



CASE STUDY

Revolutionizing sales collateral creation with speed, flexibility and professionalism

elevationb2b.com



elevationmarketing

BACKGROUND

Loveland Products, Inc. manufactures high-performance input products for agriculture and professional non-crop industries. It is a sister company to Nutrien Ag Solutions, the largest agricultural inputs distributor in North America, and supplies products via retail and wholesale outlets in North America and 53 other countries. The company's proprietary formulations are developed by its own chemists.

Loveland's wide range of products include: nutritional amendments, enhancements and starter formulations, seed nutritional and biological enhancements, herbicides, insecticides and fungicides, as well as products that support moisture or nutrient retention and prevent crop stress.

Loveland's excellent reputation rests on its ability to deliver quality products and high-level customer support from the time of planting to harvest and well beyond. *While its business and reputation*

- *is strong, challenges surfaced through the years with creating*
- *print collateral for Loveland's sales and marketing teams.*
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CHALLENGE

Loveland's sales and marketing teams are comprised of several hundred people. While they thrive when it comes to connecting with clients, sales people struggle with access to timely and relevant printed collateral such as brochures, catalogues and bulletins.

Under the existing system, Loveland team members and vendors created their own customized documents using software programs such as Power Point, Word and others. That translated into an unprofessional look and inconsistencies with the company's long-time brand image. At the same time, approval processes were cumbersome and time-consuming, as they relied on emails with attachments, and there were delays because of a disconnect with printers. Loveland also felt collateral needed a fresh look and feel.

Loveland approached Elevation Marketing to create a product marketing collateral builder application that sales staff could access anywhere, on any device. Templates, product descriptions, logos and images needed to maintain brand consistency. The app needed to be easy to use, require minimal, if any, training while providing flexibility for sales team members to choose the right content and imagery to build the right piece for a specific client, application or geographical region. In addition, the app needed to be tested and ready to use within three months.

