands of sales events happen across the country, and activating each one used to mean friction: disconnected sourcing, inconsistent materials, no easy way for a sales rep to launch a targeted local campaign, and no visibility for managers into what was being ordered or spent.

The core problems were threefold:

- ✓ No scalable local activation. Sales reps needed a way to quickly promote sales events at their specific locations without waiting on corporate marketing or managing ad vendors themselves.
- ✓ No budget governance at scale. With hundreds of users able to order materials and place ads, Tuff Shed needed controls that prevented overspend while preserving rep autonomy.
- ✓ Fragmented sourcing. Large-format signage, paper goods, signs, brochures, banners, apparel, branded merchandise, and tablecloths were coming from multiple vendors creating unnecessary complexity and cost.

Strategy & Solutions.

OneTouchPoint brought Tuff Shed's entire marketing supply chain onto one connected system. What started as a print and fulfillment relationship evolved into a fully managed brand program with digital campaign execution.

"After having OTP walk us through a presentation, we were impressed with the possibility of getting much more nimble with campaign requests, and the reasonable level of effort needed to launch the offering," said Phillip Worth, Vice President of Marketing at Tuff Shed. "Plus, OTP's digital team provided great guidance, and were committed to getting us up and running quickly. It really helped that our sales team was already accustomed to using the platform, and that we could use the already established billing logic."

01 The Marketing Brand Store One Platform, Everything Ordered

Through OTP One®, Tuff Shed's 600+ users access a Marketing Brand Store where every approved product is available: large-format signage, paper goods, banners, apparel, wearables, branded merchandise, and tablecloths. One order. One platform. One invoice.

Current Results.

- ✓ 27 million campaign views in 2025
- ✓ Over 777,000 visits to Tuff Shed event sites
- ✓ 570 cities reached across 44 states
- ✓ 600+ users on the marketing brand store
- ✓ 99.03% order accuracy

Key Pain Points.

- ✓ No scalable way for field sales to activate local on-brand campaigns.
- ✓ No budget controls or manager visibility on orders.
- ✓ Fragmented sourcing across print, signage, apparel and promo.
- ✓ Lack of unified reporting on orders and campaign performance.

Solutions Implemented.

- ✓ OTP One Platform
 - One Brand
 - One Create
 - One Engage
 - One Intelligence
- ✓ Order Management, Fulfillment & Warehousing
- ✓ Print Services
- ✓ Promotional Products, Apparel & Branded Merchandise

02

Approval Workflows & Budget Controls Governance Without Friction

Every order moves through a configurable approval workflow. Managers review and approve employee orders before they process with full visibility into who submitted what, any modifications made, and the approved-by record. Budget caps are set at the user or group level, so reps can move fast without risk of runaway spend.

03

Preset Sales Event Campaigns Local Digital at Scale

The centerpiece of the expanded program is OTP's digital marketing service for Tuff Shed's sales events. When a sales rep wants to drive traffic to their local event, they simply enter their location parameters, event details, and place an ad order through OTP One. OTP executes the Facebook campaign from there.

In 2025, the results were significant: **27 million views, 570 cities reached across 44 states, and 777,000+ visits driven to Tuff Shed's event site.** The sales rep gets a targeted local campaign without managing a single ad platform. Management gets reporting. Tuff Shed gets leads.

04

Reporting Visibility Into Everything

Tuff Shed leadership has access to dashboards covering both order activity and site usage. Order trends, trending products, spend by user, and campaign performance are visible in one place giving the marketing team the data to make decisions rather than just manage vendors.

Results to Date.

What began as a print and fulfillment relationship has become the infrastructure behind Tuff Shed's distributed marketing operation.



27 million Facebook campaign views in 2025, reaching 570 cities across 44 states



777,000+ visits to Tuff Shed's event site driven by OTP-managed campaigns



99.03% order accuracy across all orders — Sept 2025 through Mar 2026



600+ users operating through one governed, connected platform

Positive Business Impact.

Tuff Shed didn't just need a vendor. They needed a connected brand operating system.

OneTouchPoint built one. Connecting print, fulfillment, digital marketing, and governance into a single operating model that scales with Tuff Shed's sales force. Sales reps move faster. Managers have visibility. The brand stays consistent and spend stays in check.

That's a connected brand experience.

What comes next.

The foundation is in place. Where it goes from here is up to Tuff Shed — and their VP of Marketing already sees the possibilities:

“Being able to provide template creative to sales teams so they can feel like they can impact messaging or imagery, while not sacrificing our brand standards. Also, we're looking forward to the possibility of creating a Tuff Shed fan shop where employees and customers can purchase unique, branded merchandise.”

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