

# 4 Tips to Boost Sales with Effective Local Marketing



## WHY IT'S IMPORTANT

Local marketing can be a complex task for national brands working across many different regions. Suddenly, the task of making sure sales channels have the tools and resources they need to connect with consumers and sell your company's products and services can seem like a daunting challenge. Fortunately, there are some easy tips to keep in mind that will help streamline local marketing and boost your company's sales.

1

### BOOST BRAND AWARENESS AMONG YOUR SALES CHANNELS.

Sales channels may have access to multiple services and products to share with prospective clients – even from your competitors. Help ensure they promote your brand with a few simple steps:

- Create clear and compelling internal resources that explain your brand, products, services and benefits
- Provide training to make sure they feel comfortable selling your products
- Explore ways to make it simpler for agents to use and modify your marketing materials

2

### DELIVER TURNKEY CAMPAIGNS THAT GENERATE LEADS EFFICIENTLY.

Sales channels, dealers and partners want local marketing campaigns that are easy to execute and easy to personalize. To increase local marketing campaign adoption:

- Make campaign assets easy to access and easy to customize
- Offer quick training on how and when to implement local marketing campaigns
- Streamline efforts and execution with marketing resource management (MRM) software

3

### PARTICIPATE IN SPECIAL EVENTS.

Getting out in the community is a great way to connect with consumers. When planning an event with local sales channels:

- Clearly outline the goal of the event
- Develop a communications plan and decide how to promote your event
- Co-brand event materials, including signage, nametags, brochures promotional items, to visually reinforce awareness of your relationship

# 4

## RUN UPSELL CAMPAIGNS.

Help local sales teams maximize current customer relationships by working together to create targeted and effective upsell campaigns:

- Identify trends in customer purchase data to promote complimentary products to the agent's current customers
- Create a target list of customers and customize the campaign message based on trends identified in the purchase history
- Make the execution process simple. Again, the most effective way to enlist sales channel participation is to make participating seamless and easy

## EMPOWER YOUR AGENTS TO BE BRAND AMBASSADORS AND DRIVE SALES.

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