Sales people struggle with access to timely and relevant printed collateral

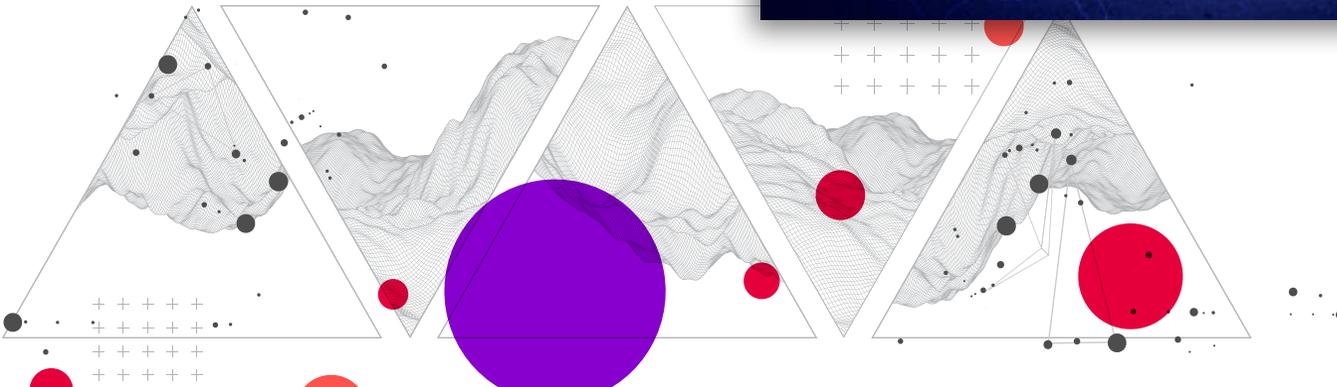


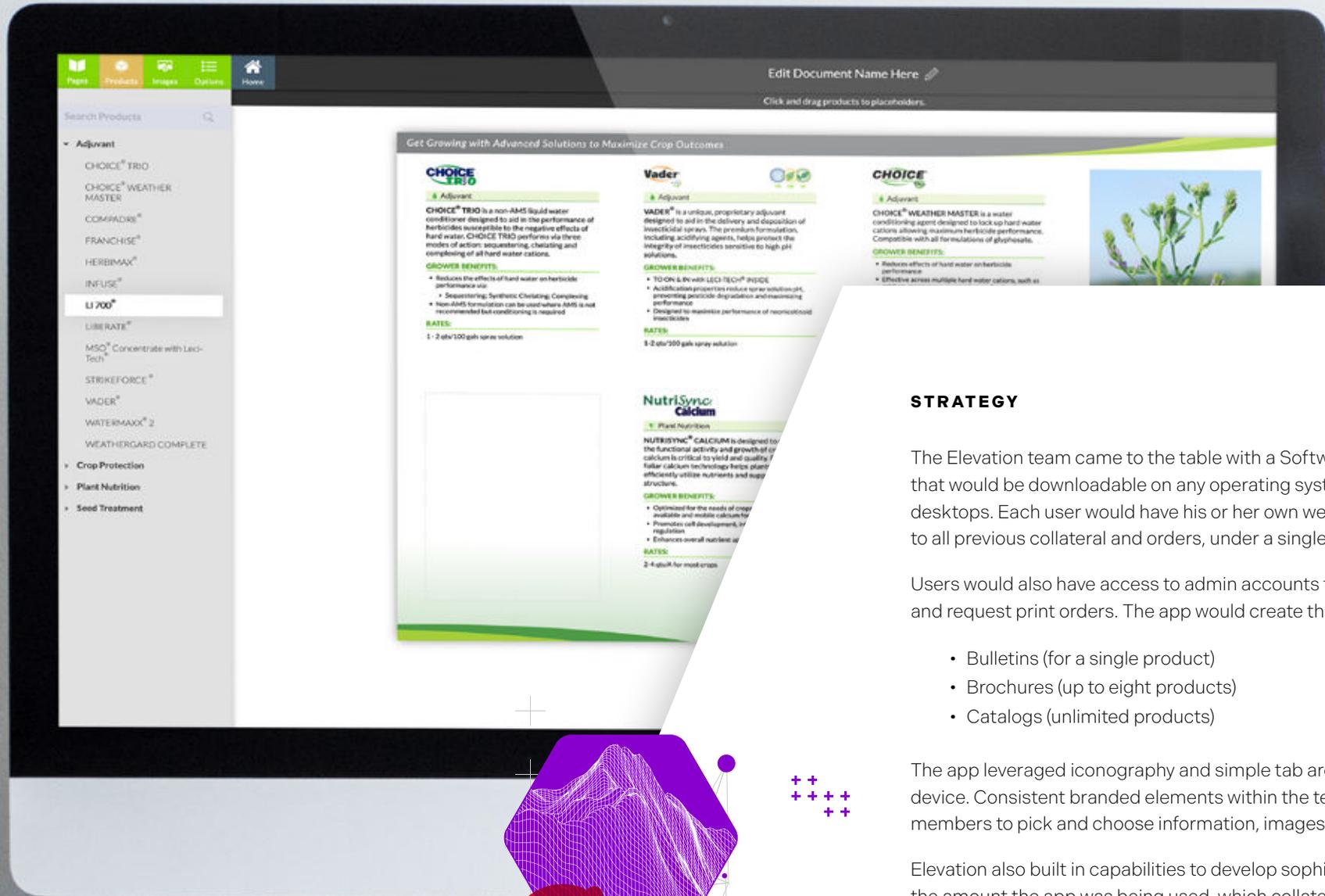
STRATEGY

With deep experience in app development and organizational research, the Elevation team began by surveying specific sales and marketing team needs. Elevation team members received input from Loveland sales leaders and also researched existing catalogs, bulletins and brochures, and other marketing materials to understand the depth and complexity of the content, as well as what was working and what wasn't.

Elevation also looked outside of the company for similar applications to see whether their functionalities could apply to Loveland's needs. Many of them, Elevation's development team learned, offered too many options resulting in confusion, complexity and less true functionality. Through its research, the Elevation team quickly learned that simplicity would need to rule the user experience.

After immersing itself into Loveland's sales culture and leadership, asking questions and analyzing needs, Elevation then confidently set out to develop exactly what Loveland needed.





STRATEGY

The Elevation team came to the table with a Software as a Service (SaaS) solution that would be downloadable on any operating system for tablets, phones or desktops. Each user would have his or her own web-based account, with access to all previous collateral and orders, under a single sign-on system.

