

Trinity Marketing Scaled Their Business 3X with Promomash

Powerful organization and analytics tools enabled this startup agency to quickly multiply demos conducted and provide better post-event reporting to clients.

WITHIN A YEAR OF PARTNERING WITH PROMOMASH

3X

YEARLY REVENUE

2X

YEARLY EXECUTED EVENTS

2X

YEARLY PROFITS

8X

NATIONWIDE REACH



TRINITY
MARKETING GROUP
Client. Company. Customer.

Before Trinity Marketing hit the ground running, they already knew the task ahead of them was daunting. Bridget Aragon and Michael Yee, co-founders of Trinity Marketing Group, decided to take their field marketing experience and turn it into the ultimate dream: helping brands increase their revenue stream by promoting their products and providing staffing assets that could become extensions of the brands' own teams.

Early on into their new venture, with only a few clients on board and 18 brand ambassadors on staff, Bridget and Michael found themselves tracking tedious numbers in excel spreadsheets for their clients. For all the work it took to maintain, clients seemed to find little to no value in these reports. That's when Bridget stumbled across Promomash and decided to learn more.

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“We were skeptical to pay for any system since we had just started our company, but I'm glad we did,” Bridget recalled. “By making that leap with Promomash, we were able to double our business in a year. That was a big value add for us.”

Michael and Bridget were determined to stimulate the market by proving the buy more, pay less notion through beautiful and well-thought-out in-store demos. Promomash provided the engine that gave them the power to more efficiently schedule events, set up client accounts, and create custom templates – ultimately saving them time and freeing them up to scale the number of demos they executed. After events, Promomash also enabled them to digest and analyze the data collected, then effectively communicate demo performance to their clients.

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“Without Promomash, we wouldn’t have been able to scale our business so quickly and efficiently,” said Bridget. “We were able to define our program with incentives for Brand Ambassadors and establish competitive pay rates. It’s a win-win, for our team and our clients.”

In the first year of partnering with Promomash, Trinity Marketing **tripled revenue, nearly doubled the number of executed events, doubled profits, and grew company reach to 8 states.**

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“It’s impossible to quantify the time savings, productivity benefits and value of Promomash,” said Michael. “The utility and benefit far outweigh the cost. We were able to scale our business while improving the quality and consistency of our work, which is impossible without the analytics provided.”