



Brandmusele's
Message to Dealers



Brandmusele's Message to
Sales Managers



Precena Strategic Partners: Staff Relocation Cost Minimization

Partnership ● Strategy ● Vision

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Promotional Calendar

Goals

- 1. Increase Dealer Spend
- 2. Increase Sales
- 3. Increase Satisfaction

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1. Strategic Knowledge

- 2. Increase Dealer Spend
- 3. Increase Sales
- 4. Increase Satisfaction

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2. Monthly "Wowser" Email

- 3. Increase Dealer Spend
- 4. Increase Sales
- 5. Increase Satisfaction

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November 2015

Social Media

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 <i>Marketing Metrics</i>	2 <i>Supporting Social Support</i>	3	4	5 <i>Proactive Outreach</i>	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3 <i>Thanksgiving</i>	4	5
6	7	8	9	10	11	12

REMINDER!
DON'T FORGET TO SIGN UP FOR YOUR FREE MARKETING CONSULTATION

July

1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

August

1
2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31

September

1
2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30

October

1
2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31

November

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

December

1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

5 Simple Steps to Increasing Dealer Spend, Sales and Satisfaction

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Goals

- 1. Increase dealer education on Brandmuscle's marketing offerings**
- 2. Drive new MDU activations**
- 3. Increase awareness through content communications**
- 4. Promote sales engagement**

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1

Strengthen Relationships with ASMs

Brandmuscle has started initial outreach to ASMs -

- **Increase ASM engagement with Brandmuscle and rebuild trust in us as their strategic marketing partner**
- **Evaluate field roadblocks and level of opportunity**
- **Build excitement and awareness around marketing programs**
- **Encourage ASMs to advocate for Brandmuscle services**

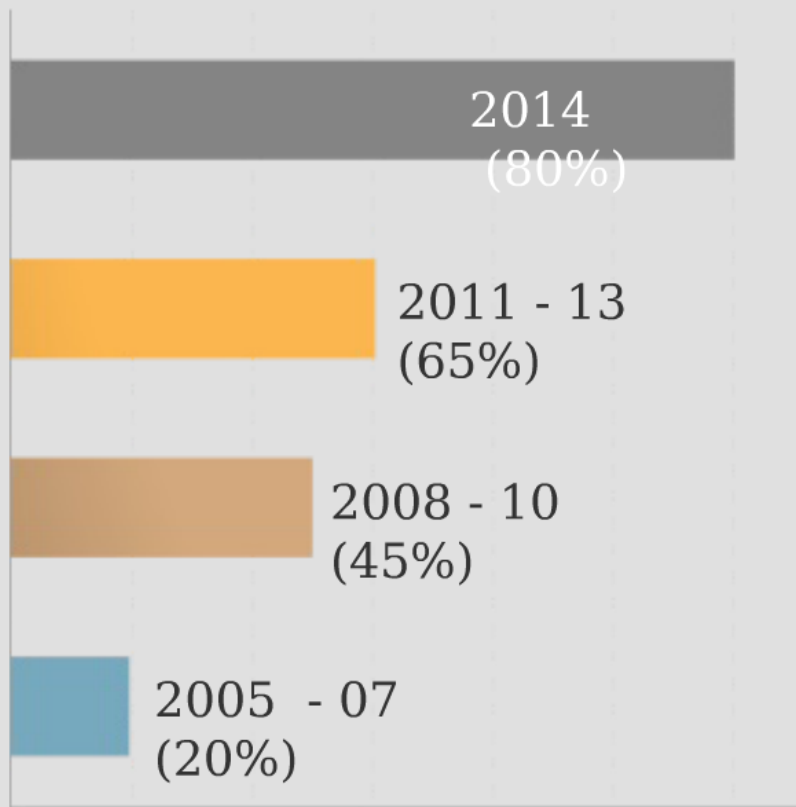
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2

Monthly “Themed” Emails to Dealers

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- **Personalized**
- **Quick messaging**
- **Call To Action**
- **Valuable educational content
accessible through attachments/hyperlinks**



Double click to edit this text and to format it! Lorem Ipsum is simply dummy text of the printing and typesetting industry.

of customers check out social campaigns before buying

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Call Us at 1-800-558-4795 for your
Free Marketing Consultation

- Contented crafted with useful information designed to **improve dealer selling skills, general marketing knowledge, and Brandmuscle product knowledge**
- Showcasing: Sales/Prospecting Tips, Marketing How Tos, Everything You Need to Know About Social, Case Studies/Testimonials, Etc.

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Order Processed

Krystal Al Ateah

Sent: Wed 10/28/2015 5:31 PM

To: Krystal Al Ateah

Hi Krystal!

Just wanted you to know your order has been processed successfully! Thank you!

Joe Smith

Marketing Consultant

p 216.455.5754

f 216.464.7211

1100 Superior Avenue | Suite 500 | Cleveland, Ohio 44114

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brandmuscle®

Did you know 78% of salespeople using social media outsell their peers? Get in the game and start taking advantage of this sales-driving tool today!