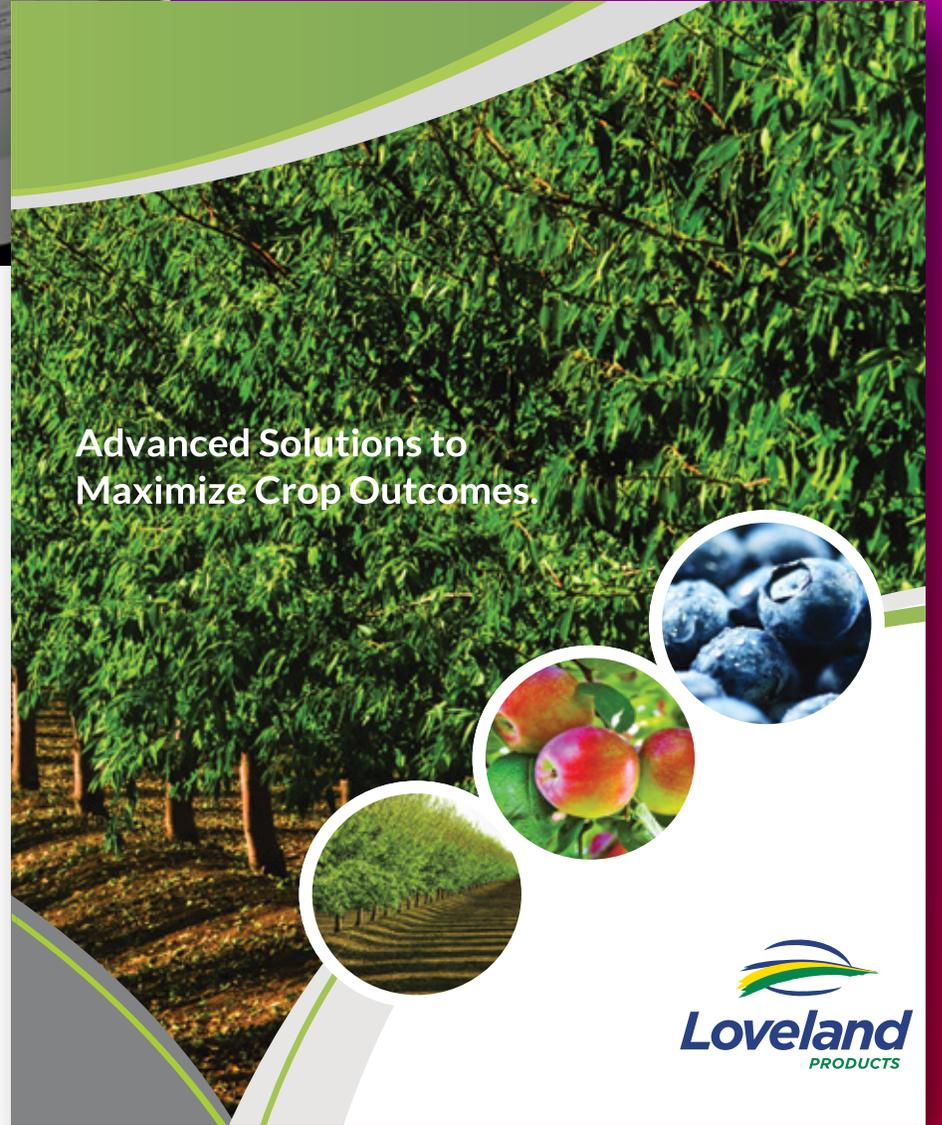
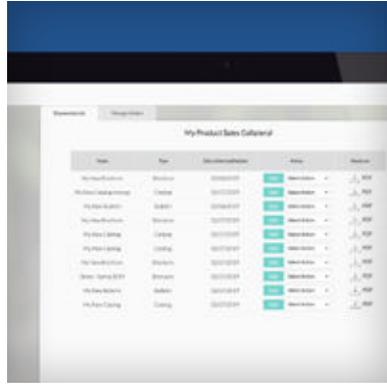
Users would also have access to admin accounts to streamline approvals and request print orders. The app would create three asset types:

- Bulletins (for a single product)
- Brochures (up to eight products)
- Catalogs (unlimited products)

The app leveraged iconography and simple tab architectures to allow for easy navigation with any device. Consistent branded elements within the templates were matched with flexibility, for team members to pick and choose information, images and icons at any stage of their creation process.

Elevation also built in capabilities to develop sophisticated queries to help admin understand the amount the app was being used, which collateral type was created the most, and even more granular details such as preferred templates, images and descriptions.





DELIVERABLES

- Full end-to-end asset-creation app that allowed sales team members to:
 - Concept, design and lay out brochures, catalogs and bulletins
 - Submit designed documents for approval and printing
 - Select from brand-consistent templates, content and images
- In-depth research initiative clarifying Loveland's goals and aligning them with application development best practices
- All application programming, including:
 - Concepting
 - Wireframes
 - Usability and QA testing

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BUSINESS WINS

Sales teams saw an immediate impact with the new product marketing collateral builder. Some of the wins included:

- **Little to no training:** Allowing sales professionals to quickly create and print the documents they need
- **Dramatically increased speed:** Building collateral, regardless of volume, went from days to hours
- **Minimized resource use:** With a tool that allowed sales people to work on the fly, they could produce the type and quantity needed for a situation, eliminating the need to keep stores of documents on hand that may become outdated or irrelevant
- **Refreshed, consistent look:** All new documents benefit from personalization backed by a fresh, new consistent look incorporating brand logos, colors and styles

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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