

A RISING TIDE...



Who Pays for your Branding?

How to “co-brand” your company and get your supply chain to pay for it.

Have you ever been asked to sponsor a hole, donate to your kid’s school, or give a remnant to the local PTA? These are all items that you most likely were happy to oblige. After all, those who are successful are engaged in their community. Have you ever asked your suppliers to “chip-in” on your own branding? If not, why? You might be surprised at the overwhelmingly positive response. Here are some co-branding ideas that will be worth their weight in gold.

Mugs. Have 250 coffee mugs made with your logo and ask a supplier to pay for them. Put their logo on the opposite side of yours. Make it a rule that every single customer you measure for gets a mug filled with candy and wrapped with cellophane. How many of your competitors leave behind a gift like this?

Car Wraps. Billboards are costly. Even the best billboard ad starts to look like a tree to the same “85,000 people” that see it every day. Ask one of your favorite vendors to consider paying for wrapping a car/truck if you put their logo on it. You can have a wrap done for the cost of one month of billboard! That is a 60:1 return assuming your rep will drive the car for five years.

Shirts. To keep your reps looking professional, consider a company shirt with your logo on the front and a manufacturer’s logo embroidered on the sleeve. Not only does it make your company look stylish, it also brings

some the credibility of a major manufacturer into the game. Customers who are savvy will recognize the national brand and link you with their brand.

Mouse Pads. If you are in the multifamily or real estate market, what better place to co-brand than your customer’s mouse pad? Your logo, phone number and the logo of a favorite vendor will serve as a reminder of who to call for flooring.

Sandwich Board Signs. A great way to advertise remnants is on a sandwich board outside your warehouse. Who better to pay for the sign than a carpet manufacturer? Both companies will benefit from the added sales.

These are just a few ideas that are outside the box ways to Co-Brand with your supply chain. I would love to hear some of your success stories. Email me at mketterman@gotyoufloored.com to share!



Matt Ketterman

Matt Ketterman opened for business out of his 1998 Honda Accord and has since created millions of dollars in net income. He operates a highly successful flooring company with nearly zero advertising. Matt can be reached at mketterman@gotyoufloored.com.