



# nexus

SALES & MARKETING  
MANUFACTURERS REPRESENTATIVES

*"Connecting Partnerships"*

## DIGITAL MARKETING 2021



NEXUS CORPORATE HEADQUARTERS

14470 Doolittle Dr. San Leandro, CA 94577 | T 800.482.6088 | F 510.567.1005

[www.nexus-now.com](http://www.nexus-now.com)



# nexus

DIGITAL MARKETING  
"Connecting Partnerships"

## COMPANY PROFILE

Nexus started out, in 1985, as a small family owned Manufacturer's Representative Agency in Northern California and today we are proud to say that we have grown and expanded into 11 Western states. We specialize in promoting and marketing foodservice and janitorial disposables as well as chemicals and a variety of equipment into the distribution community. We have found that in order to be successful we have to be actively engaged with not only our partner distributors but with the largest key operators in all of our regions. This strategy has helped us find new sales growth year after year for our client manufacturers. Our valued operator and distributor customers are the key channels to entry into any given marketplace. As a result Nexus provides our customers with a variety of sales tools and services that

have proven over the past 30+ years to be critical in assisting both distributors and operators in properly choosing the right products for their needs. We are experts in technical product training, onsite product demonstrations, logistical order tracking, online digital marketing, cost control analysis, merchandising, menu innovation, product sourcing along with custom operational application consulting. We pride ourselves in responding quickly with answers and providing a high level of service to meet our customers' needs. It's a challenge every day to meet the growing demand within our industry but because of who we have become, how we have evolved and what we have learned we believe that we can be the link or the "nexus" to bridge the gap in any opportunity.

## WHAT WE DO

- Sales - Foodservice & Paper Distribution
- Sales - Janitorial Distribution
- Operator Product Placement
- Consulting & Product Training
- Merchandising
- Digital Marketing & Product Promotion
- International Product Sourcing
- Customer Service - Order Processing
- Administrative Marketing Support

## HOW WE DO IT

- **EXPERIENCE** - Over 250 years of combined industry experience and training among our employees in 11 states.
- **SALES STRATEGIES** - In all of our regions we spend 50% of our time with distributors and 50% with large key operators.
- **ADMINISTRATIVE EFFICIENCIES** - Our Inside Sales Support staff alleviates administrative workload that allows our Account Executives to dedicate more of their time to their customers in the marketplace.
- **TECHNOLOGY** - Our unique CRM and cloud-based enterprise technologies give us the capability to digitally promote new products to customers through email, online newsletters and social media campaigns.
- **RELATIONSHIPS** - Our sales executives maintain hundreds of customer relationships that give us quick entry into markets for our partner factories.

## WHERE WE ARE



★ Office Locations    ● Sales Territories

# MARKET INTELLIGENCE – DATA COLLECTION



Nexus utilizes a state of the art CRM that hosts over 17,000 customer contacts among our four sales regions in the eleven western states. We use this data to digitally e-market to them by introducing new factory products, and or factory promotions as well as general Nexus newsletter information. Here are some of the key attributes we offer for our factories with our digital marketing platforms:

## MARKET INTELLIGENCE

As an experienced Rep agency, we maintain a vast library of information spanning a variety of products within select industry segments. When our clients request information about our marketplace, our skilled Account Executives and Administrative Support personnel can compute intelligence reports that help our factories and even our customers make important decisions for their business.

## SOCIAL MEDIA MARKETING

Our inside marketing administrators post photos, new product announcements and industry articles on our social media platforms so that our key customer subscribers are informed and engaged with timely industry news and events.



## CUSTOM IN-HOUSE PRODUCT TRAINING VIDEOS

Our custom product training videos are filmed in-house and are useful to prospective customers who have inquired about select products and their functional capabilities.

## BRAND BUILDING

We assist our manufacturers in developing their brand image in the marketplace. Our seasoned Account Executives digitally promote their products through social media, E-Newsletters and email marketing campaigns to generate new demand and create industry buzz.

## E-NEWSLETTERS

We keep our distributor and operator customers up-to-date within an ever-changing and evolving industry. Our E-Newsletters have embedded brochures and promotional icons that directly link customers to website videos, apps and QR codes. These active links easily and efficiently connect customer needs with the appropriate products for their applications.

## CRM CLOUD SOFTWARE

Our Account Executives and Administrative Sales team has created a significant library of thousands of industry contacts and account information. We utilize this valuable data for our digital marketing e-campaigns.



# CONTACT US

T 800.482.6088

F 510.567.1005

[www.nexus-now.com](http://www.nexus-now.com)



## NORTHERN CALIFORNIA CORPORATE OFFICES

7042 Commerce Circle, Suite B  
Pleasanton, CA 94588  
ph: 800.482.6088  
fax: 510.567.1005



## SOUTHERN CALIFORNIA SALES OFFICE

20992 Bake Pkwy., Suite 100  
Lake Forest, CA 92630  
ph: 800.482.6088



## SEATTLE WASHINGTON SALES OFFICE

1044 Industry Drive, Bldg. 34  
Tukwila, WA 98188  
ph: 800.482.6088



## PHOENIX ARIZONA SALES OFFICE

3637 West Roanoke, Suite 4  
Phoenix, AZ 85009  
ph: 800.482.6088

