



Pinpoint Direct Web-based Marketing Program

Client: Mercury Online Dealer Marketing

Challenge: As a leading manufacturer of marine engines, Mercury relies on a network of over 5,000 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. This created a disconnect between Mercury and its dealer base which was effecting sales.

Solution: Pinpoint Direct proposed using its web-based marketing program to effectively provide dealers with a comprehensive suite of advertising support tools. Once completed, the site would provide dealers with the support required to effectively promote Mercury's product line. PPD would also create improved relations across the dealer network as well as stronger brand control when going to market.

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 categories based on their need and customize the materials they choose with their logo, local contact information, offers, and even pictures of products they want to emphasize.

Once customization is complete, a pdf proof is rendered online which the dealer can then edit or approve for production and specify delivery instructions. The order is placed in an electronic production queue for processing and fulfillment. The entire process is quick and easy, taking as little as five minutes. And with new digital production capabilities, dealers can receive their customized products within days rather than weeks which can dramatically improve their time to market and adjust for current sales conditions.



Results: Mercury is now effectively delivering a broad range of high quality, customized marketing materials to over 5,000 dealers without increasing its budget or marketing staff. The result has provided Mercury with increased sales, improved dealer satisfaction, greater brand presence with consumers and more control and participation of their co-op marketing program.

"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."

*Jon Mathews
Advertising Manager
Mercury Marine*