

INTRODUCTION TO DISTRIBUTED MARKETING

What is Distributed Marketing?

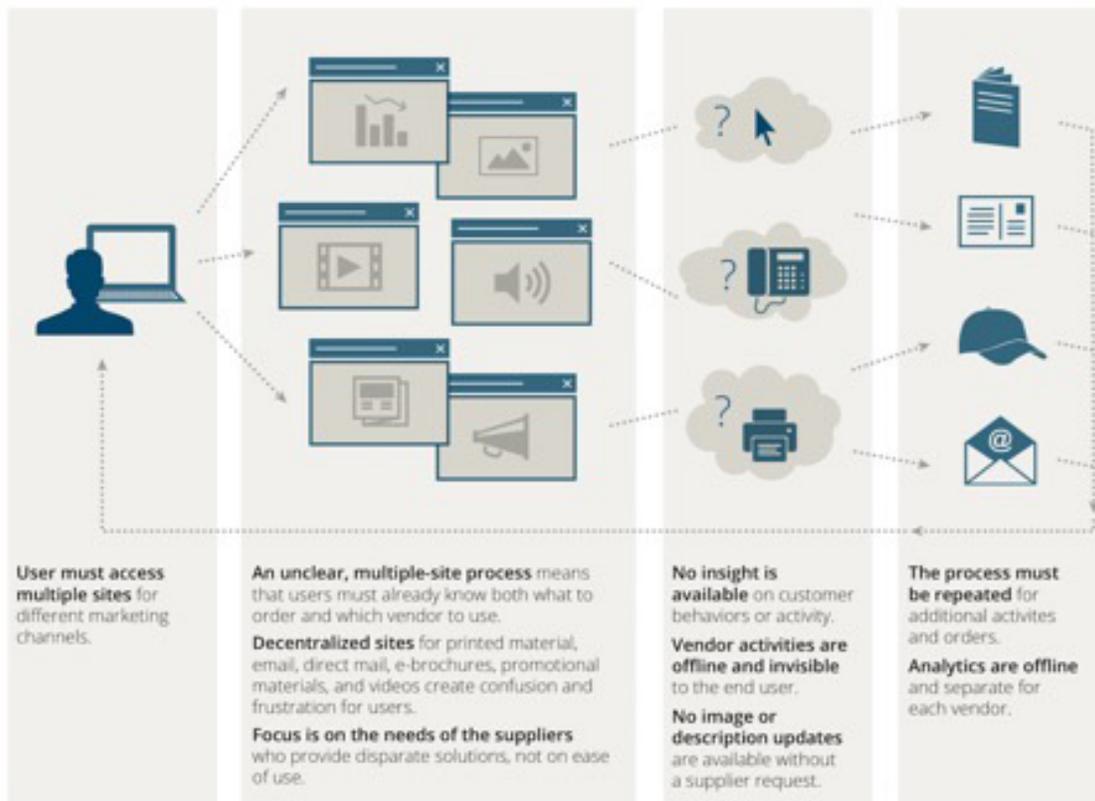
Distributed marketing refers to the process of creating marketing campaigns or assets at the corporate office that can be customized at the local level to generate demand. Distributed marketing platforms allow easy access to centralized marketing content that is available for customization and distribution across various marketing channels including print, email, web, ads, presentations, social outlets and more.

Companies create a local presence in several ways; they open up a storefront or a local office, establish franchises, use brokers or agents, or develop relationships with resellers. In this ebook, we use the terms local representatives and channel partners interchangeably to include all of these scenarios. Local representatives are an extension of a brand's sales team and can provide a fast and effective way to penetrate new markets. They understand local market dynamics, bring established local-level networks and are closer to customers.

In a distributed organization, marketing efforts are jointly owned by local representatives and corporate marketing. Corporate needs to work closely with local representatives to provide them with the significant benefits of corporate marketing resources while giving partners the freedom to adapt to local conditions and customer preferences. Corporate marketing must also somehow manage overall brand consistency - which demands control and centralization.

The real challenge that marketing distribution faces is keeping their channel marketing ecosystem - corporate marketing, corporate vendors, local representatives and local vendors - connected. Without this connection, it is very difficult to work and communicate consistently with local representatives and it is complex for channel partners to get what they need from corporate marketing to create demand. To make it more challenging, corporations have a network of preferred vendors and partners, which adds an additional level of complexity to maintaining brand integrity.

Today's Marketplace



Distributed Marketing Platforms

With a distributed marketing platform, it is easy to connect your entire channel marketing ecosystem. Today, marketers use a variety of provider web sites for video, email, social media, print, mail, e-brochures and promotional materials.

Distributed marketing platforms make it easy for local representatives to obtain the marketing assets and campaigns they need through a single portal, rather than being forced to negotiate a patchwork of various individual vendor sites. A distributed marketing platform aggregates marketing content and vendors in one place, one portal, and streamlines the process of executing campaigns using this content across all communication channels: email, social media, print, direct mail, newsletters, and mobile. It's very easy for corporate marketers to create one-click campaigns and provide their partners one place to access all branded marketing assets and tools associated with revenue growth and retention.

Benefits

Top Benefits for Corporate Marketers

-  Connect your entire channel base - You can now enable your global channel base who previously had little or no support
-  Drive Growth – Get all your channel partners to continuously generate their own leads using proven programs
-  Measure Everything – Get visibility into every marketing activity
-  Stay in Control – Maintain brand integrity
-  Stronger Partnerships – More partner engagement means more revenue

Top Benefits for Local Representatives

-  Generate Leads – Give sales new leads
-  Integrated – Distributed marketing platforms integrate into your existing systems
-  Zero Cost – Partners use the platform for free
-  Easy-to-Use - Get what you need, when you need it
-  Local Customization – Add your local vendors to your portal and customize communications, assets, and activities for your local audience.

FocusPoint Marketplace

