

Leading manufacturer of pet safety products builds nationally recognized brand with help from Brandmuscle

The client, a leading pet containment manufacturer, sells its products and services through a distributed network of dealers and distributors.

THE CHALLENGE

The client struggled with marketing challenges common to brands that sell through a distributed network of dealers. Without a clearly defined process or tools in place to support demand for local marketing and advertising materials, dealers advertised the brand less frequently and when they did, often ran into issues with brand and legal compliance. Without easy access to marketing support, dealers often worked with their own designers to create materials. This was both costly and leading to brand dilution. The client had established relationships with multiple printing partners along with some internal capabilities, but as their dealer network and demand for marketing materials grew, so did turnaround times and cost.

The marketing team knew they had to implement a better long-term solution that could scale to support their growing network of dealers. As the company began planning a rebrand, they knew the time for change was now. It was critical they empower their dealers with everything they needed to deliver their brand message to local customers quickly and consistently.

OUR RESPONSE

The client wanted a solution that would make customizing, ordering, printing, brand compliance and distribution of marketing materials easy. The client needed a solution that was not only easy to implement, but easy for a growing network of 300+ dealers with varying levels of sophistication to use. The client couldn't take the chance of launching a new technology that its dealers wouldn't embrace.

Brandmuscle's PrintBuilder™ solution gives dealers the flexibility they need to customize marketing materials on-demand

With an easy-to-use web interface that requires no software, the client's dealers were able to quickly customize and order marketing collateral, signage, business cards, brochures, direct mail pieces and other sales materials.

Benefits to corporate marketing team

The corporate marketing team now has the ability to approve dealer orders before they are processed. One-off requests previously routed through the corporate team were reduced with the launch of the solution. Other features available to the corporate marketing team include content gating, so dealers only have access to materials that apply to them, and on-demand access to reporting.

One-off requests previously managed by corporate marketing eliminated with the PrintBuilder™ solution.

Cut costs, improved dealer support

By eliminating the need to work with independent designers and printers, dealers can now put their marketing dollars where they need it the most. With centrally managed printing, Brandmuscle is able to quickly produce orders on-demand, even in small quantities. Dealers also have access to personalized live support via phone and email through Brandmuscle, so no question goes unanswered.



THE RESULTS

Since the launch of PrintBuilder™, the client has gained efficiency, achieved brand compliance and lowered costs across its growing dealer network. Dealers are more engaged and enthused about the brand and the easy-to-use marketing solution they now have access to. Brandmuscle has worked closely with the client to promote the site to dealers and provides ongoing training at client events. By reducing one-off requests, the corporate marketing team can now put its focus on strategic efforts rather than tactical.

Increased adoption and use of marketing materials:

- 📍 68% increase in marketing materials and assets downloaded by dealers in the first year
- 📍 55% increase in the number of materials created by dealers within three years
- 📍 16% year-over-year steady increase in use since launch
- 📍 Over 16,400 orders have been processed since launch

“Brandmuscle helped us streamline our marketing processes more than we thought possible. The level of support they offer combined with the easy-to-use software helped us better support our dealers and ultimately made us stronger as a brand.”

-Client Stakeholder

Customizable templates allow users to create materials while preserving and building brand equity

Variable Image Selection

Editable Headline

Variable Subheadline/Offer

Fixed Logo

Fixed Legal

\$150 OFF
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Welcome to PrintBuilder™

This site is your central resource to order materials to be professionally printed for sale by veterinarians for your customers and prospects, and the materials for display in your business location. You can also download images and corporate logos.

[Get Started](#)

Remember your previously created and ordered items. It's available on the front page, or to repeat an order. You can also check the status of orders that you have already placed.

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