

Online Hub Brand Portal For Horizon Distributors Inc.

Challenge/Opportunity

Horizon Distributors Inc. is a professional landscape distributor that sells a variety of products and services to golf courses and landscapers through 67 stores located in 11 states. Horizon's stores merchandise a wide selection of top-quality products including irrigation, landscape, power equipment, specialty and professional lawn care products.

Horizon asked Canyon Communications to help develop a marketing program that would provide control of its brand image by deploying consistent, effective marketing and sales tools that could be used in its 67 locations.

Approach

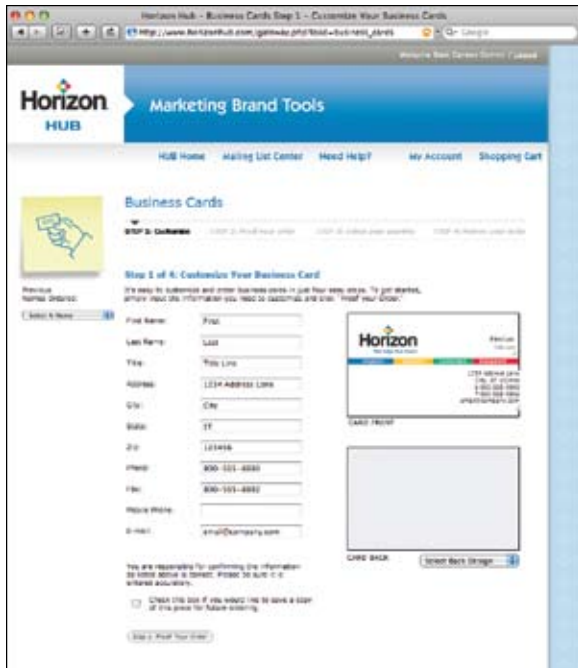
Canyon worked with Horizon to create a site where sales reps, branch managers, product category managers and other employees can order a variety of materials, including standard collateral material, apparel, customizable direct mail, business forms, trade show exhibits and more.

Dubbed the "Horizon Hub," the site allows users to customize, order and send a variety of marketing materials. Canyon designed the portal to have an easy-to-use, intuitive interface that would very quickly help users navigate to find the marketing materials they need. Users simply select the appropriate icon, and then follow the easy, step-by-step instructions to execute their order.

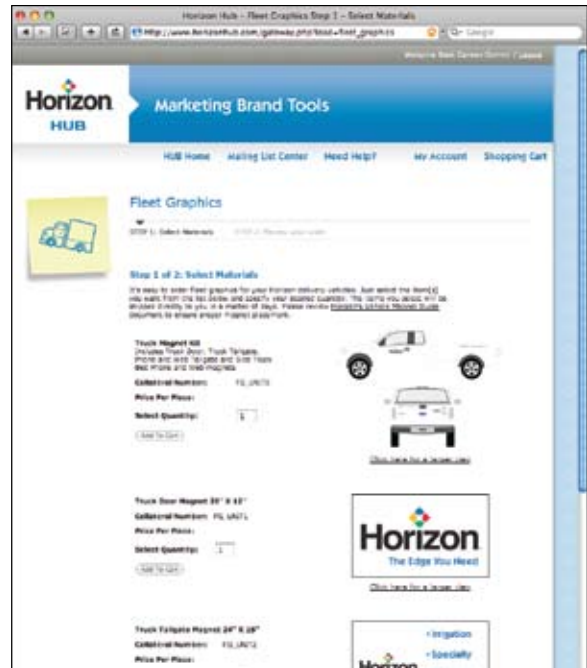
The Horizon Hub also gives Horizon store managers the ability to create or customize marketing and advertising materials or other sales-support items. It is easy to download Horizon logos, standard sales presentations, order signage and fleet graphics, custom end-caps and other Horizon literature.



An intuitive interface allows users to easily find and navigate to the marketing materials they need.



Users can easily customize identity and collateral materials with their contact and store information.



The Horizon Hub centralizes all of the organization's marketing needs including items like vehicle graphics, apparel and trade show materials.

Measurement

The site allows Horizon's staff to have more flexibility and control of their local area marketing while minimizing requests to the Horizon corporate marketing department. Information housed on the portal also helps personnel to effectively target customers and make sales. All of Horizon's stores and personnel have benefited from having constant access to a wide range of helpful marketing support programs and other selling tools.

Extension

Horizon continues to promote use of its Horizon Hub throughout its distribution network. Since being developed, the Horizon Hub has been expanded to include additional sales resources including sales presentations, customer referral and appreciation promotional materials and product sell sheets. Canyon also works with Horizon to regularly update the marketing and sales materials available to its organization.

To learn more, please contact:

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Seeing Beyond The Edge