
X Insights | October 2020

WHAT ABOUT THIS IDEA?



We have difficulty meeting with customers, difficulty getting them on the phone and even more difficulty getting them to respond to emails. So, what if we can show them that we can provide more benefits and offer more advantages than they know?

This is possible by capitalizing on the complimentary lines you have on your line card and creating a themed PDF flyer that displays three different products from three different suppliers. The product attributes of each product appear on the front page. On the back page, when combined in a given application, demonstrate how you can save customers design time, power requirements, space, cost, reduced lead time or improve their overall product performance.

A simple yet effective way to present an idea that you can help them in ways they hadn't imagined. Inviting them to engage in a discussion or request samples is the perfect call to action.

Strategic X Marketing is here to help you develop these application themed flyers and reach your target audiences a little differently.

Reach out to us for help with your next STRATEGIC move!