Maintenance Products Company

- Use Case -

The Client

A global company specializing in manufacturing and selling maintenance and cleaning products for personal and industrial use. Each country has its marketing unit, responsible for managing offline and online local campaigns.

Tiempo 27.3   Puntuación 500

Objetives

The company needed a single gamification and customer engagement platform that could be used by all local marketing teams, allowing them to:

- Create digital activations tailored to each market
- Collect user data and new leads
- Increase engagement with their audience
- Attract new followers on social media
- Generate user-created content
- Promote the brand's products

All from a single, scalable, and easy-to-use tool that would allow each country to launch their own campaigns quickly and independently.

Challenge

Each country works with its own language and has specific operational needs.
The solution needed to allow:

- Prior review by managers before launching each campaign
- Access to training and support localized by country
- Automatic synchronization of all captured leads with a centralized global CRM

The company saw that different markets were already starting promotional actions on their own, with various tools and misaligned results. Therefore, they were looking for a platform that would allow them to **centralize campaign management** in a single environment, with:

- Access control by market
- Unified management of promotion design
- Global oversight of strategy, mechanics, and execution

The Solution with Easypromos

Thanks to the Corporate license, the company has a single corporate account, organized by countries, which allows them to:

- Create multiple agents and **assign personalized roles** (Manager, Editor, Agency, Consultant).
- Access audit logs to track all changes made by agents.
- Create and save **design and promotion templates** so the local teams can launch activations quickly, following a corporate guide.
- **Independent chat support by country**, allowing each agent to contact the Easypromos team directly without depending on a centralized channel.

- Establish clear workflows, where editors and agencies create promotions, and managers review and approve them before activation.
- Have a global view of performance from the administrator role, and limited access according to each agent's profile.
- Ensure compliance with the **GDPR** through features such as user deletion and export, opt-in management, privacy policy templates, legal notices, and cookies.
- Obtain centralized statistics by account, country, and campaign.

Most Suitable Dynamics

- **Interactive games**, such as Match It (to associate products with their uses) or Falling Objects (where users must catch the brand's products in a limited time).
- **Mechanics with direct prizes**, such as the Spin the Wheel or Scratch & Win, that reinforce the visibility of the brand's slogan and reward users with products.
- **Photo and video contests**, with content generated by users using the brand's products.
- **Trivia and quizzes**, to educate about the brand and its products, combining education and entertainment.
- **Entry Form Giveaways**, to capture leads and feed their email marketing lists.
- **Giveaways based on interactions on social media**, especially on Instagram, to increase engagement and the organic reach of their publications.

Advanced Features Used

- **Personalized roles and permission system**, with supervision and activation by managers.
- **Integration with their email marketing platform** to automatically synchronize leads with their segmented lists.
- **Design and promotion templates**, preconfigured with mechanics, visual identity, and legal texts, facilitating quick launch by each country's team.
- **Customized domains by country**, through subdomains connected to the platform.
- **Tracking through conversion pixels**, provided by their agencies, to analyze the effectiveness of each campaign.
- **Centralized statistics** that allow them to compare performance by country, analyze which type of dynamic works best, and optimize future campaigns.

And also...

Using the Easypromos platform allows the company to work with great agility, so they can make the most of any holiday (Christmas, Halloween, Valentine's Day) or current event (concerts, sports competitions, etc.) to launch quick campaigns that help them connect with their community, promote products, or reinforce brand visibility.

As the marketing team says, *"Any excuse is a good excuse to communicate through games."*

The use of the platform is such a success that even the **Human Resources** team has adopted it to launch internal activations: Knowledge quizzes for training, employee betting pools, and other actions that encourage participation and team spirit.

Results

Before using Easypromos, the brand launched an average of 10 promotions per year. After 4 years working with the platform, among them the teams are managing **more than 250 annual campaigns**. This growth has meant a significant increase in brand visibility, more incoming traffic to their website, and a clear reinforcement of brand recognition.

Thanks to Easypromos, a company that operates globally and is organized by countries, has managed to **systematize its customer engagement strategy** through recurring gamified and interactive campaigns.