

PODi Digital Print Case Studies

Best Practices Winner: Marketing Resource Center Category
Mercury Marine and Pinpoint Direct – “Mercury Online Marketing Dealer Network Solution”

PROJECT: **Mercury Online Marketing Dealer Network Solution**

VERTICAL MARKET: Manufacturing Business Application: Collateral Management & Fulfillment/Personalized Sales Collateral



Project:	<i>Mercury Online Marketing Dealer Network Solution</i>
Vertical Market:	Manufacturing
Business Application:	Collateral Management & Fulfillment/Personalized Sales Collateral

Business Objectives

As a leading manufacturer of marine engines, Mercury Marine relies on a network of over 4,500 independent dealers to promote its product line. As is the case with many manufacturers, marketing budgets are limited to national campaigns while the local marketing is initiated by dealers and supplemented with co-op dollars.

Mercury's challenge was two-fold; dealers were doing a poor job of promoting the Mercury brand to consumers, and Mercury lacked the staff and budget to design and produce marketing materials for every dealer request.

Mercury needed a solution that would:

- Support dealers with professional marketing materials
- Control brand image

Results

Mercury worked with their service provider, Pinpoint 360, to develop a web-based marketing program called Mercury Online Marketing (MOM).

A test campaign was conducted in spring 2010 with six dealers participating. Dealers were allowed to customize the offers and contact information for their own business needs. The audience consisted of aluminum boat owners within a 15 mile trade radius of each test-site location and whose boat registration was four to ten years old.

The test included two direct mail formats that were mailed three weeks apart. The first format was an 8.5" x 14" self-mailer that was folded to 8.5" x 5", tabbed and mailed. The second format was an oversized postcard that was mailed to the same database as the self mailer.

The results for this test campaign were:

- Contacts in mailing list: 23,583
- Boats sold to contacts on mailing list: 54
- Conversion rate: 0.23%
- Total boats sold during promotion period: 910 in MN market
- % of new boat sales from direct mail: 6%
- Assuming a 25% closing rate from sales staff, this pilot generated a 1% response rate

Other results for MOM:

- 3,500 dealers are now enrolled in MOM for a participation rate of over 77%
- The launch of MOM has stopped the flood of calls to Mercury Marine's marketing department from dealers looking for marketing support. This has allowed the marketing department to focus on national brand advertising
- Improved dealer satisfaction

Workflow

This marketing portal effectively provides dealers with a comprehensive suite of advertising support tools required to effectively promote Mercury's product line.

The Mercury branded site provides secured access for dealers and based on their login, each dealer has access to materials specific to their dealership. Once logged in, dealers can access different marketing products and customize them to their needs.

Once customization is complete, a PDF proof is rendered online which the dealer can then edit or approve for production and specify delivery instructions.

Postcards and banners are printed products for which the dealer pays. These products are also eligible for co-op reimbursement. All other marketing



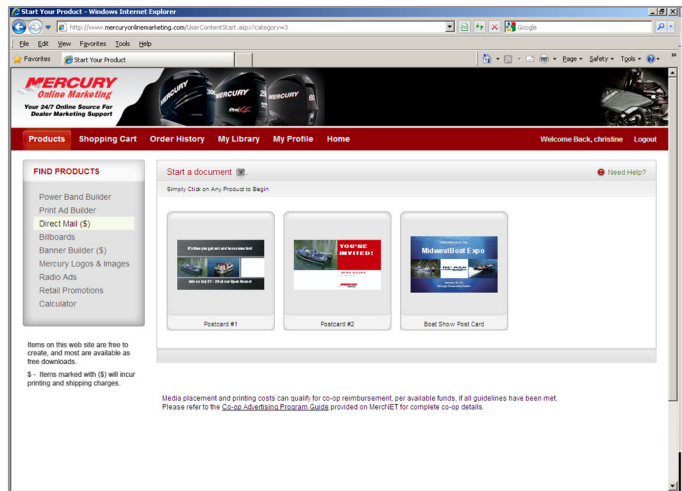
materials are available as free PDF downloads once the customization process is complete.

Print orders are placed in an electronic production queue for processing and fulfillment. The entire process is quick and easy, taking as little as five minutes. Dealers receive their customized products within days rather than weeks, dramatically improving their time to market and their ability to adjust for current sales conditions.

User Interface

Upon entering the portal dealers are given the option to select various marketing/advertising products based on their need:

- Print ads
- Direct mail postcards
- Sale sheets
- Billboards
- Banners
- Power bands
- Radio ads



Template selection page

Under each category several different templates are available. After selecting one the dealer can customize almost every aspect of the piece including:

- Background
- Font
- Headline copy
- Boat images (may select from existing images or upload)
- Message copy
- Mercury motor images
- Dealer information

Direct Mail Customization Page



After each update the changes are instantly reflected on the preview image of the product. For postcards dealers also have the option to upload a contact database and have the cards mailed to their customers and prospects.

A recent addition to MOM is the Sale Sheet Calculator which allows the dealer to develop a custom promotion sheet. The dealer enters boat information, Mercury engine model, package features, pricing information including discounts and rebates, and loan information. From this data a monthly payment amount is automatically calculated and included in a professional-looking sale sheet.

Sale sheet template

In addition to the ability to customize marketing materials, the MOM portal offers dealers the opportunity to maintain a library of uploaded images, contact databases and PDF documents. Dealers can also track orders, view order history and update dealer profile information.

Driving Traffic

To help drive traffic to MOM, Mercury has promoted the site to its dealers through direct mail, newsletter articles and email campaigns.

Pinpoint 360 has also provided training for regional sales managers on the value of MOM and they in turn are continually promoting MOM when meeting with dealers.

Educational presentations about MOM have also been held several times at national Mercury Marine sales meetings.

Creative and Outbound Pieces

The service provider supplies all direction, focus and creative based on ordering trends seen by MOM and dealer requests.

Reasons for Success

Mercury Marine is very happy with the MOM program. According to Jon Mathews, Advertising Manager for Mercury Marine, “With Pinpoint Direct’s web-based marketing solution, we can offer our dealer network customizable marketing materials that help them reach consumers while allowing us to control our brand image and messaging.”

- **Use online marketing resource centers to manage corporate brand.** With the MOM program, Mercury Marine is able to maintain a consistent look and feel while ensuring dealers have access to professional-looking collateral that is customized for their needs.
- **Use templates for efficient production.** With the selection of pre-approved templates dealers can have access to collateral at their convenience, 24/7. Plus Mercury Marine’s marketing department is not tied up with serving the needs of every individual dealer.

This campaign won the 2011 PODi Best Practices Award in the Marketing Resource Center category.

Client	Mercury Marine www.mercurymarine.com A division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications. Their industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; and Mercury and Quicksilver parts and oils.
Service Provider	Pinpoint-360 www.pp-direct.com Pinpoint-360 is a growing marketing company that offers end-to-end solutions for marketing and print production services including; strategic development, creative concept and design, database management, Pinpoint Direct – a dealer-based web-site marketing management tool, print ads, sales tools (including brochures, catalogs, sell-sheets), point of sale displays and trade show materials.
Hardware	HP Indigo 7000
Software	Pageflex
Target Audience	4,500 Mercury Marine dealers and their customers
Distribution	An average of 1000 print orders per month which include a variety of direct mail, letters, banners, etc.
Date	Solution launched 2008; Ongoing



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