



Our Marketing Management Platform allows for **centralized marketing collateral** to support **sales effectiveness** through reporting.

**Industry**

Medical Equipment Manufacturing

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**Location**

Greater Boston Area

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**Services**

Marketing Management Platform

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## THE SITUATION

With a national sales team, the challenge was providing an easy and effective platform to automate management and distribution of all sales, marketing, training and event materials. The corporate marketing team wanted a strategic partner who could provide an automated platform to centralize and manage inventory, print production, and distribution for all sales and marketing event needs, including literature, signage, trade show displays, and more.

# MEDICAL EQUIPMENT MANUFACTURER

“I have been working with Jet Mail for over 1 year and I am pleased with the level of customer service they provide with all of our marketing program needs and support to our North American sales force and clients. They offer quick turnaround times on proofs, and printed materials. They always work and strategize with us on budgets and continue to show us ideas helping our bottom line.”



## BACKGROUND

This privately-owned, global manufacturer of medical equipment and devices for cardiology, physical therapy and medical aesthetics was looking for a strategic partner to support their sales team, customer and training events and support promotional campaigns for product launches, product literature, marketing kits, and educational materials.

## SOLUTION

Jet Mail's expertise in e-commerce solutions for sales and brand management enabled an easy-to-use platform supporting the sales team 24/7 with on-demand orders. Sales team members can customize materials using online templates. Jet Mail managed the program logistics and fulfillment to sales reps, doctors and events for all materials and signage.

## RESULTS

Every member of the sales team has current, customized materials when needed to support customer engagement and sales results. The marketing team can easily update materials and has access to centralized reports on usage and costs for all collateral and signage. Jet Mail's services have improved time-to-market, sales effectiveness, and cost management for marketing materials.



## FOR MORE INFORMATION, CONTACT US



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