

Stihl chooses the innovative marketing management system of Mehrkanal

Essen, April 2nd 2012 - Mehrkanal, one of the leading suppliers of marketing management systems (MMS), gained the Stihl- group as a new customer. By the use of the marketing management system, Stihl supports the regional marketing communication of the specialized trade actively – and this worldwide. Pilot countries are Spain and Germany with several thousand trading partners.

Products of the brand Stihl are available exclusively via the specialized trade. With the help of the marketing management system of Mehrkanal the professional implementation of all marketing activities via all communication channels, shall be enlarged on the dealer basis consistently and individually. Thereby Stihl, a company of long tradition from Waiblingen near Stuttgart, sets great store by the compliance with the Corporate Designs and wants to assimilate/ integrate national marketing campaigns to individual regions. However, this implies marketing in the sense of the brand. But not only that: Considering the regional market and target-group particularities at preparing communication measures via the new portal, the know-how of the individual trading partners will be taken into account, in order to optimise the effects of advertising offers.

“We are glad about the new customer Stihl, one of the leading manufacturers of chainsaws. Stihl is a special brand with a high demand on communication and their processes. Stihl operates international and the marketing management system of Mehrkanal will be applied worldwide. On this occasion/ in this connection, we can bring in our experience and can continue to expand our internationalisation”, explains Markus Plaum, managing director of Mehrkanal.

The marketing management system motivates the trade

The trade is convinced of the varied possibilities and the high user- friendliness of the marketing- management-system of Mehrkanal. With the use of the system, marketing activities can be implemented individually, accurately and resource-efficient. Specialist trader appeal to their regional target groups precisely, by preparing the optimal marketing mix directly in the system and by implementing it in a few steps. The sales locations have their personal marketing at hand: For instance, analysis- and evaluation possibilities about new- and existing customers as well as reports about already transacted measurers are available in the system at any time. Thus, the dealer and headquarter are always up to date: In the system they can view the newest sales campaigns and information of the manufacturer at any time and can implement these in their regional marketing. The automated processes and workflows of the web based marketing management system motivate the dealer to an active

use. Thereby the preparation of campaigns can be simplified considerably.

In the first implementation phase, modules for daily newspapers, dealer websites and print mailings are planned. Moreover, different already existing applications and data sources of Stihl, as for example the worldwide product- and image database, will be integrated in the marketing portal. Due to the modular structure and to the open interfaces, there are no bounds in expanding further individual modules.

With the marketing management system of Mehrkanal the special trade appreciates special service: From the very beginning, a "First level Hotline" for Germany (advice for the dealers by phone) and a "Second level Hotline" for the international business (advice for distribution-units in individual countries) as well as a related link to the already existing Stihl systems (e.g. library and CRM) are available for the dealers.

About STIHL:

The STIHL group develops, manufactures and distributes motorized equipment for forestry and for landscape conservancy as well for the building industry. The product spectrum is complemented by the assortment of garden equipment of VIKING. Fundamentally, the products are distributed via the specialized trade- with own 32 distribution- and marketing companies, with more than 120 importers and about 40.000 specialist dealers in more than 160 countries. Since 1971 STIHL is the best-selling chainsaw- brand worldwide. The company was established in 1926 and has it's headquarter in Waiblingen near Stuttgart. In 2010, STIHL achieved a turnover of 2,36 billion Euros worldwide and employed approximately 11.310 people. More on www.stihl.com.

About Mehrkanal:

Mehrkanal is one of the leading suppliers of marketing management systems, based in Essen. The company is specialised for establishing, leading and integrating brands in and via the internet. Due to the close networking and the interaction of web-based tools, Mehrkanal optimises marketing and sales of numerous internationally operating brand manufacturers. The customer portfolio includes companies as Peugeot, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Brax, Banque PSA Finance Deutschland, Esprit, Iveco, Tamaris and Ford. More on www.mehrkanal.com.

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