



ISGTM

Independent Suppliers Group

MARKETING KIT

Independent Suppliers Group offers its members a variety of Marketing Programs and Services to support their efforts to compete effectively every day. These programs are easy to use and many have special discounted rates that have been negotiated on our members' behalf.

**A dealer group
designed with
your marketing
needs in mind.**



Innovative Thinking. Purchasing Power.

MARKETING

Independent Suppliers Group offers a variety of marketing programs designed for our members to acquire new customers, retain existing customers and grow their business. Many marketing materials are customizable for a variety of dealer needs.



IntelliWeb Digital Marketing Program

IntelliWeb is an innovative, full-service digital marketing program. This digital marketing solution provides dealers with access to a professional, customized website home page, email marketing campaigns with designs that will engage customers and creative blogging on social media networks that will make customers "sticky" while generating new leads. Best of all, these market-leading digital solutions are very affordable as a result of the unique program developed by Independent Suppliers Group.



Marketing Funds

ISG collects Marketing funds from manufacturers on behalf of its members. Members earn Marketing dollars, in addition to rebates, through purchases made through the group. The earned Marketing dollars are reimbursed annually to members who participate in the groups Marketing initiatives. In order to qualify to receive Marketing funds, a member must do one of the following:

- » Order digital catalogs and the Flyer/Email program
- » Sign up for the IntelliWeb program



Catalog, Flyer & Email Program

ISG produces an annual catalog featuring 9,000+ sku's of Office Supplies, Office Furniture, Facilities Supplies, Breakroom and School Supplies. The catalog is available in a digital FlipShop version with click-to-cart capabilities. It includes branded products, to support our important supplier partners, with the goal of making this marketing tool the preferred "first-off-the-shelf" catalog to present to customers. Drive greater sales and greater profits for your dealership!

ISG also produces 16-page electronic Quarterly Flyers and Weekly Emails with pre-designed layouts that members can use, or customize online. The flyers and emails feature Office Products, Breakroom, Cleaning Supplies and Furniture. Increase engagement with your customers by using these great marketing tools.

First in Search Template

The First in Search template provides a listing of each ISG preferred suppliers' top items along with keywords and rankings. ISG members can use this list to drive incremental sales for their dealership.



M-Power Marketing Program

The M-Power Marketing Program provides many sales and marketing tools for members to use from our supplier partners, with new materials provided quarterly. ISG receives new product information, promotional flyers, banners, training materials and more, with many materials that are customizable for members.



Spark Series Marketing Webinars

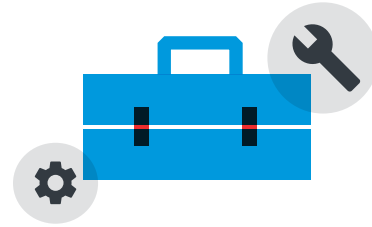
In partnership with Fortune Web Marketing, Independent Suppliers Group hosts webinars on the latest trends in online marketing through our Spark series webinars. Members can learn the latest information about Facebook, Google, SEO, YouTube, Blogging, Web Design and more! Every webinar is recorded and available in a library on the ISG website.



Dealer Video & Flyer

"We're Part of a Bigger Network"

A short animated video is available for all ISG members to use that explains how being part of a cooperative makes them competitive. The video also explains the importance of buying local. A dealer flyer that compliments the video describes the benefits of being a member of a cooperative, with the option to customize it with each dealer's unique information.



Marketing Toolbox

The Marketing Toolbox is a valuable resource for ISG members, featuring a variety of marketing tools, programs and activities. These resources are designed for dealers to acquire new customers, retain existing customers and grow their business. The toolbox can provide information on important marketing-related activities that members can put to real-world use. Some common topics include best practice guides and dealer submissions that include actual strategies and examples. There's something for everyone in the Toolbox.

In addition, a variety of supplier provided flyers are available for members to use, along with online web banners that are generic and can be used at any time by any member. Check out the offering, download your selection and use! It's that simple.



Social Media

The ISG social media library is a resource to help members by providing "ready-to-use" social media content. New content is added quarterly on a variety of topics including supplier provided product content. In addition, ISG has a Facebook page and posts content regularly. We encourage all members to like the ISG page and share the content on your own Facebook pages.

www.facebook.com/IndependentSuppliersGroup

The Facebook Marketing Group Forum is designed for ISG member Marketing personnel to ask Marketing related questions, share advice, Marketing articles and comments. This is a closed group forum, however it's easy to request an invitation and join in on the discussion.

OTHER VALUE-ADDED PROGRAMS & SERVICES

ISG believes it's important to add value to its membership, which is why we offer a long list of programs and services members can utilize, many with discounted rates.



