



6 Must-Haves in a Trade Promotion Management Tool

There are plenty of options to consider when you need a platform to manage promotions and trade spend. Most, however, are designed to collect data – not manage the people representing your business. Further, those same options are usually not designed for the unique needs and budget of an emerging brand.

If you do find yourself in a situation where spreadsheets are no longer cutting it, here are the most important requirements to consider. Looking for and being able to secure these benefits in a platform will help you maximize performance without breaking the bank:

1. **Ease of Use**

Any tool you select needs to be easy for every single member of your team and your broker representatives to use. Some of the things to look for are the ability to use on laptops as well as mobile devices, and a modern, simple & clean interfaces that only show content relevant to the user and the stage of the process they are in.

2. **Control**

Trade spending is one of your largest expenses. Any trade tool needs to enable you to define offers that can be extended to your customers, set guardrails that automate approvals, manually handle exceptions, and document the authorization of promotions.

3. **Collaboration**

When multiple people, functions, and brokers are involved in the planning, approval, and execution of promotions, they inevitably need to communicate. Messaging within a promotion is a must. This is key to unlocking real productivity benefits.

4. Information Centralization

Promotions generate paperwork. Contracts, ad images, display images, invoices, deduction backup. Storing all relevant information related to a promotion in one place streamlines planning and follow-up activities, eliminates storage in disparate locations, and saves time.

5. Beautiful, Actionable Data

For insights that drive action, data needs to tell a story. Reporting needs to be visual and delivered in a way that any user can understand.

6. Cost-Benefit Balance

The platform you select needs to blow away how spreadsheets enable you to manage promotions, but not burden you with (and charge you for) complexity and features that you will not use. Weighing the potential savings (and additional sales lift) the additional efficiency and functionality could deliver against the cost will help to determine whether it's a feasible option.



We Can Help

At Promomash, we've revolutionized in-store demo and event management by making it efficient, organized and profitable. Now we are doing the same for trade promotion management with an affordable solution – Promomash for Trade – specifically designed for emerging and growing brands. Promomash for Trade can help you better manage promotions, trade spending, and the people representing your brand.

Request a free consultation to learn how we can help!

[Request a Free Consultation](#)