

INDUSTRY: OPTICAL
MARKET: BUYING GROUP
TYPE: OPTICAL PROFESSIONALS

Industry & Market: Optical Buying Group

The optical industry represents a strong market of 30,000 retail and medical professionals with a combined annual revenue of close to \$13 billion. In order to procure products and equipment in this industry, optical professionals often rely on buying groups to negotiate pricing and handle purchasing through the manufacturers. In turn, manufacturers rely on buying groups to streamline product purchase and market their brands to buying group members.



The Challenge: Network Access to Marketing Materials

An optical buying group wanted to improve marketing and promotions opportunities for their members. Specifically, the issue related to a lack of communication between the manufacturers and their customers, optical professionals, who:

- **Were unaware of new product launches and availability**
- **Had limited or no access to marketing materials from the manufacturer**
- **Were knowledgeable in their industry, but didn't have a range of marketing expertise**

As the liaison between these two groups, it was important for the buying group to present a solution that benefitted all stakeholders to optimize existing business relationships and increase product demand, and generate sales through the buying group.

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The Solution: Asset Management & Network Engagement

The buying group set up a user-friendly online marketing center for their members stocked with current marketing materials provided by each manufacturer. SproutLoud provided optical professionals a one-stop shop where they could:

- **Receive notice of new products and promotions, including co-op offers from the manufacturers**
- **Leverage the bulk purchasing power of the buying group when participating in marketing programs**
- **Have the program automatically fulfilled through a pre-existing vendor network**

Group members could now send direct marketing communications to their customers, informing them on the manufacturers' newest styles and best deals.

In addition, the buying group activated a 5-week network awareness campaign directed toward their optical professionals, highlighting the benefits of the new marketing center and helping them to register. SproutLoud assisted through outbound follow up with buying group members, and organized webinars highlighting how to get the most out of their new marketing solution.

The Impact:

The new marketing center achieved great interest, with 30% of the group members registered and placing orders the first month, and over 65% by the first quarter.

With marketing materials readily available and easy to locate, the group members began to use available promotions more frequently, generating additional sales and building on the buying group's success and brand reputation.

ABOUT US:

SproutLoud helps companies manage their brands and messages in local-level marketing with an online platform that enables local marketers to access the materials they need in the media of their choice, customize them, and reach their target audience with brand-controlled messaging. SproutLoud manages brand compliance, increases speed to market, automates manual tasks, and provides robust reporting, making local marketing work smarter.

For more information about SproutLoud solutions, please contact a member of the SproutLoud sales team at:
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