Buy Direct Sell Brands

ISG and its members strongly support the key industry manufacturers who rely on and support the independent dealer channel. As a valued reseller, customers depend on the dealers' expertise to provide them with solutions from brands that they know and trust. "Buy Direct, Sell Brands" is a program designed to help members focus on selling the strongest brands in the industry and maximize direct-buy programs to achieve the strongest margins for each dealership. Many key suppliers currently participate by lowering pre-paid freight amounts, increasing speed of delivery and offering promotions and deeper discounts.



UPS

ISG has negotiated a special UPS program for members to earn rebates and discounts on all UPS services. Aggregated ISG group volume maximizes member payouts so sign up for the UPS program and start earning today.



savings4members

Savings4members provides ISG members with access to exclusive cost savings programs with national vendors. By using these programs, members can save on products and services your dealership uses every day including credit card processing, payroll, wireless services, truck and vehicle rental, fuel, uniforms, and much more!





Advertising
Specialty
Institute®

Ad Specialty Institute (ASI)

Your customers are purchasing promotional products... shouldn't they be from you? ASI is the largest organization in the promotional products industry. Your membership in ASI will provide your dealership with access to thousands of promotional products and best-in-class tools and resources. ISG has negotiated services with ASI to elevate your earnings!



Advancing Clean.
Driving Innovation.

ISSA

The worldwide cleaning industry association, ISSA, represents thousands of manufacturers and distributors of facility supplies. Through a membership in ISSA, including a negotiated discount, your dealership has access to facilities supplies resources, marketing & sales tools, market studies, participation in their annual convention and more.



AFFLINK & The United Group

The Strategic Alliance with AFFLINK, a leading Jan-San and packaging distributor/dealer group, creates reciprocal affiliate membership programs to afford each group's members an opportunity to enjoy the benefits of lower COGs, a more efficient supply chain and access to a multitude of marketing opportunities. All of these benefits are designed to help ISG members enter the Jan-San and Facilities categories in a more profitable and efficient manner.



Affiliation with The United Group presents the opportunity to work directly with over 200 specialized Jan-San manufacturers and distributors, as well as earn rebates for purchases through the group.



Succession Planning Services

ISG understands the importance of keeping the Independent Dealer Channel (IDC) healthy. In light of trends in the IDC for dealers to acquire other independent dealers or for others to exit the office products business, we have created the Connections Acquisition Program. This program helps buyers and sellers connect with each other and provides tools to get the process started. The program provides confidentiality including NDA documents.



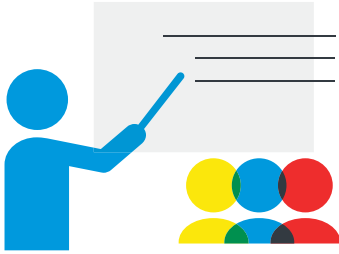
In addition, ISG has a partnership with Castle Wealth Advisors, an organization who provides personal and business financial services, with a special focus on succession planning services for independent dealers.



Independent Suppliers Group

TRAINING & EDUCATION

ISG offers a variety of training and educational opportunities to members throughout the year, both virtual and in person.



Webinars

- » Manufacturer webinars featuring new products and promotions.
- » Quarterly webinars providing members with a "state of the union" message and financial updates.
- » Spark Series Marketing webinars featuring the latest in online Marketing trends.

Annual Meeting Seminars

- » Training seminars offered at ISG's annual meetings cover topics such as sales training, marketing, succession planning, new product category opportunities and other relevant dealer-specific topics.

Dealer-to-dealer networking is a very important part of ISG membership. We have many opportunities for members to engage with one another to share ideas and collaborate in this ever-changing marketplace.

NETWORKING TOOLS & RESOURCES

N E X T
Connect. Engage. Evolve.

Next Young Leaders Group

Next exists to identify and build the leaders of tomorrow within our industry. We aim to Connect, Engage, and Evolve alongside the future leadership of the independent dealer channel within ISG. If you are a new or emerging leader in your dealership, there are opportunities for you to get involved with other like-minded individuals.

Industry Events

There are many industry events where ISG members can come together and engage with one another including Wholesaler Meetings, NeoCon, ISSA, and our very own Annual Meeting.

Message Board / Think Tank

Join your fellow ISG members on the Message Board or Think Tank to get insight and assistance on a variety of topics that are important to your business. Pose your question and receive immediate feedback!





As you can see, Independent Suppliers Group brings more than just a buying element to your dealership. We offer many Marketing programs and other value-added programs and services to help dealers reduce their costs, increase efficiencies, become more profitable and grow their business.



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