

Best Practice Solutions for Building Products Manufacturers

SOLUTION SET:

Automation Drives Channel Marketing Success

Building products is industry-driven primarily through channels – distribution, dealers, contractors, and builders. Success emerges from maximizing awareness, preference, and loyalty in the go-to-market game.

With the diversity and fragmentation of the channel to market, it's virtually impossible for sales teams to touch every point of contact; that makes effective use of marketing automation a key method to differentiate; it's a force multiplier.

Value-Driven Engagement with Marketing Automation

Many building products manufacturers bombard their channels with generic messages, which makes them easy to ignore. Don't settle for being white noise in the background. Use Salesforce Marketing Cloud to cut through the clutter, delivering tailored, timely messages that resonate.

- ▶ **Build Loyalty:** With plenty of choice in the market for most product categories, you drive preference through delivery of value. And your audiences won't recognize all the things you can do for them ... if you don't tell them.
- ▶ **Nurturing Existing Customers:** Send monthly updates on generated leads or exclusive intel on regional projects—it's about value.
- ▶ **Exclusive Programs:** Make your top partners feel elite. Offer them deals that speak, "This is just for you."
- ▶ **Stay Ahead:** Keep partners in the loop. Highlight upcoming

Get Those Leads OUT and Make Every One Count

Picture this: A homeowner finds your product, is eager to purchase, but then...silence. That excitement turns to frustration as they wait for the contractor's response, and you feel a potential sale slipping away. Lost leads hurt your more than your bottom line—they can damage your brand. Take action to make your lead process more engaging and efficient to close more deals.

- ▶ **Direct Input:** Using Salesforce and Pardot, instantly capture leads from any online form, streamlining them into one central system for real-time data collection.
- ▶ **Immediate Response:** When a homeowner makes a move, let them know they're not just a drop in the ocean. Use Salesforce to send a tailored auto-response, reassuring them that you're handling their inquiry.
- ▶ **Smart Pairing:** Salesforce isn't just a tool; it's your ally. Its algorithms analyze homeowner needs, contractor location, project specifics, and contractor expertise to find the best match. No guesswork, just precision.
- ▶ **Quick Connect:** Time is of the essence. Once you have a match, auto-send an informative email to homeowners introducing them to their best contractor options. At the same time, ping those contractors so they can prepare to engage.
- ▶ **Securing Engagement:** Before giving out all the juicy details to contractors, get a commitment. It ensures they have skin in the game and are primed to act.
- ▶ **Keep the Loop Closed:** Communication shouldn't be a one-time thing. Regularly ping contractors for updates on lead outcomes. This feedback isn't just data; it's the goldmine that lets you refine and perfect your distribution strategy.

Hi Aaron TestAyer2,

We have a new project in Oberlin, OH where the following products are specified.

• Metal Roof Panels

Please click Accept to indicate whether you have the capacity to pursue this project and would like to bid it, and we will send full details on the project. If you're not interested, please Reject it.

ACCEPT

REJECT

Thank you & Best regards.

Hunley Group

Build a Solid Data Foundation

It's a bit ironic, but marketing users of a CRM actually care more about data quality than sales does. That's because to truly excel in channel marketing, you need really complete and accurate data at your fingertips—without it you can't target the right people with the right messages at the right time. Make data hygiene a foundation of your programs:

- › **Regular Audits:** Keep your Salesforce database in check—identify inconsistencies and outdated entries, ensuring you're always reaching out accurately.
- › **Seamless Integration:** Centralize. Automate. Repeat. Bring all data sources under one roof in Salesforce and let automation keep things clean.
- › **Empower Your Team:** With proper training, ensure everyone's on the same page, maintaining clean, accurate data at all times.

Make Sure YOUR Trades Are Findable

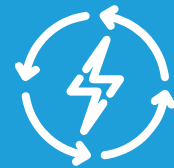
Nothing kills a sale faster than a customer not knowing where to purchase. With the Hunley Locator powered by Salesforce, erase this gap:

- › **Guide customers to the nearest trusted dealers and contractors.**
- › **Regular updates ensure the information is always up-to-date, making it a reliable tool for customers.**



Foster Cross-Collaboration

Data visibility isn't just for the sales team. Integrating and sharing customer data enhances collaboration and efficiency across your organization. Reduce Service calls by empowering Sales with the data they need to answer customer questions. Share this data with Service reps to make handling customer inquiries easier, faster, and more proactive. Marketing can also use sales data to create targeted campaigns to re-energize dark accounts or promote specific product categories.



Boost Sales Efficiency With Salesforce

Now that you have a strategy in mind, here are the best Salesforce products that can help you make this vision a reality.

Manufacturing Cloud

Enhance your forecasting capabilities, minimize stockouts, and improve business visibility.

MuleSoft

Connect apps, data, and devices, driving your business towards greater efficiency.

CRM Analytics

Use data analysis and visualization to make informed decisions and create effective strategies.

By integrating departments and fostering a no-silo approach, you create an environment of digital transformation. A smooth, data-driven sales process doesn't just enhance your sales team's performance — it's a game-changer for your entire business.

Transformation starts here

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