



Align Sales & Marketing

Extending the Brand Experience Throughout the Sales Process



The Challenge

SnapRetail is a marketing automation solution provider for independent retail store owners. SnapRetail struggled with what many companies face — a sales and marketing disconnect. While marketing was producing a lot of high-quality content to support sales conversations, sales had no way of easily knowing what content was at their disposal to use for lead nurturing and educating prospective buyers.

Zach Lancia, senior marketing analyst at SnapRetail, desired a way to bridge this gap, ensure the sales team was capitalizing on current content and help reps stand out as an extension of the SnapRetail brand.



The Solution

Using Postwire, whitepapers, videos, how-to guides, website pages, demo links, etc. are posted to one Postwire page, managed by marketing and easy for both marketing and sales to access and use. Tracking links are included with each piece of content and everyone is alerted when new content is available.

Sales reps can easily repost what's relevant onto personalized Postwire pages to share with prospects, using the templates that marketing has created when desired. It takes reps just minutes to create Postwire pages, but prospects think it took hours.



The Results

Greater productivity, visibility and prospect engagement

Postwire is saving both the marketing & sales teams a lot of time, as neither now needs to hunt to find current content. And, by tracking prospects' content consumption (who's viewing what, when), marketing also gains valuable insights to which content items resonate most with prospects and are instrumental in driving more revenue.

Sales reps can take broader marketing messages and isolate topics of interest from those campaigns to quickly tailor communication for each unique prospect. Andy Weir, inside sales says:

“Postwire allows me to customize the way I package and present our product for each individual prospect. It really helps me make a prospect feel special.”

Postwire Example

SnapRetail Postwire Content Library

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Did you know?

- 1 The Postwire Daily Digest automatically notifies sales reps when new content is added.
- 2 The source, medium and campaign for each content piece shared by sales reps with prospects can be tracked when content items are posted to Postwire along with marketing automation tracking codes.
- 3 Using Postwire's interactive Content Analytics, marketers can see which items get the most reposts/views inside and outside the organization and how these items are placed on particular Postwire pages. According to Zach Lancia:

“ We’ve discovered that our pieces about SnapRetail’s Marketing Consultants and our calendar feature are most enticing, with 20% of prospects who have viewed either resulting in subscribers. This has clarified for us that we should further enhance our Marketing Consultants content piece to make it even more engaging and that it should become a standard piece of content offered on all Postwire pages shared with prospects.