

## Success Story

# Leading telecom company partners and triumphs with BrandMuscle for more than a decade

### The Problem

A competitive telecom provider recognized that its global success relied heavily on the success of its local dealers. In a highly competitive market, the client needed a way to easily share its marketing assets with thousands of local dealers while maintaining brand compliance and message control. Through the years, the clients' needs grew beyond simply needing branded materials. They needed strategic channel fund management, effective event marketing assistance and scalable digital media campaigns to stay competitive.

### The Solution

Since partnering with BrandMuscle 11 years ago, the client has relied on the leader in local to provide dealers with optimal programs and white-glove support. BrandMuscle has worked one-on-one with local dealers as a strategic partner to ensure the marketing dollars are used to make the cash register ring. BrandMuscle has significantly increased the company's local market share through a perfectly integrated mix of digital, traditional, and event marketing and will continue to strategically partner with the client as their needs and business objectives evolve.

### The Results

**OVER 4,200**  
annual events booked in  
local markets

**500% INCREASE**  
in dealer organic  
search traffic

Average local media  
**PLACEMENT OF \$1,330**

**“BrandMuscle continues to be a critical element of our marketing mix. We are in a very competitive environment, and we’re a national brand that competes on a local level. We have to continue to be in tune with the customer’s needs and wants.”**

*Brandmuscle Client, EVP, Strategy and Business Development, Telecommunications Industry*

