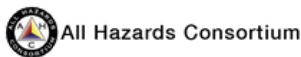


# Case Study Product Launch

*A Successful Supply Chain Marketplace that Resulted  
Massive Demand Outreach to Institutional Buyers*

## At a glance


The **All Hazards Consortium (AHC)** is a non-profit organization that brings together public and private sector stakeholders to address and mitigate all hazards facing communities across the United States.



## Key Metrics

Tier 1 Marketing helped develop a multi-vendor, “uber-like” rapid sourcing model for institutional buyers that connects vetted PPE Buyers and Suppliers into a secure framework that helps buyers get multiple competitive quotes for their PPE request.

 **200+**  
Number of Vendors

 **500+**  
Number of Buyers

## Tier 1 MARKETING SOLUTIONS

At the end of the day, the ultimate goal of online brand marketing is to drive revenue for your organization.

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## CHALLENGES

AHC coordinates public and private resources to enhance the nation's hazard response. AHC aimed to establish a strong presence in Disaster Response during COVID-19. **The PPE supply chain problem involved issues with supply, demand, quality control, and logistics, with industry and government competing for limited resources.**

## SOLUTIONS

The AHC overcame limited resources and technical difficulties in their virtual event by partnering with other organizations, collaborating with subject matter experts, and implementing robust marketing strategies.



**Strategic  
Partnerships**



**Collaborative  
Planning**



**Robust Outreach  
& Support**

## BENEFITS

### 1 Improved Vendor Acquisition

Marketing Outreach Strategy & Follow-Up automation: **Increased audience email list open rate by 230%**. Preemptive outreach marketing and partnering with industry leaders and vendors.

### 2 Monetizing Brand Investments

Monetizing Existing Audience Base: **Building Authentic Connections through Outreach Efforts**. We'll help by providing value through influencer partnerships and targeted content.

### 3 Marketplace App Development & Go-To-Market Strategy

Streamlined operations resulting in a 40% increase in sales: **Custom development of the marketplace app** facilitated a high volume of transactions and ensured a steady stream of revenue.

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