

Mediafly Implementation for PepsiCo

Software category:

Content marketing

Review summary:

The client is PepsiCo, a large consumer packaged goods company. They were in need of a platform that would allow them to aggregate, update, and distribute their marketing and sales documents. They implement Mediafly for these purposes. The client is very satisfied with their use of Mediafly. The client highly recommends Mediafly as it has made their promotions and sales more efficient by allowing their sales representatives to access up-to-date content directly from a mobile app.

"We've been using Mediafly for two years, and the analytics inform us on how our sales team is using the content. We started with about 500 users, and now we're at about 4,000 users. Mediafly allows us to build our roadmap and adjust our game plan." — Sales Transformation Manager, PepsiCo (Consumer Packaged Goods Company)

[Download as PDF](#)**BACKGROUND****Please describe your organization.**

Our company is PepsiCo, a large consumer packaged goods company.

What is your role and responsibilities?

I'm the sales transformation manager. My department is the liaison between IT [information technology] and sales when it comes to implementing mobile technology

Features:
★★★★★
Ease of use:
★★★★★
Support:
★★★★★
Overall rating:
★★★★★
Willing to refer:
★★★★★

Thomas Stubbs**Sales****Transformation****Manager at PepsiCo** **Industry:**

Food & Drink

 **Company size:**


10,001+ Employees

 **Location:**

New York City

 **Review date:**

Jun 10, 2015

 **Annual Spend:**

Confidential

to our sales teams. We provide our sales teams with mobile devices and apps that allow them to be proficient and productive in the trade.

OPPORTUNITY/CHALLENGE

What was the business challenge your company was facing that incited the need for a content marketing platform?

We were looking to streamline our communications to our sales teams by leveraging a mobile app. We were an organization where everything was emailed, and it was always through laptops. When we provided new content and documents to the sales teams, the managers would print everything out. With PepsiCo, things change very quickly, so the information would become outdated very quickly, and we would have to send new, up-to-date documents. We wanted to provide them real time, live information and allow them to be mobile, so they weren't dependent on their laptop and printed documents.

SOLUTION

Did your company have a formal selection process for deciding on a content marketing platform?

A fellow PepsiCo employee recommended Mediafly to us.

Was your company considering other platforms or possibly contracting a content marketing agency?

We did a lot of research on various content management software. We looked at Microsoft's and IBM's solutions. All of these platforms could make our employees mobile, but Mediafly's platform was more engaging with the customer and was more effective at pushing out information.

Did you initially begin with the platform's free version or trial period?

We did an internal pilot and that was about six months before we launched nationally. We pay per license fee, so it's per user per month. Our spend on the platform is confidential.

RESULTS & FEEDBACK

Can you share any success metrics or overall results from your implementation of Mediafly?

Our user base is expanding. We started with about 500 users, and now we're at about 4,000 users. We're hoping to grow to 10,000 users in the next year. Our team is more efficient and productive. Before using Mediafly, our sales meeting lasted an hour once a week or more. That meeting is now getting down to 30 minutes, and our sales representatives do not come back to the office as much. Now, they only really need to come in once a week.

Not only has Mediafly been a time saver, but, when we met with one of our customers, Target, they informed us that customers are really giving positive feedback on Mediafly as well. Sales are a lot easier to do without needing to go through documentation on a laptop. Sales representatives can pull up our promotions in our stores in real time. The feedback has been overwhelmingly positive from our sales teams and our customers.

FEATURES

Were there any software features or tools that really impressed you and by which potential buyers should be aware?

We've been able to create a customized dashboard on Mediafly. We can open up a laser presentation, and there's a built in laser pointer so you can directly present from

Advantage, which is our personalized dashboard. We can create and give presentations directly to our customers.

It also allows us to annotate on the documents. So, if we create a cell sheet, we can pull it up and make some comments on it. We can then flip that right to the customer.

Mediafly also has a feature called "My Ideas." I can put my personal content out there. If I'm seeing a customer, and it's my personal presentation to Wal-Mart, I can put that in the same area where all the public information is. A lot of our users used to use Dropbox, Google Drive, and other similar products. Now, we do it directly using Mediafly. That has helped increase our usage. Our employees are using Mediafly for their personal content as well. It's a very comprehensive and useful content management system. It works great for us.

Can you speak to the ease of content creation and the quality of content curation?

Once the dashboard is created, uploading the content is extremely easy. That's what we hear about the most from our team. When we do it on the laptop, we drag and drop content onto the screen, and it feeds the Advantage app very quickly. It's user friendly, very intuitive, and quick and easy to update. If we want to modify or update pictures on the app, it's an easy process.

Can you speak to the tracking and analytics tools available?

We've been using Mediafly for two years, and the analytics inform us on how our sales team is using the content. We get to see how the content is used based on location as well. Because of the analytics it provides, Mediafly allows us to build our roadmap and adjust our game plan.

Have you found it necessary to use any of the company's available tutorials or support resources? Was the support useful and accessible?

They provided some training videos in the past. We've never had any issues with the platform, and the Mediafly team is very responsive.

Are there any areas of the platform that you feel are not intuitive or that you feel could be improved upon?

We're very happy with Mediafly. We're a very different client than what they've had in the past. Both our company and their company have grown extensively, and they've been great to adjust to those changes. They've been able to grow too. We've complemented each other to grow in the right direction.

OVERVIEW

We ask you to rate the software on a scale of one to five, with five being the top score. What would you give the platform for ease of use and implementation?

Five.

What would you give the platform's features for desired functionality?

Five.

For support, as in responsiveness and resources available?

Five. They're very responsive.

For overall usability and satisfaction with the platform?

Five.

How likely are you to recommend the platform to a similar business?

Five. We're already recommending it both internally and externally.
