



Brandmuscle's
Message to Dealers



Brandmuscle's Message to
Sales Managers



Parkin Laboratories: Sales Force Effectiveness

Partnership ● Strategy ● Vision

Thecasesolutions.com



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Promotional Calendar



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 -

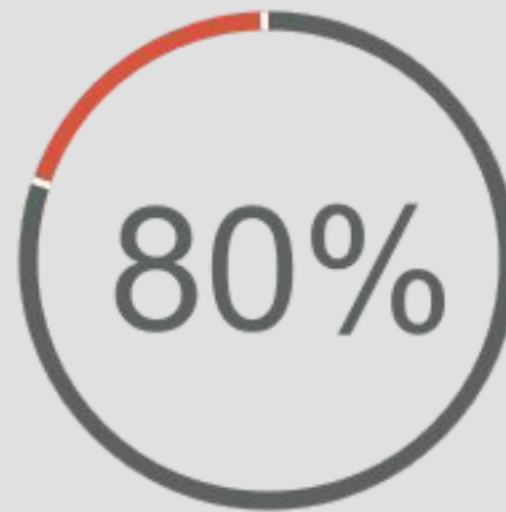
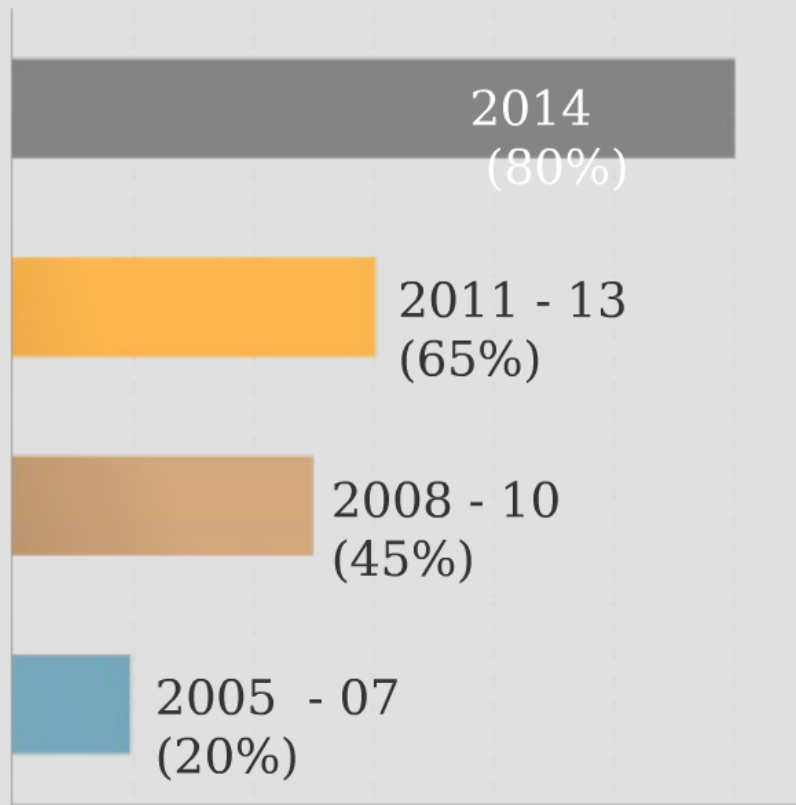
- **Increase ASM engagement with Brandmuscle and rebuild trust in us as their strategic marketing partner**
- **Evaluate field roadblocks and level of opportunity**
- **Build excitement and awareness around marketing programs**
- **Encourage ASMs to advocate for Brandmuscle services**

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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

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f 216.464.7211

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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!