



TribeAgency devises and develops STAR Club Website to give First-Call Dealers an edge on market share



Market Outlook

In the business world, providing up-to-date, easy-to-access, and innovative sales and marketing tools is essential to keeping ahead of the competition. Businesses that rely on an independent sales force are constantly trying to create a consistent, yet flexible communication system that can be utilized throughout their dealer network to stimulate and motivate sales.

Opportunity

United Stationers, the leading wholesale distributor of business products in North America, maintains a large independent dealership network that is reliant on them for effective state-of-the-art sales and marketing tools and technologies. In an effort to give their First-Call Dealers an edge on market share, TribeAgency was called to devise and develop the STARClub Website.

Solutions

Unmatched in the industry and unavailable from any other source, the STARClub program offers a powerful array of marketing assets to help motivate United Stationers' resellers to differentiate themselves from the competition and to reach their short and long-term sales goals.

The STARClub Website provides United Stationers' 15,000 plus dealer network with sales training, margin enhancement strategies, business consultation and evaluation services via online tools, tutorials and downloads.

STARClub members also have access to the Marketing Auto-Wizard, a groundbreaking web-based technology that provides a fast and affordable way to produce customized sales and marketing materials.



STAR CLUB MARKETING AUTO-WIZARD.CASE STUDY



This variable data tool allows dealers to create and distribute personalized "touch" print pieces within 3-4 business days of placing their order. It can be used for account acquisition, retention, growth and resuscitation efforts. The tool offers a dynamic way for resellers to strengthen relationships with key prospects and customers.

In addition to printed materials, the Marketing Auto-Wizard's XMAIL capabilities give United Stationers' dealers the ability to create and send customized broadcast HTML email messages with point-and-click ease.

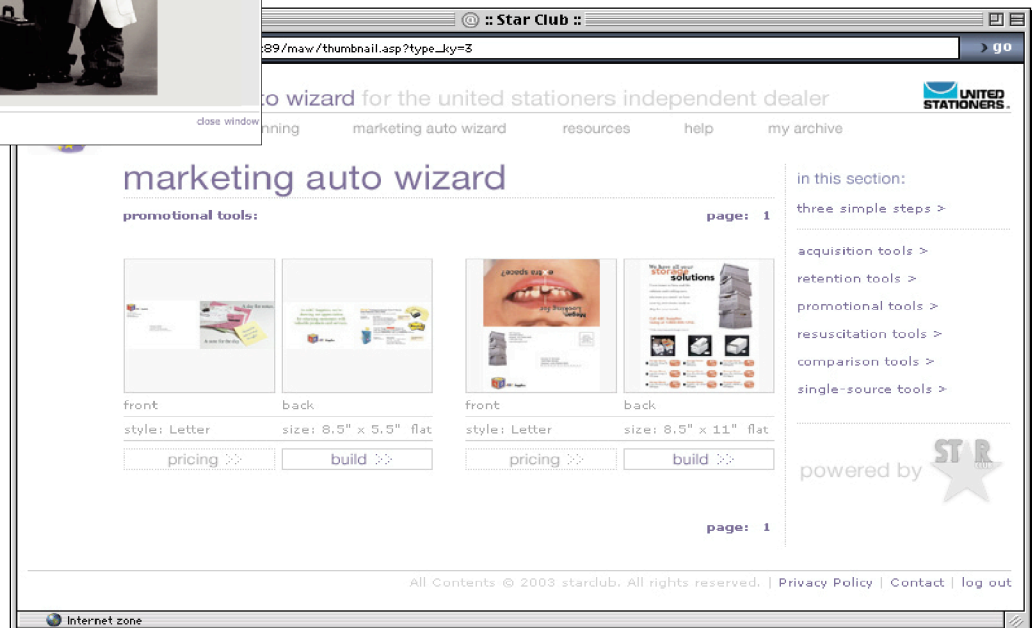
The 75 unique print and 50 diverse email campaigns available in the online application were created and executed by TribeAgency, in tandem with United Stationers' Corporate Advertising team.

The Marketing Auto-Wizard application, fully developed in-house by TribeAgency technologists, grants United Stationers' dealer network with a fast and affordable way to turn structured sales and advertising campaigns into a plan of action.

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Results

The STARClub Website and Marketing Auto-Wizard application sets the standard for an entirely new era in e-marketing and customer relationship management. The Marketing Auto-Wizard application gives United Stationers' resellers the power to send permission-based email and custom print promotions through an easy-to-use, cost-effective, and sophisticated web-based application.



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