

Integrated Marketing Program for a New Distributorship Branch



AT A GLANCE

Challenges

- Expanding operations and opening a new location
- In need of a cost-effective program to build interest and traffic

Benefits

- Increased prospects' awareness
- Foot traffic and orders steadily increased

PROBLEM

An industrial products distributor was expanding its operations by opening a branch in a new location. As a result, management needed a cost-effective program for building interest and foot traffic to the new branch.

APPROACH

Working with management, Advantage Marketing developed an integrated marketing program to increase awareness among potential customers. The plan included public relations, advertising, direct mail, sales prospecting, contests, as well as donations to local charitable organizations. The promotional program ended with a grand opening celebration.

RESULTS

Awareness among prospects increased, as evidenced by the large crowd at the grand opening day celebration. Longer term, foot traffic and orders placed with the branch showed a steady increase.